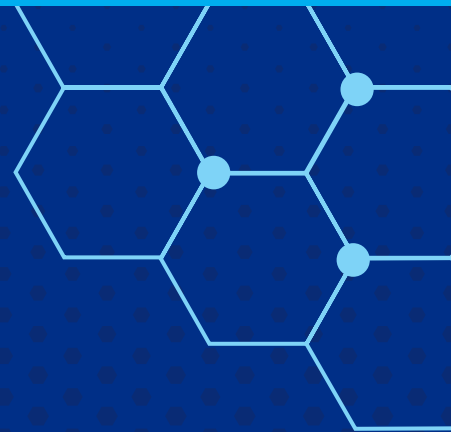


KEEP THE DISTANCE



*Social distancing
is temporary
Kindness
is permanent*

OUR
CONNECTIONS
MATTER



A Message from our CEO *Scott Russell*



Context is everything.

By all outward signs, it has been a perfectly normal year. AST has reached more clients this year than last. We've introduced new programs and services and adapted to the needs of caregivers and people living with dementia. Our staff has made it their first and foremost priority to respond to the circumstances of our clients and community – working side by side with community and health system partners. We extended work on equity and inclusion that had begun as an organization in 2019. In partnership with sister societies across Ontario, we have rolled out racial equity training to all staff and governors in our organization. We introduced

new health equity data collection standards and begun to look at what that means for program and service planning. We have more work ahead, but we have already begun to see the richness that a more open heart brings to our work.

And then there's you. You make it all happen. We count on you each year to make what we do possible through your time, money, and energy - our volunteers, Young Leaders Collective, Patrons Council, Board of Directors, monthly and individual donors. You stepped up in a big way this year. Which is perfectly normal – and we love you for it.

It ended up being a difficult year to attract new supporters to the cause, and consequently overall fundraising was lower, but as we typically do, we surpassed expectation. With a thoughtful and quick response to the changing circumstances last spring, and the Federal government support programs, management and the Board of Directors put in place a plan that maintained our services, 100% capacity, while successfully transitioning rapidly to remote working and virtual service delivery. Our team also completed the final steps toward accreditation,

demonstrating our commitment to be a continuously improving organization. In February of 2021, we were recognized by the Canadian Centre for Accreditation, with the surveyors making special mention of our strengths in human resources, governance, client safety and program planning.

In a year of unprecedented, once in a generation, global uncertainty, with devastating impacts acutely felt by seniors especially, perhaps that makes all this an extraordinary year. I think I'm happier with the idea we never really left normal behind. I hope in time we will reflect on this moment in history, appreciating our resilience as a community in the face of catastrophic loss. There has been so much loss. For many it has been a time of grieving, that will continue for some time. But when we return to normal in the metaphoric sense, maybe, we will see this journey has been an awakening to how deeply our compassion runs, how strongly we can be together, and how urgently we all need some simple kindness.

OUR MISSION

To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

OUR VISION

A world without Alzheimer's disease and other dementias.

OUR VALUES

Collaboration, Accountability, Respect, Excellence

Social Recreation Programs

From in-person to virtual: Alzheimer Society programs continue to serve those who need them most

On March 11, 2020, the World Health Organization declared COVID-19 a global pandemic. As the world became familiar with words like "social distancing", "self-isolation", and "quarantine", the Alzheimer Society worked quickly to adapt crucial, in-person programs and services so they could continue to be offered virtually to those living with dementia.

Programs like Minds in Motion® were moved online and offered through Zoom to help people living with dementia, and care partners alike, maintain their connections and overcome feelings of isolation. Over one year later, the virtual social recreation programs offered provincially has grown close to 200!

ACTIVE LIVING PROGRAMS RUN IN 2020-2021

- Mindfulness and Meditation
- Date Night
- Choir!
- Art Series
- Boomers Club
- AGO Virtual Art Talks
- ROM Online Workshops
- Gentle Fitness / Non-Impact Aerobics
- Music Therapy and Sing-Alongs
- Zumba
- Dancing with Parkinson's
- Xenia Concerts
- Therapeutic Chair Yoga
- Neilson Park Creative Centre Art Programs (Collage, Mixed Media, Watercolour, Knitting, etc.)

403

Number of activities organized

3,964

Number of participants who attended across Ontario



“Through online art classes (via Zoom), my father has been able to engage with the art facilitator and his former classmates. He finds sketching activities calming and especially enjoys the social interaction. He comments on others' artwork and reminds me of the jobs they hold and other tidbits that he knows of his friends. He always insists on signing and dating each of his drawings so that he is properly credited when his artwork is sold for a valuable sum of money one day!”

- Jennifer, care partner.

The Alzheimer Society Music Project

Building connections through music

Alzheimer Society
music project

In 2020-21, the Alzheimer Society Music Project delivered personalized music players to over 1,000 individuals across 20 regions in Ontario. This was possible because of the dedication of the small, but mighty team of program volunteers who quickly adapted to supporting the program remotely.

The Alzheimer Society Music Project was a source of stimulation and means of improving quality of life for people living with dementia during the pandemic, including residents of homes impacted by COVID-19 outbreaks.



Regions where people accessed the Alzheimer Society Music Project

- Brant, Haldimand Norfolk, Hamilton Halton
- Cornwall and District
- Durham Region
- Grey-Bruce
- Kingston, Frontenac, Lennox and Addington
- Lanark Leeds Grenville
- Muskoka
- Niagara Region
- Ottawa and Renfrew County
- Oxford County
- Peel Region
- Peterborough, Kawartha Lakes, Northumberland, and Haliburton
- Sault Ste. Marie and Algoma District
- Simcoe County
- Sudbury-Manitoulin North Bay and Districts
- Timmins-Porcupine District
- Toronto
- Waterloo-Wellington
- Windsor-Essex County
- York Region

“ Music is big in our home and to be able to bring music to my dad now that he is in long-term care means a lot to me and to him.”
– Program participant

Young Leaders Collective

Fostering the next generation of leaders and philanthropists

In September 2020, the Young Leaders Collective (YLC) was created. The Collective is a community of passionate and driven individuals who want to change the lives of those affected by dementia and are invested in their own brain health. YLC's core pillars are advocacy, networking, education, and community engagement.

Throughout the first year, Members and Ambassadors networked with Alzheimer Society Senior

Leadership and the Board of Directors. They learned Dementia-Friendly communication methods with AST's Public Education Coordinators, about the latest research in Alzheimer's disease, the benefits of mindfulness and meditation, and more!

The 10 Members and 14 Ambassadors engaged their communities to collectively raise **\$16,275** through monthly donations and fundraising initiatives which supports programs and services.



YLC Board Networking Night

Become a Member or an Ambassador today!

YOUNG LEADERS COLLECTIVE

Ambassadors

Aliyah Rahim
Christophe Gilbert
Joanne Fraraccio
Kevin Little
Kristiana Xhima
Kristin Shearer
Lahvanya Ragavan
Lismi Kallan
Mariana Villagran
Michael Rogan
Michelle Murphy
Muhaimen Siddiqui
Rachel Chochinov
Tarlan Kehtari

Members

Adrienne Clement
Alexandra De Rosa
Amy Snow
Andrew Ellis
Cristina Costa
Daniella Haddad
Elena Kouretsos
Lauren Luchini
Matthew Fulton
Rocher Leung

IG Wealth Management Walk for Alzheimer's 2020



The first-ever online Alzheimer Society Walk!

On Sunday, May 31, we strengthened the roots of our community and brought hope to those facing isolation and loneliness with the first-ever online IG Wealth Management Walk for Alzheimer's.

The COVID-19 pandemic forced friends and family to be apart, having communities experience the difficulty and loneliness isolation brings. But for our clients, care partners, and the families of those who live with Alzheimer's disease

and dementia, the challenges social and physical isolation brings was already a reality.

That's why we took the time to play our part in stopping the spread of COVID-19 by reimagining the IG Wealth Management Walk for Alzheimer's as a virtual event where we could connect virtually and rally together as a community to raise awareness and vital funds for this increasingly prevalent disease.

Walkers across the province, and the country, walked in their own ways by doing a silly dance, jumping rope, walking around the block, and so much more! After the month-long event, Alzheimer Societies across Ontario were able to raise **\$2,538,067** to help support the vital programs and services our clients rely on most.



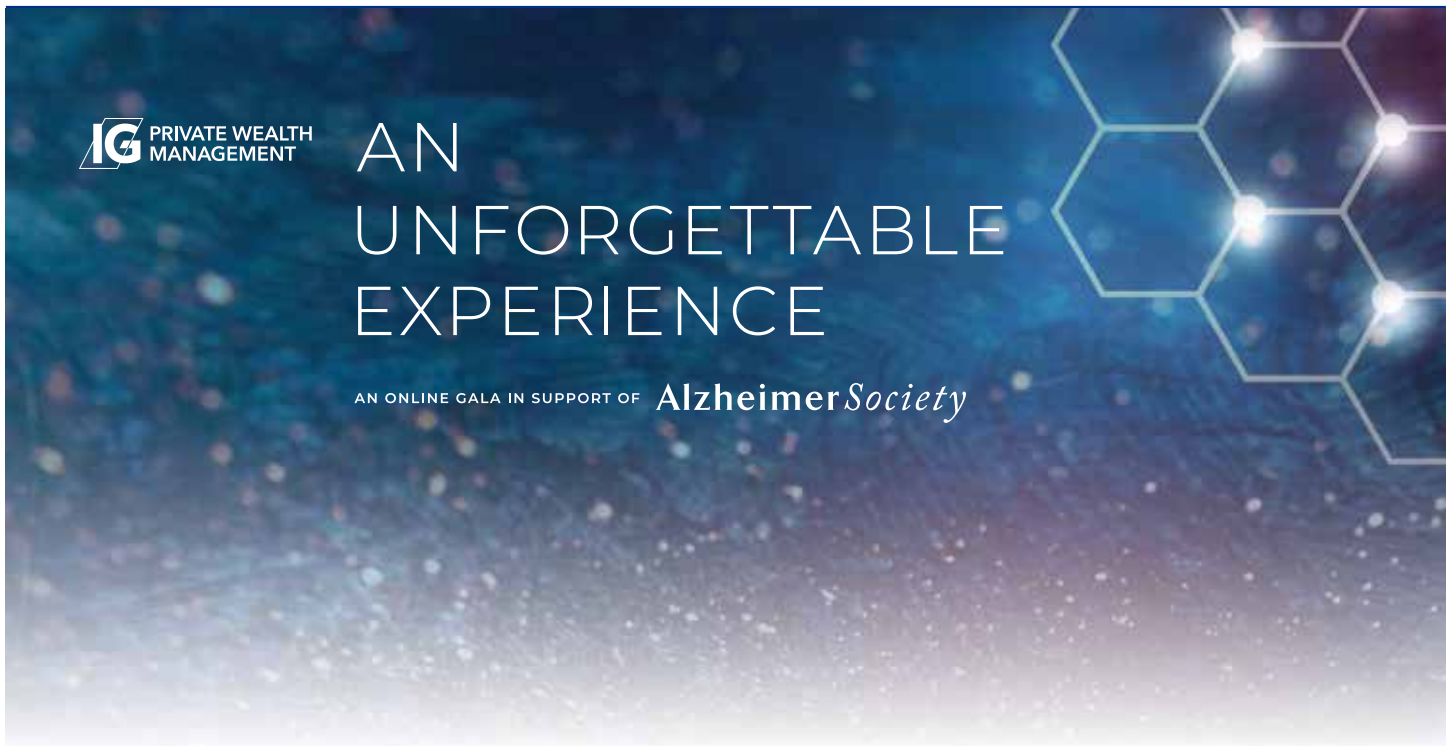
Alzheimer Society

About the IG Wealth Management Walk for Alzheimer's

The IG Wealth Management Walk for Alzheimer's is Canada's biggest fundraiser for Alzheimer's disease and other dementias and takes place in more than 70 communities across Ontario. Each year, the event raises more than

\$2.5 million. Monies raised support programs and services that improve quality of life for people living with dementia in their families in local communities, as well as support education and public awareness.

An Unforgettable Experience



An online gala in support of the Alzheimer Society

Each year, the Alzheimer Society of Toronto hosts the IG Private Wealth Management Unforgettable Evening Gala that brings together friends, celebrities, philanthropists, and business leaders to raise support for persons living with dementia and their care partners.

Since an in-person gala would not be possible in 2020 because of the pandemic, the Alzheimer Society of Toronto, along with 14 other local Alzheimer Societies across Ontario,

came together to host our very first virtual gala—the IG Private Wealth Management Unforgettable Experience in November.

Over two weeks, guests experienced a virtual event that had all the elements of an in-person gala! From access to exclusive musical performances, chat boxes to interact with their table and other guests, an online auction, and a photo booth, over 1,600 guests were entertained from start to finish.

Guests of the gala came together and outstandingly raised over \$560,000. These funds will have an unforgettable impact on those living with dementia and their care partners.

Thank you to everyone who helped make our first online gala an overwhelming success!

Thank you to all our incredible partners and sponsors who made our first IG Private Wealth Management Unforgettable Experience a success! We could not have done it without you.

IG Private Wealth Management
Dan Andrae
Whitehorse Liquidity Partners
The Mary Bernice Allen Memorial Fund

CIBC
ProMIS Neurosciences, Inc.
TD Bank Group
Royal Bank of Canada

Deloitte
The Globe and Mail

The Quest



Be a hero for people living with dementia

For the last 30 years, we hosted our largest fundraising event, the Walk for Memories. Thousands of Alzheimer Society supporters gathered to complete a walk through the underground PATH system in downtown Toronto in support of people living with dementia. As the pandemic continued to affect the world and social distancing and lockdown regulations were ever-changing, it became clear that we would not be able to have an indoor event like we had done for years.

Regardless of the changes we faced because of COVID-19, one thing remained the same: people living with dementia and their care partners across the province still needed our help and support. That's why we imagined an even bigger, virtual journey that would continue to help and support

those who needed us most, but in a different way. With that in mind, The Quest was created—an engaging event that would not only meet the changing landscape of fundraising during these turbulent times but bring together heroes to help support and fundraise for the 240,000 people living with dementia in Ontario.

The Quest was a month-long fundraising event that brought together heroes from across the province to support care partners and people living with dementia through fun challenges. During the event, heroes were encouraged to fundraise to meet their personal fundraising goal and complete a total of 12 quests to earn virtual badges and conquer their journey.

A total of 538 heroes from across Ontario virtually united for one

mission, to support our community in these unprecedented times. Together, our heroes were able to raise over \$400,000!

Thank you to all our heroes, sponsors and partners who joined us for the remarkable journey that was, The Quest.

KJ Harrison & Partners Inc.
Ontario Brain Institute
Mosaic Home Care Ltd.
Carswell Family Foundation
IG Wealth Management
The Dunfield Retirement Residence

Advocacy & COVID-19

Long-term care, provincial budgets, and Ontario Health Teams

The toll of the COVID-19 pandemic on people living with dementia is only beginning to be fully grasped by governments around the world. Both in the community and in long-term care, people living with dementia and their care partners have shouldered an unfair and inequitable burden over the past year. The stories we have heard will not be forgotten and have shaped every policy and advocacy decision we have taken throughout 2020 and will take beyond that.

As the scale of the pandemic became evident, the usually slow, cautious pace of government policy was replaced by rapid decision making. Laws, regulations, and emergency orders that would once have taken months to wind their way through the halls of Queen's Park were approved in a matter of hours. As the ground was constantly shifting beneath us, the driving force behind our policy goals at the Alzheimer Society of Ontario never wavered: to make sure the voices of the clients, families, and staff we served were heard.

Long-Term Care

Long-term care quickly became an area of focus. Desperate to stop the tragedies unfolding in homes across the province, care partners and families were locked away from their loved ones. Care partners were classified as visitors and told to stay away. We heard that this only compounded the suffering: long-term care staff could not fill the hours of support care partners were providing and

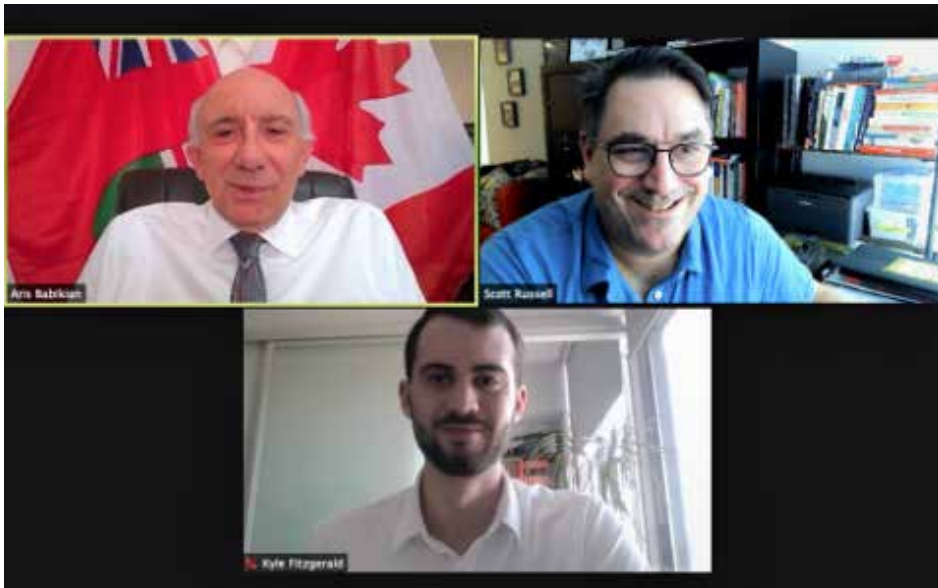


the mental and physical health of residents—especially those living with dementia—declined.

The Alzheimer Society of Ontario responded. We shared a toolkit to help care partners push for their legal right to access their supported person and worked collaboratively to press for changes in the Ministry of Long-Term Care's visitor policy. Our message was simple: care partners are not visitors. The Ministry listened and care partners could once again provide care safely.

The recent release of the final report from Ontario's Long-Term Care COVID-19 Commission highlights that our work is far from over. We continue to advocate for much-needed improvements and reforms in long-term care, including admissions practices that are fair to people with dementia living in the community, high minimum standards of daily care, and a greater degree of dementia-specific training and knowledge among long-term care home staff, including personal support workers (PSWs).

Continued



2020-21 Provincial Budgets

The ongoing crisis in long-term care underscores the need for robust home and community supports. Leading up to the 2020 and 2021 provincial budgets, the Alzheimer Society of Ontario and local Societies across the province met with Members of Provincial Parliament (MPPs) from all parties. We had eight recommendations for the provincial budget, including a fundamental shift in how we approach dementia care: the home, not the hospital, should be the default care setting. We continue to advance this message, which is more pertinent than ever as both hospitals and long-term care

homes struggle to cope with surging demand while simultaneously caring for people living with dementia who could, and should, be supported where than to be: at home.

Ontario Health Teams

While COVID-19 seemed to be all encompassing in 2020, we did not lose sight of other policy priorities. The rollout of Ontario Health Teams (OHT) continued, and in many ways the pandemic brought OHT partners—including local Alzheimer Societies—closer together. ASO sees the ongoing health system transformation as an opportunity to create a consistent standard of

dementia care in every corner of the province, and we have been successful in working with several OHTs to make people living with dementia one of their priority populations.

Even as Queen's Park was largely shut to visitors, the legislative process continued. We engaged with elected officials during debate on the *Connecting People to Home and Community Care Act*, and we continue to be actively involved in developing the regulations that will support this Act. We are pleased with the newly introduced Bill 283, *Advancing Oversight in Ontario's Health System Act*, which implements one of our pre-budget asks by establishing a framework for the regulation and governance of PSWs. We look forward to being a collaborative partner to government and stakeholders, including Ontario Personal Support Worker Association, as this Bill works its way through the legislative process.

CONCLUSION

The past year challenged our policy team to influence change in an ever-shifting landscape. We had to be nimble yet inclusive, responsive yet focused. Our methods may have changed, but our commitment to amplifying the voices of those we support has not. We know our work is not finished, but together we have set out to build a more dementia-friendly "new normal".

Alzheimer Society COVID-19 Response

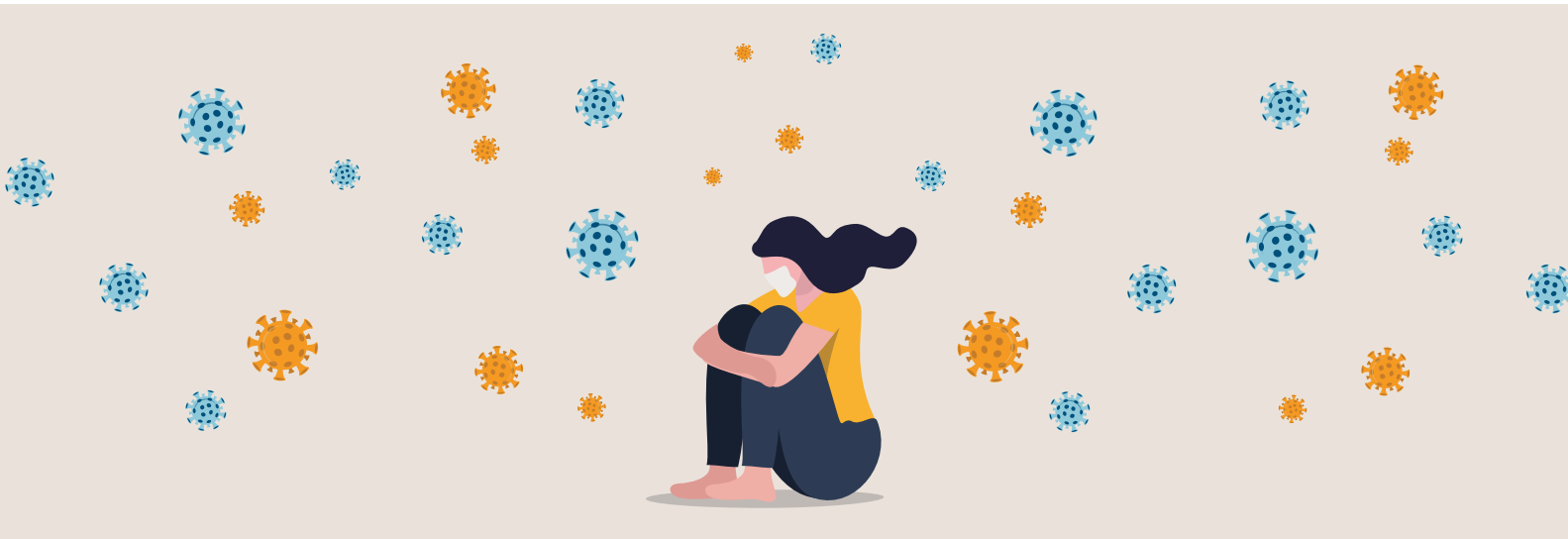
We are here for our most isolated

Long before social isolation became a part of our daily vocabulary, those facing dementia were already far too familiar with the term. We know the Alzheimer Society is a lifeline for people living with dementia to get support, connect with others, and learn—something that is vital in their journey to live the best life possible.

That's why when the World Health Organization declared COVID-19 a pandemic in March 2020, we acted quickly by closing our offices and having our staff work remotely to help control the spread of this virus. Although our offices remained close, our team worked around the clock to ensure that those living with dementia and their care partners would continue to receive the

support they relied on to minimize the negative effects of social isolation and physical distancing.

Our team continued to connect with clients and families through phone calls, on Zoom, and quickly transitioned in-person programs like Minds in Motion® and support groups to virtual offerings to ensure that no one felt alone.



Thanks to your generous help and support, we were able to provide the following supports to our clients, families, people living with dementia, and care partners during the pandemic in 2020:

- Created over 200 new virtual program offerings to those living with dementia and their care partners.
- Launched the Our Connections Matter monthly newsletter to help raise awareness and inform our community about the virtual programs and services we offer, updated COVID-19 information, useful tips and tricks, and more.
- Advocated for care partners to have access to long-term care homes in the “new normal” to help eliminate prolonged social isolation and nurture crucial connections.
- Submitted a recommendation to the Standing Committee on Finance and Economic Affairs to help protect vital programs offered by Ontario’s charities and protect the jobs of employees.

Alzheimer Society Response

Health Equity and Anti-Racism

Systemic racism and health inequity are realities that many have faced for years, but these issues were illuminated by members of our communities here, and abroad, immensely throughout 2020.

We, at the Alzheimer Society, believe it is crucial to move forward in solidarity with those leading the charge and to keep the discussion about racism and discrimination and how it negatively affects health outcomes, access to services, and all aspects of a person's life, ongoing. We acknowledge that systemic racism exists and believe that everyone, no matter who they are, should have equal access to services and healthcare that many of us take for granted.

In 2020, we took the following steps to ensure the Alzheimer Society is

a more inclusive environment for all our staff, clients, and community members:

- **Education:** We conducted education sessions on systemic racism for the leadership members of the Alzheimer Societies in Ontario (there are 29 local Alzheimer Societies in the province)
- **Understanding:** We are beginning to collect race-based data throughout our First Link® program to help us better understand the demographics of our clients so we can ask the right questions about the groups of people we know are missing from the clients we serve.

But our work doesn't stop there. We are committed to having important conversations that will further our education and enhance our services to ensure that all communities are serviced in the best way possible.

Education Resources

- [White Fragility: Why It's So Hard For White People to Talk About Racism](#)
- [Black Lives Matter](#)
- [Black Health Alliance](#)
- [Canadian Race Relations Foundation](#)
- [Canadian Anti-racism Network](#)
- [Canadian Anti-hate Network](#)



Alzheimer Society of Toronto Achieves CCA Accreditation

Setting a standard our community deserves

We are so proud to share that the Alzheimer Society of Toronto was awarded a four-year accreditation by the Canadian Centre for Accreditation (CCA) in 2021. The hard work, professionalism, and dedication of our staff and Board of Directors are clearly reflected in this significant achievement.

This four-year accreditation reaffirms that the Alzheimer Society

of Toronto meets the standards of good governance, management, and excellence in service provision and is a way for us to demonstrate to our supporters, clients, and those living with dementia that we are operating responsibly and are providing responsive and quality services.

[Read our full accreditation report here.](#)

Accredited by
Canadian Centre
for Accreditation



Agréé par
Centre canadien
de l'agrément



Volunteer Support

Making a difference in our community



Jill Vanderkooy-Mather

Harbel Singh Arora Volunteer Award

We are proud to announce Jill Vanderkooy-Mather as AST's outstanding Volunteer of the Year for 2020!

Jill's volunteer service has shown the impact of her passion, advocacy, and dedication to our clients and care partners. Through her countless hours of time donated and her warm and genuine connections, Jill has been unequivocally dedicated to supporting clients.

Over the last year, we received gratitude from many clients who benefited from Jill's generosity, kindness, respect, time, and engagement with their families. Jill exemplifies person-centered care and respect for dignity and quality of life.

Despite Jill going through her own personal caregiver journey, she continues to advocate for people living with dementia and volunteers her precious time to support others on this journey.

Teleconnect

In 2020, Volunteer Services launched the Teleconnect program to meet the immediate, unplanned, and ongoing psychological needs of our clients during the pandemic. Teleconnect volunteers offer ongoing scheduled friendly phone calls to persons living with dementia and care partners. Teleconnect provides the opportunity to socially connect and receive information, education, and support. The program helps reduce social isolation and build client resiliency by creating more touch points between our clients and AST.

VOLUNTEER SERVICES

AST's Volunteer Team had a total of **2,798 volunteer hours** served between 2020-2021 which is an estimated dollar value of **\$33,575** hours donated!



Community Partnerships

Building strength through relationships



North York Toronto Health Partners COVID-19 Vaccine Rollout

As a core partner of the North York Toronto Health Partners (NYTHP) Ontario Health Team (OHT), we have been supporting the communications and community engagement campaigns for the COVID-19 vaccine rollout in North York.

The focus of these campaigns has been to eliminate vaccine hesitancy and increase vaccine uptake

amongst priority populations and neighbourhoods of North York by providing resources and education on COVID-19 vaccination and by leveraging NYTHP core and alliance members, grassroots organizations, community leaders and ambassadors, the City of Toronto, political offices and other OHTs.

Weekly Partner's Update Calls

On March 19, 2020, AST hosted the first COVID-19 Partner's Update through Zoom with community partner agencies to update and discuss any changes or modifications to programs as a direct result of the COVID-19 pandemic.

The partner updates are attended by community agencies that are a part of AST's Dementia Networking

Breakfasts and beyond, including representatives from. . .

- Hospital systems,
- GAIN clinics,
- Community agencies providing home care services,
- The housing sector,
- Grassroots organizations,
- First response,
- And for-profit agencies working in healthcare.

While food security and the need of basic amenities were the focus of the conversation when the pandemic began, agencies pivoted to discuss topics on a more macro level like the consequences of the pandemic on clients' mental health, increased social isolation in caregivers, and vaccine rollout. These weekly meetings allow agencies to come together to brainstorm ways to collaborate to serve mutual clients better.

Breaking Down Barriers 2.0

Since the beginning of the pandemic in March 2020, AST has hosted a weekly COVID-19 Partner's Update virtual meeting. During one of those meetings, a brainstorming session was held to identify gaps in care because of the pandemic. Based on requests received from professionals within the community, the *Breaking Down Barriers 2.0 Event* was created.

On November 17, 2020, AST invited professionals working on the field of dementia to *Breaking Down*



Continued

Barriers 2.0—a continuation of 2019's event in partnership with Michael Garron Hospital and Ontario Brain Institute. The event centered around providing impact with virtual care, leveraging new technology to deliver engaging dementia care, and a discussion on how COVID-19 has reshaped Ontario's ongoing health system transformation.

City of Toronto Caregiver Day

The first virtual City of Toronto Caregiver Day event was held on October 20, 2020. The event opened with a video greeting from Mayor John Tory and opening remarks were given by Dr. Samir Sinha, Director of Geriatrics at Sinai Health, and Josh Matlow, Toronto City Councillor.

Virtual attendees were able to hear from community representatives like Family Council Ontario, Elder Abuse Prevention Ontario, the Ontario Caregiver Organization,

Toronto North Support Services, and Mosaic Home Care. Personal stories from caregivers were also shared throughout the day.

Virtual attendees were treated with self-care activities such as guided meditation and a gentle exercise session. The day was capped off with a raffle, a concert from a jazz duo from Xenia Concerts, and a program guide filled with caregiver resources.

FOCUS Tables

AST has joined the Furthering Our Community by Uniting Services initiative (FOCUS). FOCUS is an innovative Community Safety and Well-Being Initiative led by the City of Toronto, United Way Greater Toronto, and Toronto Police Service that aims to reduce crime, victimization, and improve community resiliency and well-being.

Recognizing the need for dementia-specific expertise and knowledge in recent referrals, FOCUS approached AST to sit at its, now virtual, tables in a consulting capacity. FOCUS tables meet weekly with multiple community-based organizations across the GTA. Organizations bring referrals to the table each week and based on urgency, a coordinated care plan is created and implemented.

The First Link Coordinator is the point person for all five tables initiating the referral process internally and connecting the referral organization to the AST resources that are needed.



The George C. Hunt Family Foundation

Celebrating success through philanthropy

We are thrilled to announce new direction on \$1.375 million in gifts, including a new 3-year gift agreement with the George C. Hunt Family Foundation. The gifts will have three important impacts:

- 1. More financial support for clients.** The Hunt Family Financial Support program will continue at current levels with additional higher disbursements for caregivers. The agreement also outlines greater flexibility to review criteria for disbursements and increase maximum amounts allocated to individuals supported by the program.
- 2. \$200,000 in new funding annually to support the adoption of technology** that

will help support virtual care for clients. This means new systems, new staffing, and new training for clients and staff.

- 3. The Innovation Accelerator Fund.** The agreement also includes a "matching program" (called the Innovation Accelerator Fund) that will **encourage the investment by other donors** to match the \$200,000 annually across a variety of strategic opportunities for AST.

This support is a critical part of the way forward for AST into a post-COVID-19 world. The Innovation Accelerator Fund and financial support offered to clients will catalyze efforts to pivot from

this moment to prepare for the dementia pandemic that we know we will all face over the next decade.

The Trustees of the Hunt Foundation have volunteered at programs, accessed our services for their own family, and have referred people looking for support. Over the last 8 years, they have witnessed firsthand the work being done and the impact it has on our community. They also generously supported and participated in our first online gala where they made a meaningful impact in the growth of our virtual programming and support services.

“As a caregiver, I received the [Caregiver Project] gift – it is really helping me because I am a full time 24/7 caregiver to my mother. I don't have someone to help with caregiving, and I don't have someone to look after me. OHIP doesn't cover her medication that costs \$80 each month. The money helps to pay for the medication she needs.

“I think the program is awesome, especially during [the pandemic] when people's jobs have been cut, or work hours decreased. Adult diapers are extremely expensive – which I never realized until the last two years. I've been really lucky to scoop up packs in bulk when on sale... where I wouldn't have had the extra money in my budget to do that during [the pandemic]. We are extremely grateful for the program.

We are grateful for their continued support which has grown each year.

Transforming Care Through Training and Education

Investing in the Community

The Alzheimer Society of Toronto, along with the Alzheimer Society of Ontario, had a goal to standardize and expand dementia education to communities across Ontario. Thanks to the generous donation from Alice and Grant Burton, we were able to do just that.

In 2020, four provincial wide projects were developed to focus on delivering training and education on dementia that specifically centered on front-line work such as care partners, allied health workers, registered health practitioners, and police services.



U-First!®

Under this educational banner, U-First!® for Care Partners (a program with a focus on supporting family and friends of persons living with dementia) and U-First!® for Health Care Providers (a program with a focus on supporting various health care providers) was launched.

In 2020-21, the U-First!® for Care Partners team:

- Completed five pilot programs.
- Shipped all branding and marketing materials.
- Anticipated launch of U-First!® for Health Care Providers will be by the end of May 2021.

Police Services

We continue to work with the College of Police Services on developing training videos for Police Services in the context of dementia care. These scenario-based training videos were created using real-life situations involving people living with dementia and their care partners and some suggested

tools on managing these high-risk situations.

The Ontario Rapid Response Working Group videos will focus on:

- Prevention, identification, and tips for missing incidences.
- Care partner and police interactions like information gathering, sharing, and resources.
- Citizen and police interactions
- Long-term care police interactions with residence staff, prevention, and resources.
- Summarize communication, search considerations, and resources.

Physician Education

A physician-led dementia training education was developed with Dr. Dallas Seitz which focuses on providing tools to physicians at the time of diagnosis. With the generous support of Alice and Grant Burton, we can expand awareness of our First Link® program which allows clients to be introduced to the Alzheimer Society earlier in

their dementia journey so that they may be connected to appropriate programs and services.

In 2020-21, some physical education highlights include:

- PCDATA website has been revitalized and officially as Dementia Hub.
- 93 health care professionals participated in initial launch of PC Data Course (69 online and 24 through in-person service).
- First Link® was featured within Modules 1 and 2 of the online courses, but also within the course materials package and as a downloadable form on the website.

Thank you, Alice and Grant Burton, for your extraordinary contribution you have made to the Alzheimer Society of Toronto. Your gift will help us continue to develop educational programs that are sustainable, scalable, and create an educational impact to communities across Ontario.

A message from the Rexall Care Network

Putting caregivers first

The Rexall Care Network aims to take care of caregivers so they can take care of the ones they love. We're on a mission to support the caregiver community and we're proud to have offered financial support to organizations that are committed to this important work.

The Alzheimer Society is an organization dedicated to offering

support, resources and counseling to people living with dementia and their caregivers, and we recognize the critical assistance that you offer to these unsung heroes.

The Rexall Care Network is proud to have donated **\$75,000** to the Alzheimer Society to assist with your mission to support caregivers!



Toronto Police Services – Communications Services

Making a difference one cup at a time

Over the past 14 years, the Toronto Police Service – Communications Services have supported the Alzheimer Society of Toronto through their fundraising initiative, Coffee Break. In total, they have raised \$51,810 which has funded programs, services, education, and research.

Due to the pandemic this year, they were unable to do their typical in-person Coffee Break. Despite this challenge, they still raised \$12,000!

Elizabeth and Donna have been the main organizers and spearheaded the annual fundraising events at Communications Services for the past 14 years. They have arranged bake sales and coffee breaks, coordinating numerous volunteers and various fundraising activities to support the Society.

We also want to give a special shout out to Sherri for her involvement in this year's endeavour. Your support means the world to us!



Donna at a Coffee Break event.

Thank you to our Donors

Leaders of Hope

We are grateful to the individuals, foundations and corporations who have made a significant gift to the Alzheimer Society of Toronto.

\$500,000 - \$999,999

George C. Hunt Family Foundation
Pat and Bob Decker in memory of
Marie Panes
Temerty Foundation

\$50,000 - \$99,999

Carswell Family Foundation
Cynthia Devine & Peter Sucharda,
Devine Sucharda Family
Foundation
IG Private Wealth Management
Rexall Care Network

\$25,000 - \$49,999

IG Wealth Management
Mike French & Luisa Torelli

\$100,000 - \$249,999

Neil Jacoby & Karen Brown

Annual Donors and Bequests

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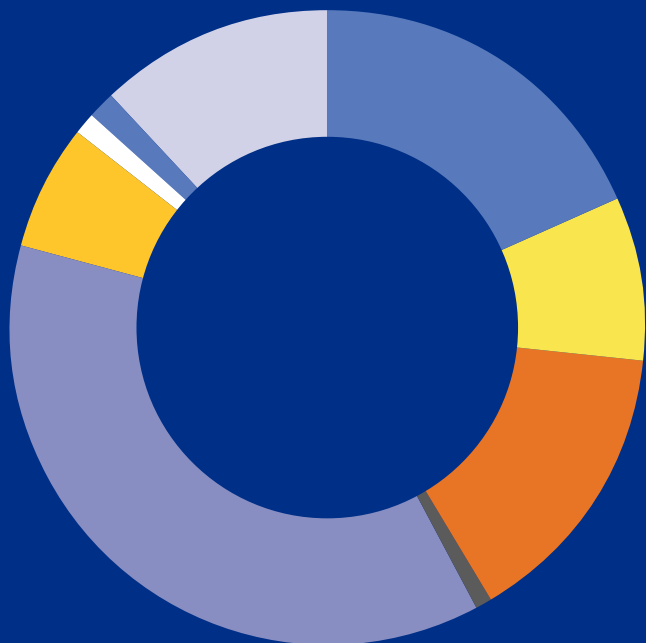
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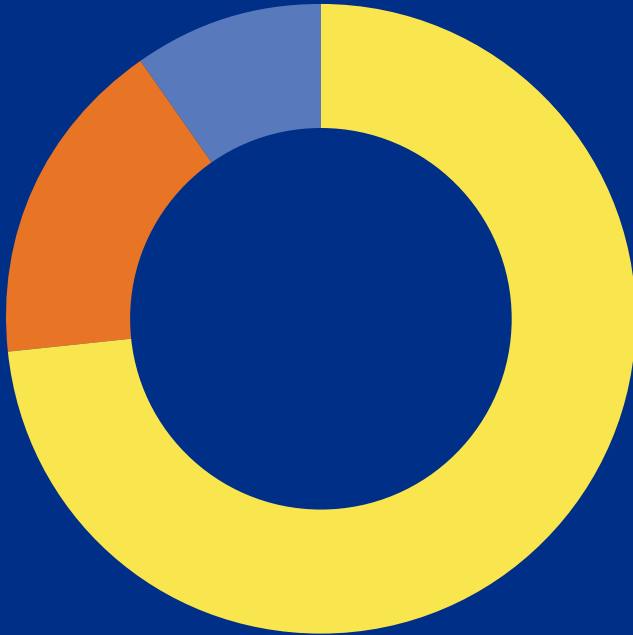
Statement of Operations (in dollars)

April 1, 2020 – March 31, 2021



Revenue

	2021	2020	
Events	1,122,194	1,872,126	●
Corporate giving & foundation giving	511,578	879,555	●
Individual giving & direct marketing	890,856	1,086,795	●
Bequests	51,850	81,221	●
Total support from the public	2,576,478	3,919,697	
Government health programs	2,238,487	2,156,987	●
Partner charities	382,476	242,442	●
Literature & seminars	74,915	68,683	●
Investment & other income	75,960	68,817	●
Government subsidies	722,250	-	●
Total revenue	6,070,566	6,456,626	



Expenses

	2021	2020	
Total programs & services	4,056,447	4,201,475	●
Fundraising	935,546	1,638,988	●
Administration	533,431	566,294	●
Total expenses	5,525,424	6,406,757	
Excess (deficiency) of revenue over expenses	545,142	49,869	