

*Société Alzheimer Society*

D U R H A M   R E G I O N

# ANNUAL REPORT

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2022-2023

# A Message from our Board Chair

I am honoured to once again, share the remarkable achievements and progress ASDR has made over the past year, along with some insights on what lies ahead.

Together, we have continued to stand strong in our commitment to support individuals and families affected by Alzheimer's disease and other dementias and I am grateful for the unwavering dedication of our staff, volunteers, and donors.

As our programs have expanded and evolved, we have continued to empower communities throughout Durham Region with knowledge and resources by offering workshops, seminars, and information sessions to promote early detection, understanding, and compassionate care.

We fostered collaboration with health care professionals, researchers, and policymakers as we continued to amplify our voice and

advocate for improved services and support for those affected by dementia.

None of this would be possible without the generosity of our donors, the dedication of our volunteers, and the tireless commitment of our amazing staff.

**Your contributions have enabled us to extend our reach, strengthen our programs, and bring hope to countless families facing the challenges of Alzheimer's disease and other dementias. Whether through financial support, time, or advocacy, your commitment to our cause has made a tangible difference in the lives of those we serve.**

In 2022, we welcomed Gillian Barrie as our new CEO, replacing Denyse Newton after 9 years of dedicated service. Gillian has continued to effectively execute on the strategic plan developed in 2019, which was recently

## Our Mission

To improve the quality of life of people living with Alzheimer's disease or other dementias and their care partners.

## Our Vision

To live in a community where people living with Alzheimer's disease and other dementias are accepted and supported in their environment.

## Our Values

Accountability	Excellence
Collaboration	Innovation
Respect	Empowerment

refreshed to best reflect the changing needs of our community for 2023 and beyond.

Our Board continued our focus on preparations towards accreditation, which involves updating board policies, assessing potential future risks, and developing mitigation strategies to ensure a strong and vibrant Society for many years to come.

I'm grateful for the strong Board we continue to maintain, from various backgrounds including medical, legal, financial, business, and community services.

With new members, new ideas and perspectives emerge to keep ASDR on the cutting edge of meeting community needs. With this great complement of skills, we are working toward equipping ASDR for the next chapter with new and innovative partnerships and resources to enable those living with dementia to live at their best.

**There is much work ahead. Dementia remains an urgent public health issue, and we must continue to invest in programs, research, education, and other outreach.**

With your continued support, we can face these challenges head-on and strive towards a future where no one faces Alzheimer's disease or dementia alone.

Thank you for your unwavering commitment to the Alzheimer Society of Durham Region. Together, we are making a profound impact on the lives of those affected by dementia, bringing them the compassion, support, and hope they deserve.



Brian McAuley  
Board Chair



**Our Board**

Brian McAuley  
Sheryl Wedderburn  
Marilyn Stitt  
Shahzil Mohamed

John Baynham  
Heidi L. Campbell  
Brian Harris  
Deanna Hollister

Dr. Anuradha Nath  
Kay Peterson  
Alok Sethi  
Carolyn Wilson

# Our Impact

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Our programs and services reached thousands of people across Durham Region.

## Education

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**207** Education sessions

**3,270** Education session attendees

**107** Virtual Dementia Tours

**25** Dementia Friendly  
Community Training Sessions



## Client Support

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Counselling and navigation provided for over  
**1,000** families

**198** Support Groups facilitated

**238** Individuals attended a  
Support Group



## Enhancing Care Program

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**7** Enhancing Care programs took place

**35** Individuals completed the Enhancing  
Care Program

## MINT Memory Clinic

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**871** New Referrals

**2,172** Hours of Care

**2,691** Patient Visits



## Active Living

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**209** Active Living Sessions

**320** Active Living Participants

**24** Clients in our Young Onset  
Adult Day Program



**8,876** Hours of respite provided  
to care partners with loved  
ones in our Young Onset  
Adult Day Program

## Therapy Pets

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**16** Robotic Therapy Pets Adopted

# Our Impact

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“ My family is greatly impacted by this disease and I know my participation and practice of these educational programs benefits both me and my family. As a care partner I am also appreciative of my knowledge and essential skills that I have acquired from the educational programs at the Alzheimer Society of Durham.”  
- Education Client

“ My husband and I really enjoyed the Minds in Motion program. We especially enjoyed the laughter and happy mood within the group every week. All in all it was a very positive experience for the both of us, I was glad that my husband looked forward to going to the weekly sessions as did I.”  
- Minds In Motion Client and Care Partner

“The staff put you at ease and answer any concerns you may have. This was extremely helpful and I will continue to bring my mother to her appointments as I believe this is helping her greatly.”  
-MINT Memory Clinic Client

“ Our team is grateful to the support provided by the Alzheimer's Society. The wealth of knowledge that is delivered in a kind and compassionate manner was beneficial to both our staff and families. We are grateful to have amazing community partners and look forward to ongoing opportunities.”  
- Lakeridge Gardens

“ Dawn is kind, compassionate and incredibly knowledgeable. Our home appreciated and valued our education sessions. They were enlightening to say the very least. It is comforting to know that we, as a Long-term Care facility in Durham Region, have ongoing support from the Alzheimer's Society. What a fantastic resource.”  
- Glen Hill Strathaven

# This Year's Highlights

## Return to in-person

2022-2023 allowed ASDR to resume much needed in-person programming for our clients, health care professionals and the public. From support groups to social and recreation programs, attendees benefited from in-person connections during programs and services such as:

- Care Partner Support Groups
- Minds in Motion®
- Brain Waves Café
- Walking Buddies
- Breakfast Clubs
- Education Programs
- Presence at Health Fairs
- Virtual Dementia Tours



## New Programs

Our Active Living team introduced a new Therapeutic Recreation program which alternated between offering Horticulture Therapy and Music Therapy.

Our Education team expanded our public education outreach by introducing monthly webinars for health care professionals on various topics related to dementia.

Our MINT team launched a new lending service that allowed access to a range of specialized materials that can aid a client's journey toward improved mental health and well-being. Therapeutic and sensory tools, and reminiscence and activity kits were among the items borrowed.



# This Year's Highlights

## Adult Day Program in the Community

Our Young Onset Dementia Adult Day Program members spent time in the community with several outings throughout the year. Trips included:

- Lunch at Melanie Pringles restaurant
- A tour of the historic Lynde House Museum
- A trip to Reptilia Zoo



## Robotic Pet Adoption Program

Our Robotic Therapy Pet program saw an increase in adoptions this year, bringing companionship and joy to persons living with dementia.



“Just wanted to say a big thank you to you and ASDR for the Adopt-a-Pet program. It has been a godsend for (her) and myself as her caregiver. My wife, being a pet lover, has found the perfect way to relieve any stressful days. It is not uncommon to see her with her cat 3-4 times a day. It has such a calming affect on her.” - Support Client

## Dementia Friendly Communities

We provided over 900 Durham Region residents and organizations with education and strategies to provide good customer service to people living with dementia. Audience members included:

- 150 first responders
- 120 members of the spiritual community



# This Year's Highlights

## Enhancing Care Program

The Enhancing Care program which includes CARERS and TEACH resumed with our team running 7 sessions throughout the year. In an interactive group setting, these programs help Care Partners learn techniques and skills to improve communication and care for persons living with dementia.

“CARERS is an excellent program that really opened my eyes to communicating effectively with our loved ones. I learned from our weekly reflections, from the participants sharing, from generating tools and tips for tackling problems and from the simulations for greater effectiveness. This group made a difference in our lives.”  
- Enhancing Care Client

## MINT Memory Clinic



This year we reached two major milestones for the MINT Memory Clinic. We secured additional funding and established a new partnership with Dr. Michelle Tsang, a Cognitive Neurology specialist. Both help us to drive our initiatives and make a positive impact in our communities. Dr. Tsang partnered with our Courtice team to offer services to patients with atypical presentations which enhanced our services and reduced wait times for specialized care.

## Our Volunteers

ASDR is grateful for the support of our wonderful and generous volunteers. This year more than **90** volunteers contributed **2328** hours of their time to help with facilitating social and recreation programs and support groups, supporting our Adult Day Program, helping with our Walk and assisting in our office.



# Community Giving

We depend on the generous support from our local community to bring our programs and services to life. We are so grateful to everyone who helped support ASDR this past year through various fundraising initiatives.

## IG Wealth Management Walk for Alzheimer's

We were thrilled to be back together in-person for the 2022 IG Wealth Management Walk for Alzheimer's at Heydenshore Pavilion. We raised a record-breaking \$98,000 in support of ASDR's programs and services. Thank you to all our walkers, donors, and sponsors for your generosity!



## Events in the Community

Hot Rocks Creative Diner selected ASDR as the charity of choice for their 28th Annual Charity Golf Tournament. The event featured a live and silent auction and 50/50 raffle which raised an incredible \$5,000 for ASDR. Thank you to everyone involved for helping to make this event such a success!



In October 2022, Pickering Town Centre celebrated their 50th birthday. In recognition of this milestone, mallgoers were invited to share their memories of the mall. For every memory shared, \$1 was donated to ASDR, raising a total of \$1,000. In addition, ASDR was the recipient of the Get One Give One campaign, and thanks to our friends at Parkland Ajax, we received \$5,000 in Pickering Town Centre gift cards.



# Supporting Care Partners

The Alzheimer Society of Durham Region offers a variety of programs and services to those caring for people living with dementia. We help provide the tools, education and support they will need as they navigate the disease. Having a support system throughout the care giving journey can help care partners feel less alone. We offer a space to share feelings, concerns and successes with other people living similar experiences.



During a trip to celebrate their wedding anniversary Bill started noticing something wasn't quite right. *"In London, I started to notice Lynne was confused, something wasn't clicking, time and place didn't seem to be jiving. I thought, it's probably just jetlag. When I got back, I mentioned it to our son who hadn't noticed anything but about a month later he came back and said yeah, I think something's going on."* After a year or so of these behaviour changes, Bill spoke with their family doctor and Lynne was diagnosed with dementia.



One of our many clients is Bill, the primary care partner for his wife Lynne who was diagnosed with dementia over a decade ago.

Bill and Lynne have been together for 46 years. Before Lynne's diagnosis, their marriage was filled with things they both enjoyed; theater, travel, summers at their trailer in Coboconk, evenings out socializing and dancing with friends, and time spent with their son.

In the beginning Bill struggled with accepting what was to come. Accustomed to being able to fix things that went wrong, Bill was unsure how to move forward after Lynne's diagnosis.

***"In that male caregiver role, that's the job. It's to fix things. And I am disappointed with not being able to fix this"***

# Supporting Care Partners

After coming to terms with their new reality, Bill began to focus on how to best help Lynne, and since then, Bill has spent his time making sure that Lynne has the best care available to her and advocating for her to be in a place where she is safe.

***"My job now isn't to go backwards but to make sure she is cared for."***

In 2021, Bill reached out to ASDR and has since found support to help him as a caregiver. Bill has participated in our counselling services, our Living with Loss support program and is a member of our Men's Breakfast Group.



The Men's Breakfast Group is a support group for male care partners that meets weekly at restaurants in Durham Region. The group supported Bill as he made decisions for Lynne's care and struggled to navigate the long-term care system.

The group has allowed Bill to connect with others living similar experiences, to share ideas and feel supported in the stressful situations caregivers face.

***"It's been very good. It's been helpful. It has allowed me to have an outlet. Not someone there telling me what to do, just a good sounding board to have. I've got some good suggestions from that, and I think I have contributed to some of the guys there too."***

Today Lynne has found a home at a Long-Term Care facility in Durham Region and Bill remains connected to ASDR, as part of the Men's Breakfast Group and our Client Advisory Committee. He is also one of our top fundraisers for our annual Walk. Knowing that others can benefit from the knowledge that Bill has gained throughout his journey, it's important to him to stay involved.



# Donor Listing

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We are delighted to recognize the following individuals and organizations for their generous contributions, current pledges, third-party and sponsorship support of \$1,000 or more over the past fiscal year (April 1, 2022 to March 31, 2023)

## **\$20,000+**

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Jill M. Bouillon  
Anonymous (2)

## **\$10,000 - \$19,999**

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In memory of Jean Ferguson	The Edmond & Sylvia Vanhaverbeke Foundation
KPMG Foundation	Anonymous (1)
TD Bank Group	

## **\$5,000 - \$9,999**

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Bayshore Home Health Durham Region	Ontario Power Generation
Ellexicon Energy	SCN Industrial & The Tenaquip Foundation
Hot Rocks Creative Diner	Windsor Bay Foundation

## **\$2,500 - \$4,999**

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Amica Taunton	Christine Link	Roughley Insurance Brokers
George Boeck: In memory of my loving wife	Dutchmaster Nurseries Ltd.	Marilyn Stitt
Chartwell Retirement Residences	Remedy'sRX	M. Joan Taylor

## **\$1,000 - \$2,499**

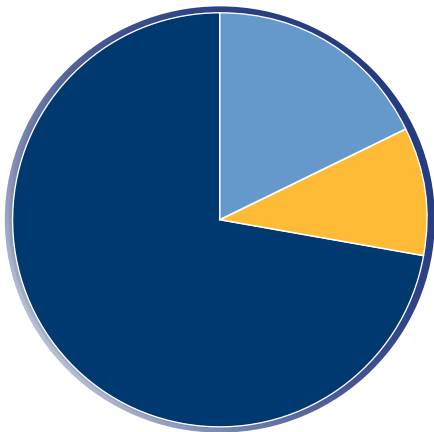
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Ajax-Pickering Board of Trade	Gary Kenney	Royal Canadian Legion Branch 322
Alma Mechanical	Bill Lewis	Alok & Bandini Sethi
Amica Pickering	Brian & Jenn McAuley	The Ralph & Maureen Phillips
Tom & Sally Barrie	Karen McIntosh	Family Foundation
Canadian Home Leisure	Oshawa West Lions Club	Anonymous (12)
Fairview Lodge	Pickering Town Centre	

# Financial Report

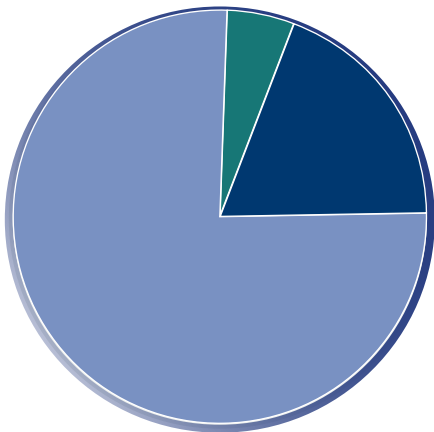
Statement of Operations for 12-month period ending March 31, 2023

## Revenue



Government	\$1,798,572
Other Income	\$253,094
Donation Revenue	\$448,063
<b>Total Revenue</b>	<b>\$2,499,729</b>

## Expenses



Programs & Services	\$2,103,430
Administration	\$525,857
Fundraising	\$138,384
<b>Total Expenses</b>	<b>\$2,767,671 *</b>

Complete audited financial statements are available at [www.alzheimer.ca/durham](http://www.alzheimer.ca/durham)

\*Board approved deficit to help ASDR achieve the growth goals outlined in our current Business Plan.

# A Message from our CEO

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What a year! I want to thank everyone – our clients, donors, staff, volunteers, Board of Directors, and community partners for welcoming me to the CEO role.

I am incredibly proud of the work our organization delivers in improving the quality of life for people living with dementia and their care partners and families, much of which would not be possible without the generous support of our donors.

This year, our staff continued to work very hard to support our clients, meeting them where they are at in the dementia journey and consistently thinking of ways to adapt and offer more valuable programs and services to meet our clients' needs. It has been a refreshing change to be "in-person" again and have all of our programs back up and running.

Many of our programs rely on our valued and committed volunteers, and I am so grateful for those who join us in supporting the daily work of ASDR.

As we ventured into a new year, we embraced change and the opportunities to grow our team to support the work of the organization and the quality of the service we provide.

Here are a few highlights:



We signed on with the Canadian Centre for Accreditation to begin the Accreditation process with the goal of achieving accreditation by 2024.



We executed on a new business plan designed to propel ASDR forward as we recover from the effects of COVID-19 and anticipate the rising rates of dementia in our community.



We invested in a Fund Development team to coincide with a 4-year Fundraising plan that will enable ASDR to fund our growth, as well as new initiatives and projects.





We met with all 5 of our local MPPs and advocated for enhanced dementia services in Durham Region, including driving dementia care as both a local and provincial priority.



We set our sights on establishing new partnerships and enhancing existing ones with the aim to diversify our programs, promote research, and meet the needs of those living with dementia and their care partners across Durham Region.

It has been a priority for me this year to learn more about how we are serving our community and the areas where we could be doing more and reaching more individuals.

We know there is work to be done. Especially when we see the projected rates of dementia increasing at a steady rate, and the anticipation and eagerness to see an approved disease-modifying treatment here in Canada.



That is why, with the support of our Board of Directors, I look forward to propelling ASDR forward in the years to come, focusing our growth in areas where there are limited dementia resources, and collaborating with our community partners to ensure our services are accessible and inclusive for all.

Our **refreshed strategic plan** (2023-2026) highlights the areas of focus for ASDR, with four strong pillars designed to drive us forward into the future, together.

I extend my heartfelt thanks and gratitude to our supporters and partners who join us on our mission to improve the quality of life for those living with dementia and their care partners and families. We could not do this work without you.

Gillian Barrie  
CEO



# *Société* Alzheimer *Society*

D U R H A M   R E G I O N

## **Alzheimer Society Durham Region**

1600 Stellar Dr. Suite 202 Whitby ON L1N 9B2

905-576-2576 | 1-888-301-1106

[www.alzheimer.ca/durham](http://www.alzheimer.ca/durham)

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