

KEEP THE DISTANCE

6 feet



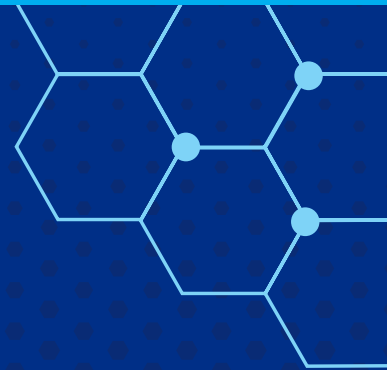
PLEASE

*Social distancing
is temporary*

*Kindness
is permanent*

OUR
CONNECTIONS
MATTER

ANNUAL REPORT 2020/21



“ It’s the possibility of having a dream come true that makes life interesting. ”

~ Paulo Coelho, *The Alchemist*

A MESSAGE FROM OUR BOARD PRESIDENT

This quote envisions success and feels right as we present our 2020-2021 Annual Report during a time when we continue to contend with a pandemic but are starting to see it ebb with many of us fully vaccinated and restrictions starting to ease.

The dedicated staff at the Alzheimer Society Waterloo Wellington (ASWW) have many successes to be proud of in the last year. Our clients and their families continued to receive meaningful and reliable support due to ongoing innovation and new ways of doing things. Our organization remained strong and resilient meeting all benchmarks and service standards required under funding agreements and applicable legislation.

Michelle Martin and her leadership team ensured that necessary upgrades were made and that required personal protection equipment (PPE) was available. With these steps along with leveraging government programs and absolutely stellar performance in terms of applying for and receiving grants, ASWW has remained financially sound and been able to maintain staffing levels that position the organization for the future when more face-to-face services will be possible.

I would like to commend the staff for their commitment and the difference they made to the individuals we serve during unprecedented circumstances. Recognition is also due to the volunteers, including Board Members, donors, and community partners.

We may not know what the next year will bring, but we do know that our staff will be up to the challenge and our clients will receive the support they need and that is not a dream – it is a fact.



Rennie Brudnjak,
Board President



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

2020 has been a year of many challenges for everyone, including the Alzheimer Society Waterloo Wellington (ASWW), its clients and our community. This pandemic forced our community to socially isolate and discontinue many of the in-person activities that we all loved doing. With so many community support services being discontinued or operating in reduced capacity, unprecedented levels of social isolation and stress amongst our clients and community partners have become apparent. ASWW's amazing team of staff and volunteers rose to the challenge and implemented new and revised virtual programming almost immediately. We needed to keep in touch with our clients and wanted to engage them with socially stimulating programming. Our team is fully committed to supporting people living with dementia to "Live Their Best Day".

Though there were many challenges, 2020 was a year of considerable growth for ASWW. Through the generosity of the Ontario Trillium Foundation, KW Community Foundation, Guelph Community Foundation, United Way of Waterloo Region, United Way Guelph Wellington Dufferin and New Horizon's for Seniors program ASWW was able to launch new virtual and over the phone therapeutic recreational programming including Minds in Motion, Tea Time, Games Hour, SPARK and many others. ASWW was also able to launch intergenerational programming due to the generosity of the New Horizon's for Seniors Program and the Research Institute of Aging (R.I.A.) This additional support fueled creativity amongst our team and allowed us to support people in the comfort of their own homes. Clients report "ASWW's virtual programs are a lifeline during COVID. It really helps give me something fun and educational to do". The team was also able to deliver dementia friendly activity kits to our client's homes. Having stimulating, entertaining and achievable things to do at home, has been critical in reducing isolation.

Not only has COVID forced us to do things differently, this process has also helped us to identify new and updated programming opportunities and internal efficiencies. Even though many are looking forward to the return of in-person programming, many clients report that they enjoy participating virtually as they do not have to travel and they can access programming from surrounding areas. I can see a hybrid model in our future offering both in-person and virtual programming to meet client needs. Exciting times.

I want to say a special thank you to our many donors and supporters at ASWW. Even though uncertainty was at an all time high, you continued to support our cause and support our clientele. Your commitment, generosity and resilience has allowed ASWW to continue to support thousands of people living with dementia and their care partners in Waterloo Wellington. We could not do it without you.

ASWW will continue to operate in a continuous quality improvement framework and thank you for providing your feedback on client surveys. Your voice really helps us to plan and make decisions for the future. Let's continue this journey together.



Michelle Martin

Michelle Martin
Executive Director
Alzheimer Society
of Waterloo Wellington



87 Education Events shared information about **Finding Your Way** with **983** individuals.

2056 individuals attended **159** education sessions

1432 Care Partners received **3630** units of service

455 new clients were referred in for service

201 intakes were completed for care partners

58 care partners participated in **12** different sessions of Carers/Teach

139 individuals participated in **1221** Minds in Motion classes.

22 volunteers gave us **324** hours during this challenging year when in person volunteering was put on hold.

CURRENT LEADERSHIP TEAM

Michelle Martin – Executive Director
Gail Roth – Director of Programs and Services
Lorri Watamaniuk – Director of Fund Development

BOARD OF DIRECTORS

Rennie Brudnjak– President
Kim Cusimano– Vice-President
Uzzam Riaz– Treasurer
Cheryl Sarnavka– Secretary
Christopher Loucks– Director
Cathy Harrington– Director
Samantha Martin– Director
Cheryl Sarnavka– Director
Jesse Dugard– Director
David Bernstein– Director

CURRENT STAFF TEAM

Robin Smart – Public Education Coordinator
Janine Wilson – Public Education Coordinator
Jennifer Newsom – Minds in Motion Coordinator
Ashley Barton - Minds in Motion Coordinator
Kimberly Davidson – Minds in Motion Coordinator
Sydney Jarvis– Community Programs Coordinator
Ana Paret – First Link Coordinator/Social Worker
Kaitlin Alcock – First Link Coordinator
Jaclyn Lebel – First Link Coordinator
Peter Morey – Virtual Program and Communications Coordinator
Lynelle Drudge – First Link Care Navigator
Jeanetta Grawbarger – Enhancing Care Clinician
Gisele Hauser – French Speaking Social Worker/First Link Care Navigator
Colleen Martin – Social Worker/Enhancing Care Clinician
Kayla Haas – Sharing our Voices Program Coordinator
Ayari Yokokura – Social Worker
Jill Ross – Finance and Site Systems Coordinator
Patricia Cerqueira – Receptionist
Kathy Irwin – Development Administration and Volunteer Coordinator
Travis Forbes – Events and Social Media Coordinator



THRIVING AND CONNECTING

2020/2021 was a challenging year for the Alzheimer Society Waterloo Wellington (ASWW) as we had to quickly adapt and learn how to deliver virtual programming, counselling and education to people living with dementia and their care partners.

The team demonstrated creativity, resilience and passion and rose to the task. 2020/2021 also saw a drastic reduction in donations, thereby limiting our capacity to deliver services when they were needed the most. Through the generosity of the Ontario Trillium Foundation, The Ontario Government, the KW Community Foundation, the Guelph Community Foundation, the United Way of Waterloo Region and the United Way of Guelph Wellington Dufferin, ASWW was able to develop, deliver and evaluate quality virtual programming to support our most vulnerable in the community while remaining financially stable. Utilizing some funds from the Susan Granger Fund, we were able to bring a Virtual Program Coordinator to our team. The Virtual Program Coordinator helped to ensure that the barrier of technology was not one that stopped our clients from attending our programs.

The virtual program coordinator was able to connect with clients before the program started to set up Zoom and make sure everyone felt comfortable using video conferencing technology, as well as helping to troubleshoot, and assist the program lead with tech.

Shifting to Zoom, our previously in-person programming has thrived virtually. We have expanded our social recreation programs, engaging unique hobbies and interesting options such as art programs, cooking programs and gardening programs (Green Thumbs Club). We have also expanded program offerings for people living with Mild Cognitive Impairment. As wonderful as this technology can be, there was a need for a program that did not rely on virtual forms of connecting. Out of this need, the SPARK Phone Program was created to allow volunteers to connect to a person living with dementia. The positive response we received to these new programs has been overwhelming! As a team, we are proud to continue providing supports and services to our clients during these unprecedented times.



OUR COMMUNITY ROSE TO THE CHALLENGE OF OUR FIRST EVER VIRTUAL WALK IN 2020 AND MADE THEIR MOVE TO SHOW THE POWER OF CONNECTION.

THANK YOU FOR WALKING WITH US

IG WEALTH
MANAGEMENT
**WALK FOR
ALZHEIMER'S**

Alzheimer Society

WE RAISED OVER \$70,000 TO SUPPORT PROGRAMS, SERVICES AND EDUCATION FOR PEOPLE LIVING WITH DEMENTIA AND THEIR FAMILIES.

THANK YOU FOR HELPING US HELP OUR CLIENTS 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.



“Enjoying music together with my Dad again and seeing the joy on his face was truly a gift.”

~ Adult child of a person living with dementia



Alzheimer Society
WATERLOO WELLINGTON



Tradition Mutual
INSURANCE COMPANY Date: February 8, 2021
Pay To The Order Of: Alzheimer Society Waterloo Wellington \$1,375.00
One Thousand Three-Hundred Seventy-Five xx/100 Dollars

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!





PEER SUPPORT FOR CAREGIVERS

We partnered with OCO for the Peer support program out of an expressed desire from some clients to engage with other care partners 1:1; to both receive support and to give peer support. This program is fantastic in that it allows clients to receive peer to peer emotional support from someone with lived experience. Peer Mentors are caregivers who have been screened by the OCO team, and successfully completed training. The peer support program is accessible to all of our clients, as they are connected with trained Peer Mentors over the phone and calls can be arranged at a time that is convenient for the care partner. This program is a way for care partners to receive and pass on a wealth of knowledge and expertise in caregiving.

This program has the ability for care partners to come full circle- whereby care partners can be referred to the program to receive support and may choose to become trained volunteers who can provide support to someone else. This program also allows the legacy of a loved one to live on by providing support to another person new to the journey.



INTERGENERATIONAL PROGRAMMING

Sharing Our Voices is an intergenerational program that brings youth and people living with dementia together through art and storytelling. Program participants have the opportunity to work on collaborative and individual art projects. Art pieces that are created as part of Sharing Our Voices are exhibited in an annual community event and displayed at program partner sites. Sharing Our Voices is offered in partnership with the Waterloo Public Library and YMCA of Three Rivers.

This project's goals are to:

1. Reduce stigma of dementia among youth
2. Reduce stigma about youth and youth culture among people living with dementia
3. Reduce stigma of dementia among community members
4. Improve feelings of social connectedness among both groups.
5. Reduce isolation and loneliness for people living with dementia and youth.

6. Provide opportunity for care partner respite or self-care, which can improve perceived support and well-being.
7. Provide insights into the perceptions and beliefs of older adults living with dementia about youth and vice versa, which will help with future intergenerational programming as well as informing how to address stigma (as outlined above).

This project is supported by the Supporting Inclusion through Intergenerational Partnerships (SIIP) project at the Schlegel-UW Research Institute for Aging (RIA). SIIP is funded by the Government of Canada's New Horizons for Seniors Program.

PROGRAM FUNDERS:



Enhancing Life

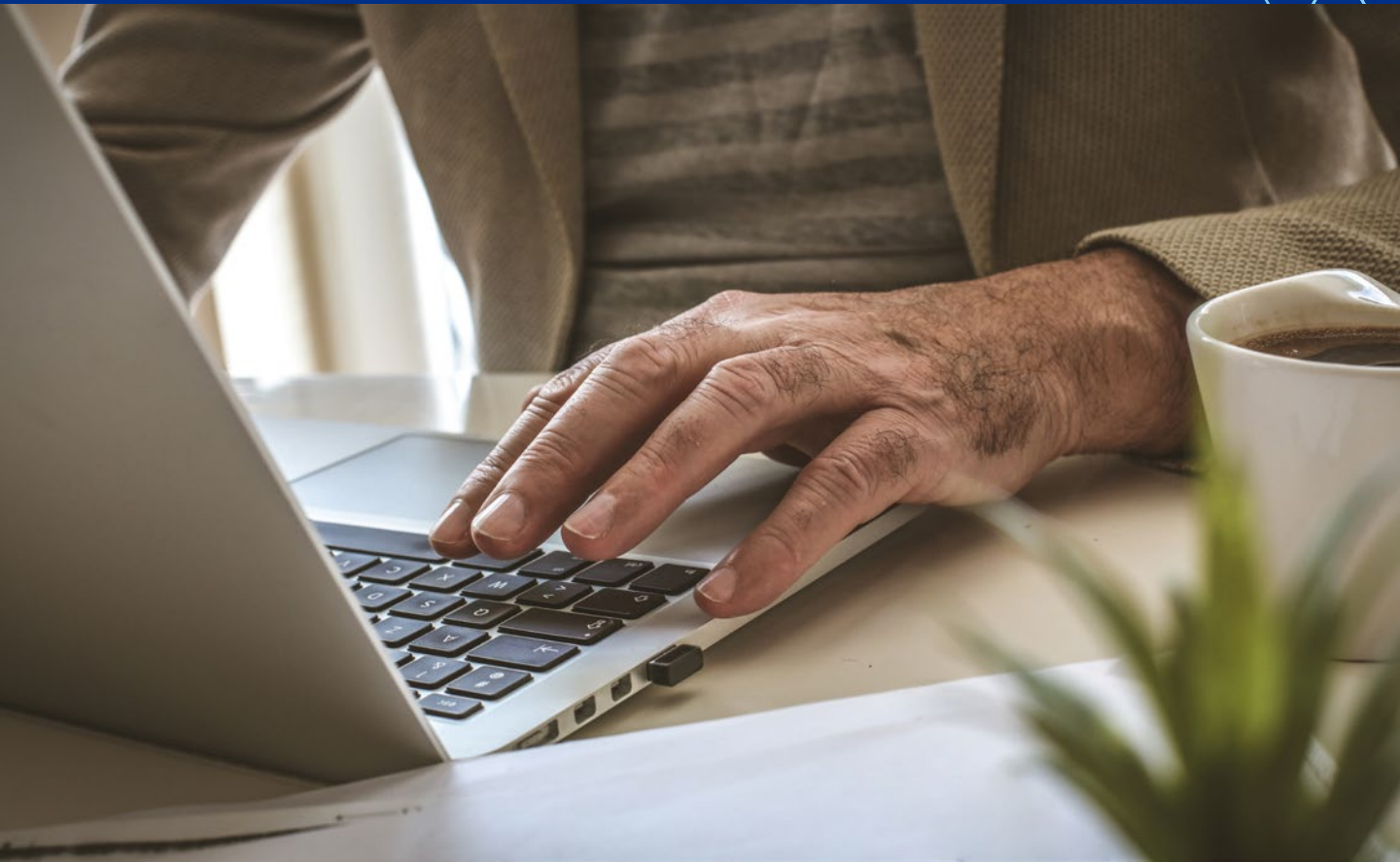




OUR PLANS FOR ZOOM – CONNECTING VIRTUALLY

On January 9th, 2020 the Alzheimer Society Waterloo Wellington participated in training for the Zoom Video Conferencing Services. We were planning on using it occasionally for educational seminars. This training became vital as three months later, you could find the Zoom Video Conferencing Service on the laptops of all our staff. This past year has both shown how vital the shift to virtual programming is and how far it exceeded our original ideas of what we could do as a society. Thanks to the virtual meeting spaces, we are now able to offer Minds in Motion 6 days a week, often twice a day. We do not have to commute to a space or require specialized spaces for programming. This allowed for our staff to shine and show-off their talents from outside of the workplace.

Our very own Executive Director lead a culinary class with a focus on the Mediterranean Diet and low-cook meals from her own kitchen! Ultimately, the use of virtual programming brought us closer to our clients – living rooms, bedrooms and foyers became our meeting halls. We shared morning coffee and tea. We often navigated our way through internet problems together, laughing at the funny ways our faces froze on the screen. We toured homes, revealing antique wardrobes that have been stationary in the guest bedroom for years. We retrieved pictures of grandparents, and great grandparents from the walls of our dens. We invited clients into our homes and were welcomed into theirs, all thanks to the power of virtual programming.



NOW AVAILABLE ONLINE

Minds in Motion®

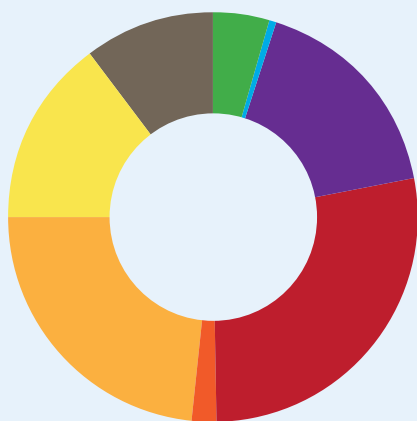
Minds in Motion® is a unique opportunity for persons living with dementia and their care partner to attend a program together, with benefits for all. Each class begins with some gentle group exercise followed by an engaging and stimulating social recreation program. Laughter and new friendships are often a result as participants exercise both their bodies and minds. This past year, Minds in Motion® has been offered virtually with great success.





We are pleased to present the Alzheimer Society of Waterloo Wellington's Statement of Financial Activities for 2020/2021 fiscal year. Our financial position and fundraising activities support our ability to fund vital programs for individuals with dementia and their care partners.

REVENUE

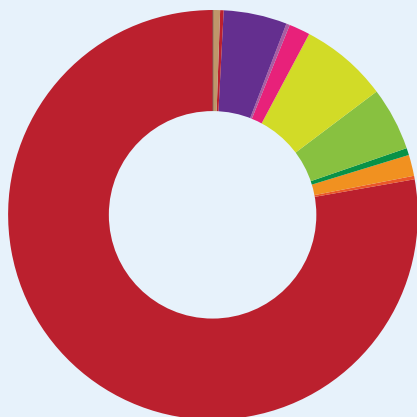


● Alzheimer Society of Ontario	69,993
● Bequests	7,000
● General donations	257,507
● Grants	416,211
● Interest and other income	31,295
● Local Health Integration Network - Family Support	351,104
● Local Health Integration Network - Public Education	222,801
● Special events and fundraising activities	153,346

TOTAL REVENUE

\$1,509,257

EXPENSES



● Advertising and publications	468
● Bank charges	9,039
● Capital asset acquisitions	790
● Insurance	4,743
● Office, postage, telephone	69,994
● Professional development	5,598
● Professional fees	23,571
● Public awareness, programs and family support	97,579
● Rent and utilities	69,527
● Repairs and maintenance	8,173
● Special events and fundraising	24,998
● Travel and conferences	5,732
● Wages and benefits	1,103,461

TOTAL EXPENSES

\$1,423,673