



# 2009/2010 Annual Report

**Alzheimer** *Society*

KITCHENER - WATERLOO

# Table of Contents

Message from the President & Executive Director . . . . .	1
Our Sincere Appreciation . . . . .	2
2009/2010 Highlights . . . . .	3
Financial Report . . . . .	5
About Us . . . . .	8



## Mission Statement

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.

# Service Area

The area that we serve includes Kitchener, Waterloo and the 3 surrounding townships of Wilmot, Wellesley and Woolwich. This is an area of over 1,000 square kilometers with an approximate population of 350,000. For our Volunteer Companion Program we service the Region of Waterloo, an addition of Cambridge and North Dumfries, which translates into a population of more than 470,000 and 1,600 square miles.

## Message from the President and Executive Director

This was a year of many milestones for the Alzheimer movement. As we look back, we will remember this as the year that the Alzheimer Society issued a wakeup call for Canadians with the release of Rising Tide: The Impact of Dementia on Canadian Society Report.

Sobering and stunning news of the anticipated growth of dementia shocked Canadians nationwide. New information revealed that if we do nothing the prevalence of dementia will more than double in the next 30 years reaching one million in 2038, with costs increasing tenfold to \$872 billion.

Locally, information from the Waterloo Wellington Local Health Integration Network reported that the incidence of dementia in our service area will increase from 8,528 in 2008, to almost 11,000 in 2016, an increase of 28% in 8 years. Within one generation, the face of dementia as we experience it today will be vastly different. Tomorrow's generation will experience the crippling impact of this growth on families who

live with dementia, the healthcare system and the economy.

Through the lens of our chapter, we already experienced the impact of the rising tide in 2009/2010. The services provided by our agency grew 19% over the previous year with the largest growth in individual support. Our dementia support counsellors served an additional caseload of 31% over the previous year.

To support this growth, we realized a number of significant achievements over the past year. With the development of a new service delivery model, an enhanced education program and new service offerings, we are in a much better position to support the needs of our clients. Fund raising successes such as the Walk for Memories supported the growth and expansion of these much needed programs.

Despite our best efforts, if the growth trend continues as anticipated, our

ability to provide services will fall short of meeting its demand. If we do not see an increase in financial support for our programs, for the first time in our 25 year history we will have to begin wait lists for some of our services.

Over the past year, with the launch of our 2010-2013 Strategic Plan, we have taken effective measures to help mitigate the impact of dementia in our community. We have implemented a stronger fund development strategy, strengthened our service provisions, increased the profile of the society, and have succeeded in meeting our financial goals for the past fiscal year. We will not stop there.

As we wrap up our 25th year of service to the community, we realize that our collective experience, knowledge and understanding of dementia will lead us with confidence into the next 25 years. Together, we can stem the tide of dementia. Now is the time to put our best efforts towards meeting our goals for the coming year. Now is the time that you, our community, need us most.

On behalf of the board and staff of the Alzheimer Society of Kitchener-Waterloo, we thank you for your continued support.

## Our sincere appreciation

**The following organizations share their time and expertise to help us keep costs low and services high:**

Miller Thompson LLP  
Ward & Uptigrove  
Big Footprints  
CuteGecko  
M&T Print

**For helping us to share our message:**

The Record Kool FM  
CTV KFun  
Rogers

**For helping us to achieve our mission:**

Alzheimer Society of Canada  
Alzheimer Society of Ontario  
Alzheimer Society of Guelph-Wellington  
Alzheimer Society of Cambridge  
MAREP (Murray Alzheimer Research and Education Program)

**A special thank you to our 2009/2010 grantors:**

Waterloo Wellington Local Health Integration Network  
The Kitchener and Waterloo Community Foundation –  
Emmerton Fund Alzheimer Service Canada, Canada Summer Jobs Program  
New Horizons for Seniors Program

**Corporate Sponsors & Supporters**

We are grateful to recognize the following corporations that supported the work of the Society through sponsorship of \$500 or more in 2009 to 2010 (to March 31, 2010):  
Ahhh Change in Place  
Belifore's Valu-mart  
Bulk Barn  
Coldwell Banker Realty Ltd.  
Giant Tiger  
LIBRO Financial Group  
Manulife Financial  
Nithview Community  
Premier Homecare Services  
Revera Inc  
Robertson Brown Healthcare Services  
Shear Heaven  
Shopper's Drug Mart  
Sunnyside Home  
The Medicine Shoppe Pharmacy  
Trinity Village  
Village of Winston Park  
Waterloo Knights of Columbus Council  
Your Neighbourhood Credit Union

**Donors**

We are grateful to recognize the following individuals, corporations and foundations that supported the work of the Society through a gift of \$500 or more in 2009 to 2010 (to March 31, 2010):  
Anonymous  
Brandon & Kimberly Ellis-Hale

Brian Inglis & Allison Rowat  
Brian & Becky Geisel  
Bruce Gordon  
Cohen Barristers & Solicitors  
Conestoga Cold Storage Ltd.  
Dorothy Shantz  
Employee Fund of Bell Canada  
Employees of the City of Kitchener  
Estate of Flora Flectcher  
Estate of Lorianne Goebel  
Fife McKeown Trial Lawyers  
Gerald Meinzinger  
Hogg Fuel & Supply  
James & Heidimarie Balsillie  
James Harkins  
Jane Falconer  
Joanna Fedy  
Joseph & Iris Judd  
Joy Greenleese  
Julie & Trevor Wheeler  
Lackner McLennan Insurance  
Madorin Snyder LLP  
Manulife Financial  
Maple Soft  
Mark Guibert  
North Waterloo Farmer's Mutual Insurance  
Paca Industrial Distribution  
Pauline Spaetzel  
Robert & Jean Williams  
Ruth Pearce  
Shoppers Drug Mart LIFE Program  
Steed & Evans Limited  
Steve Fitzpatrick  
The Economical Insurance Group  
The Estate of Martha Beatty  
Tim Jackson & Jane Arnold

University of Waterloo Engineering, Society A  
Waterloo Manufacturing Company  
Westmount Blazer's Charity Golf Tournament

**We Salute our Volunteers**

The Alzheimer Society of Kitchener-Waterloo sincerely appreciates the generous support provided by many people who share their time & talent. Your knowledge and expertise help keep the society connected and relevant.

**We will Remember**

We would like to thank everyone who made a donation in memory of a loved one this past year. Memorial donations are a thoughtful and compassionate gesture to acknowledge and celebrate the life of a loved one which makes a tangible difference in our community.



Brian Inglis  
President

Julie Wheeler  
Executive Director

“I can't begin to tell you of the support and camaraderie I get from the caregiver coffee hour - it has been a wonderful help to me, and has kept me from “losing it” many times...”

Ron Bock, Family Care Provider

## New Service Model

As the demand for our services has grown, the need for a more coordinated service delivery model has emerged. Over the course of the past year we developed a service delivery model that places the needs of the families that we support first. We are pleased to announce our new service model is in place with three dementia support counsellors to better serve the community.

*“I find it endlessly comforting to have, in my corner, an organization made up of professionals who appreciate my unique needs.”*  
Joy Greenlesse, Family Care Provider

## Memory Fit

Offered in partnership with Trinity Village, and funded by New Horizons for Seniors Program of the Government of Canada, we announced a new wellness program developed to serve those experiencing an early stage dementia and their families.

## 25th Anniversary

Twenty five years ago, a group of concerned citizens and caregivers banded together to create a voice for those living with dementia in our community. They believed that no person should ever walk the Alzheimer journey alone or live in the shadow of this misunderstood disease. It was through the extraordinary efforts of these dedicated volunteers that the Alzheimer Society of Kitchener-Waterloo was founded in 1984. To celebrate this milestone, over 170 people joined us on a stormy August day for a summer BBQ.



## Family Education

This year, the province-wide First Link Learning Series has been presented in a new format utilizing the principles of dialogue education. The results have been quite amazing, with approximately 15 modules incorporating 38 individual sessions being presented on an annual basis. The classes have been hosted as part of our partnership with the Village of Winston Park and we are grateful for their ongoing support in this venture.

*“I read a lot about Alzheimer’s prior to taking these classes, but the value of the information taught in these sessions and the interaction with other caregivers was invaluable. Thank-you for the wonderful work the Alzheimer’s Society does. Thanks to you we know we are not alone.”*  
Rita Schmierer, Care Essentials

## Manulife Walk for Memories

Over 300 people walked the track at the Waterloo Recreation Centre helping us to raise an incredible \$84,000 (more than doubling the amount raised in 2009)! We were humbled by the tremendous wave of support from our sponsors, partners, families and volunteers – thank you!

*“The Walk for Memories is one of the most amazing events I’ve ever been involved with. The board, staff, volunteers and clients together in the same room, raising money and awareness and having fun doing it...what could be more exciting?”*

Kurt Wissent, Premier Home Care Services Team Captain & ASKW Vice President



## Touch Quilt Program



Beginning in 2008, the Touch Quilt program has touched the lives of thousands of residents living in long term care. A volunteer led initiative, this program coordinates the development and delivery of “touch quilts”. As of August 2010, phase one of the project delivered over 2500 quilts to residents of long term care facilities. Phase two of the program includes the delivery of quilts to home care agencies, retirement homes and hospitals.

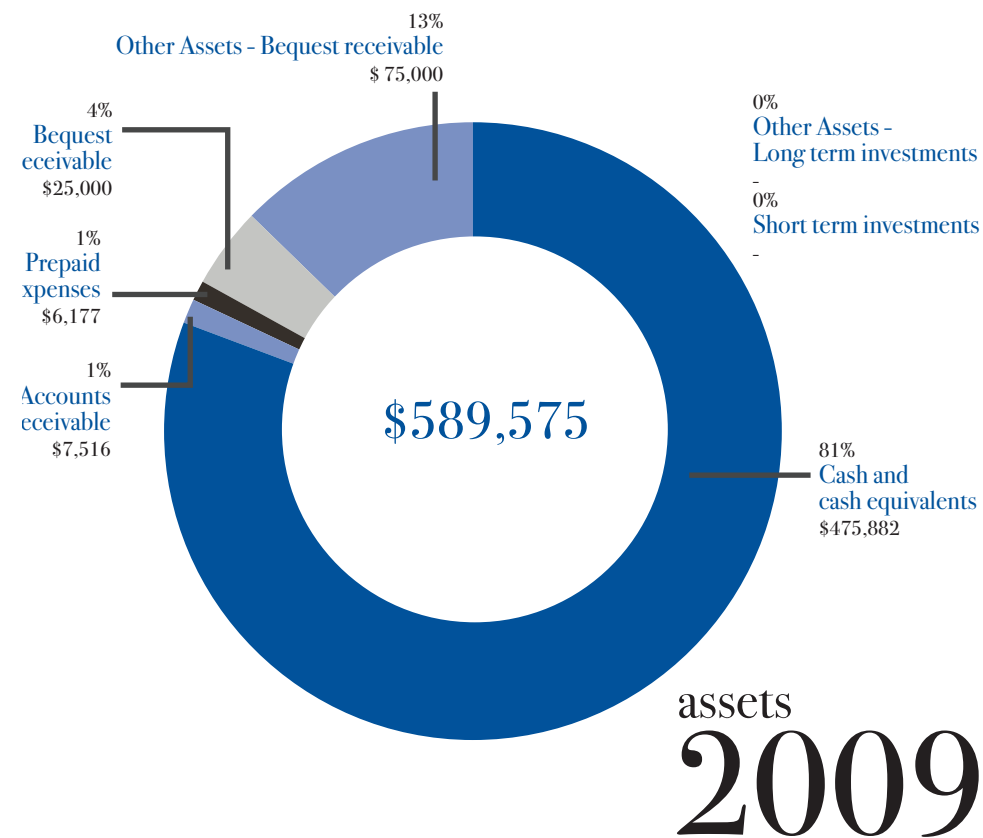
*“Your quilt is a cozy reminder that both my husband and I are thought of. Thank you all.”*

Touch Quilt Recipient

# Statement of Financial Position

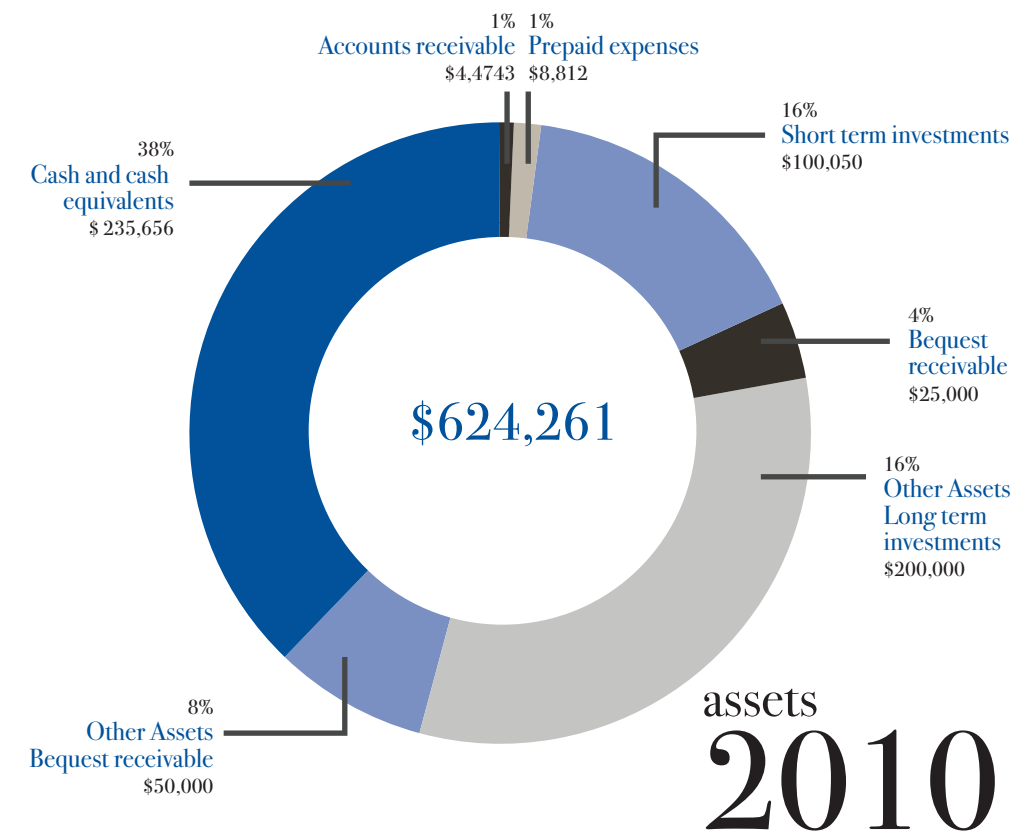
as at March 31, 2010

<i>The Accompanying Notes are an Integral Part of the Financial Statements</i>		
	2010	2009
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents - Note 4	235,656	475,882
Accounts Receivable	4,743	7,516
Prepaid expenses	8,812	6,177
Short term investments - GIC's at fair value	100,050	-
Bequest receivable - Note 6	25,000	25,000
	<b>374,261</b>	<b>514,575</b>
<b>Other Assets</b>		
Long term investments - GIC's at fair value	200,000	-
Bequest receivable - Note 6	50,000	75,000
	<b>250,000</b>	<b>75,000</b>
<b>TOTAL ASSETS</b>	<b>624,261</b>	<b>589,575</b>



## LIABILITIES AND NET ASSETS

<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts payable and accruals	24,844	18,913
Due to Alzheimer Society of Guelph - First Link	9,088	4,916
Deferred memberships	1,170	985
Deferred bequest - Note 6	25,000	25,000
	<b>60,102</b>	<b>49,814</b>
<b>Long Term Liabilities</b>		
Deferred revenue - Note 5	50,371	27,571
Deferred bequest - Note 6	50,000	75,000
	<b>100,371</b>	<b>102,571</b>
<b>TOTAL LIABILITIES</b>	<b>160,473</b>	<b>152,385</b>
<b>NET ASSETS</b>		
Internally restricted	58,877	63,335
Unrestricted	404,911	373,855
<b>TOTAL NET ASSETS</b>	<b>463,788</b>	<b>437,190</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>624,261</b>	<b>589,575</b>



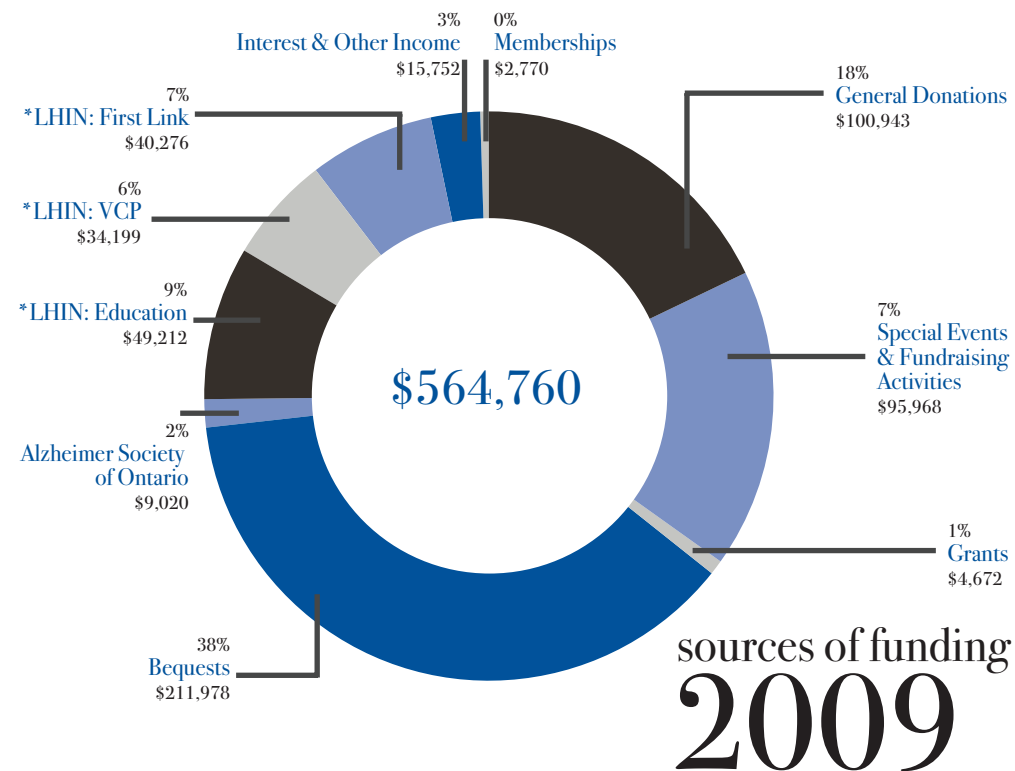
# Statement of Operations

year end March 31, 2010

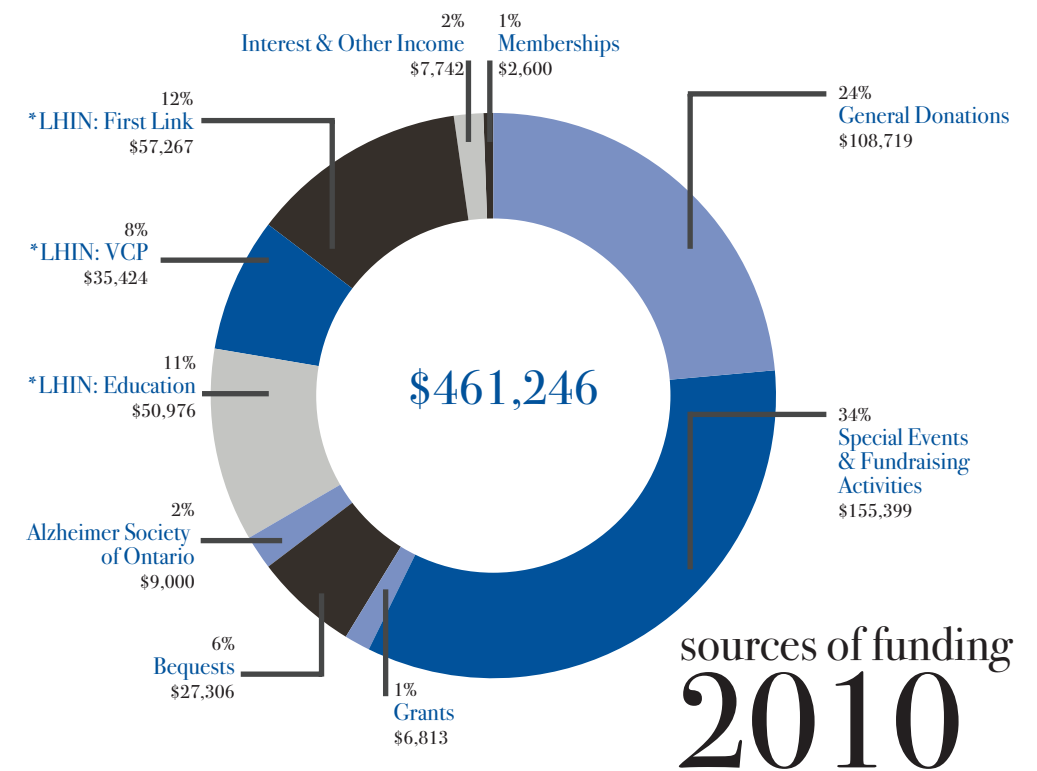
The Accompanying Notes are an Integral Part of the Financial Statements		
	2010	2009
<b>Revenue</b>		
General Donations	108,719	100,943
Special events and fundraising activities	155,399	95,968
Grants	6,813	4,672
Bequests	27,306	211,978
Alzheimer Society of Ontario	9,000	9,020
Local Health Integration Network - education	50,976	49,212
- VCP	35,424	34,199
- First Link	57,267	40,246
Interest and other income	7,742	15,752
Memberships	2,600	2,770
	<b>461,246</b>	<b>564,760</b>

Expenses	%sales			%sales
Capital asset acquisitions	0.97	4,458	5,884	1.04
Fundraising	2.53	11,682	7,086	1.25
Insurance	0.34	1,558	1,531	0.27
Miscellaneous	0.06	264	56	0.01
Moving costs	0.09	404	29,439	5.21
Office, postage & telephone	9.36	43,166	40,814	7.23
Professional development	2.01	9,250	4,041	0.72
Professional fees	0.76	3,494	3,887	0.69
Public awareness, programs and family support	2.37	10,946	13,610	2.41
Rent and utilities	6.20	28,606	28,054	4.97
Repairs and maintenance	1.85	8,521	9,369	1.66
Research support	0.17	800	7,500	1.33
Resources	0.58	2,661	1,524	0.27
Volunteer management	0.13	582	698	0.12
Wages and benefits	66.83	308,256	272,401	48.23
	94	434,648	425,894	75

<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>26,598</b>	<b>138,866</b>
--	---------------	----------------



LHIN\*: Local Health Integration Network



LHIN\*: Local Health Integration Network

# About Us

Founded in 1984, the mission of the Alzheimer Society of Kitchener-Waterloo is to improve the quality of life of people with Alzheimer's disease or related dementia and their caregivers. 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 advance the search for the cause and cure.

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.

## About Alzheimer's Disease and Related Dementias

Dementia is an umbrella term for a set of symptoms related to a decline in cognitive abilities (related to conscious intellectual activity) including: memory loss, impaired judgment and reasoning, disorientation, learning difficulties, changes in personality and moods.

There are many causes of dementia, some of which may include; Alzheimer's disease, Parkinson's disease, stroke (leading to Vascular dementia), Lewy Body Dementia and more.

Alzheimer's disease, the most common form of dementia, accounts for approximately 64% of all dementias in Canada.

"Early onset" is an inherited form of Alzheimer's disease that strikes between the ages of 30 and 64. Although genetics play a role in the disease, only 5% to 7% of people diagnosed have early onset Alzheimer's disease.

## Board of Directors

Brian Inglis, President  
Kurt Wissent, Vice President  
Cathy Harrington, Past President  
Debbie Adare, Secretary  
Iuliana Constantin, Treasurer  
Maggie Hodge  
Dave Roach  
Christine Taylor  
Graeme Rayner  
Pamela Krauss  
Carolyn Dix  
Jena Winterburn\*  
Trevor Grant\*  
Scott Herbert

\*Retired Directors

## Staff

Julie Wheeler,  
Executive Director

Charlotte Sider,  
Public Education Coordinator

Jill Mercier,  
Dementia Support Counsellor

Lynelle Drudge,  
Dementia Support Counsellor

Cara Dowhaniuk,  
Dementia Support Counsellor

Debra McGonegal,  
Development Coordinator

Jill Ross,  
Office and Finance Coordinator

Thayna Walter,  
First Link Coordinator

Chris Hagen,  
Memory Fit Coordinator

