

# Alzheimer Society

SOUTHWEST PARTNERS

ANNUAL REPORT  
**2024-25**



## A MESSAGE FROM OUR BOARD CHAIR



### A strategic look forward

As the Chair of the Board of Directors for the Alzheimer Society Southwest Partners (AlzSWP), my reflections on the past year are fixed on seeing our 2024-29 strategic plan come to life and of one significant change to the organization.

After serving as CEO since 2017, Carol Walters retired this past fall. Carol's steadfast leadership and unwavering dedication to the impact the organization and its staff and volunteers have on its client families and the community as a whole, is to be admired and will be greatly missed.

With Carol's retirement, we were pleased to welcome Stéphane Ouellet (Steph) as the organization's new leader. Steph's 20 years of experience in healthcare leadership across the acute care, community support services and primary care sectors combined with his expertise in healthcare innovation and community engagement have allowed him to step into this new position seamlessly.

Steph's ability to blend operational leadership with forward-thinking strategy is already helping expand our services and strengthen our impact across the communities we serve in Elgin, Middlesex and Oxford counties.

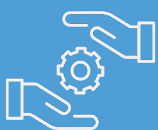
As with the countless transitions and significant changes experienced over the past three years, I continue to be impressed with the resilience, professionalism and adaptability of the AlzSWP staff. It makes me feel proud to be associated with an organization with such dedication to its client families and community.

A handwritten signature in black ink, appearing to read 'Mike McMahon'.

Mike McMahon  
Chair of the Board of Directors  
Alzheimer Society Southwest Partners

## STRATEGIC PLAN 2024-29

Our 2024-29 strategic plan was officially launched at the organization's 2024 Annual General Meeting and covers four pillars of improvement.



Innovate service delivery models to effectively address current and anticipated future demands



Strengthen partnerships to expand the reach of dementia prevention, education, and care toward Dementia Friendly Communities



Elevate organizational and staff well-being and vitality toward excellence in all that we do



Establish a viable financial plan to sustain and support growth

## A MESSAGE FROM OUR CEO



### Building on a strong foundation

This past year has been one of transition and momentum-building for the Alzheimer Society Southwest Partners. It was an honour to step into the role of CEO in November 2024 and join a team of exceptional staff and volunteers whose compassion and commitment define our work.

The first year of implementing our 2024–2029 Strategic Plan has been a time of listening, learning and laying the foundation for growth. At the core of this plan is a simple but powerful principle: **no one impacted by dementia should go unsupported**. That purpose drives our work to innovate service delivery, strengthen partnerships, elevate staff well-being and ensure long-term sustainability.

One example of innovation in action is our expansion of the Dementia Resource Consultant model into local Emergency Departments. With the addition of Alexandra Hospital Ingersoll and Tillsonburg District Memorial Hospital, the program now operates in five hospitals. In 2024–25, we supported 679 people living with cognitive change and 801 care partners, diverting 298 hospitalizations—an impact of approximately **\$4.1 million in health system savings**. More importantly, these diversions meant better outcomes for people and families navigating dementia in moments of crisis.

Equally inspiring is the growth of our Dementia Friendly Communities initiative. At its core is the notion of **informed kindness**: that individuals, businesses and institutions can create spaces where people living with dementia and their care partners are welcomed and supported. This past year saw new engagement from municipal governments, emergency responders and faith-based organizations. We look forward to deepening that reach in the year ahead.

Reflecting on these early months, I'm filled with **gratitude**—for the groundwork laid by my predecessor Carol Walters, and for the warm welcome I've received from our Board, staff, volunteers, donors and partners. Together, we are shaping a future where services are more connected, communities are more inclusive, and people impacted by dementia feel seen, supported and valued.

As we build on this strong foundation, I'm excited about the path ahead—and deeply proud to walk it alongside each of you.

A handwritten signature in dark ink that reads "Stéphane Ouellet".

Stéphane Ouellet  
Chief Executive Officer  
Alzheimer Society Southwest Partners



#### Vision

No one impacted by dementia goes unsupported



#### Mission

We provide community and person-centered support and education to those impacted by dementia



#### Values

Collaboration, Excellence, Respect,  
Compassion and Belonging





"I had to admit that I needed to put my "Super Woman" complex aside and decide to muster up the courage to step into a support group and share my story. The support group at the Alzheimer Society is a lifeline for me. I get to hear other people's stories and get to feel what they're feeling, which a lot of the time is what I'm feeling. And, most importantly, it gives me hope that things are going to be okay. If I didn't have the Alzheimer Society and their support, I would probably be that "Super Woman" who's going nowhere, who's scared and unsure of what's next."

Linda, Care Partner

**1,831**  
NEW CLIENTS

**4,082**  
TOTAL CLIENTS SERVED

**1,645**

**CLIENTS PARTICIPATED IN  
THERAPEUTIC RECREATION  
PROGRAMS**

Includes The Social, In-home  
Recreation, Minds in Motion®  
and The Mixer

"The Social gives Mom a chance to keep up with her social interactions and maintain the highest level of cognition that she can. It's also a space for her to simply relax and enjoy her time. It's stressful for her to know that she has a condition that is robbing her of a lot of the freedoms she's always enjoyed but at the same time she can recognize that she is not alone in this and there are people that love her, support her and care for her—she feels that embrace every time she attends. When Mom leaves her time at The Social she comes away lighthearted, happier with herself, more lucid and really full of energy, interest and curiosity. I see glimpses of Mom I haven't seen in days."

Lisa, Care Partner

**1,595**

**CLIENT GROUP SESSIONS**

Includes clients participating in  
group sessions such as group  
client education, support groups  
and therapeutic recreation

**19,882**

**TOTAL CLIENT VISITS**

Includes therapeutic recreation  
1-to-1 visits, First Link Care  
Navigators, Behavioural Supports  
Ontario (BSO) and counselling



# 448

PUBLIC EDUCATION  
SESSIONS (PES)

# 11,034

INDIVIDUALS  
ATTENDED PES



"We are grateful for the invaluable Dementia Friendly Communities (DFC) training the Alzheimer Society Southwest Partners has provided to all frontline personnel at the London Fire Department. This training has equipped our team with essential knowledge and skills to better support individuals living with dementia in our community. The insights gained have not only enhanced our response strategies but have also fostered a greater understanding and compassion within our department. We would like to thank the Society for its dedication to creating a more inclusive and supportive environment for those impacted by dementia."

Jeff, London Fire Department

# 378

VOLUNTEERS

who donated

# 15,180

HOURS

which is approximately valued at

# \$316,000\*

\*based on average wage of \$20/hr



"When my dad was 58, he was diagnosed with early onset dementia. He battled it for quite some time and we lost him three years ago, at the age of 66. He loved the programming at the Alzheimer Society. He was a client with the Kawartha region and did a lot of music therapy programming there. I live here in London, and I really wanted to give back but more importantly, I wanted to understand what it was that brought my dad so much joy during that time of his life. That's why I chose to volunteer with the Alzheimer Society Southwest Partners."

Laura, Minds in Motion® Volunteer



# Thank you donors

Thank you to the supporters and donors who made a contribution of \$1,000 or more as well as those who committed monthly gifts between April 1, 2024 and March 31, 2025.

## \$25,000+

Laura Aaron  
Alzheimer Society of Ontario  
Ann & Bill Fleming  
Keith Samitt

## \$10,000+

Canada Life  
Centre for Aging and Brain Health  
Innovation  
Barbara Eva  
Jo-Anne & Richard Hammond  
Lutheran Social Services (London)  
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## \$5,000+

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## \$2,500+

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## \$1,000+

Airwood Flooring Accessories  
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COBS Bread – London Northwest  
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## Government

City of London  
Government of Ontario – Ontario Health  
West; Seniors Community Grant

## Gifts in Kind

104.7 Heart FM  
Bell Media  
Corus Entertainment  
Farm to Fork Media  
Horizon Solutions  
Allan Magrath  
MyFM - St. Thomas

## Bequests

Estate of Angela Hilary Challenor  
Estate of Arlene Marla Hair  
Estate of Arthur Laverne Harries  
Estate of Gilbert Smith  
Estate of Joanne Hunt  
Estate of William Harold Brown  
Estate of Eunice Barnes

## Planned Giving

Helen Plaunt  
Barbara Kaiser  
David Wenn

## Monthly Donors

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Margaret Stewart  
Sara J. Sweeney  
Kimberley Timleck  
Audrey Timmermans  
Carol Verwolf  
Bruce Robert Wharton  
Glenn Woods  
Amanda Young

Community Events

Clovermead Adventure Farm  
COBS Bread - London – Doughnation Day  
Darlene Root’s Birthday Fundraiser  
Donuts for Dementia – Flavia Hladysh  
Forest City Eagles – Lottery Fundraiser  
Forest City Road Races  
Frederick Banting Secondary School Choral Night  
Joan & Dennis Vollmershausen – Wine & Cheese Event  
Lions Club of Woodstock  
Lloyd Beaudin Memorial Golf Tournament  
London Bridge Centre - Day of Bridge  
London Knights – 50/50  
Robert Bartlett Nintendo Movie Documentary  
Seniors Learning in Retirement London – 30<sup>th</sup> Anniversary  
St. Thomas & District Chamber of Commerce Golf Tournament  
Western University Faculty Faceoff

Thanks also to all our \$1,000+  
Walk for Alzheimer’s fundraisers!  
(Full list available on our website)

Financial summary

This financial summary is an excerpt from the complete financial statements of the organization, which were audited by BDO Canada LLP Chartered Professional Accountants, dated June 18, 2025, and as such does not contain all disclosures required under Canadian standards for not-for-profit organizations.

REVENUE



EXPENSES



Excess (deficiency) of revenue over expenses from operation \$ 72,313

Other income (Expenses) -

Excess of revenue over expenses  
\$72,313

## Elgin Office

450 Sunset Dr, Ste 229  
St. Thomas, ON N5R 5V1

## Middlesex Office

435 Windermere Rd  
London, ON N5X 2T1

## Oxford Office

575 Peel St  
Woodstock, ON N4S 1K6

1-888-495-5855 | contact @alzswp.ca

[alzswp.ca](http://alzswp.ca)



## Make a difference

Help us continue to make the dementia journey meaningful for our client families.



[alzswp.ca/donate](http://alzswp.ca/donate)

## Board of Directors

### Alzheimer Society Southwest Partners

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Paul Cavanagh, Vice-Chair  
Murray Mackey, Treasurer & Secretary  
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Carol Walters and Steph Ouellet - CEO, non-voting  
Kim Durham - Recording Secretary, non-voting

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John Baynham  
John Morrisey

Carol Walters and Steph Ouellet - CEO, non-voting  
Kim Durham - Recording Secretary, non-voting

## Our vital programs and services

### Client Education

Learning the ROPES for MCI®  
First Link Learning Series  
First Steps  
Care Essentials  
Options for Care  
Care in the Later Stages  
Enhancing Care Program  
TEACH Program  
CARERS Program  
Ambiguous Loss and Grief  
Life After Dementia

### Therapeutic Recreation

In-home Recreation  
The Social  
Minds in Motion®  
The Mixer

### Public Education

Reducing the Risk  
Heads Up for Healthier Brains  
Learning About Memory Loss  
Dementia 101  
Dementia Friendly Communities

### Support Groups

MCI Alumni Support Group  
General Care Partner Support Group  
Spousal Support Group  
Adult Child Support Group  
Long Term Care Support Group  
Early-stage Care Partners Support Series  
Person Living with Dementia Support Series