



March 2022

care  
giver Rx  
Alzheimer Society Windsor-Essex County  
Matching Gift Campaign



Once again, local Windsor business Ground Effects, has pledged a matching donation of \$50,000 to the Alzheimer Society of Windsor & Essex County (ASWE), if generous donors within our community can collectively raise \$50,000 by May 31, 2022. That's \$100,000 to support our local programs and services!!

**Getting a day off to take a break to rest and relax is a common luxury for many people. For families who are living with dementia there is no day off from dementia. But with the help from our community, families living with dementia can get a much needed break.**

As part of this year's campaign we are learning how important our programs are to care partners by asking them how they spend their *day break*.

Caring for someone with dementia is a full time job that needs tremendous patience, understanding, flexibility and most of all, help! **Our programs help!**

Please help us help those in our community by making a donation and thereby making life a little easier for caregivers who give all that they have to those they love.



— Your gift today can go twice as far —

Your donation today will go twice as far, so why not double the impact of your donation and your support!!

Donate at [www.AlzheimerWindsor.com](http://www.AlzheimerWindsor.com) or call 519-974-2220 ext. 221.

The Alzheimer Society of Windsor and Essex County has recently launched a series of engaging podcasts, **Better Together**, that address various facets of Alzheimer's disease and other dementias.

This podcast, hosted by ASWE's Special Projects and Communications Coordinator Cindy Keo, features interesting conversations with guests ranging from community leaders, to care partners and persons living with dementia; the purpose of these broadcasts is to raise awareness of Alzheimer's disease and other dementias

We at ASWE encourage you to listen to new episodes on the last Friday of every month on our YouTube Channel – Alzheimer Windsor. As stakeholders within the ASWE community, we are all responsible for increasing our awareness and understanding of dementias and their wider implications. Our **Better Together** podcasts emphasize the knowledge, information and discussions necessary to understand these conditions.

Our newest episode features client Richard Frost. Cindy and Richard talk about his life journey, his recent dementia diagnosis, and how he chooses to face this disease directly. This podcast serves as a poignant reminder to value the voices of our clients and emphasizes the active role they play within their own dementia journey. Our podcasts serve as a reminder that services, programming and support depend upon a wide variety of community members. Engagement is the key to our collective success!

Please subscribe! Help for today... *Hope for tomorrow.* And remember, we are **Better Together!**

## FROM THE BOARD CHAIR AND CEO



Karen Hall  
Board Chair

The Alzheimer Society of Windsor and Essex County celebrated its 40th anniversary during the height of COVID in 2021, and March 2022 marks our second full year of providing programming, education and care to our clients, care partners and other stakeholders under pandemic conditions.

We're proud to say that ASWE has been able to pivot every step of the way when it comes to the programs we offer and the way we deliver them.

Our staff has demonstrated resilience and flexibility in the face of ever-changing protocols in an ever-changing world. Through the most trying times we were, and we continue to be, able to effectively serve our client base with the level of care and integrity to which they've become accustomed.

It's estimated that in 2022 there will be 8,310 people aged 40 and older in the Windsor-Essex County region living with dementia. Each diagnosis affects many people, most often close family and friends. Providing much-needed support to clients, and to their partners in care, is a top priority.

Alas, the need for our programming and services is growing, and we could not carry out the invaluable work we do without the support of our entire community. That includes our generous donors and supporters, our health-care partners, board of directors, and administrative and front-line staff.

As we prepare to return to our "new normal" with renewed energy and vigour, we are setting some new goals at ASWE. We are working to increase the number of monthly ASWE donors; looking to expand our programming and services as protocols allow, and extending our outreach to physicians throughout Windsor and Essex County to better serve those affected by Alzheimer's disease and other dementias.

We're also excited to tell you that ASWE has embarked on a *Quality Journey*, which involves undergoing our first accreditation cycle with the Canadian Centre for Accreditation (CCA). CCA is a national, not-for-profit organization offering accreditation tailored to community-based health and social services across Canada. Through the accreditation process, we are looking to increase efficiency, enhance quality and safety, and reduce risk. We will keep stakeholders apprised of our progress as we prepare for an anticipated accreditation date of November 2022.

We thank all those who contribute their gifts of time, talent and donations to support our ASWE mission, which is to *alleviate the personal and social consequences of Alzheimer's disease and other dementias*. We are humbled and grateful for the support we receive from the community.

Together, we will continue to uphold our shared ASWE mission and vision.



Sally Bennett Olczak  
CEO

### Mission

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

### Role

The role of the Alzheimer Society of Windsor and Essex County is to collaborate with local community to foster excellence in services, education and to support research. The Society will also work with the Alzheimer Societies across Ontario for this purpose.

### Vision

A world without Alzheimer's disease and other dementias.

### Board of Directors

Karen Hall - Chair  
Clark Wiebe - Vice-Chair  
Arvind Arya - Treasurer  
Sarah Mushtaq - Secretary  
Patrick Soulliere - Past Chair  
Marty Beneteau - Director  
Dr. Jeffrey Cohen - Director  
Melissa Coletti - Director  
Dr. Nila Das - Director  
Rick Farrow - Director  
Hal Kersey - Director  
Marilyn Villalta - Director

### Chief Executive Officer

Sally Bennett Olczak

### Address

2135 Richmond St.  
Windsor, ON N8Y 0A1

### Telephone

519-974-2220

### Fax

519-974-9727

### Website

AlzheimerWindsor.com

*Soci t  Alzheimer Society*  
WINDSOR - ESSEX COUNTY

**AGM**

The Board of Directors invites you to  
**SAVE THE DATE**

Tuesday, June 28, 2022 | 5:30pm - 7:30 pm

# MPP ANNUAL MEETING

Each year, ASWE Board Chair, Karen Hall and CEO, Sally Bennett Olczak meet with our local Member of Provincial Parliament (MPP) to discuss services provided by the Alzheimer Society Windsor & Essex County.

The February 2022 meeting featured persons living with dementia and their care partners, Richard and May Frost and Mike and Karen Kessler who shared their personal narratives and how they are part of the ASWE family.

This meeting also focused on provincial pre-budget consultations expected in March, which address health system funding for our organization, and for broader dementia care within the health care system, such as within the community, long-term care homes and hospitals.

**We could not accomplish what we do without the steadfast support of our staff, community, donors, and politicians. Thank you.**



**Meetings with our MPPs are essential to the sustainability and development of our organization.**

Such meetings allow ASWE the opportunity to explain the significance of our programs and services to our local politicians.

The importance of our organization to the community is emphasized while sensitizing decision-makers to the nature and scope of our work with person living with dementia care partners and other stakeholders.

# DEMENTIA FRIENDLY COMMUNITIES

The Dementia Friendly Communities education program works with various groups within Windsor & Essex County, such as workplaces, faith communities, and organizations to increase awareness of dementia, and consider how their environments can be more dementia-friendly.

The Dementia Friendly Communities program is a province-wide initiative and is offered at no cost to participants. This program is currently delivered virtually and has a maximum duration of two hours.

Dementia Friendly Communities window decals will be awarded to participating organizations once training is complete to proudly and publicly identify as a safe place, aware of Alzheimer's and other dementias.



Participating organizations, such as South Essex Community Council, are recognized on all our social media platforms, including the ASWE website upon completion of training.

Please feel free to contact Cindy Keo with any questions at 519-974-2220 ext. 244.

We are eager to support more organizations in becoming dementia-friendly!

**Building and growing Dementia Friendly Communities within Windsor & Essex County.**



**TWO GREAT EVENTS - SAME DAY - SAME LOCATIONS!**

**IG WEALTH  
MANAGEMENT**

# WALK FOR ALZHEIMER'S

**Sunday, May 29, 2022**

Registration starts at 8am | Walk starts at 10am

**EIGHT LOCATIONS & VIRTUALLY TOO!**

Amherstburg, Belle River, Essex, Kingsville,  
LaSalle, Leamington, Tecumseh, & Windsor.



REGISTER TODAY AT [WALKFORALZHEIMERS.CA](http://WALKFORALZHEIMERS.CA)

## DOWNWARD DOG FOR DEMENTIA



**SUNDAY, MAY 29, 2022**



**THIS EVENT WILL BE HELD AT 9AM  
PRIOR TO OUR WALKS AT  
EACH LOCATION.  
FEE \$10.00**

**CALL SHANNON AT 519-974-2220 EXT. 237  
FOR MORE INFORMATION**

## Volunteer **SPOTLIGHT**



Kara Kristof has been capturing moments from our IG Wealth Management Walk for Alzheimer's for the past two years as our primary photographer.

Kara is a proud graduate of Walkerville Centre for the Creative Arts at Walkerville High School. Kara is an Honours Business Administration graduate from the University of Windsor and has completed a Recreation & Leisure diploma at Canadadore College.

Kara currently works for the City of Windsor as a Recreation Program Coordinator while operating her own photography business, Kara Kristof Photography!

ASWE is fortunate to have Kara on our volunteer team.

**VOLUNTEERING IS  
EMPATHY IN ACTION**  
Volunteers Bring Heart to Canada's Communities

**VOLUNTEER  
BÉNÉVOLES  
CANADA**

**NATIONAL VOLUNTEER WEEK  
APRIL 24-30, 2022**

Support  
Changes  
Everything



## HELP US SPREAD THE WORD!!

For those recently diagnosed with dementia who are wondering “What now?” First Link® is the first place to turn.

The Alzheimer Society of Windsor & Essex County is your connection to support, care, knowledge, expertise, and more.

A diagnosis of dementia is not easy. Making a quick connection to a community of support can make a big difference by eliminating uncertainty.

Alzheimer  
Society



Community  
Changes Everything

## Your Will Can Make A Difference

In case you missed the announcement, the Alzheimer Society of Windsor & Essex County has partnered with Will Power, in a national effort to show Canadians that you have the power to do more with your Will.

For many of our donors, leaving a gift to ASWE in their Will is a way to celebrate their life and their values. A gift in your Will says a lot about who you are and what you care about.

These are decisions that are not taken lightly. Leaving a gift in your Will should be discussed with a partner or loved ones to make sure that everyone is on the same page, and that your wishes are honoured. The next step is talking to your financial advisor about leaving a gift in your Will to the Alzheimer Society of Windsor & Essex County.

START THE  
CONVERSATION  
ABOUT YOUR  
LEGACY TODAY

If you know someone who has recently been diagnosed with dementia, please share with them that First Link® should be their first connection.

A diagnosis of dementia raises uncertainty, fears, and unknowns. We are the First Link®, the first place to turn after diagnosis, as we can ease concerns and offer connections to a community of services, support, and experts that can help families thrive.

It's possible to live well with dementia. Even as the disease progresses, many people continue to lead active lives enjoying hobbies, activities, and friendships. Dementia will make these things more difficult as time goes on, but with the right support, people with dementia can still enjoy life.

Together let's spread the word that the Alzheimer Society of Windsor & Essex County is here to provide understanding, care, and access to our well-developed network of dementia-care services.

We are your First Link®.



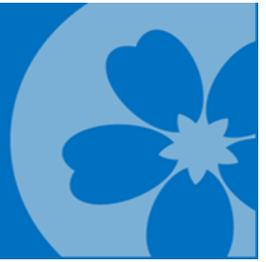
Société  
Alzheimer  
Society  
WINDSOR-ESSEX COUNTY  
WILL  
POWER

Having this important conversation can sound difficult and uncomfortable. But it doesn't have to be! We have a tool that can help!

Our partners at Will Power have tips, tools and FREE guides for beginning and directing the conversations with your loved ones and your financial adviser.

We encourage you to visit [willpower.ca](http://willpower.ca) and explore the ASWE charity Will Power page and access all the FREE tools and resources that are available, such as the legacy calculate to see your potential impact.

We are here to help. If you have questions about leaving a legacy, please don't hesitate to contact Peggy, 519-974-2220 ext. 225. We would be happy to meet with you.



**HELP US HELP OUR COMMUNITY  
THE TIME IS NOW TO BECOME A MONTHLY DONOR**

As the world reopens, we at ASWE are seeking to expand our programs and services. We are looking to develop our monthly donor program, which allows us to better plan for our financial future.

We are proud of the quality services we provide, in large part, thanks to the generous donations we receive from those who seek to better the lives of those living with dementia.

As a Forget-Me-Not monthly contributor you can be assured that you are facilitating consistent and reliable funding for a vulnerable faction of our local community – those living with Alzheimer’s or other forms of dementia.

As a monthly donor you are securing ASWE’s financial health and stability and ensuring that our services are readily available, and affordable for, our clients and their care partners.

Your monthly donations stay within the local Windsor-Essex community and are used to provide care and service to residents.

Monthly donations enhance the quality of life of those affected by Alzheimer’s and other forms of dementia. We appreciate the support that you offer, and monthly giving allows us to better plan for the future of our clients, care partners and organization.

*“I received help from the Society when I needed it. Giving monthly is my way of giving back for the great work they did!”  
- Beverly - Windsor*

Contact us at 519-974-2220 ext. 225 to set up your monthly gift or set up your contributions online at [www.AlzheimerWindsor.com](http://www.AlzheimerWindsor.com).

*Société Alzheimer Society*  
WINDSOR-ESSEX COUNTY

Since 1981 | Celebrating 41 years

Help for Today. Hope for Tomorrow...®

**THANK YOU FOR YOUR CONTINUED SUPPORT**

**Stay connected at [www.AlzheimerWindsor.com](http://www.AlzheimerWindsor.com) .**

**Donate on-line at [click here](#).**