

Alzheimer Society

LONDON AND MIDDLESEX™



Annual Report
2020-2021

A MESSAGE FROM OUR CEO AND CHAIR



Carol Walters,
ASLM CEO



Laura Buchanan,
ASLM Chair, Board of Directors

If you were reading this same report last year, you had read about our response to COVID-19 during the early days of the pandemic. If you had asked us then how long the extreme modifications to our delivery system of programs and services were to last, our guess would have been until the summer or, at the latest, the fall of 2020. Yet here we are.

This report marks one full year of the pandemic and while we now seem to be emerging from the COVID darkness, we are still not where we want to be in providing a level of program delivery that our clients need and deserve. That said, a crisis often begets innovation. And true to that spirit, our staff's innovative determination led to the creation of virtual programming and individual counselling to help connect with our clients and reduce their isolation and anxiety. The reality is, however, virtual programming is not a wholly adequate replacement for live and in-person counselling, engagement and interaction.

There is no mistaking that this past year has been extremely difficult. COVID-19 was a huge blow to those living with dementia and their care partners. The levels of isolation, anxiety and fear experienced were extraordinary. Our social workers reported clients who progressed faster on the dementia journey. For care partners, the increasing levels of stress led many to the brink of caregiver burnout. Indeed, across Canada, the impact of the virus on the population living with dementia was painfully and tragically obvious. Dementia was identified as the single most common co-morbidity associated with COVID-19 deaths in the country. Yet against these alarming facts and statistics lies the reality of the amazing resilience of our clients as they dealt with the day to day (... to day ...) challenges of the pandemic. Their resolve continues to inspire us to

seek efficiencies and improved methods of service delivery for the people living with dementia in our region namely, *how can we become a stronger organization to help our clients in more ways going forward?*

As COVID-19 rolled on through the year, the staff of ASLM continued to adapt and modify program delivery. Outreach, both personal and program related, continued throughout the year. Early summer of 2020 saw live facilitated virtual programming introduced with the support of our outstanding volunteer team. That immediacy of human connection helped provide an increased level of engagement for those able to participate.

Support of our generous community of donors, new funding from the provincial government and other granting organizations, created an opportunity to increase our therapeutic recreation staffing levels. This has led to the creation of core funding for a team of recreation coordinators to begin, in the early spring, in-home visiting for those clients unable to benefit from virtual programming. These first forays back into the community follow very specific COVID protocols established in concert with the local Health Unit. Also, this spring, 'The Social', a new in-office program began using the same controlled approach including changes to the physical office space and other infection controls put in place. *We need to see and serve our clients.*

Perhaps the biggest answer to the question of how to become a stronger organization presents itself July 1st when the Alzheimer Society chapters of Elgin-St. Thomas, London and Middlesex and Oxford unify to become a single incorporated entity, the Alzheimer Society Southwest Partners. The employee level of the new agency isn't affected in the unification and, in fact, the dedicated and passionate staff of almost 60 will now have specialized roles; in the past, many of them carried responsibilities for multiple job functions.

This unification has been years in the making and will serve our region well with better access to more programming for more people. This merger also means the legal entities of the 3 chapters will be disbanded and with that their respective boards dissolved. We'd like to thank all present and past board members for their valued service to our organizations. And to all of the dedicated employees, our heart-felt gratitude for their years of walking alongside those on the dementia journey.

The History of the Alzheimer Society London and Middlesex

1978	The Alzheimer Society London and Middlesex (ASLM); starts out as a volunteer organization.
1979	The first formal meeting is held at the London Public Library. A Steering Committee is formed.
1982	ASLM is incorporated as a non-profit organization. ASLM forms the first family support group for families of newly diagnosed patients with Alzheimer's at Parkwood Hospital.
1984	Two support groups now offered on an eight-week basis. A workshop for volunteers caring for individuals with Alzheimer's disease and related dementias is also implemented.
1993	First ever Cabin Fever Reliever Dinner and Auction fundraiser is launched.
1995	The Alzheimer Information Series (AIS) is introduced and is in high-demand, with sessions offered four times per year.
1999	ASLM now has six staff, an Executive Director, Volunteer Coordinator, Bookkeeper, Program Coordinator, Development Assistant and Special Events Coordinator.
2000	Over 5000 people in London and Middlesex have been diagnosed with ADRD. To meet the growing need, ASLM moves to a new location on Southdale Road. ASLM hires their first Social Worker part-time and Education Coordinator.
2002	ASLM completes the Memory Wall containing 362 bricks in Springbank Park.
2005	ASLM commits \$1 million to support research at the Alzheimer Society of Canada.
2008	Over 7000 individuals have been diagnosed with Alzheimer's disease and related dementias in London and Middlesex.
2010	Rising Tide: The Impact of Dementia on Canadian Society is released by the Alzheimer Society of Canada, initiating a tsunami of media coverage and public awareness.
2010	In response to the growing need for expanded programs and services, ASLM moves to a new location at 435 Windermere Rd., in north London.
2015	Impact of the Rising Tide becomes more evident with a 30% increase in active clients for 2014-2015 fiscal year.
2015	Roll out of satellite programs throughout London and Middlesex.
2017	31 staff, over 240 volunteers.
2017	Provincial Dementia Strategy approved - \$101M over 3 years.
2018	Implemented Enhancing Care for Ontario Caregivers & First Link Care Navigator role.
2018	1st ever Dementia Program Guide (collaborative) for London & Middlesex.
2019	National Dementia Strategy approved.
2019	Active client base increase 134% over 5 years.
2020	Global pandemic declared in March.
2020	ASLM office closed to public - virtual programming and service delivery initiated.
2021	ASLM, ASOX, ASEST announce unification negotiations successful.
2021	July 1st ASLM, ASOX and ASEST become Alzheimer Society Southwest Partners.

COVID-19 and the Year of the Pandemic at the Alzheimer Society London and Middlesex

December 2019



First outbreak of COVID-19 started in Wuhan, China

March 9, 2020



ASLM advises clients of COVID precautions relating to office and home visits

March 11, 2020



Pandemic declared by World Health Organization

March 16, 2020



ASLM closes office
Canada closes borders

March 17, 2020



Staff working remotely. Plan developed to deliver programming virtually

May 31, 2020



ASLM's first virtual event - The IG Wealth Management Walk For Alzheimer's raising \$119,000

Fiscal 2020 - 2021



604 activity and emergency COVID kits[†] distributed throughout the year

April 5, 2020

Client email distribution initiated listing weekly virtual programming opportunities



3,677 active clients 862 new clients

September 14, 2020



Launch of our live virtual social recreation: Minds in Motion, Virtual Cuisine, Memory Café and more
Attendance: 2,119



Counselling Visits
9274*
*including BSO[†] visits



Education Zone
3,575 page views



Care Partner Support Space
4187 page views



Virtual Social Recreation
9,344 page views

January 19, 2020



In-home Therapeutic Recreation started with volunteers virtually visiting with clients (April 2021 a staff recreation coordinator starts actual in-person visiting)
Total visits: 235

February 22, 2021



The first Virtual Cabin Fever campaign
Total Revenue: \$307,290

March 1, 2021



In-office Therapeutic Recreation program "The Social" is launched with a limited number of clients returning to the office

November 10, 2020



Brain Matters Webinar series launched
Total registrants for entire series - 1018

December 11, 2020



Community Support Services Dementia Education Project* core funded by Ont. Ministry of Health

Notes:

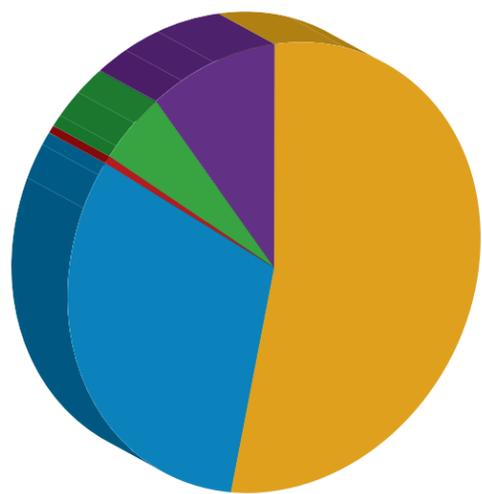
[†] **BSO visits** - 'Behavioural Supports Ontario' clients have symptoms that no longer follow a pattern where a care partner can successfully cope with them. ASLM has two specially trained BSO Registered Social Workers.

[†] **COVID-19 Emergency Kits** - a collaborative project by the Government of Canada, the United Way, Community Support Services and ASLM.

SUMMARY STATEMENT OF FINANCIAL POSITION

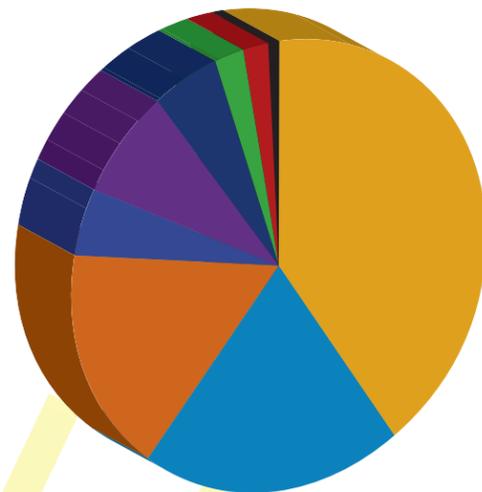
This financial summary is an excerpt from the complete financial statements of the organization, which were audited by BDO Canada LLP Chartered Professional Accountants, dated June 17, 2021 and as such does not contain all disclosures required under Canadian accounting standards for not-for-profit organizations.

REVENUE



● Fund Development	\$1,577,754
● Ministry of Health & LTC	\$924,422
● Education Programs	\$16,746
● Other	\$142,272
● COVID-19 Subsidies	\$283,956
TOTAL REVENUE	\$2,945,150

EXPENSES



● Social Work Program	\$879,189
● Education & Communications	\$439,737
● Volunteer & Support Services	\$361,110
● Awareness & Events	\$106,919
● Fund Development	\$158,338
● Administration	\$109,047
● Amortization of Capital Assets	\$45,175
● Professional Fees	\$46,938
● Community Grants	\$12,821
TOTAL EXPENSES	\$2,159,274

EXCESS OF REVENUES OVER EXPENSES
\$785,876

A copy of the complete financial statements is available from the Alzheimer Society London Middlesex upon request.

THANK YOU TO OUR SUPPORTERS!

Gratefully acknowledged below are the supporters and donors who made a contribution of \$1,000 and over as well as those who committed a monthly gift between April 1, 2020 and March 31, 2021. We wish to thank all the generous donors who supported our work this year.

\$25,000+

The Centre for Aging and Brain Health Innovation
Digital Extremes
The McConnell Foundation
The Ontario Trillium Foundation

\$10,000+

The Alzheimer Society of Ontario
Canada Life
Rosalind and Roger Corrin
Ann and Bill Fleming
Lutheran Social Services (London)
The Sifton Family Foundation
Sunningdale Golf & Country Club
Louise and Gordon Thompson
The United Way Elgin Middlesex
The Westminster College Foundation

\$5,000+

The Disney Family
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\$2,500+

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\$1,000+

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GIFTS IN KIND

Corus Radio
Craig Davis - Producers Post
Valerie and Adam Dukelow
Dr. Jo-Anne Hammond and Richard Hammond
Sarah and Paul Hammond
David Ogilvie
Post Media
Carol and Charlie Walters

COMMUNITY EVENTS

Flavia Hladysh - Donuts for Dementia
The London Bridge Centre - Day of Bridge

PLANNED GIFTS

Barbara Kaiser
Mary Lawrence
Helen Plaunt

BEQUESTS

Estate of Angela Hilary Challenor
Estate of Lois Versa Ryall

GOVERNMENT

City of London - Community Grants Program
Government of Ontario - Ministry of Health
Government of Ontario - Seniors Community Grant

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2020 WALK FOR ALZHEIMER'S (\$1,000+ RAISED)

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Ride Down Memory Lane
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Aimee Tyler-Smith
Weber Wobblers 2020
Alli Whitney
Bruce Wray

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www.alzheimerlondon.ca

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Emily Hasket - Therapeutic Recreation Facilitator
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Anita Looby - CSS Dementia Educator
Tamara Nelson - Coordinator of Volunteers and Recreation Services
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Jenn Pruder - Manager of Therapeutic Recreation Services
Leslie Rand - Fund Development Manager
Chelsey Roberts - Therapeutic Recreation Facilitator
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Alfred Scotland - Intake Coordinator
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Kaitlyn Webb - In-Home Recreation Coordinator
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Bruce Wray - Communications Manager
Paul Yost - Enhancing Care Counsellor

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