

Alzheimer Society
P E E L



ANNUAL REPORT

2024-2025





**TRUSTED
SINCE
1983**

ABOUT ASP

Alzheimer Society Peel was incorporated in 1983 as a charitable non-profit Society and to date has become the largest chapter across Canada. Last year alone, we worked diligently to provide more than 109,347 units of support and services to 55,389 Persons Living with Dementia and their Care Partners. The Society provides services across the Region of Peel with locations throughout Mississauga. Our chapter promotes public and professional awareness of Alzheimer's disease and related dementias while offering various programs and services. All services and programs operate either free of charge or for a nominal fee.



ANNUAL REPORT

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MESSAGE FROM THE BOARD PRESIDENT

As President of the Board, I am humbled to reflect on a year of growth, resilience, and commitment to those we serve. Each achievement we celebrate is only possible because of the incredible people who stand with us.

To our volunteers and board members: Thank you for your time, leadership, and belief in our mission. Your dedication fuels our momentum and strengthens our impact across Peel Region.



To our exceptional staff: Your compassion, expertise, and tireless efforts, combined with your creativity and commitment to excellence, have allowed us to respond to the growing needs of our community while providing high-quality services with heart and purpose.

To our generous donors and community partners: Your generous support allows us to expand programs, improve facilities, and innovate in ways that signify to families living with dementia that they are not alone.

To those we serve: Thank you for entrusting us. It is a privilege to be part of your journey. Your strength and openness inspire us daily, and we remain committed to walking beside you with respect, dignity, and hope.

I am proud to share that the Alzheimer Society Peel remains in a strong, sustainable financial position. This stability allows us to plan confidently for the future, including launching innovative services to enhance how we support individuals and families affected by dementia. We are excited about what lies ahead and energized by the opportunities to further our reach and impact.

This message also carries personal significance, marking the end of my time on the Board of Directors. After 12 years of service, including the privilege of serving as President, I will be stepping down. It has been an honour to be part of this remarkable organization. I have seen firsthand how deeply this community cares, how tirelessly our teams work, and how vital our mission is to families across Peel. I leave knowing the Alzheimer Society Peel is in strong hands, with a bright future ahead. Thank you for the opportunity to serve.

With sincere gratitude,
George Douglas
President and Chairman of the Board, ASP



OUR BOARD OF DIRECTORS

The Alzheimer Society Peel extends its deepest gratitude to our dedicated Board of Directors for their invaluable guidance and steadfast commitment over the past year (2024-2025). Your leadership continues to be the cornerstone of our mission to support individuals and families affected by dementia in our community.

Each member of our Board brings a wealth of knowledge and passion that drives our organization forward. We are especially grateful for the contributions of those whose ongoing involvement strengthens our vision for the future.

Lucy Rasmussen (Vice President)

D. (Campbell) Fraser (Secretary)

Gaurav (G) Bansal (Treasurer, Chair of the Audit & Investment Committee)

Joanne Robinson (Chair of the Nomination Committee)

Dr. Kristina Kokrealis

Dr. Kartik Gupta

Jeff Killip

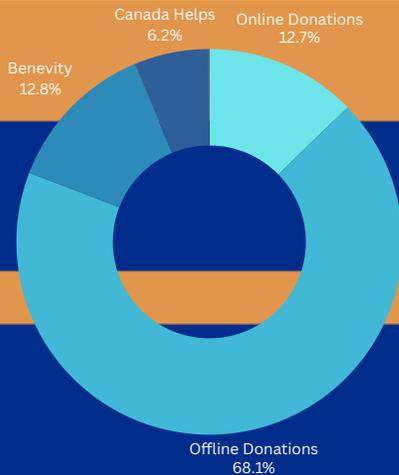
Katie Mills

Joanne Robinson

This year, we also mark a moment of transition as we bid farewell to three esteemed board members: **George Douglas (President), Mary Lynn Peters (Director), and Jean Claude (JC) DeMarchi (Director and Chair of the Quality Committee)**. Each of them has made lasting contributions to the Alzheimer Society Peel. George's steady leadership as President has guided us through transformative change; Mary Lynn's thoughtful perspective and advocacy have touched many lives; and JC's dedication to quality improvement has elevated our programs and services. We sincerely thank them for their years of service and wish them the best in their future endeavours.

As we look ahead, we do so with gratitude for the legacy these leaders leave behind and with confidence in our Board's continued strength and vision.

FUNDRAISING & SPONSORSHIPS



Total Fundraising Results were \$411,553.34

Fundraising and stewardship efforts continued to build momentum over 2024-2025 with notable contributions from the following:

- May 2024 – IG Wealth Management Walk for Alzheimer’s had 150 online registered walkers with 500 attendees, raising \$76,419
- Corporate Partnership support from
 - Bayshore Foundation – \$50,824.20
- Third-party fundraising efforts included:
 - U of T Student P.A.U.S.E – \$600
 - Mentor College High School – \$638
 - Ridley/Wicks Foundation – \$3,144
 - Mississauga Fire Benevolent Fund – \$3,500
 - Burton Manor Residence Council – \$2,000
- Individual Donors
 - \$12,000
 - \$93,527 – Estate
- Grants
 - Scotiabank Grant – initiated by a Care Partner- \$12,000
- 2025 Walk & Carnival Sponsorships
 - Amica – \$10,000
 - Bovaird Hearing Clinic – \$5,000

These donations and fundraising efforts helped to make a significant impact on our ability to build and sustain our programs and services with the most significant reach. As part of our ongoing stewardship efforts, ASP has also fostered deeper connections with several third-party supporters who have expressed strong interest in continuing their engagement. Notably, we have built growing relationships with P.A.U.S.E (U of T student group), Mentor College High School, and the Mississauga Fire Benevolent Fund. These partnerships have evolved beyond one-time contributions into collaborative opportunities that align with our mission and values. We look forward to continuing to work closely with these community champions in future years as we grow our impact together.

Lastly, for 2025-2026, we have re-imagined the IG Wealth Management Walk for Alzheimer’s to be bigger and better than ever. We secured a new location with Erin Mills Town Centre that provided high visibility and foot traffic, improved accessibility and a larger venue to incorporate a carnival and entertainment. Our fund development team is committed to planning more high-visibility events with increased fundraising results this upcoming year.



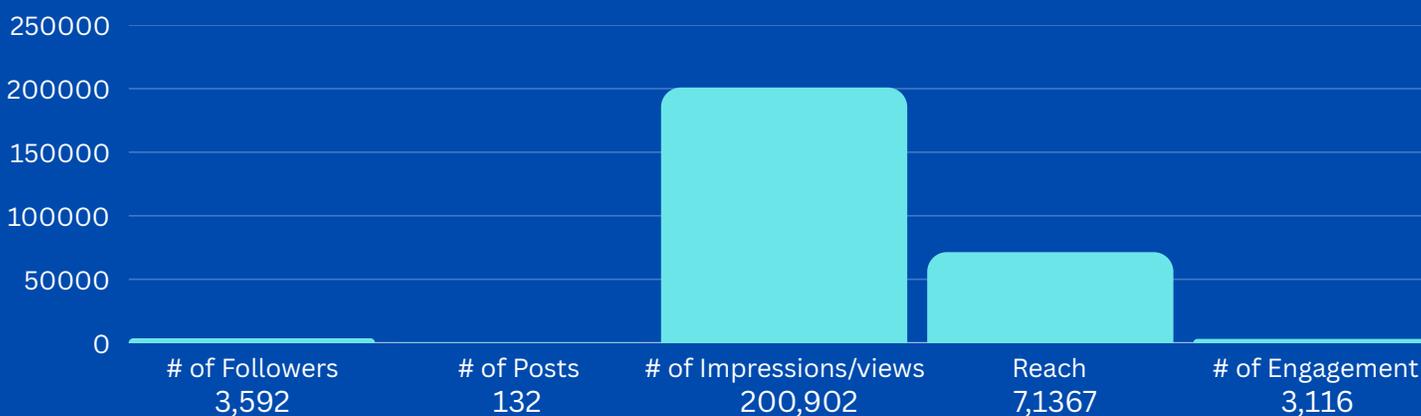
SOCIAL MEDIA

Social media is a powerful communication platform that helps many charities build awareness and connections with Clients and Care Partners. It is also a gateway to building partnerships with the community, corporate organizations, and politicians, while helping to steward more donors. Having a tool that provides a voice with real-time communication and engagement can dramatically impact our ability to fundraise and expand our programs and services, as well as extend our reach to more Clients and Care Partners.

As a result, ASP committed Q4 to increase their social media presence across platforms like Facebook and Instagram by increasing the number of posts from 4-5 per month to a minimum of 3 times per week. We created a social media calendar to tie in themes that align with our purpose while tracking metrics of each post, and adjusted the plan accordingly. We doubled our engagement numbers within three months and dramatically increased our followers.

In 2025-2026, ASP has expanded our fund development team by adding a full-time Marketing and Event Manager who brings extensive knowledge and experience around planning highly visible events with multi-channel marketing campaigns to increase our fundraising efforts. We will continue to extend our online presence with additional social media platforms and trial new methods for communicating our mission and vision.

2024 - 2025 Social Media Results



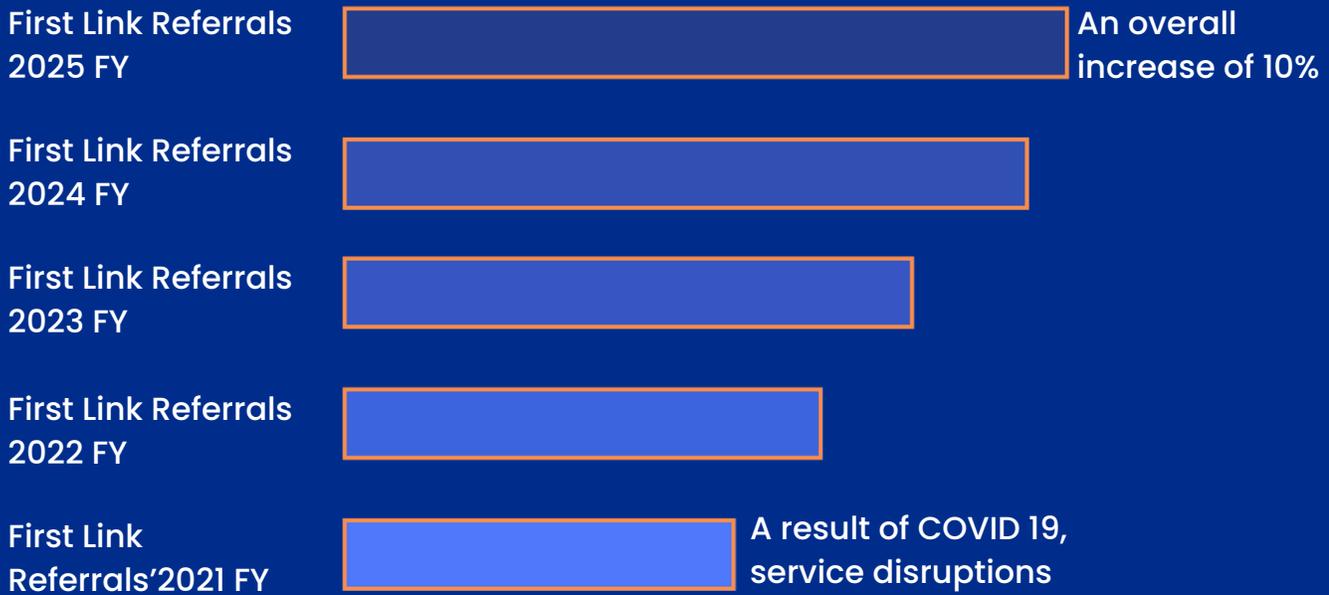


PROGRAM HIGHLIGHTS & STATISTICS

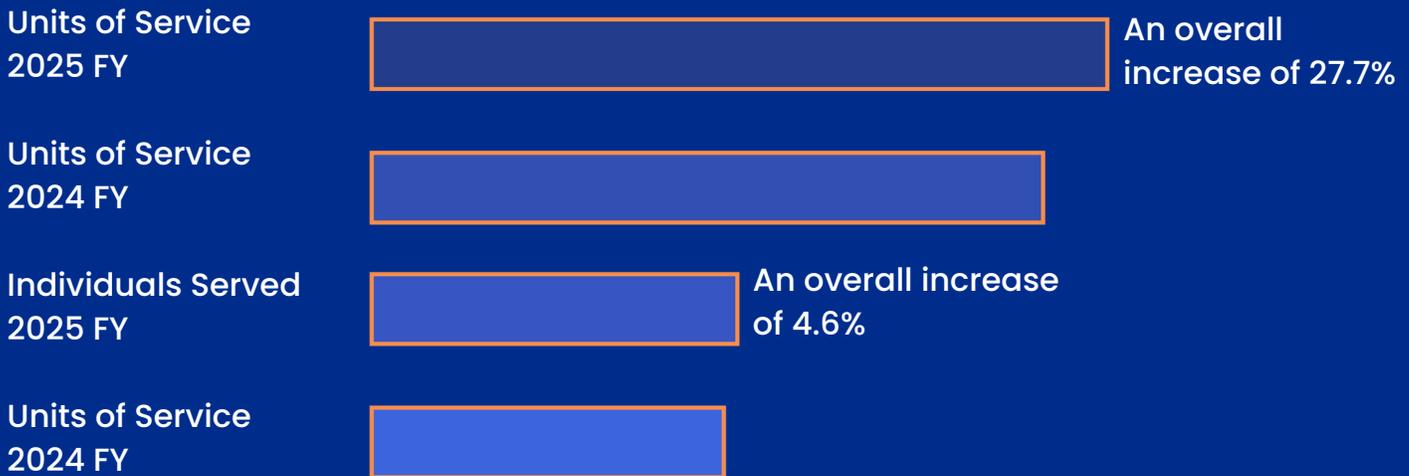
COMMUNITY SERVICES

First Link & Referral Volume

In the past 5 years, the First Link Program has experienced a 60% increase in referral volume. In the last two consecutive years, we have received over 4,000 referrals, averaging approximately 1,000 referrals per quarter. Please note that a single referral could include a request to support up to as many as 3-4 individuals and can represent care across multiple units of service, programs, and supports.



2024 - 2025 Fiscal Year Summary: All Services





PROGRAM HIGHLIGHTS & STATISTICS

COMMUNITY SERVICES

Units of Service & Individuals Served

In the past year, our units of service increased by 27% due to an increase in the complexity of Client referrals, resulting in multiple programs and services needed for each referral. The complexity of cases is a result of the following factors:

- Increasingly complex health conditions.
- Limited or no supports in place.
- Financial struggles characterized by precarious housing and overall higher costs of goods and services.
- Some cases were out of scope and required many wrap-around supports and warm transfers to more appropriate programs and services.
- Increase in duplication of referrals from different community providers as we all try to help connect Clients.

We recognize this is partly due to some community services not resuming after closures and longer-than-usual waitlists for programs that could provide support.

Exceptional People - The psychological burden on our team members is growing, as they support caseloads of individuals living with dementia, Care Partners or caregivers, who face limited or no immediate access to services. This ongoing strain is affecting multiple teams across the organization.

We are also now operating both in-person and virtual service models, effectively doubling our service delivery channels without an increase in team size.

Despite these challenges, ASP continues to respond with creative, Client and staff-centered approaches. We're prioritizing regular check-ins, team meetings, and ongoing professional development to support the health, well-being, and resilience of both our staff and the individuals we serve.



PROGRAM HIGHLIGHTS & STATISTICS

COMMUNITY SERVICES

Strategies to Provide Enhanced Support

- We are utilizing a First Link Care Navigator in a SMART (**S**ervice **M**odification **A**ssessment **R**eferral **T**riage) capacity to support in the community and triage those with higher needs faster.
- We continue to work with Peel Regional Police/First Responders, receiving referrals via Project Lantern and a renewed Court Diversion programs to support upstream of complex or difficult cases. We have seen a 195% Project Lantern referrals this year.
- We are engaging primary care physicians to support First Link Referral awareness so we can help earlier or at the time of diagnosis and not later when care becomes more complex.
- We saw a 10% increase in attendance for our registered Client group education sessions. However, there was a slight decrease of 3% in bookings and non-registered participant attendance. This was largely due to staffing constraints, which made it difficult to manage the volume of requests and coordinate bookings effectively.
- In April 2025, we expanded the Public Education Coordinator role to two full-time equivalents (an increase of 0.5 FTE). This enhancement supports our ongoing efforts to educate both the general public and staff on effective communication and a person-centred approach to care.
- Our Public Educators continue to create new content based on the input and requests of our Clients, including a whole new series of modules for the Person Living with Dementia.
- Our Dementia Resource Consultants (DRCs) and the Support Group Committee are creating new support groups to engage more people and create meaningful connections.

Community Services continues to support in creative ways and looks for more opportunities to grow the team to meet the needs of the Peel Region and the referral volume we are seeing and anticipate will continue to rise.



PROGRAM HIGHLIGHTS & STATISTICS

COMMUNITY SERVICES

Students & Volunteers

The Student and Volunteer program saw tremendous growth last year, with a total of 13,153 hours of support delivered by 257 students and volunteers, with more focus on in-person support at our Adult Day Programs and Nora's House Respite Care. This was a 154% increase in hours of service delivery and a 20% increase in engagement year over year. This is a direct result of our commitment to build partnerships with more universities, colleges, and private schools as a choice of placement. The Student Placement and Volunteer Specialist created new partnerships with UTM P.A.U.S.E. (they supported an awareness campaign and fundraising initiatives), University of Guelph Humber and Humber Lakeshore.

The Specialist participated in multiple outreaches with Samsung, Air Canada Vacations, and local colleges, and secured three new partnerships for Pet Therapy through St. John's Ambulance.

The growth of the new Student Placement and Volunteer Specialist role will further enhance engagement and outcomes, optimizing the future of ASP's Volunteer and Student engagement.



PROGRAM HIGHLIGHTS & STATISTICS

CLIENT SERVICES

Adult Day Services

With an annual target of 30,520 units of service across all Adult Day Services (ADS) sites, we saw a 34% increase from FY24 to FY25. Similarly, with a target of 600 hours of care, the Bathing Program increased its service hours by 25%. This means more Clients were served, but the work is not done. Programs continue to focus on maximizing intake opportunities and strengthening service coordination for Clients who may be struggling with successful visits, helping to support their continued participation.

Staffing is another factor that has contributed to this growth. We have a solid human resource pool due to a strong student pipeline and improved retention strategy with a recent pay evaluation. We are especially excited for the coming year with the launch of the ADS Restructure, announced on May 26, 2025. In response to evolving service needs, including key feedback from the 2024 EDI consultations, where 54% of Client Service staff indicated they were considering leaving due to limited growth opportunities, we have restructured to support staff development, enhance Client care, and build a more flexible team. The upcoming Brunel-Meadowvale merger also helped shape this future-focused model.

Together, these gains reflect the momentum behind our ADS' and position us well for continued progress. With the ADS Restructure underway and a strong foundation in place, we're entering the new fiscal year with renewed purpose and a clear focus on growth, equity, and impact.



PROGRAM HIGHLIGHTS & STATISTICS

CLIENT SERVICES

Nora's House Respite Care

Like ADS and the Bathing Program, Nora's House also saw an increase in Clients served, finishing the fiscal year at 124% of its target (4192 units of service ending March 31st). This growth has been supported by steady staffing levels – reinforced by ongoing student engagement and stronger staff retention following recent improvements to compensation. Having a reliable pool of skilled, compassionate team members has been key to expanding our reach and sustaining high-quality care.

The past year also involved thoughtful discussions about the future of Nora's House, with an exciting vision to expand much-needed respite services. While we await developments for our respite programs, Nora's House will be undergo a kitchen transformation. Stay tuned for updates in next year's board report!

Nora's House continues to demonstrate the power of consistent, person-centred care. As we look to the future, our focus remains on enhancing respite services and maintaining the high standards that families have come to rely on – one thoughtful step at a time.



PROGRAM HIGHLIGHTS & STATISTICS

CLIENT SERVICES

Music Therapy

Our Music Therapy program reached new heights this past year, broadening its reach and deepening its impact across ASP. A key example is the addition of two new JAVA Group Programs, JAVA Memory and JAVA Circle. The program expansion was made possible through support from the Government of Canada's New Horizons for Seniors Program grant. These additional programs build on the success of our existing JAVA Music Club, further enhancing peer-based support offerings. Led by our Music Therapist and ASP Music Champions, the JAVA programs aim to foster meaningful engagement and social connection across our Day Programs and Nora's House. Implementation follows a structured timeline with clear evaluation components, including staff training and post-session assessments to ensure fidelity and measured outcomes. Staff training began in April and is critical to ensuring successful program delivery.

Under the leadership of our Music Therapist, other key accomplishments include launching ASP's inaugural intergenerational music therapy program "Jamboree", achieving Music Care recertification, preparing to welcome music therapy internship students (began in May 2025), earning national recognition such as the Trailblazers for Culture Change Award, and contributing to sector growth through participation in provincial and national conferences.

These accomplishments reflect a year of significant growth, innovation, and impact in our Music Therapy program - strengthening ASP's leadership in music care and setting the stage for continued excellence in the year ahead.



PROGRAM HIGHLIGHTS & STATISTICS

BEHAVIOURAL SUPPORTS ONTARIO (BSO)

Last year was another year of growth and expansion for the Mississauga Halton BSO Team. The team has experienced significant growth in capacity, impact, and reach. With new staff positions added, expansion into additional care settings, and a record number of referrals and Clients served, we have solidified our role as an essential service supporting older adults with complex behavioural and mental health needs.

The year was marked as a record-setting year in terms of Client engagement and referrals received and processed. Our care navigators received a record number of referrals (4,762) for BSO support, which was a 10% increase compared to the previous year. Over 2,700 of those referrals were appropriate for BSO and resulted in the highest number of Clients supported in a single year in our team's history.

In addition to the increase in the number of Clients served, we expanded our service provision into new spaces due to substantial investments made in human resources in the third quarter. This investment has directly contributed to enhancing the service delivery within our region. We added nine new positions to the team supporting all three sectors.

In the fall of 2024, ASP hosted its second Dementia Care Day, proudly sponsored by Behavioural Supports Ontario. The event attracted over 300 attendees, including ASP staff, healthcare partners, and representatives from educational institutions across the Ontario Central Region. This sold-out event offered a dynamic space for knowledge exchange, professional growth, and meaningful collaboration.

The Mississauga Halton BSO Team remains committed to improving the lives of older adults living with complex behaviours and their Care Partners. This year's progress reflects the strength of our team, the value of our partnerships, and the increasing recognition of our role within the broader health system.

FINANCIAL HIGHLIGHT

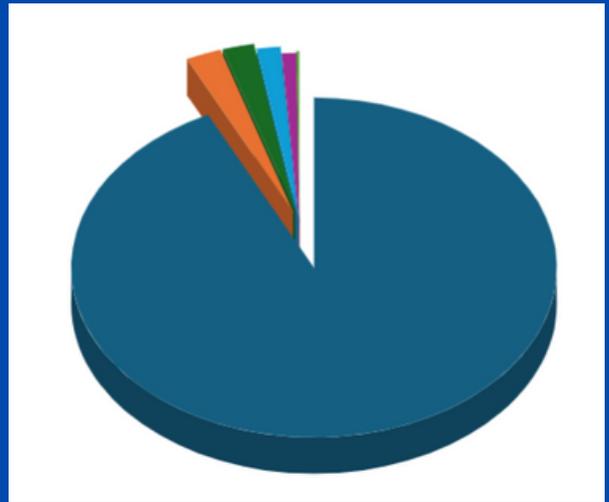
Annual Report - Financials

For F2024-25

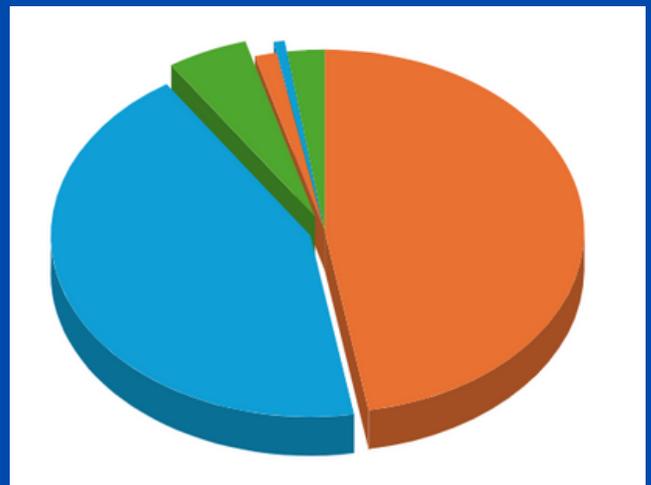
As of May 27, 2025

REVENUE	\$	%
Ontario Health Central (OHC)	\$20,411,522	92.5%
Fundraising & Donations	\$496,901	2.3%
Investment Income	\$578,547	2.6%
Client Fees	\$537,586	2.4%
Grants & Subsidies	<u>\$48,998</u>	<u>0.2%</u>
<i>Total Revenues</i>	<i>\$22,073,554</i>	<i>100.0%</i>
EXPENSES	\$	%
Contracted Services	\$9,363,876	45.4%
Salaries & Benefits	\$9,179,432	44.5%
Occupancy	\$1,195,358	5.8%
Office & Supplies	\$304,975	1.5%
Capital Asset Amortization	\$84,518	0.4%
All Other Expenses	<u>\$503,171</u>	<u>2.4%</u>
<i>Total Expenses</i>	<i>\$20,631,330</i>	<i>100.0%</i>
<i>Surplus (Deficit)</i>	<i>\$1,442,224</i>	

REVENUE - \$22,073,554



EXPENSES - \$20,631,330





Alzheimer Society P E E L

Visit us at our new website
www.alzpeel.ca

