



## Annual Summary 2019-2020

### Executive Summary



Behavioural Supports Ontario  
Soutien en cas de troubles du comportement en Ontario



## Mission Statement

“To develop and deliver support services and education, promote research and advocate for everyone affected by Alzheimer’s and related dementias in our Districts.

The Alzheimer Society Timmins Porcupine District Inc. was founded by a group of family caregivers in 1988 under the leadership of Monica Bevil. It is a Non-Profit Corporation and registered charity governed by a Board of Directors who are elected at the Annual General Meeting held once a year.

The Society is operated and managed by a team of 5 full time and 2-part time staff who are responsible for the design and implementation of family support, including behavioral specific, as well as education services in both official languages.

The Society receives funding from the Ministry of Health distributed through our regional Local Health Integrated Network; or LHIN; community donations, fund development events and memorial donations.

The Alzheimer Society Timmins Porcupine District Inc. supports research every year through the Alzheimer Society of Ontario.

The Alzheimer Society Timmins Porcupine District Inc., through its Federation with the Provincial and National Associations, maintains an active role in supporting the growth and development of the Alzheimer movement.

We will accomplish this mission by:

- \* Promoting the rights and wellbeing of the person with Alzheimer’s disease.
- \* Supporting the delivery of local support for the individuals affected by the disease and their caregivers.
- \* Providing information, education and training.
- \* Raising funds for research.
- \* Promoting changes in government legislation, policies, programs and procedures when required.



*T Koskamp-Bergeron*

TRACY KOSKAMP-BERGERON  
EXECUTIVE DIRECTOR

# Vision Statement

To be a community with compassion and understanding for those living with and caring for someone with Alzheimer's disease or a related dementia.

## Our Values

### RESPECT:

We will uphold respect for the dignity of persons living with Alzheimer's disease and other dementias.

### INTEGRITY:

We will demonstrate honesty, reliability, confidentiality and quality service with each client and interaction

### COMPASSION:

We will maintain empathy and understanding for all persons living with Alzheimer's disease and related dementias.

### LEARNING:

We will support and encourage learning and educational opportunities and continue to enhance and share our knowledge of Alzheimer's disease and related dementias.

### PARTNERSHIP:

We will promote collaboration within and outside of our agency to ensure we are meeting the needs of the people we serve.

### ACCOUNTABILITY:

We will be accountable to our clients, members, funding organizations and donors. Resources entrusted to us will be used to support our mandate.

### SUPPORT:

We will assist persons living with Alzheimer's disease and related dementias and all activity to this end will focus on the importance of person centered care and education.

## Board of Directors

Lenard Ellery- Chair  
Karen Hill- Vice Chair  
Connie Yu- Secretary/Treasurer  
Guylaine Mallette-Robichaud- Treasurer  
Ken Lehtimaki

## Staff

Tracy Koskamp-Bergeron- Executive Director  
Caroline Carrière- Timmins First Link Care Navigator  
Sarah Reid- Behaviour Support Facilitator  
Erin Bergeron-Savard- Education and Awareness Coordinator  
Irene Chitaroni- Temiskaming Public Education Coordinator  
Kaitlin Walsh- Temiskaming First Link Care Navigator  
Tina Pelchat- North Cochrane First Link Care Navigator  
Lynne Belonoha- Bookkeeper

Dementia is not a specific disease.

It's an overall term that describes a wide range of symptoms associated with a decline in memory or other thinking skills severe enough to reduce a person's ability to perform everyday activities.

## Dementia numbers in Canada

**5%**

The percentage of the Canadian Institutes of Health Research's budget invested in dementia research

**45%**

The greater your risk of developing dementia if you smoke

**65%**

Of those diagnosed with dementia over the age of 65 are women

**16,000**

The number of Canadians under the age of 65 living with dementia

**25,000**

The number of new cases of dementia diagnosed every year

**56,000**

The number of Canadians with dementia being cared for in hospitals even though this is not an ideal location for care

**564,000**

Canadians are currently living with dementia

**937,000**

The number of Canadians who will be living with the disease in 15 years

**1.1 million**

The number of Canadians affected directly or indirectly by the disease

**\$10.4 billion**

The annual cost to Canadians to care for those living with dementia



**Cochrane District**

Cochrane District is a district and census division in Northeastern Ontario in the Canadian province of Ontario. It was created in 1921 from parts of Timiskaming and Thunder Bay districts. In 2016, the population was 79,682. [Wikipedia](#)

**Area:** 141,247 km<sup>2</sup>  
**Population:** 79,682 (2016)



**Timiskaming District**

Timiskaming is a district and census division in Northeastern Ontario in the Canadian province of Ontario. The district was created in 1912 from parts of Algoma, Nipissing, and Sudbury districts. In 1921, Cochrane District was created from parts of this district and parts of Thunder Bay District. [Wikipedia](#)

**Area:** 13,300 km<sup>2</sup>  
**Population:** 32,251 (2016)

## Dementia Projections

### Cochrane District Current State 2020\*

Population over 65 years 16090  
 Dementia cases 1413

### Projected 2035

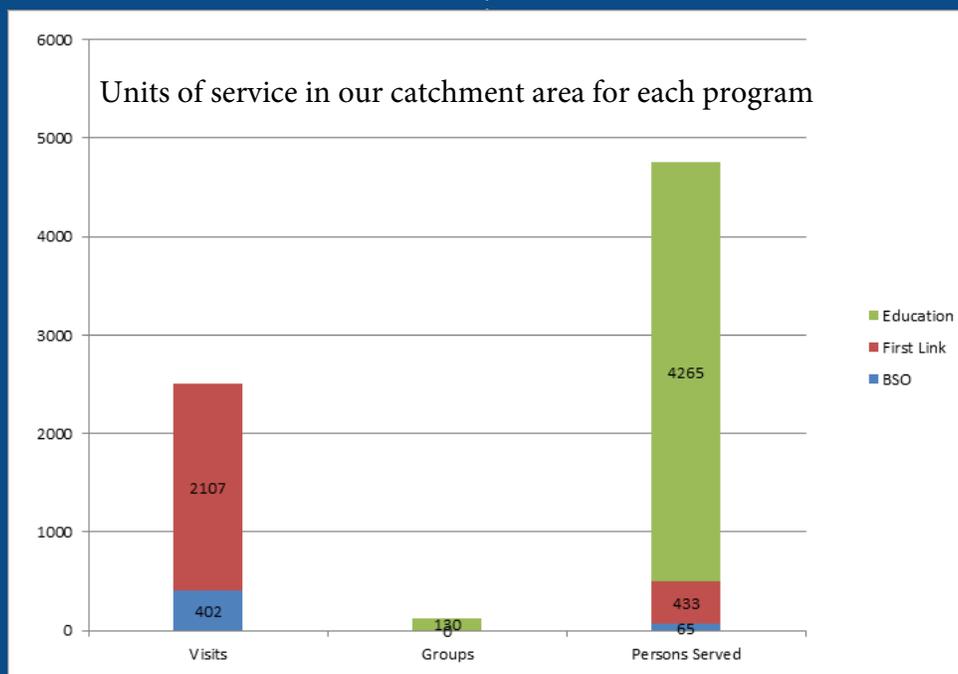
Population over 65 years 21910  
 Dementia cases 2342

### Temiskaming District Current State 2020\*

Population over 65 years 8300  
 Dementia cases 703

### Projected 2035

Population over 65 years 10370  
 Dementia cases 1123



## **Strategic Direction 2020-2021**

### **Community Support for all Dementia Needs**

- Increase community awareness of supports and services offered by ASTP
- Increase services and supports through proactive planning and pursuit of new funding opportunities
- More community outreach
- Educate public using Website, Fact sheets, e-newsletters, presentations, social media
- Educate specific groups and community partners (eg. Pharmacists, FHT, Retirement homes, schools)
- Ensure a balance between education and support activities

### **Strengthen Community Profile**

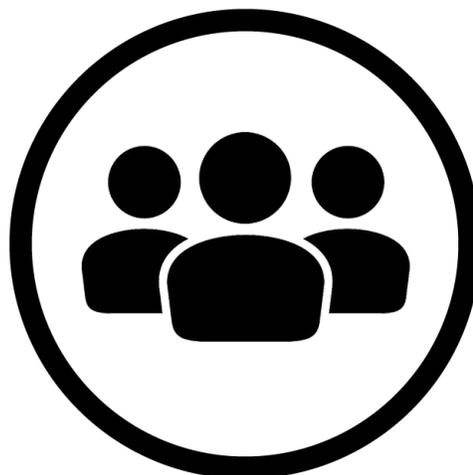
- Increase knowledge about the differentiating Provincial research vs. local front- line services
- Increase public profile by promoting our accomplishments
- Increase community communication work plan-use statistics
- Increase testimonials via video and print
- Work towards a French Language Designation

### **Sustainable Fund Development**

- Seek input/advice from fund development professionals
- Apply for available grants, utilize ASiO templates and expertise (OTF, Senior Secretariat)
- Build relationships to support planned giving
- Increase awareness of the 'cost' for services and reason fund raising events are necessary
- Sustain Northern Ontario Heritage Fund Grant positions
- Utilize Canada Summer Experience program to support program staff and decrease workload
- Apply for LHIN end of year funds for one-time expenses/upgrades and training

### **Strategic Partnerships Organizational Effectiveness**

- Continue to pursue collaborative opportunities with other Societies ASiO, ASO and ASC
- Increase service capacity with use of groups and volunteers
- Work with local partners to identify gaps in service; then fill gaps where possible
- Balance service demands with staff/organization wellness
- determine requirements of quality improvement plan
- increase strength of Board



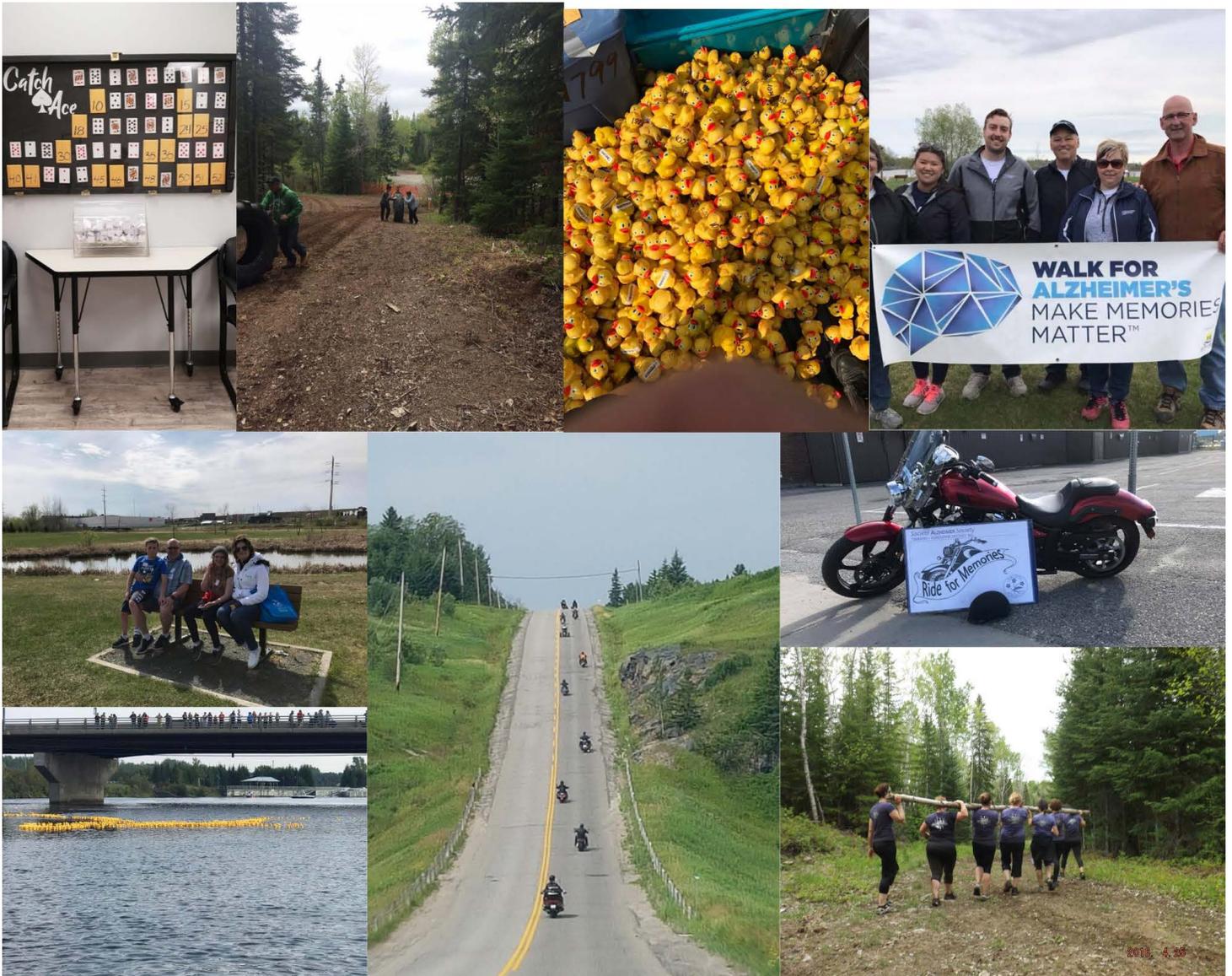
# Fundraising and Awareness Events

2019-2020 was a successful event year!

Our events were so much fun this past year!! We saw an increase in participants for the Walk for Alzheimer's, Mud Factor, The Duck Race and The Ride for Memories!

We received two large donations that have been requested the funds be used for education in the Timmins, Kirkland Lake and New Liskeard areas.

As part of the Alzheimer Societies in Ontario Finding Your Way Campaign 2,580 education seminars were delivered across the province.



**EVENTS & DONATIONS RAISED OVER \$130,000!!**



## Social Media Connections and Website Analytics



FACE BOOK

April 1, 2019 661 followers  
 March 31, 2020 714 followers  
 Increase of 53 followers



INSTAGRAM

69 Followers

TWITTER  
 436 Followers



## WEBSITE TRAFFIC & TOP PAGES

Users

3.3K

↑78.6%

Sessions

4K

↑68.0%

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	314 % of Total: 100.00% (314)	273 % of Total: 100.00% (273)	00:01:39 Avg. for view: 00:01:39 (9.30%)
1. alzheimer.ca/en/timmins/About-dementia/For-health-care-professionals/Screening-and-diagnosis/cognitive-and-hearing-loss	108 (34.39%)	104 (38.10%)	00:11:49
2. alzheimer.ca/en/timmins	34 (10.83%)	29 (10.62%)	00:00:24
3. alzheimer.ca/fr/timmins/About-dementia/Alzheimer-s-disease/Risk-factors	8 (2.55%)	7 (2.56%)	00:04:33
4. alzheimer.ca/en/timmins/About-dementia/Alzheimer-s-disease	7 (2.23%)	6 (2.20%)	00:01:33
5. alzheimer.ca/en/timmins/Get-involved/Volunteer/Volunteer-opportunities	7 (2.23%)	7 (2.56%)	00:01:29



**CORONAVIRUS**  
Covid-19 or 2019-nCov

**WHAT IS IT? Q.**  
COVID-19 is a new virus and its health officials are still learning about its spread and severity. At this time, it appears to cause an illness similar to the flu with the most common signs of infection being fever, cough and shortness of breath. In severe cases, patients can develop pneumonia, severe respiratory distress, kidney failure and death.

**PREVENTION**

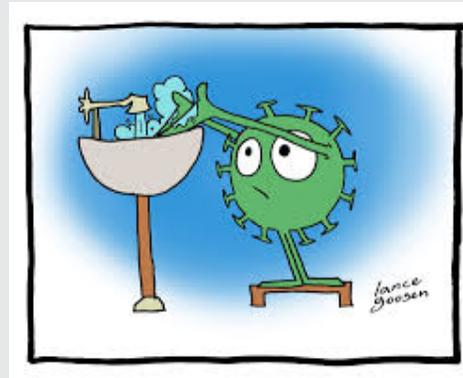
- Stay at home when you are sick
- Avoid touching your eyes, nose & mouth with unwashed hands
- Avoid close contact with people who are sick
- Clean & disinfect frequently touched objects and surfaces
- Wash your hands at least 20 seconds
- Use a hand sanitizer that contains at least 60% alcohol
- Cover your cough or sneeze with a tissue
- Avoid crowded places and all unnecessary travel

**SYMPTOMS**

- Common: Fever, Headache, Fatigue, Dry Cough, Stomach Issues, Shortness of breath, Anxious muscles
- Less Common: Hemoptysis

**INCUBATION**  
Because the early symptoms of COVID-19 are similar to other respiratory illnesses, if you have any of the common symptoms above, cough and shortness of breath you should contact your doctor's office and arrange to have a consultation.

**2-14 DAYS**



## Significant event this year; Covid-19

### Rapidly changing systems

31 December 2019

At the close of 2019, the WHO China Country Office was informed of a pneumonia of unknown cause, detected in the city of Wuhan in Hubei province, China. According to the authorities, some patients were operating dealers or vendors in the Huanan Seafood market.

Staying in close contact with national authorities, WHO began monitoring the situation and requested further information on the laboratory tests performed and the different diagnoses considered. <https://covid-19.ontario.ca/>

The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing pandemic of coronavirus disease 2019 (COVID-19), caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).[1] The outbreak was first identified in Wuhan, China, in December 2019.[4][6] The World Health Organization declared the outbreak a Public Health Emergency of International Concern on 30 January, and a pandemic on 11 March.[7][8] As of 1 June 2020, more than 6.2 million cases of COVID-19 have been reported in more than 188 countries and territories, resulting in more than 372,000 deaths; more than 2.66 million people have recovered.[5].

Covid-19 changed the way we were able to provide support to clients, how we provided education and directly impacted our ability to fundraise.

At the beginning of March 2020, we ceased offering in person support and education, planned to cancel events and most staff began working remotely.

The Alzheimer Societies in Ontario immediately began to support and offer virtually to anyone in our province. We quickly learned that while we needed to practice being physically distant; we could in fact continue to reach clients and offer support and resources.

Things have changed, we have grown and adapted and are unsure how the subsequent year will progress.

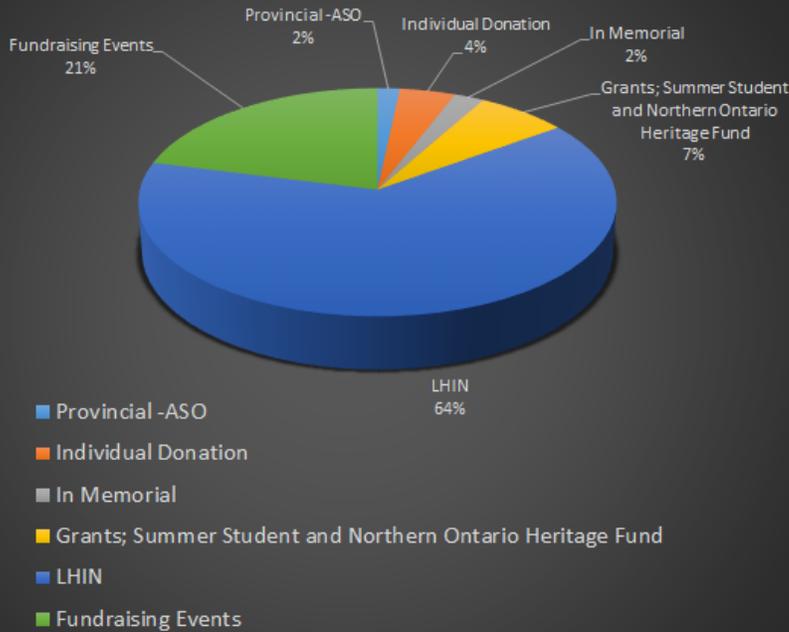
"Naming the coronavirus disease (COVID-19) and the virus that causes it". World Health Organization (WHO). "Coronavirus very likely of animal origin, no sign of lab manipulation: WHO". Reuters. 21 April 2020. Retrieved 23 April 2020.

Lau SK, Luk HK, Wong AC, Li KS, Zhu L, He Z, et al. (April 2020). "Possible Bat Origin of Severe Acute Respiratory Syndrome Coronavirus 2". Emerging Infectious Diseases. U.S. Centers for Disease Control and Prevention (CDC). 26 (7). doi:10.3201/eid2607.200092. ISSN 1080-6059. OCLC 1058036512. PMID 32315281. Archived from the original on 2 May 2020. Retrieved 5 May 2020.

"Novel Coronavirus—China". World Health Organization (WHO). Retrieved 9 April 2020.

"COVID-19 Dashboard by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University (JHU)". ArcGIS. Johns Hopkins University. Retrieved 1 June 2020.

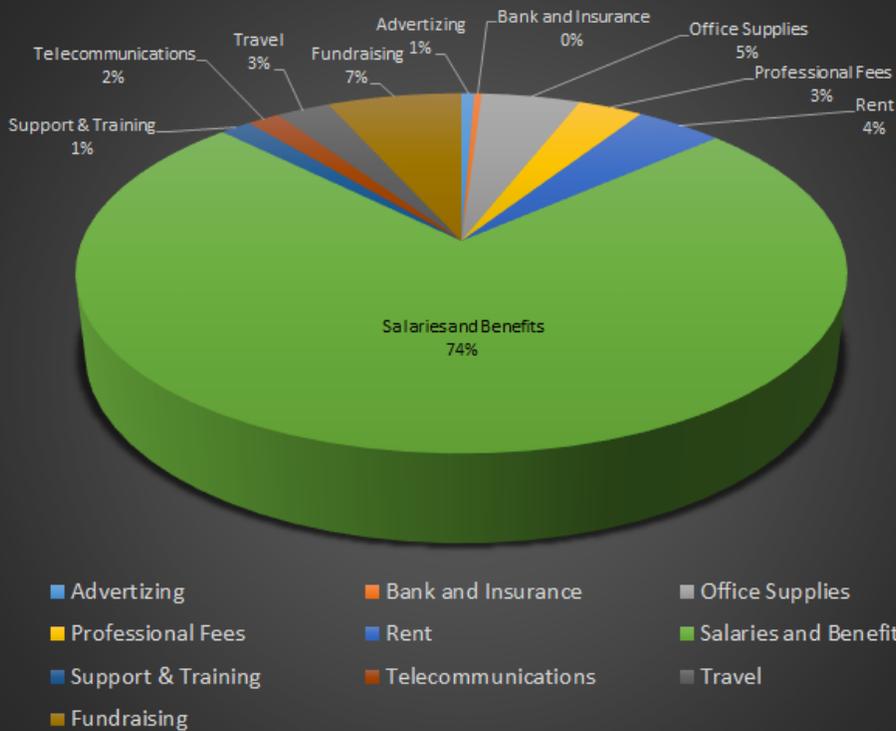
## REVENUE



Provincial -ASO	\$ 7,956.00
Individual Donation	\$ 20,030.00
In Memorial	\$ 10,683.00
Grants; Summer Student and Northern Ontario Heritage Fund	\$ 32,773.00
LHIN	\$ 304,595.00
Fundraising Events	\$ 100,297.00



## EXPENSES



Advertizing	\$ 2,507.00
Bank and Insurance	\$ 1,522.00
Office Supplies	\$ 19,546.00
Professional Fees	\$ 12,743.00
Rent	\$ 17,352.00
Salaries and Benefit	\$ 293,346.00
Support & Training	\$ 6,161.00
Telecommunication	\$ 6,476.00
Travel	\$ 10,600.00
Fundraising	\$ 26,615.00

**DONATE TODAY**

[www.alzheimer.ca/timmins](http://www.alzheimer.ca/timmins)

ALZHEIMER SOCIETY OF TIMMINS-PORCUPINE DISTRICT INC  
SOCIETE ALZHEIMER DU DISTRICT DE TIMMINS-PORCUPINE INC  
38 Pine St S Unit 107 A, TIMMINS, ON P4N 6K6  
Timmins TEL: 705-268-4554 FAX: 705-360-4492 Toll Free: 1-844-288-4554

SATELLITE OFFICES;

Temiskaming Education: 705-647-2379

Temiskaming First Link: 705-679-4038

Hearst/Kapuskasing First Link: 705-332-2504

[www.alzheimer.ca/timmins](http://www.alzheimer.ca/timmins)

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Charitable registration number:  
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