

ADAPTING

in a year of change

Société Alzheimer Society

BRANT, HALDIMAND, NORFOLK,
HAMILTON, HALTON

Annual Report 2020 - 2021

“When we are no longer able to change our situation
– we are challenged to change ourselves” – *Victor Frankl*

Adapting to the new normal

Mary Burnett, CEO



2020-21 was a year of adapting as we faced the challenges of COVID-19. New practices such as “the proper use of PPE”, “social distancing”, “Screening”... became part of our daily lives as we figured out creative ways to deliver services to those living with dementia and their care partners. I am very proud of the fact that our staff **provided over 8,000 in person services** for those most in need throughout the pandemic. They also developed new virtual services for groups and/or persons who did not feel comfortable with in-person sessions. As restrictions are lifted, we are continuing to adapt, ensuring our services are meeting the needs of those we serve.

In this Annual Report, you will read of other examples of how we adapted to our changing world. On behalf of our board, staff, volunteers and clients, thank you to the funders, donors, and community partners who make this work possible.

Continuing to make strides

Vickie Baird, Society Chair



In our Annual Report last year, my predecessor talked about the incredible amount of change the organization had undergone. Little did we know that we would still be facing the impact of the pandemic more than a year later. Despite the almost daily modifications being required by COVID-19 protocols, I am proud of the strides that our organization continued to make. Highlights include: completing a strategic planning refresh exercise; continuing our commitment to focusing on cultural safety and inclusion; being awarded a second successful accreditation review; and most importantly, continuing to provide service to those we serve. None of this would have been possible without the support of a great staff team, our partners and funders. Thank you!

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Cindy Mercanti – *Director*
Phyllis Fehr
– *Client Experience Advisor*

Rising to the challenge

Richard Hamel, Foundation Chair



This year brought many challenges but also afforded us the opportunity to find new and innovative ways to raise funds to support our programs and services. Once again, most of our events were held virtually and I am delighted to share with you that our donors responded with enthusiasm and incredible generosity. Our annual direct mail campaign was the most successful ever and our first virtual Walk for Alzheimer's exceeded expectations. Many staff and supporters dedicated their time and energy to walk and raise funds. We thank you for your ongoing support and look forward to the day when we can once again gather and celebrate our successes in person.

Foundation Board of Directors 2020-2021

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Teresa Domladovac
– *Vice Chair & Sec/Treas.*
Kirby Shieck – *Past Chair*

Mary Burnett – *Ex-Officio*
Griffin Allen – *Director*
Mide Seyi-Ajayi – *Director*
Laura DeLuca – *Director*

Jason Lounsbury – *Director*
Nick Popratnjak – *Director*
Martha White – *Director*

Land Acknowledgement

*Written and shared by Melissa Sockanowich
(Psychogeriatric Resource Consultant),
RPN - Chippewas of Rama First Nation*

We acknowledge the traditional territories upon which we gather;

Our offices and the areas in which our staff serve are located on the traditional territories of the Mississauga and the Haudenosaunee nations, within these lands they are protected by the "Dish with One Spoon" wampum agreement.

For many thousands of years, the first people sought to walk gently on this land, offering their assistance to the first European travelers and sharing their knowledge for survival in what was at times a harsh climate.

May we seek a new relationship with the original peoples of this land, seek relationships with the winds, waters, grounds and sky, respecting all inhabitants and admiring what the original peoples of the land are protecting.

May we create relationships based on honor and deep respect.

May we be guided by love, a good mind and produce actions with good intention as we transform our personal and professional relationships with our Indigenous friends and neighbours.

Miigwetch, Thank You.

“We do not know what the future will bring, but we know that our creative, resilient staff will continue to leverage technology and new approaches to care in support of our clients!”

Working together with Brantford General Hospital

The Brantford/Brant County Ontario Health Team (OHT) identified dementia as a priority population for its initial work. As part of this work, a pilot was developed that includes staff of the Alzheimer Society, care coordinators and hospital navigators working collaboratively in the Emergency Department at Brantford General Hospital. The goal of the Embedded Team is to prevent the admission of persons living with dementia who are not acutely ill, and build on existing connections with community supports. In the first six weeks of the pilot, 28 referrals were made to the team, and 19 admissions were avoided, representing a 68% diversion rate.

Virtual Care has been well received

We have offered education, exercise classes, counselling and social activities on-line throughout the pandemic. We have also taught individuals how to use technology so that they could participate in our virtual care offerings. As the pandemic progressed, many of our clients became more comfortable with the use of zoom and Facebook livestreaming. Virtual services have also helped connect many who were feeling socially isolated. Based on client feedback, virtual care will continue to be an option for those we serve.


High Intensity Services at Home (HISH) Respite

HISH is another innovative program we started this year. The program was designed for those individuals who were on the crisis list for a place in a Long Term Care Home. Introduced in December 2020, the feedback from recipients of this service has been amazing...

What a wonderful way to keep up with the Sit to be Fit (exercise) program...For me, this is a great improvement over the past when we had to make the effort to drive to a facility in all kinds of weather. As well I would like to mention the beneficial social aspect in these COVID times of isolation.

This program has been a god send, it relieved so much pressure on myself and my family.

if it weren't for this program we would not have been able to take my father home from hospital. In hospital he was not thriving physically, but since he is home he has started eating again and becoming mobile with a walker.

A photograph of a man's hands painting a floral design on a white sheet of paper. The paper is placed on a white round table. To the left of the paper is a white bowl filled with several red and yellow apples. To the right of the paper is a black bowl containing three red tomatoes. Further right is a watercolor paint palette with various colors, and a small glass dish with yellow liquid. The man's right hand is holding a paintbrush, applying yellow paint to one of the flowers. His left hand is resting on the bottom left corner of the paper. The background shows a blue textured cloth and a person's leg in blue jeans.




The Rotary Club of Dunnville is one of many community partners who helped in surprising ways. They donated paint kits which we then shared in our activity kits sent out to clients. Studies show that activities such as painting have a positive effect on those living with dementia. This man's painting is a work of art!

Co-designing for Young Onset Dementia

The easy atmosphere, equal opportunity to express ideas and feelings. Respect that we all had for each other acknowledging strengths. Investigating the ideas and working through the processes of possibilities the ideas held...acceptance.

We value the importance of having lived experience inform our work. Through several client engagement activities completed this year, we heard that we need to offer more for persons living with young onset dementia. This was the perfect opportunity to implement co-design as we collaborated with clients. We created our Young Onset Dementia Advisory Group to develop responses to this feedback. Our Group decided on two key projects for this year. The first project is a resource guide based on what the Group members wished they knew at the time of their diagnosis. The second project is the development of online peer support groups for persons living with young onset dementia, as well as peer support groups for their care partners. We are looking forward to launching these projects in the coming year and continuing our co-design efforts to ensure our services meet expressed needs.

2021-2022 Priorities based on feedback from stakeholders

KEY THEMES	WHAT WE HEARD	OUR RESPONSE
 <p>Increase outreach and awareness</p>	<ul style="list-style-type: none"> Primary care providers are not referring as much as we think possible Very few Indigenous persons are accessing AS services outside of Six Nations Need for greater marketing of AS services to general public Community partners are in need of education in order to improve supports for persons living with dementia 	<ul style="list-style-type: none"> Work with primary care champions to strengthen partnerships and increase awareness Commitment to improve our services for Indigenous persons Website redesign to improve accessibility and increase resources available Increase education opportunities for community partners
 <p>Expand programs and services</p>	<ul style="list-style-type: none"> Not enough is being offered for various ages and stages Care partners are tired and in need of more support We need to expand our capacity through the use of volunteers Marginalized persons are not accessing AS services 	<ul style="list-style-type: none"> Tailor programs and services to address the unique needs of clients Commitment to client engagement to co-design new approaches Increase respite for care partners Volunteer matching program to expand our support to clients Enhance and build partnerships to bring services to the community
 <p>Optimize virtual care</p>	<ul style="list-style-type: none"> Build upon what we have learned about using technology during the pandemic and expand our abilities to provide virtual care 	<ul style="list-style-type: none"> Continue to offer online programs and services Seek opportunities for innovative use of technology to improve the quality of life for persons living with dementia and care partners Ensure staff are trained appropriately

We are proud to share that we were accredited for an additional four years through the Canadian Centre for Accreditation, a third-party review based on accepted organizational practices that promote ongoing quality

Accredited by
Canadian Centre
for Accreditation



Agréé par
Centre canadien
de l'agrément

Our Results



5,963 Care Partners

6,121 Persons living with dementia

742 Exercise participants

7,273

new referrals

65% from allied health partners



26,000

hours of respite for 255 people



16,060

individuals served

4,000+

hours of on-line services



8,648

in-person visits during covid

97%

feel that referring a patient or care partner to us is easy



88%

feel supported in their ability to help partners living with dementia, access information and support as a result of interactions with us



100%

would recommend us to family and friends



What our partners said...

Through our Foundation's Research Grant initiative, we are proud to support innovative research projects that are working to make a difference in the lives of people with dementia and their care partners.

Targeting AMPK In the brain: Neuroprotective or detrimental?

This project aims to delve into the relationship between AMPK and BACE1 enzyme as well as the AMPK synapse growth. AMPK is considered to be the cells' fuel gauge and is involved in regulating cellular energy balance. Recent evidence suggests that the impaired AMPK activity may play relevant roles in Alzheimer's disease. This research will provide information about how/if AMPK can be utilized as a therapy to reduce the progression of Alzheimer's disease.

Understanding the role of AMPK in Alzheimer's disease pathology holds promise for potential therapies targeting AMPK for the prevention/treatment of the disease.

Impact of Dynamic Lighting in Long Term Care

This project aims to assess a trial of a dynamic controlled lighting system in multiple communal settings. The lighting system mimics the 24-hour cycle of natural sunlight, this light is designed to prevent melatonin suppression and improves sleep and multiple awakenings. Additionally, the research will investigate the feedback of staff and caregivers in memory care and Long-Term Care homes.

Offering Help and Hope

- Those we Impacted

"Thank you for your wonderful visit and helping me understand the disease"

"We didn't have any answers regarding the behaviours, now we can at least understand the why"

"I actually found this zoom call therapeutic"

"If you hadn't called Community Paramedics to assess her, I don't think she would have been alive in the house for more than a couple of weeks longer"

The combined net revenue for the Society and Foundation for the year ended March 31, 2021 was over \$.9 M

Financials

Highlights of the year include:

Increased LHIN funding represents one-time "High Intensity Stay at Home (HISH)" funding to expand our Respite program, and flow through funding to our partners providing the Community Paramedicine program

Donor revenue, shown in the Foundation, remains strong at \$1.4 million, with \$546,000 in bequests received this year. Last year was exceptional in that \$1.6 million was received in bequests.

Fundraising revenue and corresponding expenses are down from last year; a reflection of the effects of the Covid 19 pandemic.

Operating expenses increased proportionately to the increase in our one-time HISH funding noted above, reflected in the Respite program and Transfer to Partner agencies.

As in previous years, the Foundation invests surplus funds with the Connor, Clark and Lunn Investment firm with oversight by the board of directors. The desired outcome is to create an ongoing income stream to support the work of the Society through good times and bad.

	MAR. 31, 2021	MAR. 31, 2020
REVENUE		
LHIN	7,504,658	6,363,959
AS Foundation	1,428,520	2,099,760
Fundraising	339,429	474,496
Other Revenue	72,177	108,149
Grants	192,615	120,376
Amortization of deferred capital grants	30,831	25,911

TOTAL REVENUE	9,568,230	9,192,651
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EXPENSES		
Behavioural Supports Ontario	1,776,885	1,757,740
Transfer to Partner Agencies	1,946,057	1,430,526
Social Work Programs	1,275,824	1,290,132
Education and Health Promotion	1,018,678	1,205,983
Respite and Support Services	1,175,181	612,336
Administration	547,011	486,364
Fundraising	240,880	342,828
Foundation costs	277,842	281,310
Facility costs	125,937	129,218
Grant Expenses	192,615	120,376
Amoratzation of capital assets	46,796	37,178
Research	22,000	30,474
Professional Fees	12,905	8,995

TOTAL EXPENSES	8,658,611	7,733,460
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NET REVENUE	909,619	1,459,191
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"We felt prepped for the geriatric appointment and knowing how to ask the right questions"

"I am feeling better about the experiences that I am having with my mother"



Thank you to all who gave so generously!

Your contribution means so much to so many..

FOUNDATIONS

B Wallace & Estelle M Anderson & Family Fund
 Barnard Family Foundation
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 Bayshore Foundation for Empowered Living
 Benevity Community Impact Fund
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 Peter & Michele Bach Charitable Fund
 Stephen Smith & Dorothy Woltz Foundation
 The Bradstreet Family Foundation
 The David Hearn Foundation
 The Hensen Foundation
 The Jacob Speelziek Foundation
 The R&J Sokolowski Family Foundation

ESTATES

Estate of David Keith Smith
 Estate of Lloyd Clarence Dearing
 Estate of Lydia Edythe Patricia Hodgson
 Estate of Rhys Richert
 Estate of Marjorie Schneider

3RD PARTY EVENTS \$1000 AND OVER

Art in Motion Dance Studio
 Bruce Steinhoff Art Fundraiser
 Debbie Wright Charity Events
 Double-T Investments Corporation
 o/a Heart to Home Meals
 Lise Gillis -Pass the Puck
 Millards Chartered Professional Accountants
 Oak Gables Golf Tournament - Stephen Ross, Greta Borsellino & Irene Tuttle

The David Hearn Foundation
 Charity Classic

ORGANIZATIONS \$500 AND OVER

1087332 Ontario Limited
 Amica Georgetown
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**ALZHEIMER SOCIETY
EMPLOYEE GIVING**

MONTHLY DONORS AS OF MARCH 31ST, 2021

Mona Ahmed
Ken Almas
Sandra Arnold
Keith Ashley

**"He's been listening
to it (Ipod) for
hours a day and
just transitioned to
a memory care
floor so it's been so
helpful for them!"**

**— Music for Memory Program...
volunteer led and donor funded**

Walking
for those
we love



Classic
David Hearn
here in spirit



Rotary keeping us safe



Oak Gables G&C Club
made it happen



Our Mission

People with dementia are at the centre of everything we do. The Alzheimer Society leverages its own and community resources to deliver health promotion, advocacy and support services to people with dementia, those at greatest risk of developing dementia and their care partners.

We embrace the Alzheimer Society of Canada's mission to alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

Our Vision

People affected by dementia live well as vital and integral members of their community.

**Help for today.
Hope for tomorrow.**

Soci   Alzheimer Society

BRANT, HALDIMAND NORFOLK,
HAMILTON HALTON

www.alzhh.ca

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519-759-7692

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Grandview Lodge

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905-229-2035

Hamilton

1575 Upper Ottawa St.
Hamilton, ON L8W 3E2
905-529-7030

Simcoe

645 Norfolk St. N
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519-428-7771

Haldimand Abilities Centre

42 Main St. S.
Hagersville, ON N0A 1H0
905-768-4488