

Alzheimer Society

T O R O N T O

Annual Report 2003-2004



Mission Statement

*To enhance the lives of persons with Alzheimer Disease and their caregivers
by providing family support, raising awareness, and advocating for services and research.*

Message from the President and Executive Director

In the last twelve months in Toronto, the number of individuals with dementia grew from 35,451 to 36,706. Over the next five years, that number will increase to almost 42,000. Therein lies our challenge, and from that challenge we have drawn our Vision Statement:

By the year 2008, in collaboration with our community partners, the Alzheimer Society of Toronto will have the capacity to respond to the increasing demand for our services.

Every day that passes brings us closer to fulfilling this goal, and we are pleased to report that progress is occurring on a number of collaborative fronts:

- The overarching goal of our *Dementia Partnership Initiative* is to create multiple avenues through which individuals with dementia and their families, regardless of their linguistic or cultural background or their personal circumstance, will have the opportunity to benefit from a coordinated program of dementia information, support and education. We are working toward this goal through several projects, including:

First Link reaches out to health professionals to ensure that they are aware of the services we offer, and to invite them to obtain their client's consent for an active referral to the Society.

Diversity seeks partnerships with community agencies serving diverse populations in Toronto and provides training and support for their staff, thereby increasing their capacity to serve their own clients in a manner and in a setting that may be more culturally sensitive.

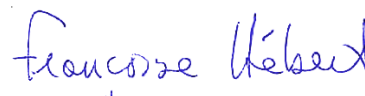
- We continue to assume a leadership role in the *Toronto Dementia Network*, an informal association of some 300 organizations. The goal of the Dementia Network is to coordinate, systematize and improve the system of dementia care in Toronto. We co-chair the Network, and provide it with administrative support. The Network Coordinator works out of the Society offices, in close collaboration with our program staff. The website www.dementiatoronto.org was launched in August 2003 and has become an important reference and orientation tool for health professionals and the public, now averaging more than 7,500 sessions per month.
- Biomedical research is making significant advances in the quest to find the cause and the cure for Alzheimer Disease, while psychosocial research is finding better ways to care for individuals with dementia and to relieve the caregiver burden. This year we contributed \$40,000 to research, divided equally between the Alzheimer Society of Canada's National Research Program, and the University of Toronto's Centre for Research in Neurodegenerative Diseases. Since 1987, we have contributed \$750,000 to these important research programs.

Our goal through these many collaborative efforts is to enhance the quality of dementia care in Toronto. This is a tall order, and we recognize that we cannot do it alone. But we CAN do it together. So thank you to our dedicated staff, to the hundreds of volunteers who give so generously of their time and expertise, to the thousands of donors, individual and corporate, who provide the funds that we need to do our work, and to the many community partners who extend the reach of our services further into the community than we could ever manage alone.

Working together, we WILL make a difference.



Greg Shaw
President



Françoise Hébert, Ph.D.
Executive Director

Statement of Financial Position

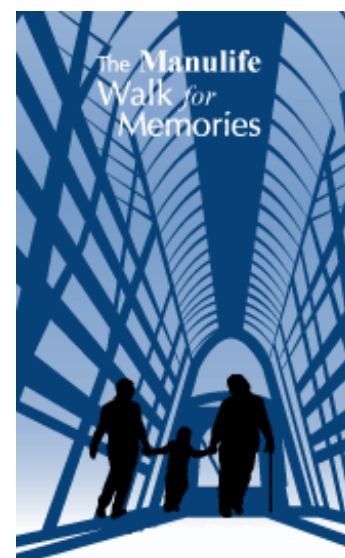
AS AT MARCH 31, 2004	2004	2003
Assets		
Current		
Cash and cash equivalents	\$ 30,610	\$ 187,315
Short term investments	270,000	299,999
Accounts receivable and accrued interest	47,225	61,165
Prepaid expenses and deposits	<u>16,176</u>	<u>14,808</u>
	364,011	563,287
Long Term Investments	309,763	209,763
Capital Assets	<u>52,897</u>	<u>63,536</u>
	<u>726,671</u>	<u>836,586</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	17,625	50,494
Deferred revenue - Nevada Ticket Lottery	3,233	5,790
- other	-	7,970
Deferred contributions	<u>-</u>	<u>5,095</u>
	20,858	69,349
Deferred Capital Contributions	<u>10,575</u>	<u>12,390</u>
	<u>31,433</u>	<u>81,739</u>
Net Assets		
Internally Restricted Funds	105,198	81,193
Invested in Capital Assets	42,322	51,146
Unrestricted Funds	<u>547,718</u>	<u>622,508</u>
	<u>695,238</u>	<u>754,847</u>
<i>Complete audited financial statements are available on request.</i>	<u>726,671</u>	<u>836,586</u>

Statement of Operations

YEAR ENDED MARCH 31, 2004	2004	2003
Revenues		
Donations	\$ 629,941	\$ 650,254
Fundraising events	231,379	230,546
Bequests	<u>69,527</u>	<u>180,176</u>
	930,847	1,060,976
Grants - other	68,189	54,087
Literature and seminars	59,582	49,337
Sundry and interest	39,645	32,399
Membership fees	5,210	8,718
Amortization/recognition of deferred contributions	6,910	7,515
Grant from Metro Community Services	<u>-</u>	<u>833</u>
	<u>1,110,383</u>	<u>1,213,865</u>
Expenses		
Program and services	818,441	731,667
Fundraising	265,358	296,845
Administration	<u>86,193</u>	<u>97,457</u>
	<u>1,169,992</u>	<u>1,125,969</u>
(Deficiency In) Excess of Revenue Over Expenses	<u>(59,609)</u>	<u>87,896</u>

Fund Development Highlights

The Manulife Walk for Memories, our signature fundraising event, was held on January 24, 2004. It attracted 527 walkers who raised an impressive \$113,952, and a number of corporate sponsors who donated a record-breaking \$53,750. For the fourth year in a row, Manulife Financial was title sponsor, a partnership that we greatly value and hope to continue in the future. Comedian Ron James hosted the high-energy event, and piper Rob Crabtree led the eager throng down the escalators to the PATH system deep under the towers of downtown Toronto, where entertainers surprised and delighted walkers all along the route. A record 180 volunteers helped to make the 2004 Walk a successful and enjoyable day. All in all, the Walk raised \$167,702 for Alzheimer Toronto programs and services.



Coffee Break occurs in September of every year, to mark World Alzheimer's Day. This year Coffee Break raised a record \$23,998, with a record 117 hosts participating in the event, including churches, retirement homes, long term care facilities, community centres, corporations, student groups, and many other friends of the Society.

Our *Ribbon Campaign* occurred in January, during Alzheimer Awareness month. More than 100 volunteers stood outside eleven subway stations and six LCBO stores, inviting commuters and passers-by to trade their loonies and toonies for silver Alzheimer ribbons. The campaign raised \$17,267 thanks to the dedicated, hardy volunteers who braved the bitter cold and howling winds of January because they believe in the Alzheimer cause.



Statistical Highlights

	2004	2003	2002
Counselling and Support			
Counselling Hours	2,220	2,252	2,105
Support Group Hours	83	78	59
New Clients	1,993	1,872	n/a
Repeat Clients	3,123	n/a	n/a
Education			
People Served	4,663	4,681	4,154
Hours of Education	545	497	439
Information			
Information Packages	9,999	8,115	7,039
Volunteers			
Volunteer Hours	3,010	3,531	2,906

Counselling : the heart of what we do

Our highly trained social workers offer free, confidential and personalised counselling, information and referral to persons diagnosed with Alzheimer Disease and other dementias, and to their families and caregivers. To meet the needs of our clients, counselling is offered by phone, in person or through home visits.

Support is available throughout the entire course of the disease. Issues such as getting a diagnosis, understanding dementia, immediate and future care plans, family concerns, caregiver stress and coping strategies are addressed. Information on service options and referrals to other agencies are also provided.

Workshops and specialised support groups are offered on a regular basis and were expanded this year to include an early stage support group for persons diagnosed with a dementia, coupled with an informal coffee hour for their families. The importance of this group to its members became evident when the group continued to meet for months after the “official” group ended.

In May of 2003, we launched *First Link*, a collaborative program with physicians and other healthcare providers in Toronto, to ensure that, with their permission, persons diagnosed with dementia and their families are referred to us as soon as possible after diagnosis. We can then contact these individuals directly, to offer a coordinated program of support, information and education. Over 100 names have been referred to us since the launch of *First Link*, and we are confident that this program will greatly expand in the future.

Education : the key to better care

We are firm in our belief that better knowledge of dementia leads to better care, so we provide dementia-specific training for professionals and frontline staff in community agencies, retirement homes, long-term care facilities, home care agencies, ethno-specific agencies, adult learning centres and adult day programs in Toronto. The demand for our free *Personal Support Worker Training Program* continues to grow, and we now offer introductory and advanced sessions throughout the year. In addition, as part of the *Alzheimer Wandering Enhancement Initiative*, we have conducted training sessions for over 200 police officers across Toronto.

We hosted four full day education forums this year:

- 1) *Alzheimer Diversity Day* increased awareness of the specific needs of diverse groups dealing with dementia, and how we can all work together to address them.
- 2) *Sexuality and Dementia* explored sexual behaviours in dementia and how to develop sexual practice guidelines for long term care settings.
- 3) *End of the Journey* focussed on the issues in end stage dementia such as grief and ethical decision making.
- 4) *Research and Medication* proved to be a huge success for the caregiver audience and led to the creation of a series of research forums in the coming year.

Our *Resource Centre*, one of the largest collections of materials on Alzheimer Disease in Canada, now offers dementia information packages in over 30 languages. Our *website* has undergone a major revision and now includes separate sections for persons with dementia, friends and family, and health care professionals. Check it out at www.alzheimertoronto.org!

Thank You to Our Volunteers and Donors

The Society would like to extend our sincerest appreciation to everyone who supports our cause. Gifts of time or money allow us to expand our programs and services and provide ongoing support to those in Toronto dealing with dementia.

Our success depends on the generosity, drive and dedication of so many people: volunteers, donors, event participants, sponsors and friends. We could not continue the work we do without you. We thank you all.

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Alzheimer Society
TORONTO

Alzheimer Society of Toronto
2323 Yonge Street, Suite 500
Toronto, Ontario
M4P 2C9



Tel: (416) 322-6560
Fax: (416) 322-6656
Email: write@alzheimerontario.org
Web: www.alzheimerontario.org