

Société Alzheimer Society

WINDSOR-ESSEX COUNTY

2014 – 2015 ANNUAL REPORT



There is
ART in
deMENTia

music . visual arts . entertainment

Making life better for
people with dementia

Target Me Not

Help for Today. Hope for Tomorrow...®

Contents

*“We delight in the beauty
of the butterfly, but
rarely admit the changes
it has gone through to
achieve that beauty.”
Maya Angelou*

A Message from Our Board Chair and CEO	3
Board of Directors and Committees.....	4
Staff	5
Mission, Vision, Programs	6
Our Impact in 2014-2015	7
Volunteers.....	8
Testimonials	9
Summary Statement of Financial Position	10
Generosity of Spirit Award	11
Why Art in DeMeNtia	12
Gratitude	13

**The Alzheimer Society of Windsor and Essex
County is funded by the Erie St. Clair Local
Health Integration Network (ESC LHIN).**

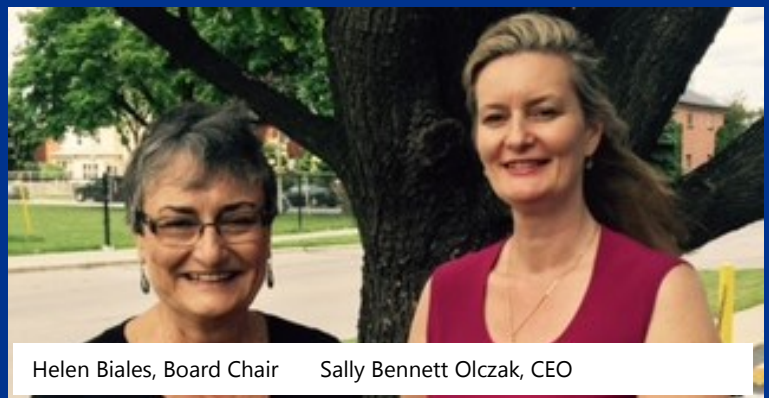


*“So long as the memory of certain beloved friends lives in my heart,
I shall say that life is good.” Helen Keller*

Photo: Bambi Sangster

2014 – 2015 ANNUAL REPORT

A Message From Our Board Chair and CEO



The Alzheimer Society of Windsor & Essex County continues to provide direct and support services to individuals affected by ADRD (Alzheimer's disease and related dementias), their partners in care, families and the community at large. More people are being diagnosed with the disease creating a greater need for our services. Part of these services are funded by the government through the Erie-St. Clair Local Health Integration Network and the rest of the money comes from fundraising in the local community. The local Society, through the Alzheimer Society of Ontario and the Alzheimer Society of Canada, continues to lobby both the provincial and national governments to develop a dementia plan for dealing with this devastating disease. Not only does it have a devastating effect on the individual, but it also devastates the family and caregivers. More research needs to be done to find a cure.

Since 1981, the Alzheimer Society of Windsor & Essex County has relied on our citizens, businesses and labour community to support our work through volunteerism, assistance with fundraising, and donations. The community has always been at our side. We continue to need your support and thank you for continued kindness and care that supports our mission.



Helen Biales
Board Chair



Sally Bennett Olczak
Chief Executive Officer



FOUNDERS (1981)

Mrs. Marilyn Brown-Skinner Mr. George Sims

Honorary Lifetime Members

Mr. George Sims
Mr. Don Fairley
Dr. Olga Malott
Dr. Gaston Franklyn

Dr. Ciaran Sheehan
Mr. Jim Pollock
Mrs. Janet Lord

Mr. Bryon Gero
Ms. Eda Cross
Mr. Bob Renaud

Mr. Ron Pronger
Mr. Jim Donaldson
Ms. Lucia Eugeni

Honorary Directors

Mr. Dave Cooke
Mr. Ari Freed
Ms. Mina Grossman-Ianni
Mr. Justice Harry Momotiuk

The Honourable Howard Pawley
Mme. Justice Micheline Rawlins
Mr. Wayne Stevens

Dr. Fouad Tayfour
Mrs. Rochelle Tepperman
Mr. John Vollmer

Executive Committee/Board of Directors

Chair

Ms. Helen Biales

Vice Chair

Mr. Pat Soulliere

Secretary

Mr. Rob Slater

Past Chair

Dr. Gaston Franklyn

Treasurer

Mr. Paul Boyes

Non-voting Member

Mrs. Sally Bennett Olczak

Directors

Mr. Arvind Arya
Mr. Marty Beneteau
Ms. Shelley Smith

Mr. Vincenzo Calandra
Dr. Mitch Fields

Mrs. Patricia McMahon
Mr. Ron Pronger

Standing Committee Members

Community Advisory Council

Dr. Gaston Franklyn - Chair
Ms. Helen Biales - *ex officio*
Ms. Marjorie Brown
Mrs. Claudette Burgess
Dr. John Greenaway

Mr. Jacques Kenny
Mrs. Patricia McKay
Mr. Tom Noble
Ms. Shirley Pinard
Mr. Ron Pronger

Mr. Mike Ricketts
Mr. Bob Renaud
Mr. Rob Slater
Mrs. Sally Bennett Olczak

Nomination and Governance Committee

Mrs. Patricia McMahon - Chair
Ms. Helen Biales - *ex officio*
Dr. Mitch Fields

Dr. Gaston Franklyn
Mr. Barry Horrobin
Mr. Raed Kadri

Mr. Ron Pronger
Ms. Marilyn Villalta
Mrs. Sally Bennett Olczak

Finance/Services Committee

Mr. Paul Boyes - Chair
Ms. Helen Biales - *ex officio*
Mr. Arvind Arya
Mr. Marty Beneteau

Mr. Carlo Grandi
Mr. Bill Marcotte
Mr. Rob Slater
Ms. Shelley Smith

Mr. Pat Soulliere
Ms. Erin Spencer
Mrs. Sally Bennett Olczak
Mr. John Dominato (staff)

Community Liaisons

LHINS Meeting Representatives

Ms. Helen Biales
Mr. Pat Soulliere

Community Ambassadors

Ms. Helen Biales +Board members as available
Mr. Pat Soulliere

ASO Liaisons

Ms. Helen Biales
(Mr. Bob Renaud external resource)

ASiO Federation Agreement Liaison

Mr. Pat Soulliere

Special Advisors to the Board and CEO

Ms. Deana Johnson
Mr. Jeff Ostrow
Mr. Omar Raza

Dr. Ted Vokes
Mr. Bill Wrye

Ms. Gaye Wrye
Ms. Dana Young

2014 – 2015 ANNUAL REPORT

Staff

Juliet Arguelles, Client Support Staff
Lori Baxter, Education and Support Coordinator
Sally Bennett Olczak, Chief Executive Officer
Mary Biggs, Client Support Staff
Rhea Branton, Client Support Staff
Sultan Bulto, Client Support Staff
Sharon Chang, Client Support Staff
Crystal Desjardins, Client Support Staff
John Dominato, Director of Finance & Support Services
Shamima Ferdous, Client Support Staff
Rosemary Fiss, Manager of Education & Support Programs
Fraser, Lauryn, Summer Student
Lisa Girard, Client Support Staff
Natalie Gray, Education And Support Coordinator
Elizabeth Hill, Client Support Staff
Mariya Hoshivska-Kis, Client Support Staff
Jesse Houston, Intern, University of Windsor, MA Political Science
Nancy Ivan, Executive Office Administrator
Yuriy Kis, Client Support Staff
Lidia Kowal, Client Support Staff
Janice Laforest, First Link Coordinator
Carrie Lee, Education and Support Coordinator
Janet Lockbaum, Scheduling Coordinator - Client Programs
Carolyn Manchurek, Client Support Staff
Doris Pearce, Client Support Staff
Helen Purdy, Client Support Staff
Cynthia Reed, Adult Day Program Coordinator
Kathy Reid, Client Support Staff
Alexis Rodrigo, Community Engagement Officer
Michele Romeo, Finance Assistant
Rose Russell, Education & Support Coordinator
Bambi Sangster, Client Support Staff
Cristina Seys, Client Support Staff
Rose Shields, Client Support Staff
Kathleen Vendrasco, Manager Of Client Programs
Michele Vigneux, System Navigator
Vicky Wakeling, Client Support Staff
Peggy Winch, Manager of Fund Development
& Community Engagement
Hedy Zettl, Client Support Staff

"The people who are crazy enough to think they can change the world are the ones who do." Steve Jobs



Société Alzheimer Society

WINDSOR - ESSEX COUNTY

Our Mission

To alleviate the personal and social consequences of Alzheimer's disease and other dementias.

Our Role:

To collaborate with all levels of the organization and our local community in order to foster excellence in services, education, and to support research.

Our Vision:

A world without Alzheimer's disease and other dementias



40 Staff

- Registered personal support and social workers
- Client care staff
- Education and support coordinators
- Fund development and community engagement staff
- Coordinator of volunteers
- Administrative, finance, and support services staff
- Able to speak 20 languages



fulfilling the mission

Core Values

Collaboration
Accountability
Respect
Excellence



Programs & services

- First Link® & Learning Series
- Support groups
- Day Away Program
- In-Home Respite Care
- Volunteer Companion Program
- Resource centre
- Public education
- Fundraising and special events
- Music for Memories project

Our Impact in 2014 - 2015

Help for Today. Hope for Tomorrow...®

Where Our Clients Come From

CCAC*	344
Self-referral	170
Other	115
Geriatric Emergency Mgt	81
Physicians	49
TOTAL REFERRALS THROUGH FIRST LINK®	759

Total Individuals Served

1,333	689
Clients received core services	Partners in care
	644
	Persons with dementia (PWD)

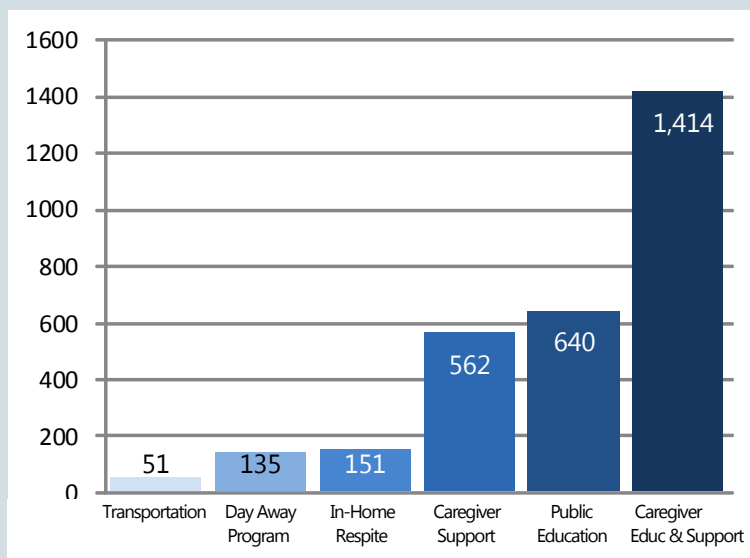
Day Away Program

4,689	15%
Days of attendance by PWD**	<i>increase</i>
	(4,081) from 2013-14

In-Home Respite Care

17,122	8%
Hours provided	<i>increase</i>
	(15,917) from 2013-14

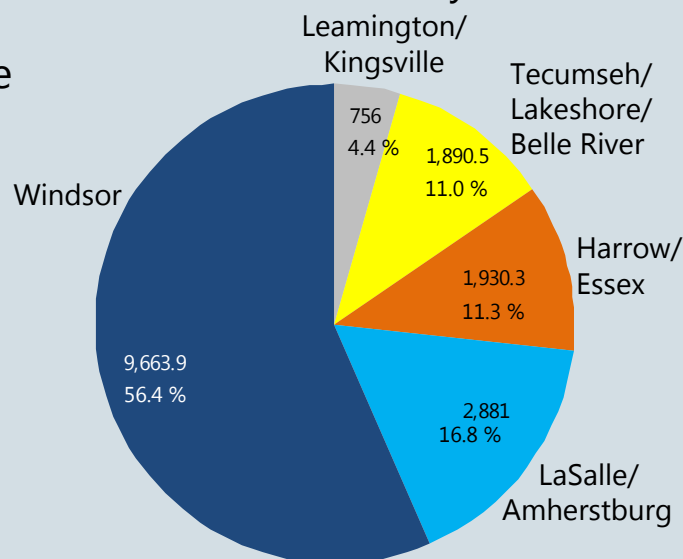
No. of Clients, By Program



* CCAC - Community Care Access Centre

** PWD - Person(s) with dementia

In-Home Respite Care, Hours Provided, By Location



Counseling Sessions

929	3,697	59%
Total individuals served	Sessions with PWD** or their partners in care	<i>increase</i>
		(2,331) from 2013-14

Caregiver Support Groups

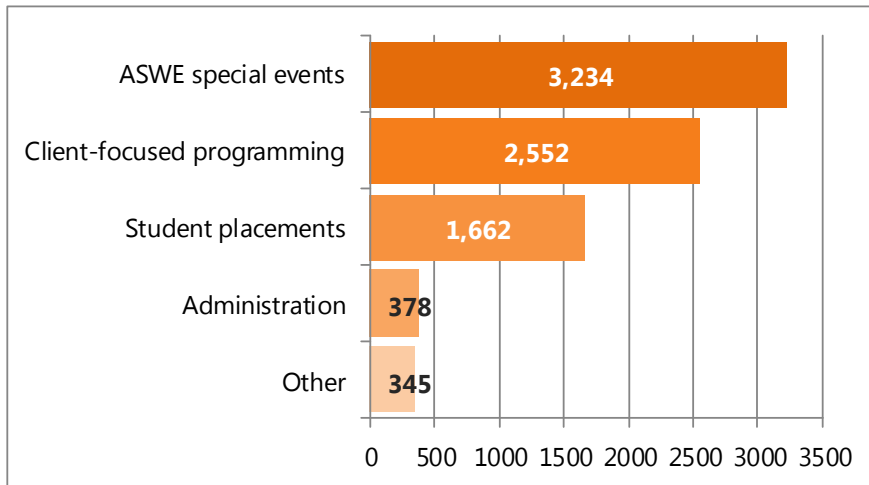
1,414	164
Individuals attended	Total number of sessions

Volunteers

"Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain loving one another." Erma Bombeck

Volunteer Hours Provided

210 volunteers provided 8,173 hours.



\$89,903

The cost of volunteer hours to ASWE if we had paid minimum wage



Coffee Break Drive-Through

Volunteer Companion Program

16

Volunteers

272

Hours provided



Dementia Challenge



Volunteer Appreciation Night

Photo: Don Learn

"How wonderful it is that nobody need wait a single moment before starting to improve the world." Anne Frank

"My grandfather has dementia; volunteering allows me to learn more about his disease."

*A.D., Volunteer,
Day Away Program*



Day Away Program



Client Support Group

"You provide a vital service to those with Alzheimer's disease and other related dementias as well as providing knowledge and comfort to their family members."

*K. G., Granddaughter and
partner in care*

Volunteer Companion Program

"Without the Alzheimer Society I have no idea where my family and I would be during this journey. They have been there for my mom as well as my siblings and has even brought us closer together"
D.U., Partner in care



Summary Statement of Financial Position

March 31, 2015

		2015	2014
ASSETS	Cash & Investment	\$ 430,201	\$ 350,200
	Other	46,323	72,528
	Capital	817,121	817,848
		\$1,293,645	\$1,240,576
LIABILITIES	Current Liabilities	\$ 117,603	\$ 68,267
AND NET	Deferred Contributions	796,300	824,331
ASSETS	Net Assets	379,742	347,978
		\$1,293,645	\$1,240,576
SUMMARY STATEMENT OF OPERATIONS: Year Ended March 31, 2015			
REVENUES	Government Funding	\$1,482,026	\$1,424,472
	User fees	337,287	302,496
	Special Events	225,906	160,099
	Donations & Bequests	247,648	174,754
	Other	58,917	79,808
		\$2,351,784	\$2,141,629
EXPENSES	Salaries & Subcontracting-Programs	\$1,149,495	\$ 962,363
	Salaries-Administration	303,539	302,777
	Employee Benefits	300,838	297,429
	Program Support	142,422	127,692
	Occupancy	96,008	82,043
	Special Events	65,391	53,974
	Automotive	62,696	56,529
	Office Supplies and Telephone	74,989	65,751
	Meetings, Trainings & Public Relations	43,837	32,655
	Amortization	31,031	29,423
	Professional Fees	19,860	19,742
	Research	10,000	5,000
	Other	19,914	18,556
		\$2,320,020	\$2,053,934
EXCESS OF REVENUES OVER EXPENSES		\$ 31,764	\$ 87,695

This financial summary is an excerpt from the complete financial statements of the organization, which were audited by BDO Canada LLP, dated May 19, 2015, and as such does not contain all disclosures required under Canadian accounting standards for not-for-profit organizations.

A copy of the complete financial statements is available from ASWE upon request to:

generalinformation@aswecare.com

Generosity of Spirit Award

*“That's what I consider true generosity: You give your all, and yet you always feel as if it costs you nothing.”
Simone de Beauvoir*



The Alzheimer Society of Windsor and Essex County's Board of Directors presents the 2015 Generosity of Spirit Award to **CenterLine (Windsor) Ltd.** for its ongoing support of our fundraising efforts.

Since 2009, CenterLine has been hosting an annual Alzheimer Coffee Break on its premises, and has been matching employee donations to the Alzheimer Society.

In 2014 alone, this amounted to a corporate donation of \$2,647. Over the past six years, CenterLine has donated over \$22,000 to the Alzheimer Society – making CenterLine the single largest donor for Coffee Break.

The Board has decided to award the Others Before Self Award and Generosity of Spirit Award alternately every year. The next Others Before Self Award will be presented in 2016.

Every year, the Alzheimer Society's Board selects a recipient to recognize an individual, group, organization, or company that has given generously of their time, talents, and resources.

Previous Generosity of Spirit Award recipients include Tim Brady of Shoppers Drug Mart and CAW (Unifor) Locals 200, 444, 1973, and 2458, among others.



RBC Wealth Management of RBC Dominion Securities, recipients of the 2014 Generosity of Spirit Award



Daughters' Support Group, recipients of the 2014 Others Before Self Award

Photos: Don Learn

*“For it is in giving that we receive.”
St. Francis of Assisi*

Why ART in deMENTia

"Painting is just another way of keeping a diary."
Pablo Picasso

The theme for this year's annual report is "Art in deMENTia."

It's a recognition of the powerful role of art — in its various forms — in enhancing the work we do, whether it's to raise awareness, advocate for policy changes, or improve how we care for people living with and affected by dementia.

Art helps us better care for people with dementia. Our clients participate in many visual arts activities that help center and calm them, keep their hands busy, and stimulate their minds.



Mandala painting in Day Away

Art can also be used in research. Through Mapping the Dementia Journey, for example, we have used visual arts to process and share the results of focus group studies.



"Mapping the Dementia Journey" paintings

We also recognize the benefits of music in dementia care. Music reduces stress, promotes positive mood, and engages persons with dementia, even those in the later stages of the disease. This is why we're excited to have our very own music memory project using iPods.



Music memory project

And finally, the portrayal of Alzheimer's disease and other dementias in pop culture has been raising awareness and reducing stigma. Dementia has appeared in television shows, from "The Sopranos" to "Grey's Anatomy," to "Mad Men." Recently, early onset Alzheimer's disease became prominent when the movie, "Still Alice," was released and received much critical acclaim. In fact, lead Julianne Moore received several awards for her performance, including the Academy Award for Best Performance by an Actress in a Leading Role.

The documentary, "Glen Campbell: I'll Be Me," has been playing throughout North America, helping raise awareness and funds for Alzheimer's programs - including ASWE recently.

We will continue to explore and harness art in dementia.

*"Music, at its essence,
is what gives us memories.
And the longer a song
has existed in our lives,
the more memories
we have of it."*
Stevie Wonder

2014 – 2015 ANNUAL REPORT

Gratitude

“Let us be grateful to the people who make us happy; they are the charming gardeners who make our souls blossom.”
Marcel Proust

Our deepest thanks and appreciation to all our donors, supporters, and volunteers, including:

Donors

Memorial donors
Individual donors
Forget-Me-Not partners
Monument of Memories donors
Bequests and planned gifts
Walk for Memories participants and donors
Coffee Break hosts, donors, and sponsor (Colonial Coffee Co. Ltd.)



Monument of Memories, Jackson Park



Walk for Memories and Healthy Mind Expo

Sponsors

Walk for Memories & Healthy Mind Expo sponsors :

- Seasons Retirement Communities
- Amy's Helping Hands
- Your Neighbourhood Credit Union
- Chartwell Retirement Residences

Media sponsors

- The Windsor Star
- AM800
- TVCogeco
- snapd Windsor
- Biz X Magazine
- CTV

Third-Party Events (Not an exhaustive list)

3rd Annual Denim & Diamonds Gala by Circle of Seven
4th Annual ECADA/Robert Knudsen Golf Tournament
4th Annual Trivial Pursuit Night
Battle of the Brains
The Color Run
Precious Memories Alzheimer Awareness Dinner
RBC Golf Tournament
Run For Heroes World Alzheimer's Day Run

Grants

Rotary 1918 Community Service Grant
Windsor Essex Community Foundation:

- Vollmer Training Grant
- Community Impact Grant



Run for Heroes, Amherstburg



Rotary 1918 Community Service Grant