

**Alzheimer Society**  
WATERLOO WELLINGTON

**ANNUAL REPORT** 2019/2020

TO LIVE THEIR BEST DAY



## Where Words Fail... Music Speaks

The Alzheimer Society Music Project was created in response to overwhelming evidence showing the beneficial effects of music and stimulation on people living with dementia.

The Music Project provides a music device with a personalized playlist created by our staff and volunteers, to an individual living with dementia. The music device is free of charge, and theirs to keep, listen to, and use to share moments with their family members and friends – helping them to live their best day.



“My Wife and I mostly now celebrate moments in time – brief snippets of lucidity and hits of familiarity and recognition. I know for certain that music is this magical refuge where my wife and I find solace: a place where she seems to be carefree.”

— **Husband of a woman with dementia**

“A problem is a chance for you to do your best.”  
– Duke Ellington

This quote seems appropriate as we present our 2019-2020 Annual Report during a time when the world continues to contend with a global pandemic. Earlier this year, as we went into quarantine to try to “flatten the curve”, the dedicated people at the Alzheimer Society Waterloo Wellington immediately started to brainstorm ways to keep in touch with our clients and their families so we could support them in the best way possible in this difficult time. Our Executive Director, Michelle Martin and the entire staff stepped up and did indeed do their best to make that continued support for our clients happen. On behalf of the board, I would like to thank them for the resilience and commitment they demonstrated as they learned new skills and mastered new ways of working to deliver services to those who rely on us.

I would also like to thank the volunteers, donors and community partners who worked with us to help maintain stability during a year that included times of unprecedented change.

No matter what 2020-2021 will bring as we move into the next stages of these extraordinary pandemic circumstances, we continue to be aware that people with dementia and their families are deeply affected. We have learned how to connect using technology and someday soon we’ll be able to fully open our doors again. Until then, we’re still here, and we pledge to provide support in meaningful ways, regardless of these uncertain times.

Receiving a dementia diagnosis can be an overwhelming and challenging time for the person being diagnosed, as well as the entire family. Alzheimer Society Waterloo Wellington supports persons living

with dementia and their families, in living well with a dementia diagnosis. Our programs and services are designed to help people remain supported, active, engaged, informed, safe, and in control of their health throughout the dementia journey. We strive for excellence when providing education, social work support and social/recreational opportunities for people living with dementia, their care partners and families.

We are able to support our community through the generosity of our donors, fundraisers, sponsors and volunteers. Those donations allow us to provide programs and services at no cost to clients. Thanks to everyone who donates so that people impacted by dementia have the care and support they need while on their dementia journey.



Warm regards,  
**Rennie Brudnjak,**  
Board President

The Alzheimer Society Waterloo Wellington (ASWW) celebrates another fantastic year in 2019/2020. Through continuous quality improvements, incorporating client feedback and assuring best practice approaches, ASWW has provided innovative and effective client centred programming to people living with dementia across Waterloo Wellington.

Our relationships with our Board, staff and community partners including Ontario Health Teams and the Older Adult Strategy tables are strong. We look forward to a changing and improving health care system that puts the client at the centre of care processes and decision making. Our health care system's future is bright, and we look forward to being an active part in it.

This year we embarked on a creative and forward-thinking strategic planning process which will support excellence in our community.

- Deliver a Meaningful Client Experience
- Generate Revenue to Meet the Growing Demand for our Services
- Attract, Retain and Engage Exceptional Employees and Volunteers
- Maximize the Impact of Programs and Services in the Community
- Federation Excellence – Working with ASiO and Shared Services

ASWW will continue to work closely with other Ontario Alzheimer Societies and the Alzheimer Society of Ontario to ensure best practice, standardization and strong risk management processes are in place for all programs and services delivery across Ontario. ASWW is planning on starting the Accreditation process in 2022 and working together to achieve excellence puts us in a great position to be successful.

Thank you for completing your client satisfaction surveys. Your feedback and suggestions help us make quality improvements and create new programming.

This year we have strengthened our Therapeutic Recreational programming and have added several new topics to our educational offerings. We have reinstated the First Link Learning Series and encourage you to take part in this informative training. Supporting people living with dementia with the most up to date information and strategies really supports our clients to "Live Their Best Day".

ASWW is only as strong as our amazing team. I am so fortunate to be part of a team that is intelligent, creative, forward thinking and so committed to our clients. Our community partners are equally as committed and together we can help support so many people living with dementia across Waterloo Wellington. I thank all our partners for their support and commitment to excellence in care.

20/21 will be a year of new challenges as we try to support people living with dementia in a pandemic environment. With creative thinking and a commitment to service, I know ASWW is up for the task. Let's continue this journey together.



Warm regards,

**Michelle Martin,**  
Executive Director

## Report on Grants

Alzheimer Society Waterloo Wellington (ASWW) received funding as part of the Francophone Community Grants Program (FCGP) from Ministry of Francophone Affairs in December 2019. As such, ASWW recruited S.F. Consulting and Results to increase awareness and understanding of dementia/ cognitive impairment among the French speaking general public and people with dementia/cognitive impairment and their care partners through delivery of curricula in French.

### Highlights:

- 15 sessions organized for Francophone community members, health service providers and community partners
- A total of 198 Francophone community members participated in the twelve (12) on-site and virtual education sessions on Overview of Dementia and Heads Up for Healthier Brains
- 36 health service providers and community partners participated in engagement sessions
- Five (5) new organizations collaborated with Alzheimer Society Waterloo Wellington during this project

## Peer Connections

Peer Connections is a relationship-building program that directly benefits people living with dementia and their care partners who are socially isolated from their communities by providing social/therapeutic recreational opportunities and peer support in a community setting.

This program is run in partnership with other community agencies and senior volunteers who provide staff, programming, mentorship, expertise, and support to participants. Funding from the New Horizons for Seniors Grant, Employment and Social Development Canada, enabled ASWW to expand the program in the Waterloo-Wellington community during the grant period of March 1, 2019 to February 28, 2020. ASWW surpassed targets, serving 378 clients over 8 sessions, and training 4 program staff, community partners and volunteers.

In terms of impacts, the most significant finding was reduced social isolation for people living with dementia and their care partners. The evaluation showed that participants greatly valued the opportunity to engage with other individuals impacted by dementia and to share experiences, tips, and strategies. Some participants mentioned that Peer Connections provided them with a reason to leave the house, which helped them feel less isolated and more meaningfully engaged in their community. Overall, **96% of participants agreed or strongly agreed that they enjoyed participating in activities during Peer Connections.** Participants felt supported not only by their peers, but also by ASWW staff and senior volunteers, in a safe and welcoming environment.

Other impacts included improved mood and sense of well-being. Some participants expressed that they felt more relaxed while participating in Peer Connections and felt comfort in knowing their partner was nearby in another room. Other participants mentioned that they left each meeting feeling strengthened.

Peer Connections also encouraged participants to access additional supports offered by ASWW and community partners, including education, counselling, and other social therapeutic recreational opportunities. This helped to widen participants' social circle and further reduce isolation. *Lifted from evaluation prepared by Emily Lambe, Schlegel-UW Research Institute for Aging*



A year of change for our **2019 IG Wealth Management Walk for Alzheimer's!** A new date and a new home for 3 of our 4 walk locations (two of them outdoors!) saw our largest fundraiser of the year raising over \$98,000 for Alzheimer Society Waterloo Wellington!



## Learn to use Technology to connect with other care partners

In partnership with Alzheimer Society of Toronto and Mount Sinai's Reitman Centre, we offered a training opportunity for our clients to enhance their knowledge and use of technology to meet their care needs.

In the 3-hour hands-on training, clients learned how to:

1. Enhance their ability to utilize and feel confident in leveraging technology to navigate the system and resources to meet their caregiving needs.
2. Use web conferencing tools as a mechanism to participate in online support groups and education sessions.
3. Connect remotely with a network of peers going through a similar journey

We were able to offer 2 in person training sessions in the Winter of 2020 which were led by Tech Coaches, leaders in technology and adult education.

## Making Connections Matter

During 2019-2020, Colleen Martin, MSW, RSW hosted monthly support groups for our care partners living in some of the communities outside of our large urban centres of Cambridge, Guelph, Kitchener and Waterloo. She was able to facilitate these groups using videoconferencing, in partnership with Ontario Telemedicine Network (OTN). The communities that were part of this partnership include Elora, Erin, Mount Forest and Palmerston.

The OTN support group provided an opportunity to:

- Connect with other caregivers;
- Enhance your understanding of dementia; and
- Develop practical strategies for supporting a person living with dementia



Some of the topics that care partners learned about this year were how to encourage family support, the transition to Long Term Care and how to talk to young children about dementia. This group was well received as evident by the high ratings recorded on evaluations.

## Thank you for Bringing Holiday Cheer to Home Instead Senior Care's Be a Santa to a Senior

Thank you to everyone who joined us in helping to make Home Instead Senior Care's Be a Santa to a Senior program a success! During December 2019 we were able to make the holidays a little brighter by delivering 75 gifts to our clients.





The Alzheimer Society Waterloo Wellington offers a variety of programs and services to persons living with dementia, their family members, and friends, and professionals throughout the Waterloo Wellington area.

**Social and Recreational Programs**

- Minds in Motion®
- The Music Project
- Peer Connections Group

**Education for People Living with Dementia**

- Overview of Dementia
- Mild Cognitive Impairment
- Taking Control of Our Lives
- First Link Learning Series
- Finding Your Way

**Education for Professionals**

- Training and Education
- Dementia Friendly Communities

**Education for Care Partners**

- Series on Other Dementias
- First Link Learning Series
- Finding Your Way
- Overview of Dementia
- Mild Cognitive Impairment

**Groups for Care Partners**

- TEACH Program
- CARERS Program
- Young Onset Care Partner Support Group
- Care Partner Support Group
- OTN Care Partner Support Group
- Coping with Stress and Grief Group
- Care Partner Self Care Group
- Groupe de soutien pour les aidants naturels



Thank you to our community partners

Throughout the year, Alzheimer Society Waterloo Wellington was supported by many community partners who assisted by fundraising through organizing and hosting their own 3rd party events, or sponsoring and supporting one of our Society events. Thank you Community Partners!



## FINANCIALS

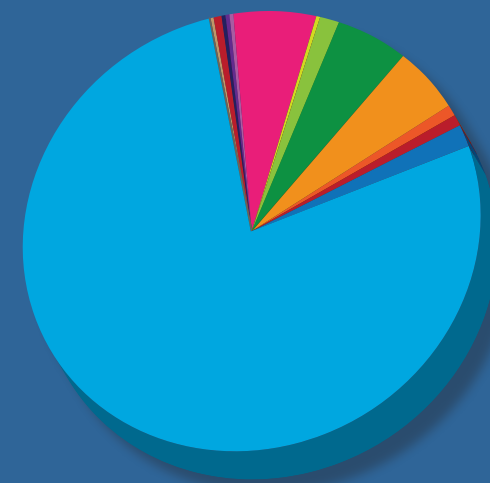
We are pleased to present the Alzheimer Society of Waterloo Wellington's Statement of Financial Activities for 2019/2020 fiscal year. Our financial position and fundraising activities support our ability to fund vital programs for individuals with dementia and their care partners.

### REVENUE



Alzheimer Society of Ontario	17,869
Bequests	413,268
General donations	255,210
Grants	348,813
Interest and other income	16,023
Local Health Integration Network - Family Support	344,804
Local Health Integration Network - Public Education	222,801
Special events and fundraising activities	164,425
<b>TOTAL REVENUE</b>	<b>\$1,783,213</b>

### EXPENSES



Advertising and publications	1,226
Amortization	2,581
Bank Charges	8,073
Capital asset acquisitions	4,136
Insurance	4,899
Miscellaneous	1,190
Office, postage, telephone	77,015
Professional development	6,242
Professional fees	17,066
Public awareness, programs and family support	69,894
Rent and utilities	67,567
Repairs and maintenance	9,427
Special events and fundraising	13,054
Travels and conferences	18,717
Wages and benefits	1,019,828
<b>TOTAL EXPENSES</b>	<b>\$1,320,915</b>

## WHAT WE DID OVER THIS PAST YEAR

**530**  
intakes were  
completed for  
care partners

**40**  
individuals  
participated in  
**258**  
Peer Connections  
sessions

**84 English**  
and **2 French**  
Education Events  
shared information  
about **Finding**  
**Your Way**  
with  
**1517**  
individuals

**93**  
Care Partners  
participated in  
**17**  
different sessions  
of Carers/Teach

**676**  
new clients  
were referred  
in for  
service

**249**  
individuals  
participated in  
**2991**  
Minds in Motion  
sessions

**3172**  
individuals  
attended  
**217**  
education  
sessions

**2525**  
Care Partners  
received  
**5,500**  
units of service

### BOARD OF DIRECTORS 19/20

Rennie Brudnjak – President  
Kim Cusimano – Vice President  
Deborah Ingraham – Secretary  
Uzzam Riaz – Treasurer  
Christopher Loucks – Director  
Cathy Harrington – Director  
William Greenaway – Director  
Samantha Martin – Director  
Carole Johannesson – Director  
Cheryl Sarnavka – Director  
Jesse Dugard – Director

### CURRENT LEADERSHIP TEAM

Rennie Brujnak – Board President  
Michelle Martin – Executive Director  
Lorri McDermott-Holmes – Director of Fund Development  
Gail Roth – Director of Programs and Services

### CURRENT STAFF TEAM

Patricia Cerqueira – Receptionist  
Jill Ross – Finance and Site Systems Coordinator  
Barb Eastman-Lewin – Events and Volunteer Coordinator  
Robin Smart – Public Education Coordinator  
Janine Wilson – Public Education Coordinator  
Jennifer Newsom – Minds in Motion Coordinator  
Sydney Jarvis – Community Programs Developer  
Gina Dobben – Community Program Coordinator  
Ana Paret – First Link Coordinator  
Peter Morey – Virtual Program Assistant  
Lynelle Drudge – First Link Care Coordinator  
Jeanetta Grawbarger – Social Worker / Enhancing Care Clinician  
Gisele Hauser – French Speaking Social Worker / First Link Care Coordinator  
Colleen Martin – Social Worker / Enhancing Care Clinician  
Ayari Yokokura – Social Worker

To live their best day

**DONATE TODAY**

[www.alzheimerww.ca](http://www.alzheimerww.ca)

**CAMBRIDGE**

1145 Concession Rd.  
N3H 4L5 2nd Floor  
(519) 650-1628

**GUELPH**

69 Huron Street  
N1E 5L6  
(519) 836-7672

**KITCHENER**

831 Frederick St.  
N2B 2B4  
(519) 742-1422

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