

2010 - 2011 Annual Report

A MESSAGE FROM THE PRESIDENT & ACTING EXECUTIVE DIRECTOR

From our modest beginnings, the programs and services of the Alzheimer Society of Kitchener-Waterloo and Area have grown to support thousands of people through supportive counselling, respite, public education and caregiver training.

Influencing Attitudes

We have worked tirelessly to heighten the community's awareness of Alzheimer's disease and related dementias, and to build compassion for its many sufferers and their caregivers.

Innovative Service & Programs

We strive to offer innovative programs such as First Link™, which will not only meet the needs of our community today, but will meet the changing and diverse needs of tomorrow.

The Society's expertise and experience in helping families at the community level and supporting health care workers and practitioners has established us as a trusted and leading authority on Alzheimer's disease and related dementias.

Today, we strive to educate our community on the importance of early diagnosis and encourage healthy lifestyle choices and practices to reduce the risk.

Advancing Research

The past 25 years have seen many breakthroughs in research including the discovery of genes known to cause Alzheimer's disease and the discovery of a preventative treatment which is in the early stages of clinical trials. All of these accomplishments inspire hope for a world without Alzheimer's disease.

Years Ahead

As the prevalence of dementia grows, so does the community of families and caregivers who look after loved ones. Locally, over 7,000 families are already struggling with the onset of Alzheimer's disease and related dementias; it is projected that the number of individuals diagnosed will more than double over the next 25 years. This growth will impact the society in unprecedented proportions as the need for our services and programs swells. We rely on the continued help of everyone in our community to ensure the needs of people living with dementia and their caregivers continue to be met.

We would like to extend our sincere appreciation to everyone who has contributed to the growth and achievement of ASKW throughout the past year. We are grateful to our staff team, our Board of Directors, our volunteers, supporters and our partners.

As an Alzheimer Chapter, we are honoured to have the opportunity to continue to provide help and hope to our community today and in the years to come to those persons affected by Dementia.

Respectfully,

Kurt Wissent

Carol Taylor

President
Director

Acting Executive

A SINCERE THANK YOU

For assisting us with our auditing needs:

Ward & Uptigrove

For assisting us with our legal needs:

Miller Thomson LLP

For assisting us with a variety of important needs:

Waterloo Wellington Local Health Integration Network
Alzheimer Society of Canada
Alzheimer Society of Ontario
Alzheimer Society of Guelph-Wellington
Alzheimer Society of Cambridge

For helping us to deliver quality programs and services:

Board of Directors:

Kurt Wissent, President
Brian Inglis, Past President
Pamela Krauss, Vice-President
Iuliana Constantin, Treasurer

We would like to express our sincere sympathy to those who have lost loved ones in the past year and we gratefully acknowledge the donations made to the Society in their memory.



Debbie Adare, Secretary
Board of Directors: (continued)

Cathy Harrington
Charlie Parsons
Sue Hart
Melanie McKellar
Margaret Hodge*
Dave Roach*
Graeme Rayner*
Scott Herbert*
Carolyn Dix*

*Retired Board members

Staff:

Julie Wheeler, Executive Director
Carol Taylor (Acting Executive Director, January 2011- January 2012)
Thayna Walter, First Link™ Coordinator
Jill Mercier, Dementia Support Counsellor
Lynelle Drudge, Dementia Support Counsellor
Cara Dowhaniuk, Dementia Support Counsellor
Charlotte Sider, Public Education Coordinator
Debra McGonegal, Fund Development Coordinator
Barb Eastmanlewin, Special Events and Volunteer
Coordinator
Jill Ross, Regional Finance Coordinator
Alyson Camara, Office Administrator

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COMMUNITY NEED

Alzheimer's disease is the most common form of dementia. It is a progressive, degenerative disease that ravishes the brain, slowly robbing you of everything you have remembered or learned since birth, and preventing you from 'relearning' it. Its effects can be devastating and ultimately, fatal.

- Today, **500,000** Canadians are living with Alzheimer's disease or a related dementia. In the next **25** years, this number is expected to climb to **1.3** million.
- Locally, this represents **more than 7,000 people** in Kitchener-Waterloo and the surrounding townships of Wilmot, Wellesley and Woolwich.

THE ALZHEIMER SOCIETY OF KITCHENER-WATERLOO

The **Alzheimer Society** is the leading not-for-profit organization working nationwide to improve the quality of life for Canadians affected by Alzheimer's disease and related dementias and advance the search for the cause and cure.

Founded in 1984, the mission of the Alzheimer Society of Kitchener-Waterloo (ASKW) is "To assist those affected by Alzheimer's disease and related dementias to be treated with dignity and respect by delivering programs, providing education and information, supporting research, and providing a voice within the community for those affected by Alzheimer's disease and related dementias."

Help for today is provided through family support and education programs that include one-to-one and family counselling, support groups, and outreach programs such as caregiver respite, public awareness, and advocacy. **Hope for tomorrow** is provided by supporting ongoing research towards advances in detection, diagnosis, treatment and a cure.

The Society's expertise and experience in helping families at the community level and supporting health care workers and practitioners has established us as a trusted and leading authority on Alzheimer's disease.



Your link to a community of learning, services and support.

First Link™ is an innovative program that connects people who are experiencing cognitive or behavioral changes and those who are newly diagnosed with local health professionals. It offers information about diagnosis, day-to-day living, positive approaches to care and how to prepare for the end of life. The program also provides individual support and counselling and links people with the disease to other Alzheimer Society programs and community services.

PUBLIC EDUCATION, CHANGING PRACTICE AND TRANSFORMING PEOPLE

Public Education at the Society, with its mandate to impact strategies and empower care providers, is committed to changing the world of the person with dementia. The change we envision promotes clearer direction, kinder strategies and a strong confidence that empowers those who would support the person with dementia through all the stages of their journey.

Professional Caregiver Focus

Professional care providers from long term care, retirement homes, group homes, community health and service agencies and community colleges received practical training and education. Public Education delivers workshops including Gentle Persuasive Approach, Virtual Dementia, U-First, Caring with Confidence and specialized sessions designed for specific educational needs. In October, 2010, the 12th Annual Allies in Aging Conference presented updated information and a unique learning opportunity for over 600 individuals from Waterloo-Wellington Counties.

Community Awareness

Public Forums, numerous display opportunities, media interviews and “Lunch and Learns” hosted through area businesses enhanced awareness of dementia and promoted a spirit of understanding.

Looking Ahead:

Public education will work to strengthen its ties with other services in the Society, thus creating a more seamless delivery of service. With fiscal resources stretched we will focus on creative ways to meet the learning needs of our ever growing client base. Through the changes of the past and looking to the future we are confident that we are positively impacting the world of the person with dementia. Public education and awareness is an integral part of the “help and hope” for which the Alzheimer Society of Kitchener-Waterloo is known.

FAMILY SUPPORTA COMMUNITY OF HELP AND HOPE.

Dementia Support Staff are available to walk with individuals and their families whose lives have been touched with Alzheimer’s disease or a related dementia, through the entire Alzheimer’s journey.

- **Supportive Counselling**

Individuals and/or families find practical help, discuss strategies for care and plan for the future.

- **Connections (Support Groups)**

Monthly groups connect persons with dementia and their families, providing opportunities for sharing experiences, solving problems and alleviating isolation.

■ Learning Series

Next Steps, for the individual with the diagnosis of dementia and their partner in care, is a 4 week learning series that is offered each Spring and Fall. Individuals and their family member's discuss general information on the disease, coping strategies and ASKW and community resources.

■ Safely Home® Registry

A national program designed to help find the person who has wandered and is lost. Registration may be done in person or by mail. Registrants receive an ID bracelet, cards and are identified on the wandering registry with the Police.

Looking ahead

With an increase in referrals of individuals in the early stage and those with a Mild Cognitive Impairment (MCI), our hope is to provide additional supportive services for this population group. These services can include:

- Early Onset support group for the partner in care of those who have been diagnosed before the age of 65.
- Expansion of the Learning Series
- Memory Plus for those in the Early Stage of ADRD and their partner in care.
- Gather at the Gallery: an Art program which engages persons with Dementia and their Care Partners.

VOLUNTEER SERVICES.....MAKING A DIFFERENCE

Volunteers play an incredible role at the Alzheimer Society of Kitchener-Waterloo. During the last fiscal year, over **250 volunteers** contributed hundreds of service hours through the Volunteer Companion Program, Touch Quilt Project, Education, Office Support, Board of Directors and special events.

DONOR RELATIONSHELP FOR TODAY, HOPE FOR TOMORROW

Philanthropy: "The act of philanthropy is an expression of caring for one's fellow human beings. It is a belief in the future and that the future can be good. It is investing in that future. It is helping to make the dream come true."—Arthur Frantzreb

We are extremely fortunate to have a committed group of supporters whose belief in philanthropy in all its forms will help us to fulfill our mission and dreams for the future for all those affected by Alzheimer's disease and related dementias. In this past year, this was demonstrated by a swell in support from our community, clients and caregivers.

ANNUAL COFFEE BREAK FUNDRAISING EVENT

As part of the National Coffee Break™ campaign 2010, ASKW saw participation increase in new Coffee Break™ Hosts and donors. We reached our goal and raised over \$22,000. despite the economic downturn.

15TH ANNUAL WALK FOR MEMORIES

The 15th annual *Manulife Walk for Memories*™ marked a significant change in community awareness of this event where we raised over \$68,000. Press coverage was educational, informative and extensive. This was a great step forward in bringing knowledge to the community and support back to the Society.

2010 also marked a beginning of strengthening relationships with our partners in the service and corporate sector. Several organizations have come forward to help in sponsorship of events, educational programs, materials and family support. It is anticipated that joint initiatives proposed for funding projects will bear fruit in the coming year.

Without all of you, we cannot continue to grow and meet the demand for our programs and services. You are extremely important to us and we value your commitment and generosity.

We would like to extend our sincere appreciation to all of the donors who helped us to reach our goals in the past year. Your contributions have helped us to fulfill our mission – for that, we are extremely grateful.