

Alzheimer Society

LONDON AND MIDDLESEX™

2013-2014 ANNUAL REPORT



***We're here
to help!***

A Message from our CEO and Board Chair



Nancy Hines ASLM Board Chair

Betsy Little ASLM CEO

We are pleased to present our 2013 – 2014 Annual Report. Every year at this point, we reflect on where we have been, what we have done and where we are going.

Looking back with both a statistical and anecdotal lens, we are beginning to see the evidence and experience the realities of recent scientific forecasts relating to the increasing influence of dementia on our lives. As outlined by the 2010 report *'Rising Tide: The Impact of Dementia on Canadian Society'* (Alzheimer Society of Canada), the number of people across the globe with dementia is climbing. As baby boomers age, dementia is becoming a health crisis.

At the Alzheimer Society London and Middlesex, that evidence is apparent in the general awareness we see the public has gained about dementia; in the frequent media stories focusing on the disease; by the number of questions and phone inquiries we receive; and by the increased numbers of clients we serve.

As a response to these realities and as our region's leading dementia-related charity and advocacy organization, the Alzheimer Society London and Middlesex continues to evolve as we strive to meet these challenges.

Our program changes, unlike the progressive debilitating changes experienced by our clients, are all positive. We are responding to the increased need - our active client base grew by 15% last year - by strengthening and increasing our existing programs both in the clinical support setting where attendance at counselling and support sessions increased by 26% and in the social recreational setting where we effectively doubled the opportunities for our clients. These social recreational programs are an important tool in the fight against dementia by providing socialization, intellectual stimulation, and in some programs, an outlet for physical activity and exercise. Our clinical programs led by five Registered Social Workers, provide counselling, advocacy, and education against the fears, anxieties and unknowns that people diagnosed with

Alzheimer's disease and other dementias commonly experience. These clinical programs also provide support counselling for the care partners as well. This is evidenced in the number of caregivers who are our clients. In 2013/14 our client list was comprised of 15% more caregivers than people with dementia. We expect that client ratio to increase as the baby boomer population ages. This cohort will experience a growing prevalence of dementia and as a result and by necessity, a growing population of caregivers will be affected.

At the Alzheimer Society London and Middlesex, we pride ourselves in the dynamic and effective organization we have become. We strive to deliver programs and services to our clients with the goal of living well with dementia. Our annual 'Client Satisfaction and Experience Survey' indicate our success with a 100% satisfaction rating. Program satisfaction, responsiveness, helpfulness and quality of life were some of the indicators measured. Our first customized survey of our Public Education Program returned a 78% highly satisfied rating (with 22% reporting as satisfied). The satisfaction measure of our staff team resulted in a highly satisfied rating of 100% for service quality, team atmosphere and organizational mission. The term 'staff team' is certainly appropriate as we wouldn't be able to have such high ratings and deliver such diverse and productive support services without everyone working together towards our mission.

We are extremely appreciative of the ongoing support and commitment of our volunteers, donors, and staff. You enable our Society to provide such a vital service to our community.

Our existing strategic plan expires in 2015. In the months ahead planning will begin for our new strategic directions. The Strategic Plan 2015 - 2020 will be crucial for the Alzheimer Society to move forward to meet the increasing needs of our region.

We are aware of and are in preparation for that challenge.

“Your courses were very helpful for me in understanding what was happening to the brain of my wonderful, kind and loving Dad. I thank you for the work you do to bring some sense of understanding and comfort to families dealing with this heartbreaking disease.”

**Client - Daughter - Care Partner
on the First Link Learning Series**



To understand our impact, you need only listen to the community ...

Caregiver Support Group



Walk for Memories 2014

“Jordan is my husband’s volunteer companion. He comes to us once a week and time has no boundaries. To see the delight on Les’s face when Jordan arrives is something to behold. We do not regard him as a volunteer but as a very dear friend. Thank you all once again for the outstanding support we get. Without it, a very difficult situation would be intolerable.”

**Client – Wife - Care Partner
on the Volunteer Companion
program**

Minds in Motion



“It was my pleasure to give the donation this year. I have seen first-hand all that the Society does for patients with Alzheimer’s and their families. It is money well-spent and while I am in school I’d like to give what I can.”

**Volunteer - Donor - Medical Student on the
Alzheimer Society’s impact**

Our Mission

To advocate for and provide support services, education and funding for research for those at risk of or affected by Alzheimer's disease and other dementias in London and Middlesex.

HOW DO WE DO THAT?



With a staff of 15

- Registered Social Workers
- Intake Coordinator
- Public Education Coordinator
- Recreational Therapist*
- Volunteer Coordinator
- Fund Development & Communications staff
- Accounting and Operational staff

*new in 2014

BY PROVIDING:



30

FREE programs & services

PROGRAMS INCLUDE*:



- First Link Learning Series
- Social Work Support (individual and group)
- Support Groups
- Public Education
- Social Recreation
- Memory Screening
- Resource Centre
- Volunteer Companion
- Finding Your Way
- Mild Cognitive Impairment – Learning the Ropes

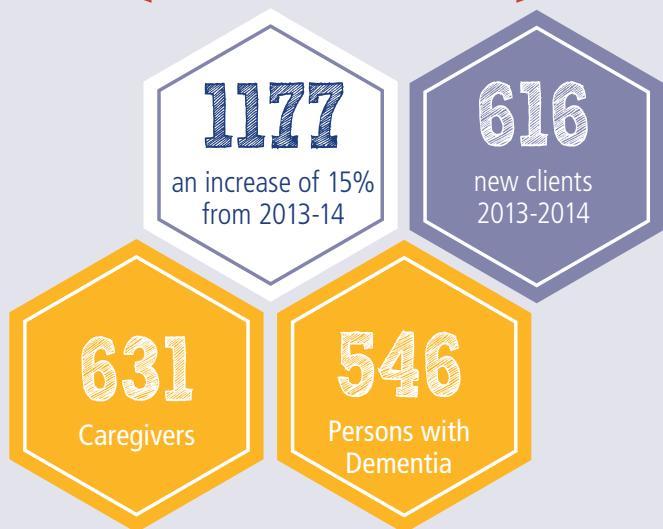
*Many of these programs consist of modules. For a full list of programs, visit www.alzheimerlondon.ca

All Providing ...

We're here to help!

Our Impact in 2013 - 14

Total Active Clients



Where Do Our Clients Come From?

Self-Referral	271
Primary Care Referral	75
Specialized Geriatric Referral	188
Acute Care Referral	7
CCAC Referral	56
Community Support Services Referral	16
Behavioural Supports Ontario Referral	3

Total Client Visits



Education and Awareness



Engagement with the Community

Volunteerism

236 people committed to 4833 hours



Research Funding

\$75,000/yr

to WESTERN UNIVERSITY

- Premier Research Award
- Graduate Research Awards
 - Masters Award
 - Doctoral Award

Help for Today.
Hope for Tomorrow...[®]

Summary Statement of Financial Position

March 31, 2014



		2014	2013
ASSETS	Current assets	\$ 278,023	\$ 294,819
	Investments	338,920	360,099
	Capital assets	106,755	140,655
	Cash surrender value of insurance	17,418	16,094
	Works of art	72,236	72,236
		\$ 813,352	\$ 883,903
LIABILITIES AND NET ASSETS	Current liabilities	\$ 182,662	\$ 251,289
	Deferred contributions related to capital assets	28,802	44,546
	Net assets	601,888	588,068
	\$813,352	883,903	
SUMMARY STATEMENT OF OPERATIONS: Year Ended March 31, 2013			
REVENUES	Fund development	\$ 620,278	\$ 568,750
	Ministry of Health funding	497,603	531,144
	Alzheimer Foundation London and Middlesex	153,571	182,830
	Education programs	52,061	37,701
	Investment income	29,226	21,141
	Amortization of deferred contributions related to capital assets	18,444	15,815
	Administrative recovery programs and other	5,704	8,248
		1,376,887	1,365,629
EXPENSES	Social work program	347,508	348,363
	Education and communications	311,721	294,913
	Fund development program	259,011	245,171
	Awareness and events	147,428	188,046
	Volunteer and support services	132,486	110,242
	Administration	88,813	88,807
	Amortization of capital assets	36,856	37,552
	Professional fees	26,532	22,628
	Community grants	12,712	20,048
		1,363,067	1,355,770
EXCESS OF REVENUES OVER EXPENSES		\$ 13,820	\$ 9,859

This financial summary is an excerpt from the complete financial statements of the organization, which were audited by NPT LLP Chartered Accountants, dated June 9, 2014 and as such does not contain all disclosures required under Canadian accounting standards for not-for-profit organizations. A copy of the complete financial statements is available from the organization upon request.

Our Major Supporters

ALZHEIMER FOUNDATION LONDON AND MIDDLESEX

Ann and Bill Fleming
Francine LaCroix
Helen Johnson
London Life
Laskey Properties Inc. - Ron and Barb Laskey*
Lynne Graham
Max and Marjorie Langford
Sandra and Reinier Janssen*
Stewart Geddes
Tom and Rosemary Logan
* Restricted to Research

ALZHEIMER SOCIETY LONDON AND MIDDLESEX

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of London in Ontario
Strategic Charitable Giving Foundation
Susan Weldon
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The Wilf and Jean Bell Foundation

BEQUESTS

Estate of Anne Sheldon Sanderson
Estate of John Glen Pruss
Estate of William John Jarrell

CORPORATE SPONSORS

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Arbor Trace Alzheimer's Special Care Center
Best Western Lamplighter Inn
and Conference Centre
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EMPLOYEE GIVING

3M Canada Employee Charitable
Contribution Organization
Chorley & Bisset Employees
Charitable Contribution Plan
United Way of Greater Toronto

GIFTS IN KIND (OVER \$2,500)

102.3 Bob FM - Rogers Media
BX93 - Bell Media
David Southen
Producers Post - Craig Davis
SNAP London
The Works Gourmet Burger Bistro

GOVERNMENT

New Horizons for Seniors Program -
Government of Canada
South West Local Health
Integration Network

The Alzheimer Society London and Middlesex and the Alzheimer Foundation London and Middlesex gratefully acknowledge the following major supporters who have generously contributed \$1,000 and over between April 1, 2013 and March 31, 2014.

PLANNED GIFTS

Barbara L. Kaiser
Helen Plaunt

THIRD PARTY FUNDRAISERS

Alysha Wisniewski
Best Western Lamplighter Inn
Chef's Table Dinner
Bulk Barn
John Fenik Book Sales - "Seducing the Vote"

WALK FOR MEMORIES TEAMS

Annie's Angels
Asta's Angels
A-Team
Carol's Crew
Circle of Friends
Forget Me Not
Forget-Me-Naughties
Grandad's Girls
Highview Happy Wanderers
Meadow Park Walkers
Mollie's Marchers
Mount Hope Memory Makers
Perky Peregrinators
Phoenix
Purple Divas
The Greene Team
The Unforgettables
The Villagers of Glendale Crossing
Windermere on the Mount

WALK FOR MEMORIES NON-TEAM FUNDRAISERS

Carolyn Hepburn
Catherine Landgren
Cynthia Brundritt
Cynthia Nelson
David Wighton
Jennifer Thomson

Thank you for your generous support!

STAFF

Katie Berkelmans
Recreation Therapist Candidate

Rose Brochu
Accounting and Operations Coordinator

Rick Bunt
Registered Social Worker

Cathy Cherry
Reception/Executive Assistant

Jennifer Hale
Volunteer Services Coordinator

Brooke Hurley, MSW
Registered Social Worker

Betsy Little
CEO

Amanda Oldershaw
Fund Development Officer

Nancy O'Regan, RSW
First Link Program Manager

Susan Oster
Public Education Coordinator

Leslie Rand
Fund Development Manager

Betty Rutledge
Intake Coordinator

Carolyn Underwood
Registered Social Worker

Bruce Wray
Communications Manager

Paul Yost
Registered Social Worker

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Board Members

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Cathy Cherry, Recording Secretary, Ex-Officio



Alzheimer Society
LONDON AND MIDDLESEX™

435 WINDERMERE ROAD, LONDON,
ONTARIO N5X 2T1

TEL: (519) 680-2404
TOLLFREE: 1-888-495-5855

www.alzheimerlondon.ca