

ANNUAL REPORT 2020

2021



Alzheimer *Society*
YORK REGION



Table of Contents

Mission Statement, Vision Statement
About Alzheimer Society of York Region,
Board of Directors2

Board Chair/CEO Message.....3

Helping our Communities4-6

The Community Supporting AS York.....7

Third Party Events.....8-9

Go Blue for Alz.....10

Special Projects.....11

Treasurer’s Report12

Financial Report13

Legend: Alzheimer Society of York Region (AS York)

Look for  **Click to play** on pages 6 and 10.

Mission Statement

The Alzheimer Society of York Region’s mission is to alleviate the personal and social consequences of Alzheimer’s disease and other dementias and to promote research.

Vision Statement

We are committed to the care of families and the cure of Alzheimer’s disease and other dementias. We have achieved excellence, innovation and leadership in Family Centred Services, Advocacy, Education and Fundraising through caring professional staff, active volunteers, valued partnerships and a supportive community.

About Alzheimer Society of York Region

The Alzheimer Society of York Region is a leader in actively supporting individuals and families living with Alzheimer’s disease and other dementias since 1985. Our history of delivering quality, dementia-specific D.A.Y. program services, an enriched social work program and education opportunities within the Region of York is well respected. We have a proven record of working collaboratively and in partnership with different agencies within the Region of York to service the needs of families and individuals living with Alzheimer’s disease and other dementias.

Board of Directors 2020 - 2021

<p>Chair <i>Stuart Pasternak</i>, CPA, CA Associate, Part-Time CFO Services Inc.</p> <p>Vice-Chair <i>Scott Crone</i> Councillor, East Gwillimbury Principal, Lone Oak Consulting Chair, Fund Development and Communications Committee</p> <p>Treasurer <i>Simon Francis</i>, CPA, CA Partner, Fuller Landau LLP Chair, Audit and Risk Committee</p>	<p>Secretary <i>Jane Casey</i>, R.N., MScN Program Director Emergency Services Humber River Hospital Chair, Quality, Safety and Performance Committee</p> <p>Members at Large <i>Rachel Egan</i> <i>Kathleen Jinkerson</i> Practice Lead, HR and Total Rewards Solutions The Talent Company <i>Roxana Kobuta</i>, MBA, HBSc Senior Consultant Resource Planning Group Inc.</p>	<p><i>Domenic Manzo</i>, B.A., LL.B Barrister and Solicitor Manzo Law</p> <p><i>Tarik Mohammed</i> Enterprise Account Executive (Canada) COFENSE</p> <p><i>Caroline Petrova</i>, ACC, CDTLF Principal Pivot Point Consulting Inc. Professional Coaching & HR Consulting Services Chair, Human Resources Committee</p> <p><i>Patti Reed</i> <i>Sheldon Wisener</i>, B.A. (Hons), LL.B Barrister and Solicitor Wisener Law Chair, Governance Committee</p>
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Thank you to Stuart Pasternak, outgoing chair, for his volunteer leadership and commitment to AS York and our families, friends and neighbours impacted by dementia. *Loren Freid, CEO*

Our 2020/2021 year was about more than the pandemic, lockdowns and an evolving virtual world. It was about innovation and technology, and about changing the way we work. Above all, it was about meeting client needs and reconfiguring the way we deliver services within a changing health care environment.

The initial pandemic lockdown in mid March 2020 necessitated difficult changes, affecting both clients and staff. In-person D.A.Y. programs were suspended and some staff were temporarily laid off.

But if there was a silver lining in these turbulent circumstances, it was that we were challenged to find alternatives and solutions. And the AS York team stepped up. We harnessed technology, not just for staff purposes, but to sustain our connection with the families we serve. It meant we could conduct virtual Day Programs, public education and fundraising events to either sustain or restart our services. It meant our social work team could continue to reach out to those living with dementia and their caregivers. All so that we could continue making a difference in the lives of the people we serve.

This innovation helped AS York grow. In-person D.A.Y. programs reopened in September, but we haven't stopped our Virtual Day Centre. It connects with new clients who are on our waiting list. We are now serving 30% more clients through day programming than before the pandemic. Virtual platforms enable the transformation and expansion of public education and family support groups, even clinical services such as care planning and navigational supports, are being delivered virtually. Through Ontario Health, a growing number of family physicians are directing their patients to the Alzheimer Society of York Region earlier in the disease journey.

Through on-going communication, we learned some families living with dementia were experiencing new challenges including limited financial resources which led to food insecurity. To address this problem, we partnered with agencies to deliver over 3,600 meals to low-income families living with dementia.

Much of what AS York has learned from the pandemic is shared in a report *The Impacts of COVID-19 on Community Day Programs Serving People Living with Dementia*. It was presented to the Minister of Health, our colleagues across the Alzheimer Society in Ontario, and in Ontario Health Teams, to help advance awareness of the stresses people living with dementia must endure.

We continue to nurture a strong culture of giving, with help from the virtual world and social media platforms. Highlighting personal client experiences has led to increased funding for programs including our **Minds In Motion**® program. New virtual technologies have also helped make our signature event, the IG Wealth Management Walk for Alzheimer's, a great success.

Finally, none of this would be possible without the AS York team. We strive to be an employer and charity of choice in part by reflecting the communities we serve at all levels of the organization. In the long term, it is our belief, we'll overcome adversity through diversity.

To our incredible funders, partners in service delivery and generous donors, you inspire us everyday and it is a privilege to work with you. Thank you for your continuing commitment and support to our families, friends and neighbours impacted by dementia.

Board Chair and CEO Message



A handwritten signature in blue ink that reads "Stuart Pasternak".

Stuart Pasternak
Board Chair



A handwritten signature in blue ink that reads "Loren Freid".

Loren Freid
CEO

Helping our Communities

Service Delivery

Due to COVID-19, the Alzheimer Society of York Region team delivered most of its programming via telephone and virtual platforms.

2,163 families benefitted from caregiver support services which includes meetings with social workers for support and guidance. It also includes caregiver support groups.

AS York hosted **135** meetings for **16** different caregiver support groups in multiple languages including Cantonese, Mandarin, Farsi and Russian.

New caregiver support groups include:

Teen caregiver support group

Young adult caregiver group

Two **long-term** caregiver support groups

Bereaved caregiver support group

“Over the years I benefited hugely from answers and support,” said Bruce Rhodes, who attended a support group while his wife, Liz, was battling dementia. Rhodes still attends the support group, now offering fellow caregivers support if they ask for it. Since COVID-19 started, AS York has offered support groups over the phone and through Zoom.

687

New client (First Link) referrals

D.A.Y. Programs

41

people attended in-person D.A.Y. programs

158

people received the virtual D.A.Y. program daily Monday through Friday via email (this includes 116 families currently on the wait list for in-person programs)

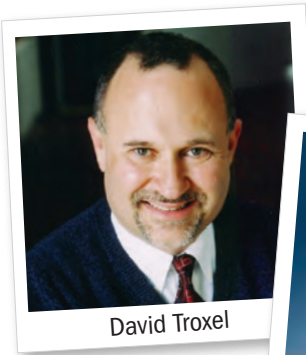
164

people received activity kits

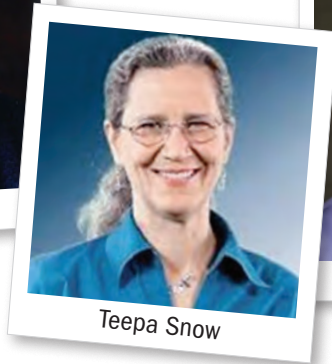
Public Education

210

public education groups/talks reaching 4,074 individuals



David Troxel



Teepa Snow



Ron Beleno

Teepa Snow. David Troxel. Ron Beleno. These are three of the guest speakers that spoke to AS York clients and the public this year thanks to **Finding Your Way**[®], which helps people living with dementia, their families and the community recognize the risk of going missing and be prepared for incidents so people with the disease can live safely in the community.

Dementia expert Teepa Snow presented three topics: *How to communicate with someone living with dementia*; The effects of social isolation on those living with dementia; and *Understanding yourself as a caregiver*.

David Troxel, founder of the **Best Friends**[®] approach to dementia care, spoke about dementia, COVID-19 and provided strategies to help both the person living with the disease and their caregivers. Ron Beleno cared for his father who lived with dementia and hosted two webinars: using technology to help, challenges of a missing incident, tools to assist in caregiving and changing the stigma. Part two focused on home safety tips, round transportation and social isolation.

Finding Your Way[®]

All these webinars have been recorded and can be viewed on our website.

Public Education

1907

people participated in one of dementia specific talks

76

93

people benefitted from one of groups providing information on:

16

First Step for Care Partners

Care Essentials

New this year, **Options for Care** in the Later Stages.



Minds in Motion®

118 people participated in one of 14 Minds in Motion groups, delivered virtually.

Minds in Motion is a program for people living with early to mid-stage dementia and their care partners. Unique because it is designed for both the person with dementia and their care partner to participate together, it provides a half hour of cognitive stimulation and a half hour of gentle exercise.

“The Minds in Motion program gives my husband and me so much purpose, support, and above all, fun. We look forward to seeing and interacting with this wonderful group of people every week. The leaders are incredibly knowledgeable and supportive as we work together to improve our cognitive, physical and social wellness,” said clients C and M.

Sixty Grade 10 students took part in virtual Minds in Motion programs and **24 Grade 11 students** worked on ideas to target York Region’s teens to raise awareness about Alzheimer’s disease and other dementias.

Minds in Motion moved to a virtual platform because of COVID-19. Care partners have commented that the virtual program is easier and saves them from trying to get their person living with dementia to a program on time.

Minds in Motion is funded by family and friends of Tarik and Feroze Mohammed, Catherine Booth and Michael Kirk and the Alzheimer Society of Ontario.

Music Program

89

people received an Mp3 Player



AS York in collaboration with our valued partners

Bloomington Cove – delivered **61 hours** of counselling support

CHATS – **140 families** benefitted from Meals on Wheels and Special Deliveries

Mosaic Home Health delivered **9 First Link Memory Cafes**

Mon Sheong R.E.A.C.H. delivered **138 Minds in Motion Classes**

Mount Sinai’s Enhanced Carers Program – delivered **43 classes**

United Way Greater Toronto Local Love Fund, Government of Canada and **CHATS** provided **3,611** meals to **19 people**.

The Community Supporting AS York

Signature Events

IG Wealth Management Walk for Alzheimer's

The IG Wealth Management Walk for Alzheimer's is a national signature event raising awareness and funds for Canadians across the country impacted by dementia. In York Region, it has historically taken place over two weekends – at the Briars in Georgina in May and then at Richmond Green Park in Richmond Hill in June. Due to COVID-19, the walk became a virtual event, taking place May 31 at noon. People were encouraged to walk in their living rooms, backyards and neighbourhoods to show people living with dementia that **#ourconnectionsmatter**.



The Honorary Family this year was the Kaiser family, whose husband, dad and grandfather, David, lived with Alzheimer's disease for 14 years. David passed away October 6, 2018. **The walk raised more than \$66,000 for AS York programs and services.**

Forget-Me-Not Breakfast

The annual Forget-Me-Not Breakfast fundraiser usually takes place in April, but due to COVID-19 was postponed until the fall. Delivered virtually over Zoom on November 7, the topic was *Caring for People Living with Dementia* in a time of COVID. Professor Andrews talked about issues important to York Region, anxiety, staying well, communications and medical emergencies. There were lots of questions Professor Andrews answered throughout her presentation.



Media Partners

AS York is grateful to its media partners for writing and sharing stories; and promoting events, programs and services.

105.9 The Region

105.9 The Region is a long-term supporter of AS York. Last year, 105.9 The Region aired commercials for the IG Wealth Management Walk for Alzheimer's, the Forget-Me-Not Breakfast and National Volunteer Week.

Newmarkettoday.ca

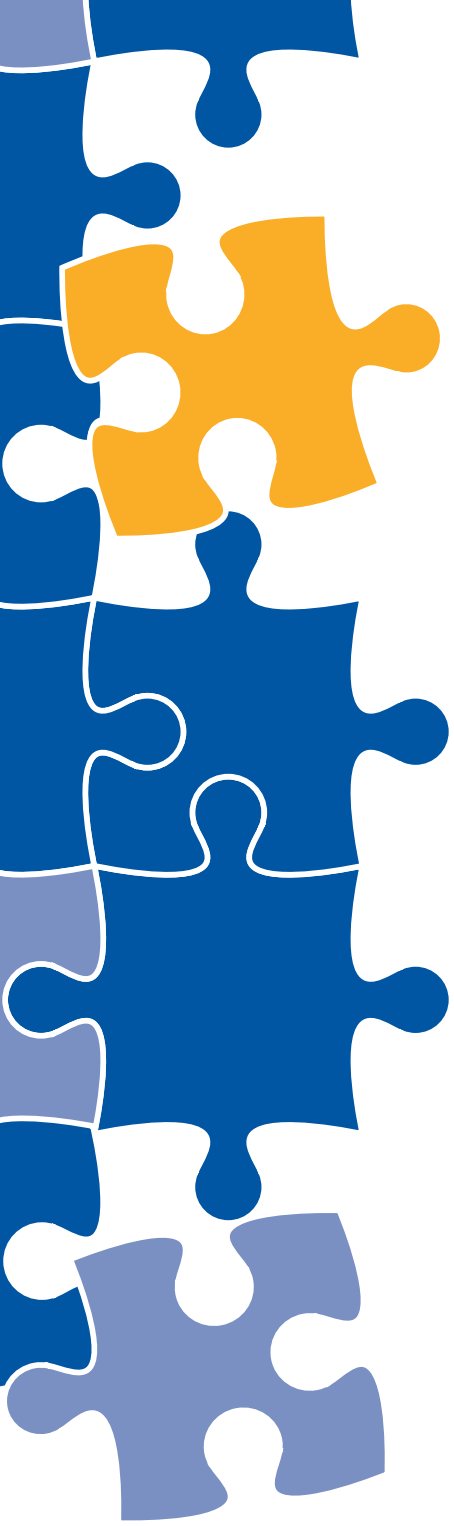
NewmarketToday.ca is an amazing supporter of AS York. The online news site publishes press releases, event, program and information stories and post-event follow-ups.

Rogers TV Georgina Life

Rogers TV Georgina Life hosted AS York several times over the year promoting events and services as well as AS York's **Hearts Linked by Courage Honouring Loved Ones and Caregivers on the Dementia Journey** Book.

York Region Media Group

For the third year in a row, York Region Media Group, and its website **YorkRegion.com**, accepted monthly columns from AS York about programs, services and events. Columns get published online as well as in papers. They also write stories about dementia, people living with it and their caregivers.



Third-party Events

Best View is Always Seen from a Cliff

Theresa Laird's dad, Randy, lives with Frontotemporal Dementia, a type of dementia that affects personality and behaviour. And for Randy, it also took his voice. Theresa decided to host a *Best View is Always Seen from a Cliff* fundraiser. If she raised, \$2,500 for the Alzheimer Society of York Region, her brother would get a tattoo with one of her dad's famous one-liners. If she raised \$5,000, she would get a tattoo and at \$7,500, her mom, Lori, would. On December 12, all three of Randy's loved ones got a tattoo, **raising \$11,585**. Theresa reached out to family, friends and colleagues through social media. Congratulations to Theresa and her family, and thank you.



The Business Casual

Sisters Marianna and Stacey Speranza created *The Business Casual*, a podcast that interviews female trailblazers. Andrea Ubell, AS York's director, Programs and Client Services, was featured in December. Also that month, the pair hosted a fundraiser for AS York, **raising more than \$4,000 for its Emergency Response Care Fund and The Music Project**. The pair's grandfather lived with frontal lobe dementia for seven years and they understand firsthand what people impacted by dementia go through. Thank you.



Celebrating Feroze's 75th birthday

Shortly before Feroze Mohammed's 75th birthday, his family made the decision to move him into long-term care. Feroze lives with dementia. His son, Tarik, wanted to honour his dad and host a fundraiser, asking family, friends and colleagues to donate in honour of his dad's birthday. Within days, Tarik exceeded his goals, **raising \$7,600**. Tarik wanted his donation to support the Minds in Motion® program for people living with early to mid-stage dementia and their partners. His parents attended the program when it was in-person and said they enjoyed it. Thank you, Tarik.



Third-party Events

Jake Cowden

Jake Cowden took his love of go-kart racing and his love for his grandmother living with dementia and created a fundraiser for the Alzheimer Society of York Region. Each time Jake got to the podium, his family donated \$100 to his fundraiser. In addition, **Jake also raised awareness** about dementia and AS York by speaking about it at his events. **Jake raised \$2,010**, which was double his initial goal. Congratulations Jake!

Jay Miller Real Estate

For the third year in a row, the team at Jay Miller Real Estate supported AS York, donating funds as part of the 10 Charities in 10 Days campaign.

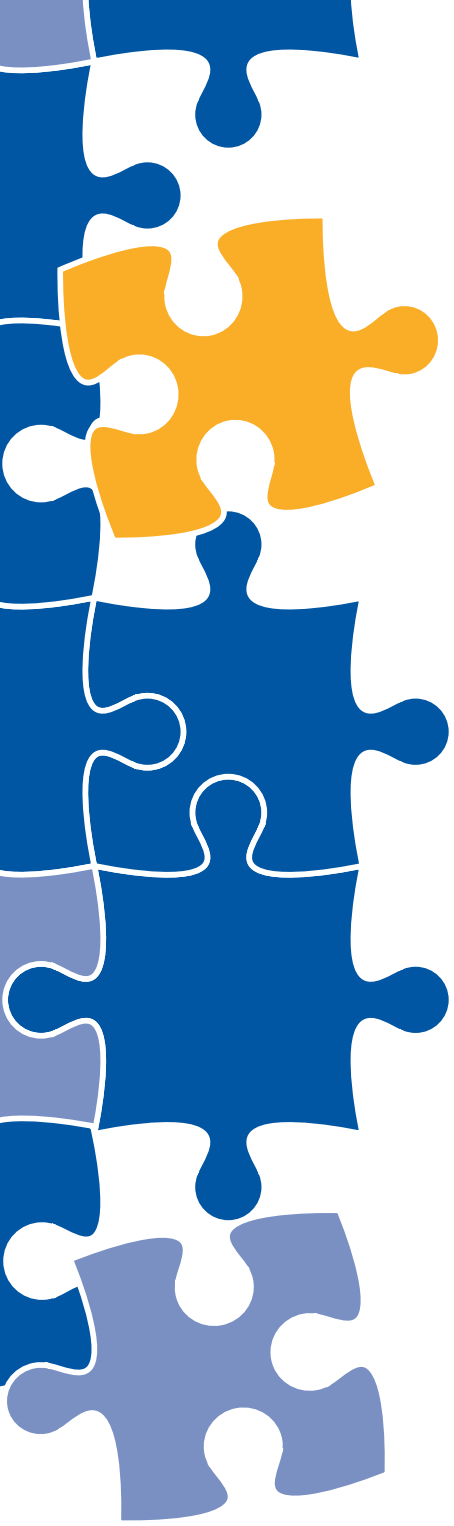
Rose & Flair Lifestyle

Sisters Antonella Morale Giles and Belinda Morale Smith created Rose & Flair, a curated website where women can find quality products. **A portion of yearly sales will be donated to AS York to fund programs and services.** The Rose & Flair was inspired by their mom, Rosalba, who loved to shop and surround herself with beautiful things. Rosalba lived with young-onset Alzheimer's and passed away in January 2019.

Selena's Memories for Alzheimer's

Selena Costabile hosted her first golf tournament in October in support of AS York. The golf tournament honours Costabile's grandmother Gioulizar Smoian, who lives with dementia. Selena is a professional golfer who wanted to do something to fund programs and services at AS York. Her original intent was for a larger tournament, but due to COVID-19 she decided to make it smaller, limiting the course to 32 with both professional and amateur teams. The tournament **raised \$1,500**. Thank you so much, Selena.





Go Blue for Alz – East Gwillimbury flag raising

York Region communities proclaimed September 21 as World Alzheimer’s Day and lit up local landmarks blue in honour of the more than 17,000 York Region residents living with Alzheimer’s disease and other dementias.

This is the second year in a row York Region communities proclaimed this World Alzheimer’s Day, raising awareness about the disease and the people living with it.

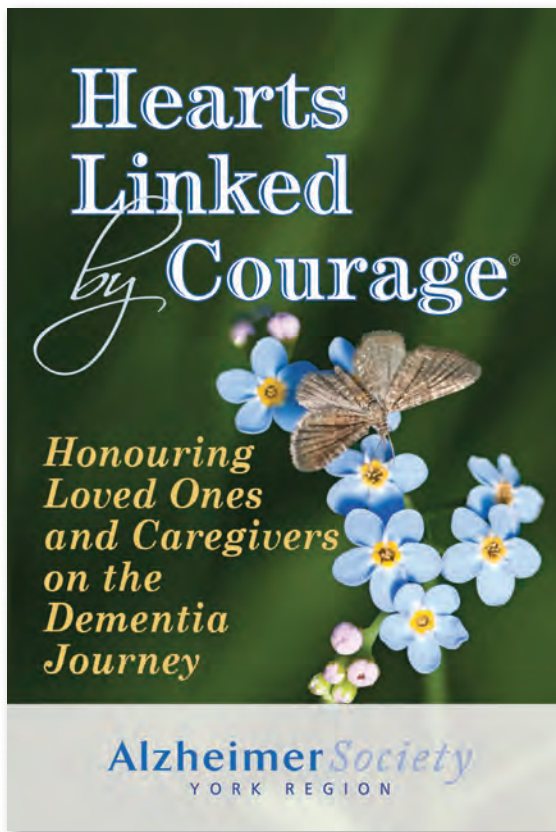
Participating communities include:

- Aurora, proclaimed the day.
- East Gwillimbury lit up the civic centre. The town also raised the Alzheimer Society flag on that day.
- Georgina, proclaimed.
- Markham, proclaimed. Due to COVID-19, they did not light up a landmark.
- Newmarket, proclaimed. Lighting up Riverwalk Commons and Fred A. Lundy Bridge.
- Richmond Hill, proclaimed.
- Vaughan proclaimed and lit up city hall.
- AS York’s Aurora office also lit up in blue.



[Click to play](#)





Hearts Linked by Courage

Hearts Linked by Courage, Honouring Loved Ones and Caregivers on the Dementia Journey, a book of 23 stories written by 24 people was published in the fall.

The book is part of the Hearts Linked by Courage series published by Holland Landing's I C Publishing, honouring the work of York region non-profit organizations.

AS York's book features stories from caregivers on various parts of the dementia journey including those who have already passed away. The stories share the wisdom of caregivers with the goal of ensuring people new to the dementia journey feel less alone.

Thank you to our wonderful authors who created short stories that inspired emotion while providing wisdom and guidance to those on a different path. Thank you as well to I C Publishing for partnering with AS York in bringing this book to light and to Dr. Allan Carswell and the Carswell Family Foundation for funding this book so that sales go directly for programs and services.

In January, during Alzheimer's Awareness Month, AS York hosted a book launch featuring readings, giveaways and author Q&As. The book launch, book trailer and information about the participating authors, can be seen at bit.ly/ASYorkBook, where people can also purchase a book for \$18.95.

Emergency Response Care Fund

During the early part of the pandemic, AS York social workers realized some of their clients were in crisis. They were unable to go out because their person living with dementia doesn't understand social distancing rules and they were unable to leave them home alone. Programs were temporarily closed and personal support workers and family members were not able to come in.

AS York created the Emergency Response Care Fund to provide essentials to York Region residents impacted by dementia in crisis.

So far, the fund has provided food, cleaning products and incontinence supplies to people in need.

On **#GivingTuesdayNow**, AS York encouraged people to donate to this fund and saw a record number of donations. This is an ongoing fund that will be used for people in crisis.



Treasurer's Report



Simon Francis

*Chair, Audit and
Risk Committee*

A handwritten signature in blue ink that reads "Simon Francis".

- Overall AS York ended the year with a surplus of revenue over expenses of **\$58,984** for the current fiscal year. We continued to allocate our annual commitment of **\$26,400** from this surplus to facilities and program expansion.
- Revenue decreased to **\$3,100,543** from **\$3,518,054** primarily as a result of the pandemic which included the closure of the three in-person D.A.Y. programs in March 2020. In September D.A.Y. programs began gradually reopening at limited capacity.
- Our expenses decreased to **\$2,975,808** from **\$3,230,153** given the reduction in physical client attendance at our programs along with the sustained effort of management reviewing all expenditures.
- Revenue that was received from our large donors, events and fund development efforts continue to be strong in F2020-2021.
- AS York has a healthy balance sheet and is in a strong financial position. Current assets exceed current liabilities by a ratio of approximately 2.47 which demonstrates solid liquidity, cash flow and sustainability of the organization.
- Highlights include a **cash increase for the year of \$601,471** with the majority of the increased funds to be deferred and used once programming returns and we can utilize the funds in accordance with the wishes of the donors and fundraising efforts.
- Other highlights including one time funding from the LHIN of approximately \$200k for one-time costs including PPE and Government wage subsidy programs of approximately \$100k to manage through the pandemic.
- BDO conducted the audit for the fiscal 2021 financial results and the auditor's report contained no items of concern or substantive qualification.
- The Audit Committee was pleased with AS York's fiscal performance and continued solid financial management.

I would like to thank committee members **June Smyth, Vivian Lam, Roxana Kubota, Iftekhar Hossein** and **Loren Freid** for their ongoing support, contributions and valuable ideas.

Financial Report

STATEMENT OF FINANCIAL POSITION

March 31	2021	2020
Assets		
Cash and cash equivalents	\$ 1,950,497	\$ 1,375,426
Accounts receivable	\$ 61,920	92,558
Harmonized sales tax and recoverable	\$ 52,121	28,761
Prepaid Expenses	\$ 31,402	38,005
	<u>\$ 2,095,940</u>	<u>1,534,750</u>
Restricted cash and cash equivalents	\$ 861,136	834,736
Tangible capital assets	\$ 337,327	403,078
Artwork	\$ 13,775	13,775
	<u>\$ 3,308,178</u>	<u>\$ 2,786,339</u>
Liabilities		
Accounts payable and accrued liabilities	\$ 246,783	\$ 170,318
Government remittances payable	\$ 29,434	22,465
Current portion of deferred revenue	\$ 571,228	393,573
	<u>\$ 847,445</u>	<u>586,356</u>
Deferred revenue	\$ 1,363,778	1,162,012
	<u>2,211,223</u>	<u>1,748,368</u>
Net Assets		
Internally restricted	\$ 861,136	834,736
Unrestricted	\$ 235,819	203,235
	<u>\$ 1,096,955</u>	<u>1,037,971</u>
	<u>\$ 3,308,178</u>	<u>\$ 2,786,339</u>

STATEMENT OF OPERATIONS

March 31	2021	2020
Revenue		
Central Local Health Integration Network Funding	\$ 2,276,017	\$ 2,070,571
Donations, grants, professional training and events	\$ 587,493	876,841
Service fees	\$ 208,827	530,199
Interest income	\$ 28,206	40,443
	<u>\$ 3,100,543</u>	<u>3,518,054</u>
Expense		
Adult D.A.Y. program	\$ 1,362,507	1,787,479
Caregiver support and education	\$ 1,087,740	941,039
Fund development	\$ 285,388	308,094
General operations	\$ 240,173	193,541
	<u>\$ 2,975,808</u>	<u>3,230,153</u>
Excess of revenue over expenses from operations	124,735	287,901
Amortization	\$ 65,751	67,411
Excess of revenue over expenses	<u>\$ 58,984</u>	<u>\$ 220,490</u>

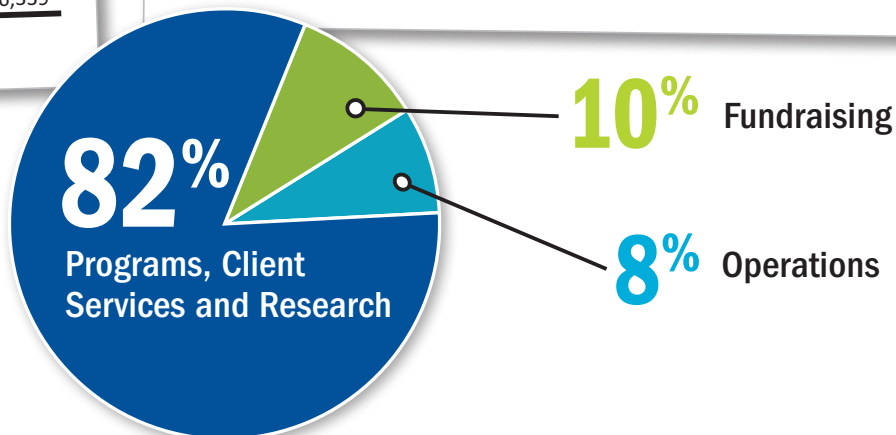
STATEMENT IN CHANGES OF NET ASSETS

March 31	2021	2020
Fund Balance Beginning of the Year	\$ 1,037,971	817,481
Excess of revenue over expenses	\$ 58,984	220,490
Fund Balance End of Year	<u>\$ 1,096,955</u>	<u>\$ 1,037,971</u>

The statement of operations and financial portion presented here have been extracted from our organization's audited financial statements. Our auditors are BDO Canada LLP in Newmarket, Ontario. The Alzheimer Society of York Region is committed to transparency and accountability to our stakeholders and general public. Our complete audited financial statements are available upon request.

Return on Investment

Financial support to the Alzheimer Society of York Region results in a substantial return on investment. As the diagram illustrates, 82% of our expenditures are allocated to programs, services and research.



HEAD OFFICE

2-240 Edward Street
Aurora, ON, L4G 3S9

t: 905-726-3477

tf: 1-888-414-5550

(Ontario only)

F: 905-726-1917

info@alzheimeryork.com

Charitable Registration
#10670 5429 RR0001

LOCATIONS IN

Aurora

Thornhill (Markham)

Georgina

Whitchurch-Stouffville

Vaughan

Richmond Hill

alzheimeryork.com

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Twitter: asyork1

Instagram: alzheimeryr

Linkedin: <http://bit.ly/ASYorkLinkedIn>



Photo (l-r) Michael Norris, Abel Pandey, IG Wealth Management, and Marton Pandey, cycling 100 kilometers to raise funds for the IG Wealth Management Walk for Alzheimer's held virtually in 2020.

Funding Partners



This project is funded by
the Government of Canada.



And Supporters Like You

Alzheimer Society
YORK REGION