

Alzheimer Society

YORK REGION

AN IMPORTANT UPDATE FROM **LOREN FREID, CEO AT THE ALZHEIMER SOCIETY OF YORK REGION**

Photo Credit: Steve Somerville/Metroland/Torstar



As a friend of the Alzheimer of York Region (AS York), I want to share some news with you. After many discussions with my family, I am pleased to share that I am retiring. After fifteen years of service, my last day at AS York will be April 28, 2023.

While my tenure as CEO may be ending, the important work of supporting local families impacted by dementia continues.

To support the future of this work, I have set a lofty goal –to raise \$100,000 for AS York’s three DAY programs before I retire. To honour this vision, AS York has launched the Loren Freid Retirement Campaign.

To kick off the campaign the Carswell Family Foundation has made a generous gift of \$50,000 and has challenged us to match it! With this generous leadership gift and the kind support of friends and partners we have raised \$88,000 of our \$100,000 target. I’m hoping that before the end of April, I will see us reach our goal.

Make a gift



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Despite COVID and the challenges of the past few years, our team has remained focused on delivering safe programming. I retire knowing the society is in a good financial position. AS York is led by a committed board of directors and talented leadership team. Our front-line staff are dedicated to the best person-centred care for client families. As we return to pre-pandemic levels of service, I am confident AS York is well-equipped to serve York Region families moving forward.

You have enriched my time here at AS York. My sincere thanks for your ongoing commitment to families impacted by dementia. Your past support and your gift to the Loren Freid Retirement Campaign help ensure we can continue to support people living with dementia and their care partners.

Please visit the Loren Freid Retirement Campaign to give to these critical programs. I look forward to seeing the impact of your gifts for our DAY program clients.

With sincere thanks,



Loren Freid,
CEO

P.S. You can double your impact for families when you make a gift to the Loren Freid Retirement Campaign!

Yes, I will support DAY programs



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