

Alzheimer Society

KITCHENER - WATERLOO



Alzheimer Society

KITCHENER - WATERLOO

Annual Report
2007 - 2008





Unforgettable

A Message from the President -

This past year has certainly been an exciting year of change, growth and new opportunities for the society! As I reflect upon the year's activities, I continue to be amazed by all that we have accomplished and the impact that we have been able to have on individuals, their families and caregivers and our community. Working together we have achieved many incredible things and demonstrated the potential that can be obtained in working together.

Over this past year, we have placed a concerted effort in reviewing the needs of our community, reviewing our existing services and refining our services to expand the reach and impact of our services. Through this approach, working with our neighbouring Societies in the Cambridge and Guelph areas and strengthening our community partnerships, we are excited to have been able to offer enhanced programming while also planning for the implementation of new programs and services in the coming year. At the same time we have remained focused on ensuring that we have a solid organizational foundation to support the current and future services. As part of this process, we are excited to be able to relocate to larger facilities that will ensure that both current and future needs are addressed. Certainly we have much to celebrate and to take pride in!

It is recognized that many have contributed their commitment, time and resources to help us to achieve these accomplishments over this past year. I am grateful to the staff team led by Julie Wheeler (currently on maternity leave) and Jane Falconer (our interim Executive Director), our Board of Directors, our volunteers, our partners and those who continue to financially support our work. Your commitment, dedication and support have been instrumental in meeting our current needs while building a strong foundation for tomorrow.

Yet, while we must take time to recognize and celebrate our accomplishments, we are all too aware that the need for our services continues to increase and will continue to increase in the years ahead. As we move forward, we must remain focused on working diligently to establish and coordinate services to respond to the growing and ever-changing needs of our clients and their families; to enhance our profile and partnerships in the community; to expand public education and awareness efforts; and, to continue to develop and cultivate relationships with our financial supporters to support our current and future growth.

On behalf of the board, I would like to extend our thanks to all who have contributed to ASKW this past year. Building upon the successes that we have achieved this past year, we have incredible potential and opportunity to not only provide help today, but equally as important, to provide hope for tomorrow, for those impacted by Alzheimer's disease and related dementias.

September, 2007

Dear Friend:

We are pleased to present you with the Alzheimer Society of Kitchener-Waterloo's 2006/2007 Annual Report.

The theme this year is *unforgettable* which represents a year of milestone achievements and accomplishments for the Society. Our priority was to adopt a culture of service excellence that placed the needs of our clients first and to develop new programs and services that would meet the growing demand – we believe we accomplished our goal.

In this report, you will read about new programs such as “Connections Supportive Groups”, new partnerships and collaborations that respond to community needs, awareness campaigns designed to heighten the public's awareness of Alzheimer's disease and related dementias and fundraising ventures to support new services.

With the achievements of the past year, we know that when we work together with our family of donors, volunteers, staff, Board and members we can accomplish more.

For the upcoming year, we will focus on increasing our profile and public awareness of dementia to reduce stigma and enhance respect and social well-being. We will work towards establishing a seamless coordination of services. Most importantly, we will continue to increase our fundraising revenues to support future growth.

On behalf of the Board and Staff of the Alzheimer Society of Kitchener-Waterloo, thank you for your support, encouragement and confidence. You made this an *unforgettable* year.

Yours truly,



Julie Wheeler
Executive Director



Programs and Services

Adopting a culture of service excellence

Increasing Public Awareness

Public Education Report 2007-2008

*“To look is one thing,
To see what you look at is another,
and to learn from what you understand is something else,
BUT...to ACT on what you learn is all that really matters.”
Winston Churchill*

To that end public education at the Alzheimer’s Society of Kitchener-Waterloo is dedicated to impacting strategies and empowering caregivers in the provision of excellent care practices for persons with Alzheimer’s disease and related dementias.

Public education services three clients groups...the community, family care providers and professional caregivers.

2007-2008 provided many opportunities for **community awareness** through the quarterly publication of the Memory Lane newsletter, the January Public Forums, numerous media interviews, several public displays and presentations of the Heads Up For Healthy Brains workshop.

Family Care Provider education was highly profiled during this year. . In early 2008 , with the loss of the Connections Coordinator position, the family support group leadership transferred to Family Support and Public Education. Nine groups were facilitated on a monthly basis where participants received ongoing support and education. The First Link Family Education Program, a nine module series provided basic formalized education for families of persons with the disease.

Professional caregivers from long-term care, retirement homes, groups homes, and community health agencies received a variety of staff training events, including U-First, Gentle Persuasive Approach, Virtual Dementia, and Caring With Confidence. In October the 9th Annual Allies in Aging was presented through the collaborative efforts of the Alzheimer Societies of Guelph, Cambridge and KW.

Looking Ahead

This year public education will focus on refining our education curriculums, updating our resource library, and strengthening our community partnerships and collaborative opportunities. We believe the impact of our work enables us to not simply to provide education but to ultimately change practices and thereby enhance the lives of those diagnosed with Alzheimer’s Disease, We are honored to be part of the Alzheimer Society’s “help for today”.

Family Support Services

In 2006/2007 over 650 individuals received support/services through the Alzheimer Society. There are 457 individuals registered with the *Safely Home Wandering Registry*.

Family 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.

- **Early Stage Support** – For the individual with the diagnosis and their family member. This past year supportive services have included:
 - ***Beginnings Group** – A monthly Support Group for individuals in the early stage of the disease process and their family member. This group provides support & coping strategies as well social interaction.
 - ***Next Steps** – A 4 week education series that is offered each Spring & Fall. Themes include general information on the disease, coping strategies & community & ASKW resources.
- **Supportive Counselling** – Provides one-on-one support. Support includes assisting individual & family members with general knowledge of AD disease & progression, coping strategies, caregiver stress, linking to ASKW & community resources, etc.
- **Rural (Wellesley, Wilmot, & Woolwich Townships) Support** – Provides a presence in the rural communities on a monthly basis at the satellite offices – St. Jacobs & Wellesley, Health Fairs, Community BBQ's.

Looking Ahead -- This past year ASKW as seen an increase in Physician & CCAC referrals for: 1) those of Early Onset & Mild Cognitive Impairment (MCI) diagnosis; 2) supportive counselling

Our hope is to:

- continue to hone & develop the support for those with Early Onset & MCI
- continue to increase awareness of one-on-one supportive counseling service
- continue to hone & develop the rural support programs & services

Looking ahead



Fund Development & Volunteer Services

A Community that cares.

2008 has been a record breaking fundraising year!

Through all of our events this year we have enjoyed the continued support of the Alzheimer Society of Kitchener-Waterloo community. Event after event our supporters have come out in record numbers, making our 2008 fundraisers record breaking successes!

Starting off the year with the Manulife Walk for Memories. CTV South Western Ontario committed as our lead media sponsor, boosting our community profile to create unforgettable crowd energy and our most generous Walk support to date.

Special thanks should be extended to the committee that organized our 3rd annual Great Escape Gala, *Escape to Prague*. The event was an exquisite and elegant success; an evening of music, laughter and philanthropy, doubling our fundraising goal!

Metal for Memories leapt into its second successful year and Joseph & Company have committed to making it an annual event. We have welcomed an unprecedented number of participants, from ASKW community members to the manufacturing sector.

Through this year's Coffee Break campaign we have reached out to surrounding rural communities to boost our rural profile. This year's Coffee Break has seen an increase in rural locations that now include host sites in Maryhill, Wellesley and St. Jacobs as well as an increase in sites in New Hamburg and Elmira.

We have also had the support of local third party fundraisers, helping us to send our message of help and hope further in the community. Special thanks to the University of Waterloo School of Pharmacy, the University of Waterloo Recreation Program, Derek Hergott, Waterloo Heights Retirement Home and to the Uptown Waterloo Business Improvement Area for including ASKW in their hearts, thoughts and actions in 2008.

Volunteer Spirit

This year, the theme for National Volunteer Week was "Volunteers -from Compassion to Action". Over **100** volunteers at the chapter took time out of their personal life to reach out to others and improve the life of people with ADRD and their caregivers in our community. No area of chapter activity was left untouched by volunteer contributions. Volunteers served in the areas fundraising, support services and administration.

Through the Volunteer Companion Program, volunteers provide social companionship for people with dementia and caregiver respite. In 2007-08, a total of **43** volunteers assisted **54** families through this program.

Through the **Cuddle Bear Program**, residents of local LTC facilities receive knitted teddy bears that are donated by volunteers. This year, we celebrated achieving the goal of donating to all 15 LTC facilities in our community and the project is now complete. In 2007/08, over **300 residents in 3 facilities** received a knitted teddy bear that was donated by volunteer knitters.

A new project was launched this year, **Touch Quilts**. These quilts are donated by volunteers and provide tactile stimulation and warmth for residents. An information package and promotional activities were launched and by the end of the year, **over 100 quilts** had been donated to this project.



Statement of Financial Position (as at March 31, 2007)

ASSETS		2007	2006
Current	Cash	191,690	128,022
	Accounts receivable	17,528	21,745
	Prepaid Expenses	2,462	3,708
	Short term investments	103,380	76,350
	Bequest receivable	25,000	25,000
		340,060	254,825
Other Assets	Bequest Receivable	125,000	150,000
TOTAL ASSETS		465,060	404,825
LIABILITIES			
Current	Accounts payable and accruals	21,365	29,057
	Deferred Memberships	790	185
	Deferred Bequest	25,000	25,000
		47,155	54,242
Long Term Liabilities	Deferred Revenue	28,825	11,937
	Deferred Bequest	125,000	150,000
		153,285	161,937
TOTAL LIABILITIES		200,440	216,179
NET ASSETS			
Internally restricted		75,170	82,771
Unrestricted		189,450	105,875
		264,620	188,646
		465,060	404,825
Statement of Operations			
REVENUE			
	General Donations	127,731	86,008
	Events	124,875	60,328
	Grants	9,829	9,407
	Bequests	30,612	64,493
	Alzheimer Society of Ontario	16,276	28,161
	Ministry of Health - Education	47,299	47,603
	Ministry of Health - VCP	32,868	32,973
	Interest and Other Income	18,250	15,726
	Memberships	3,275	3,800
		411,015	348,499
EXPENSES			
	Capital Asset Acquisitions	7,601	5,645
	Fundraising	29,846	25,654
	Insurance	1,289	1,106
	Miscellaneous	3,467	2,982
	Office, postage and telephone	30,827	20,681
	Professional development	3,016	1,278
	Professional fees	2,375	2,972
	Public awareness, programs and family support	15,321	14,699
	Rent and utilities	22,289	21,926
	Repairs and maintenance	4,879	2,362
	Research support	5,000	5,000
	Resources	1,117	1,225
	Volunteer Management	2,263	1,041
	Wages and benefits	205,751	200,231
		335,041	306,802
		75,974	41,697

Complete audited financial statements are available upon request