

Annual Report to Members 2018-2019

This year, we continued to see great growth in our programs and services and incredible change in our organization. We have proven to be small but vital with our clients at the center of all we do. After completing our third year of our 5-year strategic plan, we are proud to share how our operational activities over the past year closely aligned with the strategic directions of:

1. *Revenue Development*
2. *Service Capacity and Quality*
3. *Organizational Effectiveness*
4. *Integration with Health Care Partners*

We continue to focus on increasing revenue, to consistently provide meaningful support to increasing number of clients while improving efficiencies and enhancing services. Here is an overview of some of our accomplishments since last year's AGM:

1. REVENUE DEVELOPMENT: We had another successful year in fundraising and fund development increasing our revenues from non-government sources. Here are some highlights:

- Last June was busy as we hosted two Walks for Alzheimer's along Hunter's Bay Trail and at Kerr Park, raising over \$32,500 in walker revenue and Corporate sponsors. This is an increase of \$7,400 from the previous year. Through work done at the Alzheimer Society of Canada, IG was acquired as the title sponsor for the Walk for Alzheimer's across the province.
- The third Annual River Poker Run was successful, raising over \$6700. Included in that revenue was a grant from the Town of Bracebridge who contributed \$1000.00 towards our event.



- ASM's Holiday Direct Mail Card Campaign was initiated approximately 3 years ago through the assistance of ASC. In the first campaign (2015) we had 92 card recipients and our list has grown to 206. Unfortunately, this year, ASC is unable to do this for free. Instead, we developed a letter (instead of a card) and raised \$3760.00 (an additional \$960.00 over last year). Additionally, ASM opted to participate in an email strategy through Alzheimer Society Ontario shared services. An

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email campaign consisting of 6 emails starting in November and ending at the end of December was deployed on our behalf. Monthly giving has increased from 0 to 6 donors in the past 4 years. We acquired 3 new monthly donors this year. Unlike many charities who continue to report donor fatigue individual donations and memorial gifts continue to grow each year exceeding our budgeted targets.

- We were fortunate to receive a grant again from the Alzheimer Society of Ontario for \$8000.00 to expand the Finding Your Way education program. This grant focused on keeping persons with dementia safe in our community. Thanks to the support of this grant we held a full day conference at Inn at the Falls with 49 participants in attendance. Throughout the year we delivered a total for 45 Finding Your Way presentations with 1053 participants.
- Additional grants applied for and received include Walmart Community grant, the Muskoka Community Foundation (Louden Family Trust Fund) and the McConnell Foundation. Unfortunately, we applied but did not receive funding again for the Canada Summer Jobs grant for this past year.
- We applied for three NSM LHIN Year End one-time expenditure requests. One request was for \$1949 to offset the insurance deductible and purchase a computer program. The second request was for \$3000.00 to support the back office shared services increase in fees with the transition to March of Dimes and the third was for \$21,355.85 of which \$16,052.00 was approved to support our Public Education services which included, training, supplies and equipment. All monies had to be spent by March 31, 2019. ASM also agreed to be the flow through agency for The Friends year end one time funding request of \$7550.00
- New planned giving guides were ordered and disseminated to all the lawyers across Muskoka Parry Sound as part of our planned giving marketing strategy.
- The board approved a one year shared position of a Fund Development Officer with the Alzheimer Simcoe County to find ways to increase revenue to meet the human resource demands of the Alzheimer Society of Muskoka. This person would work for ASM 14 hours a week and the remainder of the time for ASSC. Recruitment for this position continues.

2. SERVICE CAPACITY & QUALITY: Additional care coordination and support for newly diagnosed people with dementia and their care partners is a top priority for the Alzheimer Society of Muskoka. We are pleased to share that one of our biggest highlights this year was the ability to hire a full time First Link Care Navigator (FLCN) as a part of the Ontario Dementia strategy and as well as receive core funding for the Minds in Motion program from the LHIN. As a result of much advocacy of the Alzheimer's Societies across the province for a provincial dementia strategy, the 2017 Ontario Budget, *A Stronger, Healthier Ontario*, included a commitment to invest more than \$100 million over three years towards the implementation of a dementia strategy in Ontario. This past year, ASM was awarded \$69,600 base funding starting the beginning of June to hire a First Link Care Navigator to provide supports and services to clients through the First Link program. The role integrates supports and services around the persons with dementia and the care partners, support self-management goals and strengthens the linkages between providers across sectors along the continuum of care. Additionally, the focus is to participate in training, mentorship and support to care coordinators to build system capacity for dementia care.

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As well ASM applied (in collaboration with the Alzheimer Society of Simcoe) for core funding of the Minds in Motion program in January 2019. As a recap from last year, we received a \$289,300 collaborative 3 year (34 month) grant with the Alzheimer Society of Simcoe, through the Ontario Trillium Foundation to bring the Minds in Motion® program to Simcoe and Muskoka which began in June 2017. Due to the huge success of this program, Alzheimer Society of Muskoka and the Alzheimer Society of Simcoe applied to the LHIN for base funding through a joint Health System Improvement Pre-proposal (HSIP). We were thrilled when we received notice from the LHIN that our HSIP for a fully funded Minds in Motion program was accepted. Money began flowing as of January 1st, 2019. In addition to our 21hr coordinator position, an additional 14 hour a week per week was also allocated to be shared with ASM and ASSC. Pam Leeder who had been previously hired as our Minds in Motion Coordinator transitioned into the role of FLCN and Deanna Lavigne was hired as the new Minds in Motion Coordinator. We are currently in the process of hiring the shared 14 hours a week Minds in Motion position which will focus on supporting our Indigenous Communities.

ASM also focused this year on ensuring meaningful support while meeting the increasing number of clients and acknowledging the importance of quality improvements to the delivery of services. Multiple metrics and evaluations were completed to guide our quality improvement initiatives. With the help of many of our volunteers, here are some highlights:

SOCIAL PROGRAMS:

- Our volunteers hosted weekly Drop-In's in Bracebridge, Gravenhurst and Huntsville. These three weekly drop-ins, combined with our Company of Good Cheer dinners across Muskoka, had an attendance of 1336 a 27% increase from last year. ASM's Holiday lunch was held once again for members of support groups and our social groups. (Pictured below are our volunteers Ann Knight, Cathy Collard and Sheila Creasor).



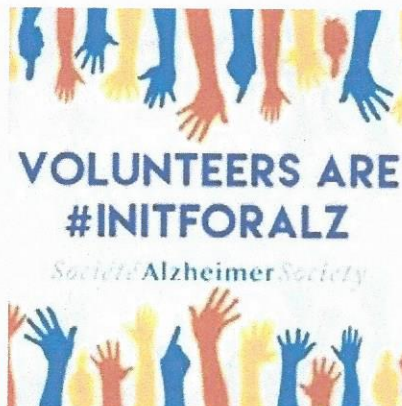
- The Alzheimer Society of Muskoka Music iPod Program and the Resource and Borrowing Library continues to be used and supported by our volunteers.

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VOLUNTEERS:

- 61 volunteers made considerable contributions to our success and invested more than 1905 hours. While the number of volunteers declined slightly this year (from 70 last year), the volunteer hours to ASM increased 10% over last year.
- The Resource Development Coordinator has been reviewing the Volunteer Orientation Handbook, policies and forms. She has been preparing a more concise package as opposed to various forms and handouts.
- A volunteer satisfaction survey was completed at the end of June and found 100% of respondents felt a part of the team/valued in their volunteer role. In terms of aspects of volunteering that they enjoyed, all answers were extremely positive including one volunteer who wrote "I love what I do. It's the best job going. Always enjoy my time in the office. Best staff team ever." Overall the report was positive with the main suggestion being to get more staff and volunteer feedback throughout the year. A new Resource Development Coordinator (Sue Tait) was hired at the end of October but unexpectedly had the opportunity to move to Mexico in March. Fortunately, Trisha Soja has since joined our team as of January and we are thrilled to have her join our team.



SUPPORT SERVICES:

Our Family Support Coordinator and First Link Care Navigator provided dementia supportive counselling services to clients through face-to face visits in our office as well as over the telephone or email. Our support groups continued to be a vital part of our services.

- Excellent service to our clients continued through supportive counselling and through the support of Lakeland Power and free use of their office, internet and copier, we were able to double our presence in Parry Sound to four times a month as of January 2019.
- Through face to face visits and telephone contacts, ASM provided 1723 interactions with registered caregiver clients and 253 interactions with persons living with dementia, 592 interactions with non-registered clients. ASM had on their roster 585 registered caregiver clients

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and 84 clients that are persons living with dementia. Therefore, our total caseload of clients this year was 669 which is a 26.7% increase.

- Support group evaluations for the 4 caregiver support groups and 1 peer group were completed with excellent results. We received 35 out of the 55 surveys that were distributed. 70% of attendees are females and 30% are males. 100% (67% strongly agreed and 33% agreed) that the program helped them increase their ability to care, and increased their awareness about dementia and that the Support Counsellor provided timely follow-up on requests. One respondent indicated that the group was a “life saver for me”. 97% felt that they were a better caregiver as a result of the support group. 97% felt that the group met their needs and expectations with only one dissatisfied with not having a male support group. Open ended qualitative analysis showed themes around the importance of learning and sharing from others, knowing they are not alone, and the support counsellor’s knowledge, advice, and caring attitude. One respondent wrote “Other peoples worries, and concerns make my worries seem more normal. I am not alone. We can share difficult topics in a trusting environment. I can not say enough about how important these groups have been to keeping my own sanity through this most difficult period in my life”
- Respondents to our First Link Referral Survey indicated a 100% satisfaction rate with ASM. 155 individuals were mailed surveys for client satisfaction and 18 surveys were returned reflecting a 11.5% return rate.

In addition to ASM’s evaluation of First Link, First Link Care Navigator (FLCN) evaluations also began in collaboration with ASiO’s provincial evaluation. ASM submitted our FLCN client list which were de-identified. The Centre for Community Based Research (CCBR) worked with the Alzheimer Societies in Ontario on this project. ASM Support Counsellor contacted selected clients and provided the survey either by phone, online or mail and shared client stories for the report to ensure that there was a robust qualitative portion of the FLCN evaluation to the MOH. The report and evaluation illustrate the great impacts of First Link Care Navigation through Year 2 across the province of Ontario. Please see below for a few key highlights:

- First Link Care Navigators served 7,172 new clients with a total of 10,399 clients served. At ASM that number was 143.
- First Link Care Navigators completed 24,084 client visits for assessment and intentional follow up At ASM that number was 646.
- First Link Care Navigators made 8952 referrals to internal and external resources. At ASM that number was 256.
- Centre for Community Based Research directly engaged clients, Community Providers and First Link Care Navigators to inform the First Link Care Navigation Preliminary Evaluation Report for Year 2 – including 72 Persons Living with Dementia (1 from ASM) and 141 Care Partners (3 from ASM) providing feedback through surveys
 - 83.9% of Persons Living with Dementia and 85.2% of Care Partners agree or strongly agree that they feel better able to ask or advocate for help with their needs

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- 84.8% of Persons Living with Dementia and 85.3% of Care Partners agree or strongly agree that they were connected to supports/services at the time of their need
- 74.5% of Persons Living with Dementia agree or strongly agree that the supports and services from the Alzheimer Society have led to feeling less overwhelmed by the diagnosis
- 73% of Care Partners agree or strongly agree that they feel more confident in their ability as a caregiver. Support groups continued to be a core component of the Society's Support Services portfolio. We hosted 58 support groups for Caregivers and Persons with Dementia across Muskoka Parry Sound with 315 participants.

EDUCATION/ADVOCACY:

- In education, we delivered 92 education events with an attendance reaching to 1451. Alzheimer Society of Muskoka partnered with the Alzheimer Society of Simcoe County to submit a grant for Dementia Friendly Communities through the Ministry of Seniors Affairs. This grant was denied but we reapplied with the LHIN through the ON Dementia Strategy. Unfortunately, we were not awarded this funding either. Nevertheless, the implementation of Dementia Friendly communities and ASM's work with the District's Age Friendly Communities Master Aging Plan continues to be a goal for the future.
- The 2019 National Awareness Month Campaign was and continues to be a key focus of our public awareness activities. The campaign focused on tackling stigma and negative attitudes around dementia by letting persons with dementia do the telling. Awareness messages were shared through our website, e-newsletter, social media, the newspaper and YourTV,
- ASM attended the ASiO Action Summer Oct 3-4 in Toronto. ED brought a Caregiver and a Person Living with dementia to share their perspective.
- Met with Norm Miller Oct 10th, 2018 for further Advocacy.
- Alzheimer Open House of our new space April 20th had over 50 people in attendance with representation of caregivers, clients, volunteers, donors and community partners

3. **ORGANIZATIONAL EFFECTIVENESS:** Increasing efficiencies in operations was a goal again this past year. Below are some highlights:

- We were fortunate to have several active volunteers providing presentations to community groups, schools and caregivers and attended health fairs on behalf of the Alzheimer Society of Muskoka.
- Volunteers were used to help reach out and call clients whom we had not heard from in the past year.
- We continued to outsource finance and payroll to the March of Dimes (MOD) through a shared service agreement. This arrangement enables the organization to meet its reporting obligations to the NSM LHIN and the Ministry of Health and Long Term Care (MOHLTC) in an efficient and effective manner and devote its time and resources to client-related activities.
- Last but not least implementation and training with Nesdatrak continues and now it is available on 6 computers. Staff can access case files for clients digitally and the support counsellor can

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also access files remotely when off site. Work continues around generating statistical reports from the program.

- This past year has been very successful in terms of organizational effectiveness but we would be remiss not to report that we also had some challenges. After only unpacking and residing in our new offices on Ecclestone Dr. Unit #17 for 4 months we experienced sewage back up into our unit as a result of a flash flood at the end of July 2018 requiring us to “camp out” in temporary space (Unit #13) until the end of October. Fortunately, staff took this in stride and we did not even miss a day of delivering our services. Also as a result of an article written by a local journalist, ASM received \$900.00 in donations and \$1000 grant for the LHIN to offset the incurred expenses.
- Training opportunities continue to be a focus for staff, volunteers and board members. Trainings that have been provided include (but not limited to): ASiO FLCN Orientation training, LHIN 9 hour Indigenous Cultural Safety training, ASiO Privacy training, LHIN Health Services for Francophones, Memory Clinic training, Canadian Centre for Activity and Aging Function Education for Dementia and board governance training.
- Board evaluation, staff meeting evaluations and staff satisfaction surveys continue to be a standard to ensure ASM is on the right track.

4. INCREASED INTEGRATION WITH COMMUNITY AND HEALTHCARE PARTNERS: Increased integration with community and health care partners continued to be a top priority for ASM. By creating a more robust partnership between primary care, other health care, community providers and First Link, we played a crucial role in supporting the growing numbers of people with dementia and their unique needs. Here is what we accomplished:

- ASM has always been a key partner in the function of memory clinics since their inception with our PEC, ED and Supportive Counsellor trained. Fortunately, Memory Clinics were mentioned as a key priority in the Minister of Health’s Patients First Document and as a result of our increased addition of the First Link Care Navigator, our attendance in the memory clinics has expanded and we were able to shift the role to the new First Link Care Navigator. We were present at 36 Memory Clinics with Parry Sound Family Health Team and with the Cottage Country Family Health Team in efforts to expand access to integrated and coordinated care in the community. This is an increase from our presence of 22 last year.
- We were also able to provide First Link educations and outreach to primary care staff in the community. Site visits included the Bracebridge Medical Centre & Walk In, South Muskoka Clinic & Walk in, Cottage Country Family Health Team (5 physicians), Algonquin Family Health Team (24 physicians) & connections with support staff, Huntsville Hospital Patient Flow Navigator, Huntsville Hospital Manager of Inpatient units, Huntsville Hospital Rehab Department and Huntsville Hospital LHIN-HCC office.
- In terms of community involvement, ASM continues to be at the following planning tables: North Simcoe Muskoka Community Support Services (NSMCSS), NSM Dementia Network, Senior Services Planning Table, Muskoka and Area Sub-region Planning Table, Muskoka Age Friendly Communities Working group, the newly formed NSM LHIN Community Service Working Group and the ASiO First Link Care Navigator (FLCN) Primary Care Toolkit Working group with the purpose of creation of first link communication materials including navigation details.
- ASM was a member of the Dementia Capacity Planning Table, where in collaboration with a team of health care providers and through engagement with interested care partners and

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representatives of diverse populations, a Dementia Capacity planning report was developed that will test and validate the Ministry's new capacity planning approach and guide future community dementia services planning and investment priorities within the NSM LHIN. The aim of the Dementia Capacity Plan is to enable persons living with dementia and their care partners to continue to live safely in their home and community for as long as possible. A copy of the report is available upon request.

- With new legislative changes in health care in Ontario, ASM has stepped up and joined other health care providers in Muskoka and area to become an early adopter of Ontario's new model of integrated healthcare delivery. This new model will deliver comprehensive, integrated care and providers who will participate in this model will be a part of an Ontario's Health team or OHT. There is a 4 stage path to becoming an OHT: The first step is Self-Assessment (this is our current stage). ASM with other providers in Muskoka have begun working to meet the key readiness criteria for implementation and have submitted their self-assessment responses. The next 3 stages will include validating the provider readiness, becoming an OHT candidate and then becoming an OHT designate.
- Through our role on the North Simcoe Muskoka Dementia Network Education Steering Committee, the Public Education Coordinator (PEC) helped put on the 8th Annual Dementia Conference Dementia Friendly Communities: We all have a part to play". This event had over 160 in attendance.
- As we continued to increase public awareness and access to information about dementia and ASM service offerings, we are pleased to report that we have once again increased our Facebook posts with over 307 followers (18% increase from last year), and now have over 238 followers on Twitter which is an increase of 13% from last year. Our digital e-newsletter saw a 31% increase in subscriber with 655 subscribers up 155 from last year.
- We are a member of the Senior Services Planning Team and a part of the Muskoka Age Friendly Steering Committee. Maintaining our networks and community relationships has been key to our success.
- ASM partnered with Hospice, and the District of Muskoka to deliver multiple educations or being a key note speaker in various communities, as well as, participating in health fairs as well as being a key note speak on Advance Care Planning.

It truly has been a busy year and we have much to be proud of! We have an outstanding team of volunteers, board members and staff working to respond to the often challenging needs of our clients. As we acknowledge the phenomenal contributions in time, energy and resources towards making our vision a reality, we cannot stop there but must remain focused on the future and continue to embrace opportunities that will help sustain and grow our programs and services to meet the ever increasing needs of the people we serve!



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