



ALZHEIMER SOCIETY PEEL

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# Annual General Report

2022-2023



June 27th, 2023

*Alzheimer Society Peel was incorporated in 1983 as a charitable non-profit society. Since that time, our chapter has diligently worked to support families and individuals affected by Alzheimer's disease and related dementias. We promote public and professional awareness and offer a variety of programs and services, working with all service providers and levels of government to ensure that optimum health and social services are provided.*

This is our Annual General Report for 2022-2023.

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A WORD FROM  
THE PRESIDENT OF THE BOARD



Today we look forward and imagine a new landscape: a place where the Alzheimer Society Peel is able to support all those in need and all those whose lives have been affected by Alzheimer's disease and related dementias in our community.

We understand that COVID-19 has irrevocably changed the way we work, the way we see, and how we think about things. As we look back on our 2022-2023 year we realize that we are still navigating our recovery from the pandemic. We have learned from COVID and are stronger for it, steadily increasing our services to pre-pandemic levels and even surpassing that level as people reach out for our services more than ever before.

As we work through the process of reopening, we will continue to take the best of pre-pandemic work and the best of our post-pandemic learnings. From that comes things that may look or feel a bit different, but the direction and deep-rooted philosophy is the same: *help for today, hope for tomorrow*.

As we move forward, we will create a new Strategic Plan, one that will take our organization into 2027. With your support and belief in our organization, we can continue to provide care and services for all those in need. In addition to your support, we also have that of the 250+ devoted staff and key volunteers who steadfastly continue their work and dedication to the mission of the Alzheimer Society Peel.

**George Douglas**, President and Chairman of the Board

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## Our Board of Directors (2022-2023)

- **George Douglas** - President.
- **Anne McKye** - Vice President.
- **Gaurav Bansal** - Treasurer.
- **Lucy Rasmussen** - Secretary.
- **Robin Flumerfelt** - Director.
- **Mary-Lynn Peters** - Director.
- **Mona Kumar** - Director.
- **Joanne Robinson** - Director.
- **Danish Shaikh** - Director.
- **Katie Mills** - Director.
- **D. Campbell Fraser** - Director.
- **Sean Weylie** - Director.





# Fundraising and Sponsorship Highlights

This last year has been one of our most exciting yet for fundraising at ASP. Getting back out into the community post-pandemic has opened up the doors to many new opportunities and relationships. Here are the highlights for sponsorship, donations, and fundraising for 2022-23, month by month.

*In October, we reached into Caledon with 100WWCC.*

- We received **\$5,400.00** from 100 Women Who Care Caledon as charity of choice for their quarterly donation.
- This new partnership has helped us expand our reach in the Caledon area!

*In November, we campaigned for Giving Tuesday.*

- This campaign took place from November 17th to the 29th via social media and e-communications.
- This drew 67 donations for a total of **\$8,029.54**.

*In December, we launched a Holiday Giving Campaign.*

- We reached out via social media, e-communications, direct mail appeals, website appeals, and holiday calls/cards.
- Throughout the month we generated 204 donations, totalling **\$84,319.34**.

*In January, we took to the community for Alzheimer's Awareness Month.*

- We were selected as the charity of choice by local business Irish Brogue for their annual Polar Bear Dip fundraiser, raising **\$9,900.00** and creating new partnerships.
- We also hosted a skating event on January 14th, in collaboration with #1926skate and National Skate Day for Alzheimer's.
  - Held at Celebration Square, this event allowed us to connect with community members, and to promote both ASP and dementia awareness as a whole.

*In February, we cheered on the Mississauga Steelheads of the OHL.*

- As part of the Steelheads' Charity Program, we were selected as a charity of choice for their Family Day hockey game.
- A portion of ticket sales was donated back to our society to support programs and services.

*In March, we partnered with COBS Applewood Plaza.*

- ASP was selected for charity of choice as part of COBS' annual "Doughraiser" campaign.

- Throughout March, COBS staff asked for donations on ASP's behalf at point-of-sale, and on April 1st a portion from all hot cross buns sold that day went toward ASP. This month-long initiative raised **\$4,000.00**.
- We also had the opportunity to do an additional event at Dixie Mall to further promote ASP and the COBS Doughraiser initiative, which connected us to local MPPs and councillors along with Mississauga community members.

*Throughout the year, we received a number of other notable donations:*

- **\$42,600.00** donated by an individual donor for program space repairs.
- **\$29,860.00** donated by Bayshore Foundation.
- **\$14,300.00** donated by an individual donor for program space floor repairs.
- **\$2,000.00** donated additionally by Bayshore toward our Public Education programs.
- **\$25,000.00** confirmed pledge (to be given in increments of \$5,000.00 over 5 years) by an individual donor, to support our programs and services in memory of her husband.



# Program Highlights and Statistics

This year proved to be a year of re-growth for Client Services: increasing units of service in programming, with Nora's House reaching up to 6 guests at a time and Adult Day Programs working towards 20 clients per day; reengaging with community partners, such as welcoming volunteers once again; and, for the first time in three years, an in-person Memories to Music concert.

In December of 2022, we received the news that our services at 150 East Drive in Brampton needed to find a new home. This new home will take the form of Evelyn's Place, as the location will now be called, opening at 7560 Airport Road, units 6-11, in Mississauga. Construction is well underway and we look forward to sharing with you the date of Evelyn's Place grand opening.

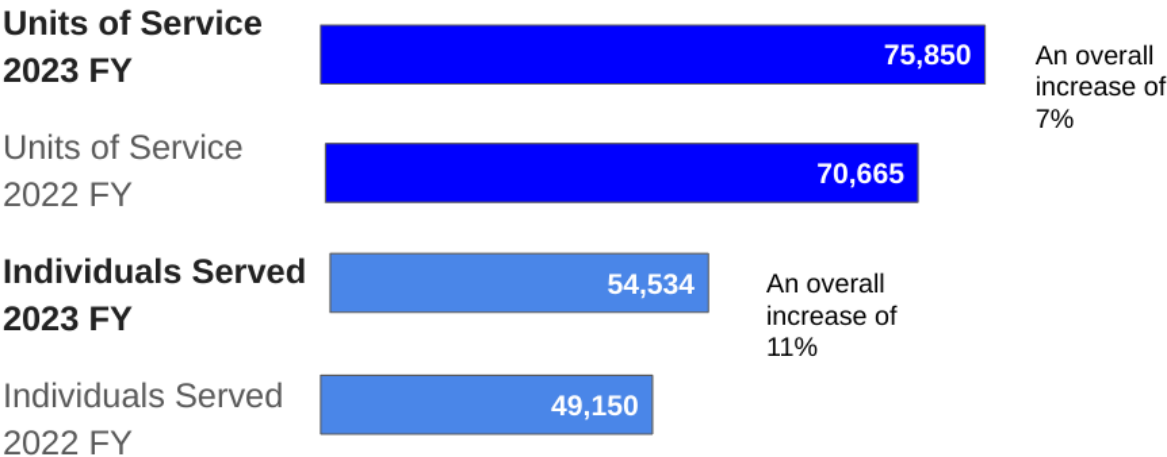
Statistically, this fiscal year continues to tell the story of our COVID-19 recovery, with services and programs continuing to retire large-scale delivery disruptions, shifting from solely providing virtual delivery and/or operating at smaller in-person capacities, to opening up and increasing in-person services and group sizes. The 7% increase in Units of Service (see graph on next page) is a result from our Adult Day programs and Nora's House Respite Care increasing operating capacities and ratios.

Referrals and Intake continue to move towards full recovery back towards baseline pre-pandemic. The total number of individuals served has grown via our hybrid of in-person and virtual services, reporting a 11% growth as we continue to return towards historical baselines for service. Prior to the pandemic we were on a trajectory of 4000 referrals per year, but the outbreak led to a drop in referrals of 24%. This fiscal year we have seen an 6% increase over last year, closing in on pre-pandemic baseline volume.

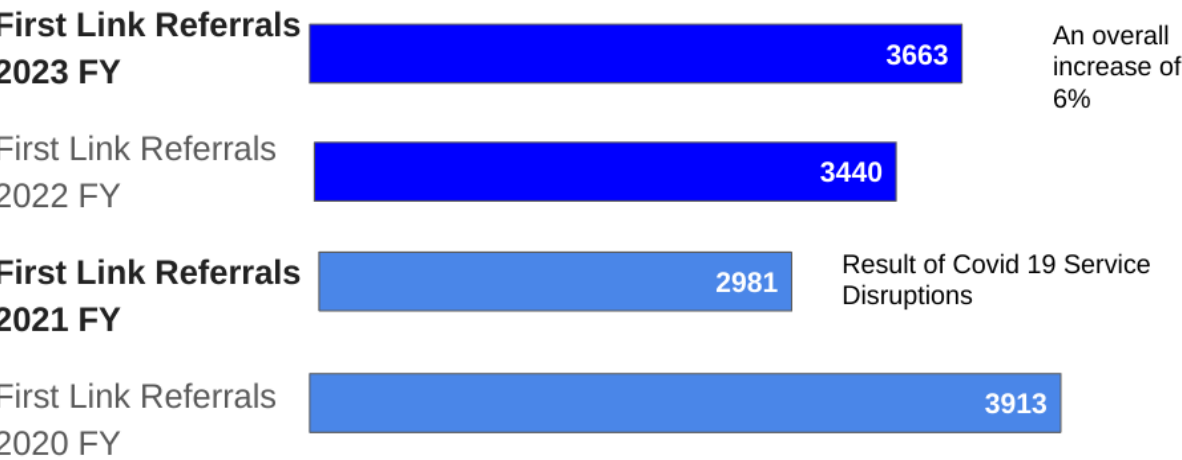


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# 2022-2023 Fiscal Year Summary: All Services



# 2022-2023 Fiscal Year Summary: All Referrals

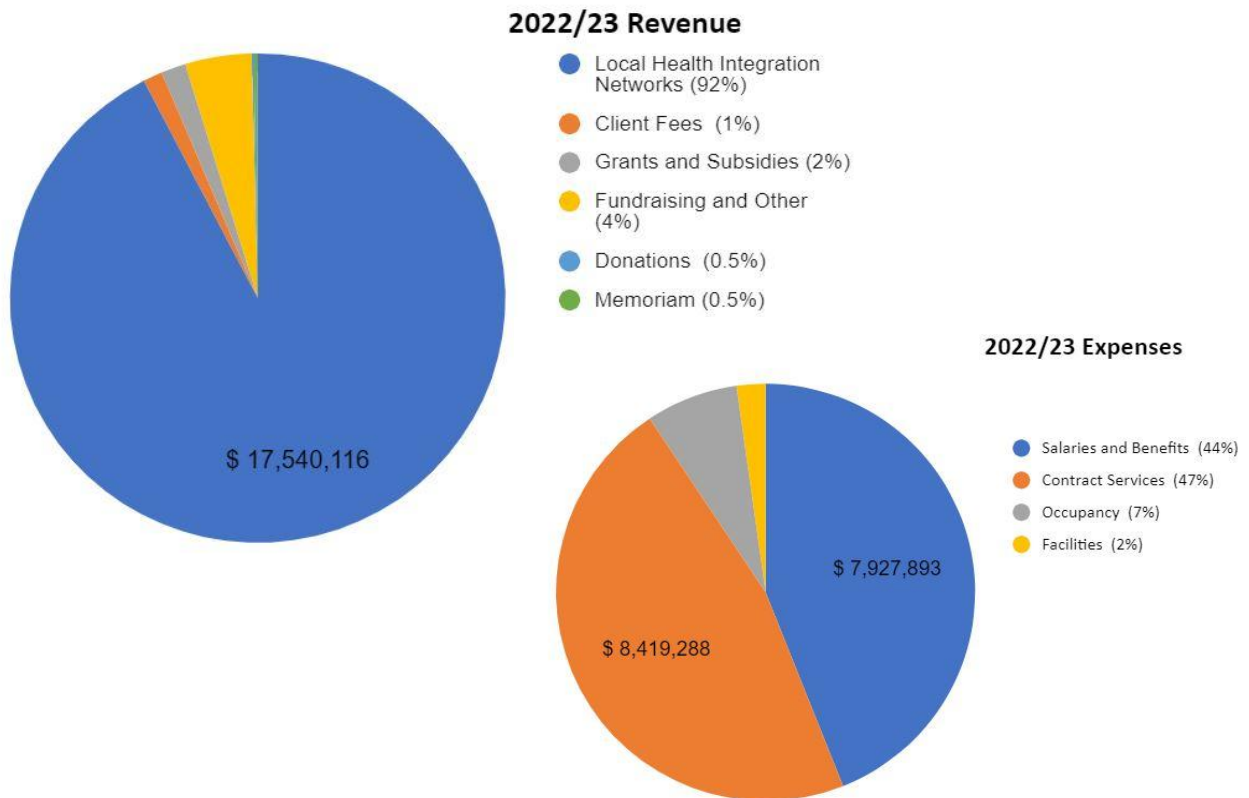


Please note that single referrals can range in support of one person to as many as 3-4 individuals and can represent care across multiple units of service, programs, and supports.

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# Financials At a Glance

Revenue	2022/23	Expenses	2022/23
Local Health Integration Networks (92%)	\$ 17,540,116	Salaries and Benefits (44%)	\$ 7,927,893
Client Fees (1%)	\$ 240,210	Contract Services (47%)	\$ 8,419,288
Grants and Subsidies (2%)	\$ 305,195	Occupancy (7%)	\$ 1,281,704
Fundraising and Other (4%)	\$ 824,742	Facilities (2%)	\$ 400,878
Donations (0.5%)	\$ 26,270	Total Expenses	\$ 18,029,763
Memoriam (0.5%)	\$ 46,893		
Total Revenue	\$ 18,983,426	Net Income	\$ 953,663







Alzheimer Society Peel  
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