

# A Guide to Making Memories Matter *in Toronto*





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## A Note From Cathy



When I was younger, my parents would always tease me when I would constantly ask “are we there yet?”

I would constantly be looking at their map trying to see exactly when the trip would end and where the short cuts were. It took me years to understand what they were teasing me about; I needed to change my focus from how quickly we could get there and instead focus on the journey it took to get where we needed to be.

That is what it feels like to be a part of the Alzheimer Society of Toronto.

We are all working toward the same goal of a world without Alzheimer’s disease, but we find ourselves on a journey where the route is constantly changing. As a local Society, we keep adapting and moving as new challenges, opportunities and developments arise. We don’t cut corners or take short cuts because by doing that, we will fall short of our mission to work alongside people living with dementia, their care-partners and families and aid in their journey. Only when we do things with care and with conscience can we be sure we’re all on the same road together.

Our journey this past year has been record-breaking. We are serving more people than ever before in languages like Tamil, Hindi and Cantonese. We are growing meaningful partnerships in the community with organizations like Baycrest, Community Care Access Centres, and Toronto Police Services. We are training more professionals on the essentials of dementia care in the classroom and online. We are able to do these things and more because we can appreciate the path we are on.

I am grateful for our staff who believe in us and work hard every day to live the mission and vision of our Society. They love the path we are on and so do I – and next year’s road holds even more promise.

We’re not ‘there’ yet, but we’re so glad you’re on this journey with us.

A handwritten signature in black ink that reads "Cathy Barrick".

Cathy Barrick, CEO

### OUR MISSION

To alleviate the personal and social consequences of Alzheimer’s disease and related disorders and to promote research.

### OUR ROLE

To offer support, information and education to people with dementia, their families and their caregivers; to increase public awareness of dementia; to promote research; and to advocate for services that respect the dignity of the individual.

### OUR VISION

A world without Alzheimer’s disease.



# THE PROGRAMS & SERVICES IN YOUR COMMUNITY

MUSIC HEALS

# THE PROGRAMS & SERVICES IN YOUR COMMUNITY

COUNSELLING & SATELLITE CLINICS

## iPod Project

The iPod Project was created in response to overwhelming evidence showing the beneficial effects of music and stimulation to improve quality of life for people living with dementia. Last year, the program brought over 1,200 personalized playlists into the lives of people with dementia.

iPods can be picked up at our head office:  
20 Eglinton Ave W  
#1600, Toronto, ON M4R 1K8



Stan and his family enjoying a personalized playlist

Alzheimer Society Choir  
1175 Bloor St W  
Toronto, ON  
M6H 1M9

## Alzheimer Society Choir

In partnership with the Music Therapy Centre, we hosted a 10-week choir for people living with dementia. Conducted by Accredited Music Therapists, people in the early stages of dementia and their family care-partners had the opportunity to join together through the power of music, drawing upon music's ability to improve mood, memory and some levels of cognition.

## Counselling & Satellite Clinics

Our team of social workers provides counselling and support to those who need it most. With over 6,779 hours of counselling provided last year, our team creates a safe environment and supports the needs of families impacted by dementia. In addition, with over nine satellite clinics across Toronto, our services are accessible and available to anyone requiring support.



St. Clair West Services for Seniors:  
2562 Eglinton Ave W  
#202, Toronto, ON  
M6M 1T4

Music Therapy Centre:  
1175 Bloor St W  
Toronto, ON  
M6H 1M9

West Neighbourhood House:  
248 Ossington Ave,  
Toronto, ON  
M6J 3A2

SPRINT Senior Care:  
1 William Morgan Dr,  
East York, ON  
M4H 1C5

Providence Healthcare:  
3276 St. Clair Ave E  
Toronto, Ontario  
M1L 1W1

WoodGreen Community Services:  
721 Broadview Ave  
Toronto, ON  
M4K 3J9

Photo by Rebecca Tisdelle, Black Umbrella Photography Studio



# THE PROGRAMS & SERVICES IN YOUR COMMUNITY

## ACTIVE LIVING PROGRAM



# THE PROGRAMS & SERVICES IN YOUR COMMUNITY

## ONLINE LEARNING & LANGUAGE DIVERSITY





## OUR VOLUNTEERS



Volunteers play an integral role in helping us carry out our mission of a world without Alzheimer's disease. They help make our events successful, whether it's a fundraiser like the Walk for Memories, a day of learning for family care-partners like A Changing Melody or a social event like our yearly Picnic and Walk in High Park. Volunteers also help out with crucial day-to-day tasks in the office, like creating information packages to disseminate

to families which provide them with knowledge to help care for someone with dementia. They load iPods with music so someone with dementia can enjoy their favourite songs. Without volunteers, we wouldn't be able to reach as many people as we do and improve the lives of so many people with dementia in Toronto.



Photos by Rebecca Tisdelle, Black Umbrella Photography Studio

## OUR VOLUNTEERS

LET'S SEE WHERE SOME OF THE VOLUNTEERS HAVE BEEN



### North York

Here you could find eager Minds in Motion volunteers at the North York Seniors Centre, keeping participants active and social.

### Midtown

In our very own offices you could find volunteers loading iPods and downloading personalized playlists that would be distributed to caregivers throughout the city.

### Downtown

During the 2014 World Pride Parade held in downtown Toronto, you could find volunteers interacting with tourists from all over the world!

### Toronto Island

The HOPE Volleyball Tournament is a fundraising event that brings together volunteers from all across the city to have fun and help support this charitable initiative.

*In 2014/2015, we had volunteers that contributed over 3,721 hours of support. This investment of time is the equivalent of over 2 full-time employees!*



## FUNDRAISING

### 25<sup>TH</sup> WALK FOR MEMORIES

On January 31, 2015, the energy was electric in Brookfield Place, Toronto. It was the celebration of the 25th annual Walk for Memories presented by Memory Care. The signature fundraising event for the Society is a truly one of a kind experience. Families and friends gather to honour and remember those impacted by dementia. Memory Care came on board as the Walk for Memories presenting sponsor for the next five years. Memory Care's commitment to the Walk signifies the next step in fundraising for the Society.

This event brings together people from all over Toronto, who have been touched by dementia, including, host Tom Harrington. Tom's personal passion for the cause and advocacy work in the community is always an inspiration to everyone attending the event.

The 2015 Walk was met with record breaking fundraising numbers, team registrations and walkers. We are thrilled to have been able to celebrate this milestone with the community and look forward to January 2016 for an even bigger 26th Walk for Memories presented by Memory Care!



Photos by Rebecca Tisdelle, Black Umbrella Photography Studio

## FUNDRAISING

### MEET TOP WALKER: DR. DAVID SHAUL



Dr. Shaul has been the Top Walker (fundraised the most as an individual) for the last two years! In his remarkable efforts, he has raised **over \$30,000**.

As a strong advocate for the Alzheimer Society of Toronto, Dr. Shaul supports the Society every month as a monthly donor.

Everything he does is in honour of his very dear friend Fern, who inspired him to make a difference.

In addition to his individual fundraising, Dr. Shaul is also a part of the Dunfield Team, which has raised almost \$100,000 over the last five years at the Walk for Memories!

**Thank you Dr. Shaul!**

Photo by Rebecca Tisdelle, Black Umbrella Photography Studio



## THIRD PARTY EVENTS

CELEBRATING MEMORY BALL



Most people don't expect teenagers and young adults to be caring for a family member with dementia, but here's a lesser-known fact: It is estimated that in Canada, 15% of caregivers are between the ages of 15 and 24.

On March 28, 2015, a sold-out crowd attended the 4th Annual Memory Ball at the Palais Royale. Hosted by Amanda Logan, attendees gathered to raise awareness of dementia among young people and challenge the stigma surrounding the disease. The event featured live jazz, a DJ, herring and vodka bar, and live painting.

Young People Against Alzheimer's (YPAA) is the force behind this annual event. Each member of YPAA has been personally touched by Alzheimer's disease and got involved in planning this event to make a difference. This year, the event broke its previous record and raised \$75,000, bringing their four-year total contribution to \$195,000.

This group of talented women have inspired many people throughout our organization. Dr. Dan Andraea, a long-time supporter of the Society, generously supported Memory Ball as a sponsor this year to show his on-going commitment to our cause and support these young philanthropists.

Photo by Doug Brown Photography

## LEADERS OF HOPE

We are grateful to the individuals, foundations and corporations who have pledged their support to the Alzheimer Society of Toronto.

Current pledges made by our donors help sustain and build our programs and make sure we can meet the increasing demand for services to people with dementia and their care-partners.

### \$1,000,000+

The George C. Hunt Family Foundation

### \$250,000-\$499,999

The Andraea Family  
Alice & Grant Burton  
Green Shield Canada

### \$100,000-\$249,999

Linda Bertoldi & Bill Bogart  
The Bitove Foundation  
The Carswell Foundation  
Murray & Deborah Chant  
Les and Marijane Dakens  
The William & Nona Heaslip Foundation  
Neil Jacoby & Karen Brown  
Jane E. Kinney & Christian Bode  
Alan & Glynis MacGibbon  
Ontario Trillium Foundation  
The Rudolph P. Bratty Family Foundation

### \$50,000-\$99,999

John Byrne and Megan Tate and Family  
Chris & Pam Clark  
Cynthia Devine & Peter Sucharda  
Glenna & George Fierheller

### \$25,000-\$49,999

Mike French & Luisa Torelli  
Tim and Roberta Hague  
Jeff & Sue Heath  
Robert and Catherine Hull  
Christina Kramer  
Robert Wong & Dr. Alice Dong  
Anonymous (1)

### Women of Influence

Jane has served on our Board for nine years and will now be joining our Patrons Council. She has been instrumental in advancing our fundraising efforts and events. She was recognized in 2014 as one of Canada's Most Powerful Women by the Women's Executive Network. We're fortunate to have dedicated female philanthropists, such as Jane, paving the way for future generations.





## ANNUAL DONORS & BEQUESTS

*We are pleased to recognize the following individuals, foundations and organizations for their generous support of \$1,000 or more over the past fiscal year.*

### **\$500,000+**

The George C. Hunt Family

### **\$200,000 - \$499,999**

Green Shield Canada  
Estate of Mrs. Gertrude (Gertie) Terry

### **\$50,000 - \$199,999**

The Andreae Family  
Grant & Alice Burton  
Allan & Helen Carswell  
Neil Jacoby & Karen Brown  
Manulife Financial  
Memory Care Investments Ltd.  
Estate of Dr. Fred Kanaka Mori  
Ontario Trillium Foundation

### **\$20,000 - \$49,999**

Arbor Memorial Foundation  
Linda Bertoldi & Bill Bogart  
The Bitove Foundation  
BMO Nesbitt Burns Inc.  
Murray & Deborah Chant  
Les & Marijane Dakens  
Deloitte Foundation Canada  
George A. Fierheller  
The William and Nona Heaslip Foundation  
Alan MacGibbon  
RBC

### **\$10,000 - \$19,999**

Anonymous (1)  
Anonymous (2)  
Aon  
The Rudolph P. Bratty Family Foundation  
Kathleen Bresnahan  
Lewis & Kirsten Cirne  
Ernst & Young LLP  
Feature Foods International Inc.  
Mike French & Luisa Torelli  
John and Deborah Harris Family Foundation  
H.O.P.E. (Helping Other People Everywhere)  
Toronto Inc.  
Robert & Catherine Hull  
Jane E. Kinney & Christian Bode  
Lafarge Canada Inc.  
Order of Women Freemasons in Canada  
Scotiabank

TD Canada Trust  
The W. Garfield Weston Foundation  
Benita Warmbold & Gerald Wood

### **\$5,000 - \$9,999**

220 Bay Management Inc.  
Tony Anderson  
Barrick Gold Corporation  
Estate of Fred E. Becker  
John Byrne, Megan Tate & Family  
Charles & Sallie Caty  
George & Tami Cope  
County Orange Lodge of Toronto  
John & Mary Crocker  
Equitable Bank  
Ziad Hindo  
The Hon. Frank & Nancy Iacobucci  
Kathryn Kennedy Charitable Foundation  
KPMG LLP  
Leisureworld Senior Care Corporation  
Magna International Inc.  
Margaret Norrie McCain  
Robin McLuskie  
Medcan Clinic  
Linda F. Mezon  
PricewaterhouseCoopers LLP  
The Printing House Ltd.  
Elizabeth Jean Short  
The Slight Family Foundation  
The Sullivan Family Foundation  
Sunnybrook Health Sciences Centre  
Toronto General & Western Hospital  
Foundation  
Uniglobe Collacutt Travel Ltd.  
Robert Wong & Dr. Alice Dong  
Estate of Joan W. Wright

### **\$2,500 - \$4,999**

Anonymous (1)  
Aurion Capital Management Inc.  
Avison Young  
Cathy Barrick  
Deborah Barrett & Jim Leech  
Bell Canada  
Canso Investment Counsel Ltd.  
Kelly Claman Company Inc.  
The Creasor Crawford Charitable Foundation  
The Dunfield Un-Retirement Residence  
Mary Jane Dykeman

Fiesta Farms Inc.  
Jay Kellerman  
Kennedy Lodge Long Term  
Care Centre  
KIK Custom Products  
Christina Kramer  
Dr. Robert Lester  
Kathy Lockwood  
Memory & Company  
One Kenton Alzheimer Centre  
of Excellence  
OPG Employee & Pensioners'  
Charity Trust  
Scott Paradise  
PB Marketing Ltd.  
Philips Lifeline  
Reena Foundation  
Greg Shaw  
Symphony Senior Living Inc.  
Transition Therapeutics Inc.  
Joanne Sellitto Violo

### **\$1,000 - \$2,499**

A. Cupido Investments Ltd.  
Peter M. Adamson  
Anonymous (1)  
Anonymous (2)  
Anonymous (3)  
Anonymous (4)  
John & Elizabeth Badali  
Amy Ballinger  
Karen Barkley  
Jalynn H. Bennett  
Betrose Management Ltd.  
The BLG Foundation  
Michael Borden  
Brookfield Partners  
Foundation  
Priscilla & Frederick J. Brooks-Hill  
Children of Isabel Brown  
Gary Carlston  
Ruth Carswell  
Lily Chin-Yee  
Kevin & Toni Clark  
The Edward and Fern Cohen  
Charitable Foundation  
Gary & Carol Cohn  
Stephen & Wendy Cole  
William A. Cunningham  
Dorothy Davey  
Dentons Canada LLP  
Peter Di Iorio  
Reinhard Dotzlaw  
Gianni Fiacco

Kevin M. Flanagan  
Wendy Fletcher  
Lesley V. Glenn  
Jeff Green  
Donald A. Guloien  
David & Erica Harris  
Edward Harsant  
Linda-Jayne Harvey  
Lisa Heidman  
Patricia Hemming  
Home Trust Company  
Hope Charitable Foundation  
The John C. & Sally Horsfall  
Eaton Foundation  
Jackman Foundation -  
Courtesy of Rev. Edward  
Jackman  
Roy D. James  
Colleen Johnston  
Beatrice & Ron Keren  
Gary M. Lawrence  
Janet MacMillan  
Rob & Nancy McConnell  
Dina & Sean McGuckin  
Richard F. McWhirter  
Mitsubishi Electric Sales  
Canada Inc.  
Katy & Nick Mulroney  
Veronica Murphy  
Anonymous  
Marshall Myles  
Nicol Family Foundation  
Patricia Odette  
Joseph & Lucie Pal  
H. Lynne Patterson  
Margaret Peacock  
Victoria Pinnington  
Nancy Portlock  
Power Workers' Union Local  
1000  
Brad Pridham  
John Proctor  
Promask Fit  
Regional Geriatric Program of  
Toronto  
Revera Health Services Inc.  
Greg & Gabby Richards  
Stephen & Richa Roder  
Mr. Rosen & Family  
Scott Russell  
Stephen Sandler  
Scarborough Centre for  
Healthy Communities  
Deanna Schenke  
Lionel & Carol Schipper Fund

Schlegel Villages Inc.  
Shoppers Drug Mart  
Blair Smears  
P. Mark & Ana Smith  
William W. Snelling  
Milton & Frimette Snow  
Charitable Foundation  
Sons of Scotland Belevolent  
Association  
Dean & Lynda Summerville  
Carmela Tartaglia  
Tony and Caley Taylor Family  
Fund  
John Charles Thode  
Warren Thomson  
Linda Tickins  
Moses & Temara Tobe  
Foundation  
Annie & Bruce Topp  
Toronto Foundation  
Toronto Police Services (TPS)  
911- Communications  
Don Walker  
Cathy Williams  
Paul Williams  
Janet Winhall  
The Geoffrey H. Wood  
Foundation  
L. D. Woodruff  
World Famous Peter's  
Barber Shop



# STAFF & OPERATIONS

## Executive Staff

**Cathy Barrick**  
*Chief Executive Officer*

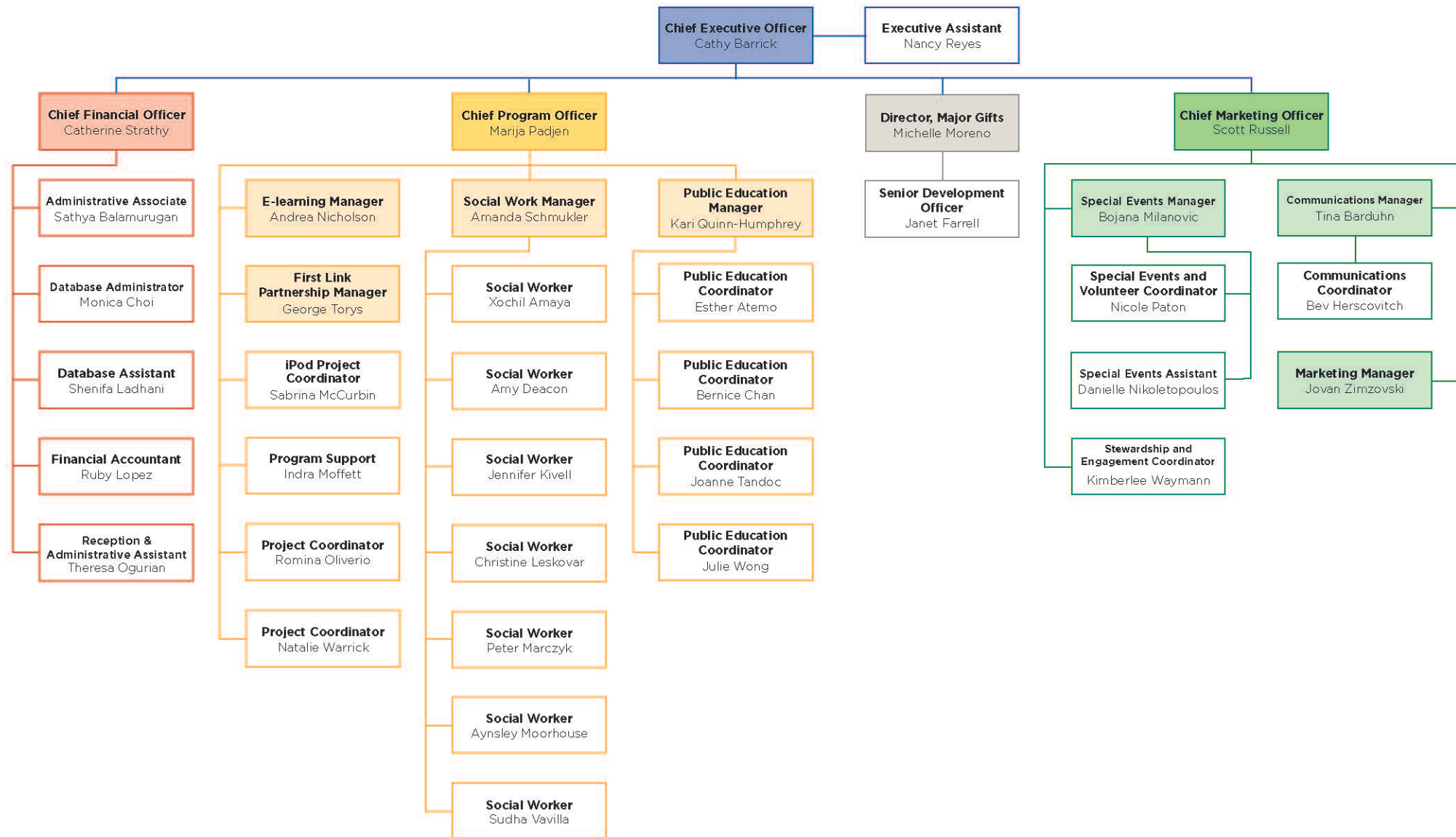
**Marija Padjen**  
*Chief Program Officer*

**Scott Russell**  
*Chief Marketing Officer*

**Catherine Strathy**  
*Chief Financial Officer*

## Operations

The Society's staff is directed by the Chief Executive Officer, who reports to an independent board of directors. The Board's role is one of governance, setting policy and questioning, scrutinizing and monitoring the management of the Society's operations. The Board's primary responsibility is to build and ensure sound management of the Society. The Board meets nine times per year, plus any special meetings.





alz.to







**Alzheimer Society**  
TORONTO

Alzheimer Society of Toronto  
20 Eglinton Avenue West, 16th floor, Toronto, ON M4R 1K8  
Telephone: 416-322-6560  
Email: [write@alzheimerontario.org](mailto:write@alzheimerontario.org)  
Charitable Business Number: 10670 5262 RRO001