



ALZHEIMER SOCIETY PEEL

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Annual General Report

2023-2024



June 18, 2024 – *The 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 2023-2024.

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A WORD FROM
THE PRESIDENT OF THE BOARD



As we close another fiscal year at the Alzheimer Society Peel, I am filled with a deep sense of gratitude and pride for all that we have accomplished together. Over the past year, our organization has continued to be a beacon of support, advocacy, and education for those affected by Alzheimer's disease and other dementias in our community.

Despite the lingering challenges presented by the pandemic, our dedicated team has worked tirelessly to adapt our programs and services to ensure continuity of care for our clients and their families. From virtual support groups to remote education sessions, we have remained committed to meeting the evolving needs of those we serve.

I want to extend my heartfelt thanks to our staff for their unwavering dedication and resilience during these uncertain times. Your hard work and compassion have made a profound difference in the lives of so many, providing comfort and assistance to those facing the challenges of dementia.

I also want to express my gratitude to our volunteers for their invaluable contributions. Your selfless dedication and commitment to our cause have been instrumental in our ability to reach and support more individuals and families affected by dementia. Your generosity of time and spirit does not go unnoticed, and we are deeply appreciative of all that you do.

To our partners and donors, I offer my sincere thanks for your continued support. Your generosity enables us to fulfill our mission and make a meaningful impact in the lives of those we serve. Whether through financial contributions, in-kind donations, or fundraising efforts, your support is essential to our success, and we are incredibly grateful for your partnership.

Finally, I want to thank all of our participants for entrusting us with their care and allowing us to be a part of their journey. Your courage, strength, and resilience inspire us every day, and it is an honor to walk alongside you in this journey.

As we look ahead to the coming year, I am confident that we will continue to build on our successes and find new ways to support and empower those affected by dementia. Together, we will strive to create a more dementia-friendly community where everyone affected by this disease is supported, valued, and understood.

Thank you once again for your unwavering support and dedication to the Alzheimer Society Peel. Together, we are making a difference.



George Douglas, President and Chairman of the Board

Our Board of Directors

- **George Douglas** - President.
- **Lucy Rasmussen** - Vice President.
- **Gaurav Bansal** - Treasurer.
- **D. Campbell Fraser** - Secretary.
- **Joanne Robinson** - Nomination Committee Chair.
- **Katie Mills** - Director.
- **Robin Flumerfelt** - Director.
- **Mary-Lynn Peters** - Director.
- **Jeff Killip** - Director.
- **Kartik Gupta** - Director.
- **Kristina Kokorelias** - Director.
- **J.C. Demarchi** - Quality Committee Chair.

Fundraising and Sponsorship Highlights

Our donors' unwavering commitment to our mission has made this past year both memorable and transformative. We couldn't be more grateful for the support shown across our community for ASP and for the incredible journey we've had together over the fiscal year. Here are the highlights for sponsorship, donations, and fundraising for 2023-24, month by month.

In May 2023, our IG Wealth Management Walk for Alzheimer's took place in Mississauga.

- The annual IG Wealth Management Walk for Alzheimer's is Canada's largest event to raise awareness and funds for dementia care and support.
- Our 2023 Walk raised over **\$107,000.00** and featured new and returning walkers and donors.

In September 2023, we partnered with the Sorrento Retirement Residence in Bolton.

- The Sorrento Retirement Residence barbeque raised over **\$7,000.00**.
- While the weather was not ideal, the local community still came out to show their support, building awareness for ASP as well as new donors for the organization.

In November 2023, we campaigned for Giving Tuesday.

- The campaign drew 15 donations for a total of **\$3,775.00**.

In December 2023, we campaigned for Holiday Giving.

- The campaign drew 48 donations for a total of **\$6,235.00**.

In February 2024, we unveiled a new home for Evelyn's Place Day Program.

- Evelyn's Place Day Program opened its doors at its new home at 7560 Airport Road, Mississauga. Community and government support has been integral in establishing the new space.
- We continue to engage in partnerships within the community to enhance the services and facilities available for our Clients and Families in Brampton. Donations and partnerships are vital in ensuring the program thrives and remains as accessible as possible.
- The Mississauga Fire Fighters Association Benevolent Fund supported the initiative and presented a cheque for **\$3,500.00** at the grand opening.
- The event was attended by several local dignitaries.

Throughout 2023-24, we received a number of other notable donations:

- **\$60,000.00** from Home Instead towards our areas of greatest need.
- **\$37,600.00** donated by Bayshore Foundation.

- A surprise **\$20,000.00** donation from an individual donor who visited the Briarwood office, sharing he was just starting the journey with his spouse and would need/use our services in the future.
- **\$15,603.00** from various third-party events, including the Brampton Downtown Luminary, the Tracy Szarko Coffee Break, as well as a summer barbeque.
- We also continue to receive Legacy donations from families who donate in unique ways through estate planning.



Program Highlights and Statistics

CLIENT SERVICES

Client Services' day programs and respite care had a busy year that included an intense focus on the strategic directions of Quality Service, such as timely client admission and the grand opening of Evelyn's Place, and Exceptional People, where staff education was elevated with the support of our BSO team. The action of collaboration was also a highlight of this past year: our day programs within the legacy Mississauga Halton LHIN worked closely with Central Registry in support of the Centralized Waitlist initiative.

Collaboration within our organization, and with the leadership of our Music Therapist, resulted in ASP becoming the first-ever Music Care CERTIFIED organization in all of Canada. After uploading over 85 pieces of evidence, answering over 110 questions and completing 25 projects and completing a six month Music Care Action Research Project, ASP has set the standard by receiving Gold level Music Care Certification.

EVELYN'S PLACE DAY CENTRE

We are delighted to share the tremendous success of the **Grand Open House of our Evelyn's Place Day Centre** held on Friday, February 16th. The event saw a fantastic turnout, and we were honored to host a number of esteemed dignitaries including three Members of Provincial Parliament, Sabaway, McGregor, and Anada; two Caledon Councilors, Russo and Sheen; and three Mississauga Councilors, Parrish, Dasko, and Horneck.

The day was marked by tours of the facility and meaningful networking opportunities with various community partners. Another highlight was the generous contribution of a \$3,500 cheque from the Mississauga Fire Benevolent Fund. This support exemplifies the spirit of community and underscores the importance of collaboration in achieving our goals. Moreover, we identified potential sponsors and donors for future projects within our facilities, indicating promising avenues for growth and development.

A heartfelt thank you to all who attended the Grand Open House and toured Evelyn's Place. Your presence and engagement made the event truly special. We extend our gratitude to the dedicated volunteers who generously contributed their time to support the success of the occasion.

COMMUNITY SERVICES

On April 12th 2023, ASP opened its doors for the first in-person **Living with Dementia Support Group** since the pandemic. It all started with staff receiving feedback from clients and community partners that there was a gap for resources for persons living with dementia in Peel who were interested in support but too early on their journey to attend an

Adult Day program. The decision was made to bring back a support group for those in the early stage or with young onset of Dementia to come together in person and talk about their experiences, gain insight and get peer-to-peer support. Training commenced for facilitators from the Dementia Resource Consultant Team, First Link Care Navigators, BSO Counsellors and Community Support Workers. The first sessions started with strict protocols in place with proof of vaccination and masking, yet we still saw a fantastic turnout of 7 participants with that number remaining consistent a year later. Many participants from that first session in 2023 remain active participants to this day and report that it has allowed them to feel less alone and have built ongoing connections because of it.

In early 2023, our Programs and Partnerships coordinator came forward regarding a potential collaboration with the Caledon Specialist Clinic: **Caledon Dementia Day**. Once a month, two staff members from ASP's Community Services Department will be on site to offer face-to-face support for clients in the Caledon community to learn about ASP, gain education, strategies and referrals to further support. This includes free on-site education sessions being offered by our Public Education coordinators. We have since broadened our partnership with the Caledon Specialist Clinic and ASP have utilized this space to offer office visits for clients who are looking for a neutral and confidential space to meet but without having to drive to Brampton or Mississauga to our offices. This has allowed us to be more accessible to our Peel clients residing in the Caledon area.

DEMENTIA RESOURCE CONSULTANTS

Also this year, after much consultation and discussion, it was decided that the label of "counselling" did not fully encompass the current role and level of support that the team provides. In many cases, clients were either connecting with the department with the expectation of therapeutic counselling or declining the support altogether for that reason. We were also aiming to align with other chapters that have already undergone a name change for this role. Therefore, the counselling role was renamed the **Dementia Resource Consultant** role. We feel that this name better suits the support and services that this team provides to our community: education, strategies, information, care planning and links to resources. The DRC team continues to provide the same excellent level of service, just with a more appropriate name.

PROJECT LANTERN

In March of 2023 an official partnership between Alzheimer Society Peel's First Link Program and the Peel Regional Police was formed to support and assist those Living with Dementia and their Carepartners, called **Project Lantern**. Due to the risk of person's living with dementia becoming lost and Peel Regional Police often being the first point of contact when the person is located, it was evident that this would be a crucial partnership for both parties.

Project Lantern allows the Peel Regional Police to place a time sensitive First Link Referral to the Alzheimer Society Peel First Link Program which initiates contact from one of our

First Link Care Navigators. The First Link Care Navigators can assist the Carepartner and Person Living with Dementia in putting a safety plan in place and providing education and support on way-finding services and other resources that may be required, including a referral to one of our Dementia Resource Consultants.

Project Lantern is a two-way partnership that also allows staff members from the Alzheimer Society Peel to send referrals to the Peel Regional Police should a safety risk be identified by a member of our team. When we refer to the Peel Regional Police through Project Lantern, with the consent of the Person Living with Dementia and/or their Carepartner, the Peel Police will do a home visit. During the home visit a package including the first link referral and a safeguarding checklist is provided. The Peel Regional Police also complete a canvass of the area to locate surveillance cameras in the neighbourhood, and seek out potential places the person may go if they become lost. This visit also helps to build a rapport with the family and Peel Regional Police to establish a working relationship.

This partnership with the Peel Regional Police has also provided the opportunity for our Public Education Coordinators to provide education sessions for the Officer's to assist them in understanding Dementia and how to approach or redirect someone living with Dementia successfully. Project Lantern has proven to be a very successful program and the first of its kind across Canada between a local Police Department and Alzheimer Society chapter.

BEHAVIOURAL SUPPORTS ONTARIO

The Mississauga Halton BSO Team has achieved significant milestones once again this year. With over 2400 BSO referrals processed, we have provided assistance to more than 9700 individuals across the Mississauga Halton, and Central legacy LHIN region. Support was provided to those diagnosed with Alzheimer's, dementia, or related cognitive impairments, and their caregivers.

Our team expanded with the addition of the BSO LTC Mobile Team in May 2023. This dedicated team, focuses on enhancing support and enhancing the well-being of residents in the 28 long-term care homes across the Mississauga Halton region. They ensure residents and care teams receive adequate support by offering strategies to manage challenging behavioral episodes and introducing enriching experiences into their daily lives. The Mobile Team is comprised of eight members: one registered nurse, three Recreational Therapists, Stabilization Facilitators, and one Care Navigator.

In the fall, ASP organized our inaugural Dementia Care Day, sponsored by Behavioural Supports Ontario. The event drew in over 250 participants, including ASP staff, representatives from healthcare partner organizations, and educational institutions from across the Ontario Central Region. This sold-out event provided healthcare professionals with a platform to connect, grow, and learn from each other. It was a day marked by reflection, networking, and professional development, offering an opportunity to contemplate future improvements in our service delivery to clients.



PERSONS SERVED IN NUMBERS

We are excited to share with you the remarkable achievements our organization has accomplished this fiscal year. We have reached an unprecedented milestone, marking the highest number of referrals we have ever received in a fiscal year yet, with nearly each quarter averaging over 1,000 referrals, for a **FY total of 4297 referrals** received for BSO and Community Services. This fiscal we also received **270 referrals for ADS** and **250 referrals for Nora's House** respectively, with all sites working hard to achieve full capacity.

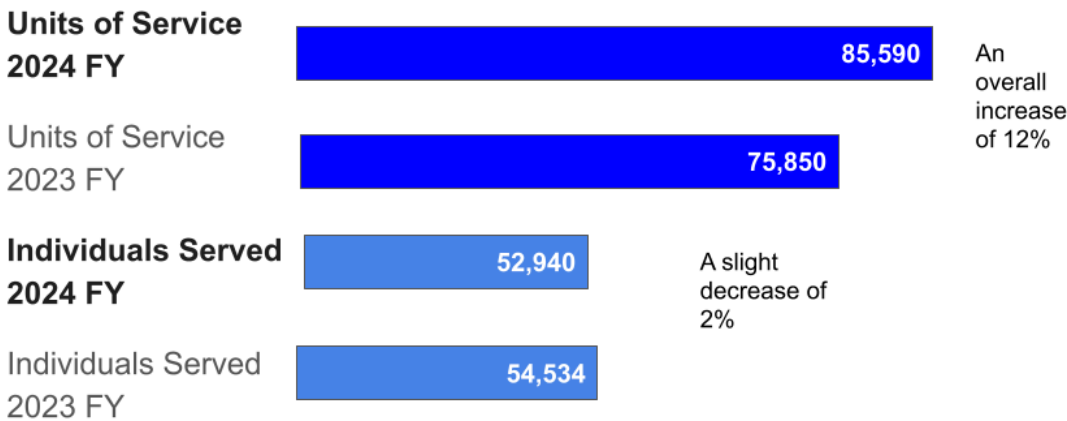
This level of growth, **an increase of 12%**, is unprecedented and highlights the increasing demand for our support, programs, and services in Dementia Care. It is a clear indication of the upward trend and the vital role our organization plays in the community.

As we continue to navigate this period of significant expansion, the implementation of our new strategic plan is more crucial than ever. This plan is designed to ensure that ASP remains well-positioned to meet the growing demands and needs of those we serve. Central to this strategy are two key priority directions: Exceptional People and Innovative Care.

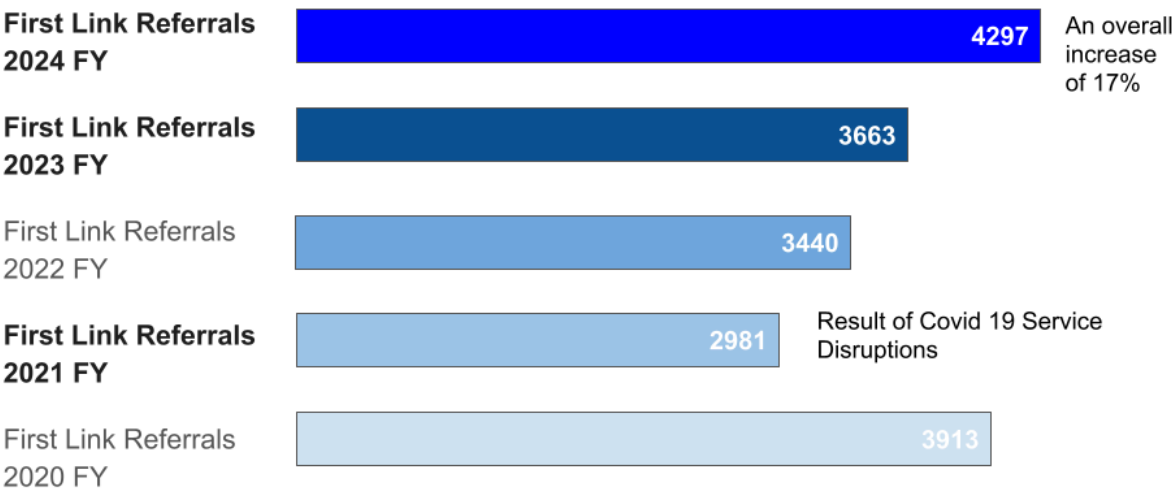
To maintain and build on our current success, we must emphasize the importance of strong leadership and vision. These elements are essential to fostering continuous improvement and driving innovation in our care delivery. By focusing on cultivating exceptional talent and leveraging innovative practices, we can continue to provide excellence in person-centered care.

Our progress thus far is a testament to the dedication and hard work of our entire team. As we move forward, it is imperative that we remain committed to our strategic priorities, ensuring that we not only meet but exceed the expectations of those we support.

2023-2024 Fiscal Year Summary: All Services



2023-2024 Fiscal Year Summary: All Referrals



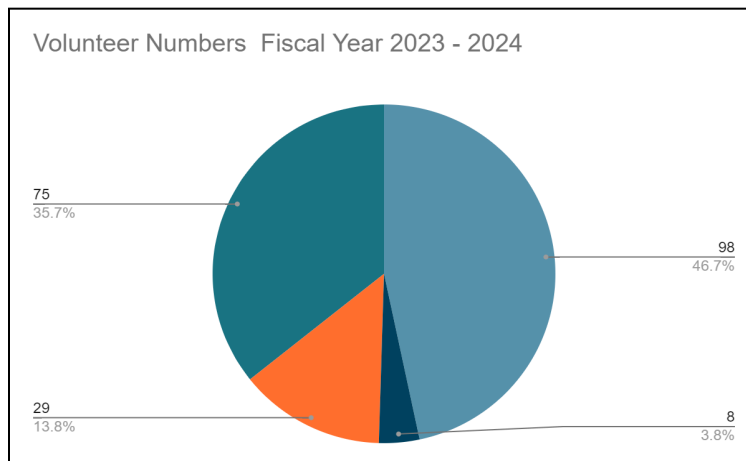
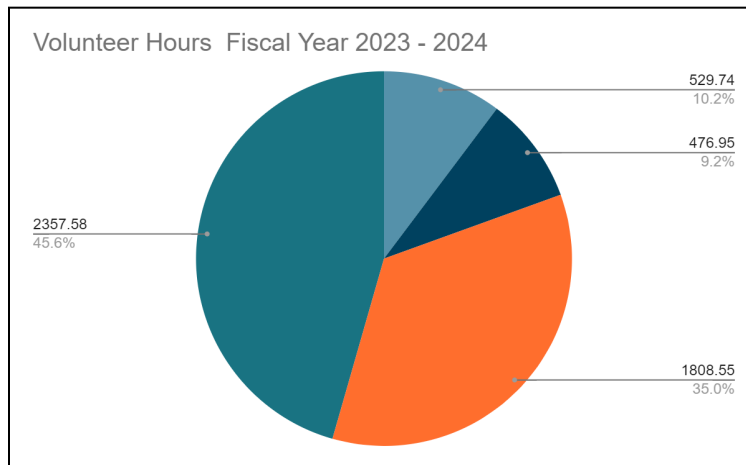
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Please note that single referrals can range in support of one person to as many as 3-4 individuals and can represent care across multiple units of service, programs, and supports.

Volunteer and Partnership Highlights

Partnership highlights from this fiscal year include:

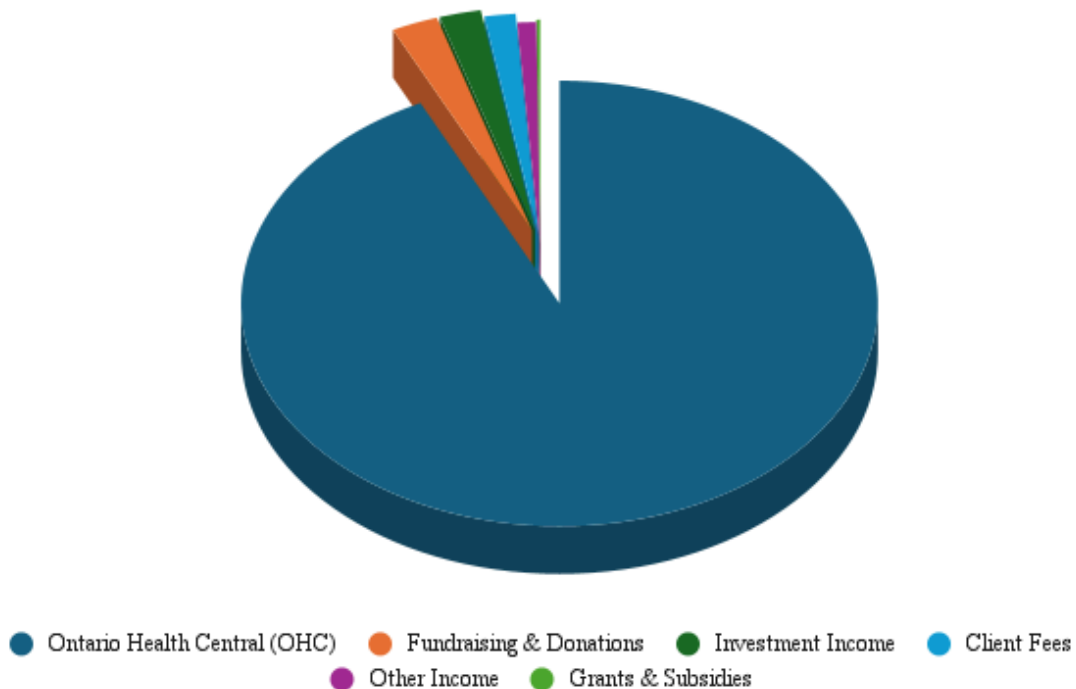
- Continued partnership with **Mentor College** on group volunteering for special projects like backyard cleanups and Memories to Music.
- Created new partnerships with **IBT** and **Trios College** for PSW student placement
- Created new partnerships with **Trent University** and **Queens College** for ADP student placement
- Partnered with **Mon Avenir High School** and provided co-op placement.
- Created a new partnership with **Malton Mosque** to provide spiritual guidance for our Muslim clients.
- Partnered with the **University of Toronto** and provided placements for medical students.
- Total volunteer and student hours comes to **5172**. Total number of volunteers and students engaged was **210**.



Financials

<i>REVENUE</i>	\$	%
Ontario Health Central (OHC)	\$19,211,130	92.8%
Fundraising & Donations	\$488,134	2.4%
Investment Income	\$435,842	2.1%
Client Fees	\$325,951	1.6%
Other Income	\$197,677	1.0%
Grants & Subsidies	<u>\$41,130</u>	<u>0.2%</u>
<i>Total Revenues</i>	<i>\$20,699,864</i>	<i>100.0%</i>
<i>EXPENSES</i>	\$	%
Contracted Services	\$9,233,046	47.3%
Salaries & Benefits	\$8,466,263	43.4%
Occupancy	\$980,095	5.0%
Office & Supplies	\$263,472	1.3%
Capital Asset Amortization	\$129,501	0.7%
All Other Expenses	<u>\$451,381</u>	<u>2.3%</u>
<i>Total Expenses</i>	<i>\$19,523,758</i>	<i>100.0%</i>
<i>Surplus (Deficit)</i>	<i>\$1,176,106</i>	

REVENUES \$20,699,864





Alzheimer Society Peel
60 Briarwood Ave., Mississauga, ON