



Alzheimer *Society*

H U R O N P E R T H

BRIDGING CONNECTIONS

Annual Report

APRIL 1, 2024 - MARCH 31, 2025

A Message from our Board Chair

It has now been three years since the unification of the Huron and Perth County Alzheimer Societies. As we reflect on this important milestone, it is a time to acknowledge the accomplishments we have achieved together—while also recognizing the challenges we've faced and overcome.

In 2022, our newly formed board was stepping into uncharted territory. Despite the uncertainty, we recognized that a unified society would better meet the growing needs of our clients, especially within the increasingly complex healthcare environment. With a shared vision, the Huron and Perth boards came together to create a stronger, more comprehensive organization. We streamlined operations, moving to one Executive Director, one governing board, and one integrated staff team.

From the outset, our key goals included:

- Unifying resources and reducing infrastructure duplication
- Standardizing and enhancing essential programs and services
- Creating specialized roles to better support clients and families
- Strengthening the Society's voice in funding advocacy

In support of this transformation, we launched a new strategic plan (2023–2027) aligning our priorities with Alzheimer Society Ontario and our partners within the Huron Perth and Area Ontario Health Team (OHT). As part of this process, we undertook a significant revision of our policies, committee terms of reference, and by-laws.

Over the past three years, Alzheimer Society Huron Perth (ASHP) has expanded our frontline services with the addition of six new roles:

- Two In-Home Recreation Program Coordinators
- One Family Support Counsellor
- One First Link Care Navigator
- One Social Recreation Program Coordinator
- One DREAM Dementia Resource Consultant

Most recently, we welcomed Maggie Jinks as our new Manager of Human Resources and People & Culture. Her leadership and support have been invaluable to both our staff and board.

One of our most impactful developments has been the launch of the DREAM (Dementia, Resources, Education, Advocacy, Mentorship) program in October 2023. In partnership with

hospital staff, this program supports diversion efforts and helps prevent unnecessary admissions to acute care. The benefits have been felt widely—by hospitals, clients, and caregivers alike.

In 2024, our collaborative efforts with our Ontario Health Team partners led to our Accreditation with Exemplary Standing—a major achievement that reflects our commitment to quality care. This recognition involved partnerships across long-term care facilities, family health teams, acute care, and community services, and has been described as a unique and exemplary model across Ontario and Canada.

This year, we say farewell to Guy Chadsey, a dedicated board member of nine years. Through his personal experience, Guy has been a passionate advocate for individuals living with dementia and their caregivers. He also generously sponsors the Alison Chadsey Scholarship Award in memory of his late wife. Guy, thank you for your years of service and unwavering commitment.

I would like to thank the board members of Huron Perth Alzheimer Society for your ongoing commitment and dedication. Each of you brings valuable skill sets and knowledge that guides our governing work. We also welcome Richard Paradis to the board and look forward to his contributions in the coming years.

On behalf of the board, I would like to sincerely thank our donors. While approximately 70% of our programming is funded by the Ontario Government, your donations make it possible to expand and enhance the support we provide. In these uncertain times—amid economic pressures, rising costs, and job instability—your generosity means more than ever. Every donation, no matter the size, directly impacts the lives of individuals living with dementia and those who care for them. Thank you for being part of our mission.

Finally, I wish to express heartfelt gratitude to Executive Director, Cathy Ritsema, our incredible staff and volunteers. Your compassion, dedication, and willingness to go the extra mile are the

backbone of everything we do. You serve our clients and their families with care, dignity, and excellence. Your work does not go unnoticed.



Donnalene Tuer-Hodes

Donnalene Tuer-Hodes, Board Chair

A Message from our Executive Director

As we reflect on the 2024–2025 fiscal year, I am proud to share the remarkable strides the Alzheimer Society Huron Perth has made in advancing our mission of supporting individuals and families affected by dementia. This year has been one of growth, resilience, and renewed commitment to the people we serve across our region.

Thanks to the dedication of our staff, volunteers, community partners, and donors, we reached several significant milestones:

We supported over **1,943** individuals and caregivers through one-on-one counselling, education, and respite programs, a ten (10) percent increase from the previous year.

We expanded our **First Link®** and education services into more rural communities, reducing barriers to access and helping people connect to support earlier in their journey.

Our **community outreach efforts** grew substantially, with **286** public education sessions and workshops delivered to healthcare professionals, community groups, and the general public, serving **4,707** participants.

DREAM Project Launch and Impact
In October 2023, we successfully launched the **DREAM Project** with one-time funding support. This innovative initiative was developed to reduce hospital admissions by



providing community-based respite care and support services. The program aims to divert individuals from emergency departments (ED) and redirect them to more appropriate community resources.

The DREAM Project has continued into the 2024–2025 fiscal year, demonstrating measurable impact. To date, there have been **254 presentations at the ED**, with **127 successful diversions** facilitated through the program. These outcomes highlight the program's effectiveness in alleviating pressure on acute care services while enhancing community-based care pathways.

Through advocacy and collaboration, we contributed to broader awareness of dementia in Huron and Perth Counties, helping reduce stigma and encourage community inclusion.

The progress we've made this year is a direct result of your unwavering support. As we look ahead, we remain deeply committed to enhancing the quality of life for those living with dementia and those who care for them. Together, we are building a more compassionate and informed community—one where no one faces dementia alone.

Thank you for walking alongside us.

Warm regards,








Cathy Ritsema, Executive Director

DEMENTIA RESOURCE EDUCATION ADVOCACY MENTORSHIP DEMENTIA RESOURCE CONSULTANT

DREAM Stats

October 2023 - March 31, 2025

- 254 Referrals to DREAM**
- 127 Redirections (not admitted to hospital)**
- 109 Referrals to ASHP (both CG and PLWD)**
- 681 Professional contacts**
- 50 People provided with funded respite**

-  Bring extensive knowledge of local community resources and managing dementia behaviours
-  Collaborate with hospital staff to support diversions and prevent admissions
-  Address responsive behaviours with the patient, caregiver, and family through support, education, coaching, and strategies
-  Advocate for inclusiveness of the caregiver input to understand the patient's care needs
-  Transition from hospital to home through referral to Alzheimer Society funded respite

CLIENT SUPPORT AND EDUCATION GROUPS

410

SESSIONS



Includes Persons Living with Dementia and Caregiver groups

1924

PARTICIPANTS

Support Groups and Education Sessions are an opportunity to connect with others, enhance your understanding of dementia, and develop practical strategies for supporting people living with dementia.

1213

CAREGIVERS

7644

CLIENT VISITS

730

PERSONS LIVING WITH DEMENTIA



7623

NON-REGISTERED INDIVIDUALS

Public Education

286

GROUPS



4707

ATTENDEES



Staff Complement 2024-2025

Leadership Team

- **Cathy Ritsema**, Executive Director
- **Jenn Burns**, Manager Programs and Services
- **Erin Dale**, Manager Fund Development, Communications, and Volunteers
- **Maggie Jinks**, Manager Human Resources/People and Culture
- **Amanda Schwartzentruber**, BSO First Link Family Support Counsellor, Clinical Lead, Dementia Resource Consultant
- **Lori Speiran**, Business Lead/Development & Communications Coordinator
- **Emily Ayenew**, First Link Care Navigator
- **Paulina Balch**, Volunteer Coordinator
- **Pamela Balfour**, Social Recreation Program Coordinator
- **Christy Bannerman**, Public Education Coordinator
- **Shannon Brown**, In-Home Recreation Coordinator
- **Randy Chapman**, First Link Family Support Counsellor
- **Karla Crocker**, Administrative Assistant
- **Tanisha Curran**, First Link Care Navigator
- **Marsha Dickson**, In-Home Recreation Coordinator
- **Tammie Dube**, First Link Family Support Counsellor
- **Sarah Dunn**, Fund Development Assistant
- **Kate Jardine**, BSO Support Counsellor
- **Inge Koersen**, In-Home Recreation Coordinator
- **Kylie Krane**, Social Recreation Program Coordinator
- **Lauren Letoile**, First Link Family Support Counsellor
- **Brooke Martin**, Dementia Resource Consultant
- **Sydney McAsh**, Social Recreation Program Coordinator
- **Kara McNicoll**, In-Home Recreation Coordinator
- **Alicia Mizzi**, First Link Family Support Counsellor
- **Shelley Obermayer**, First Link Family Support Counsellor
- **Kristi Oegema**, In-Home Recreation Coordinator
- **Megan Penhall-Seyler**, First Link Family Support Counsellor
- **Jeanette Sears**, Public Education Coordinator
- **Bailey Vandorp**, First Link Care Navigator
- **Karen Warwick**, In-Home Recreation Coordinator
- **Mackenzie Finch**, Summer Student
- **Ramaisa Noman**, Summer Student

PROGRAM HIGHLIGHTS

IN-HOME RECREATION PROGRAM

106

PERSONS
LIVING WITH
DEMENTIA

The In-Home Recreation Coordinator or a carefully selected and trained volunteer facilitates activities and provides social and cognitive stimulation to the person living with dementia through ongoing weekly visits.

1797

VISITS



MINDS IN MOTION®

Through Minds in Motion®, people living with dementia will experience meaningful and beneficial socialization and stimulation through exercises and a number of appropriate activities.



#MindsinMotion

"I never knew exercise could be this fun!" Client, 2024



246

PEOPLE
SERVED

WE
SERVED

SOCIAL RECREATION

Providing opportunities for socialization, intellectual stimulation and engagement for the Person Living with Dementia and their Care Partners.

2107

VISITS

Night Out
Program



Boost Your
Brain
Brunch



Holistic Health



SOCIAL MEDIA FOLLOWERS



1.8K



943



1823

STATEMENT of OPERATIONS and CHANGES in FUND BALANCES

The financial statements included on these pages are an excerpt from the complete financial statements of the organization, which were audited by RF Burt Chartered Professional Accountants, dated June 4, 2025, and as such does not contain all disclosures required under Canadian standards for not-for-profit organizations.

Alzheimer Society Huron Perth
Statement of Operations and Changes in Fund Balances
 Year ended March 31, 2025

	Operating Fund	Social Recreation Fund	Contingency Fund	Total 2025	2024
Revenues					
Ontario Health grant -					
Annual funding	\$ 1,276,740	\$ -	\$ -	\$ 1,276,740	\$ 1,138,040
Other revenue (Schedule A)	611,629	6,105	-	617,734	623,410
One-time funding	469,540	-	-	469,540	440,438
	<u>2,357,909</u>	<u>6,105</u>	<u>-</u>	<u>2,364,014</u>	<u>2,201,888</u>
Expenses					
Salaries and benefits	1,507,455	105,896	-	1,613,351	1,481,173
Administration and sundry (Schedule B)	319,500	6,659	-	326,159	177,973
Supplies, programs, and fundraising (Schedule B)	128,450	10,450	-	138,900	116,252
Facilities and grounds	73,119	-	-	73,119	63,725
Equipment and information technology	16,414	-	-	16,414	38,613
	<u>2,044,938</u>	<u>123,005</u>	<u>-</u>	<u>2,167,943</u>	<u>1,877,736</u>
Excess (deficiency) of revenue over expenses before balances	312,971	(116,900)	-	196,071	324,152
Ontario Health Grant to be returned					(65,406)
Interfund transfers (Note 5)	(175,112)	175,112	-	-	-
Excess of revenue over expenses after transfers	137,859	58,212	-	196,071	258,746
Fund surplus balances, beginning of year	835,851	128,585	64,490	1,028,926	770,180
Fund surplus balances, end of year	\$ 973,710	\$ 186,797	\$ 64,490	\$ 1,224,997	\$ 1,028,926

The accompanying notes are an integral part of these financial statements.

A copy of the complete financial statements is available for the Alzheimer Society Huron Perth upon request.

ANNUAL FUND DEVELOPMENT EVENTS



Alzheimer Society
380+
 WALKERS

\$142,591.11



7
 LOCATIONS

HURON POLAR PLUNGE

\$17,227.65

160 PARTICIPANTS



96
 GOLFERS

\$25,230.00



SOUP'S ON

31 **2000+**
 SOUPS ATTENDEES

\$122,332.07

INCLUDES \$30,000
 MATCHING CAMPAIGN
 FROM JAMES HUTTON IN
 MEMORY OF ALBERT &
 MONA HUTTON

STATEMENT OF FINANCIAL POSITION

Alzheimer Society Huron Perth
Statement of Financial Position
As at March 31, 2025

	Operating Fund	Social Recreation Fund	Contingency Fund	Total 2025	2024
ASSETS					
Current					
Cash	\$ 782,622	\$ -	\$ -	\$ 782,622	\$ 818,110
Receivables (Note 7)	18,165	-	-	18,165	115,642
Government remittances recoverable	21,433	-	-	21,433	14,859
Interfund receivables (payables)	(251,287)	186,797	64,490	-	-
Prepays	3,589	-	-	3,589	3,231
	574,522	186,797	64,490	825,809	951,842
Investments (Note 3)	709,722	-	-	709,722	394,557
	\$ 1,284,244	\$ 186,797	\$ 64,490	\$ 1,535,531	\$ 1,346,399
LIABILITIES					
Current					
Payables and accruals	\$ 269,829	\$ -	\$ -	\$ 269,829	\$ 273,657
Deferred contributions (Note 6)	40,705	-	-	40,705	43,816
	310,534	-	-	310,534	317,473
Fund Surplus Balances					
Unrestricted operating fund (Note 2)	973,710	-	-	973,710	835,851
Internally restricted reserve funds (Note 2)	-	186,797	64,490	251,287	193,075
	973,710	186,797	64,490	1,224,997	1,028,926
	\$ 1,284,244	\$ 186,797	\$ 64,490	\$ 1,535,531	\$ 1,346,399

APPROVED ON BEHALF OF THE BOARD:

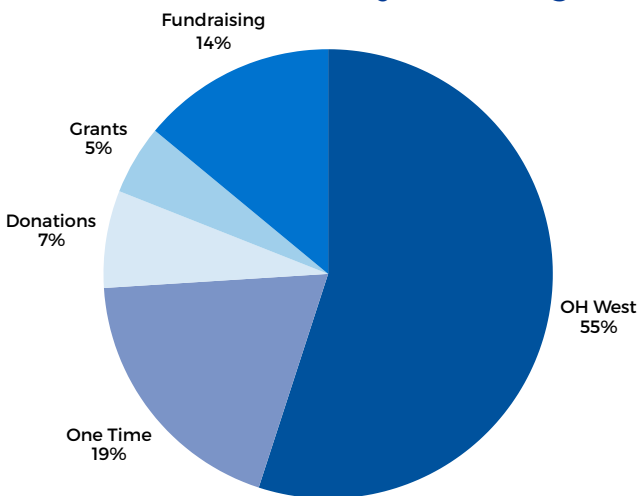
Donalyn Lee-Nodes Director

[Signature] Director

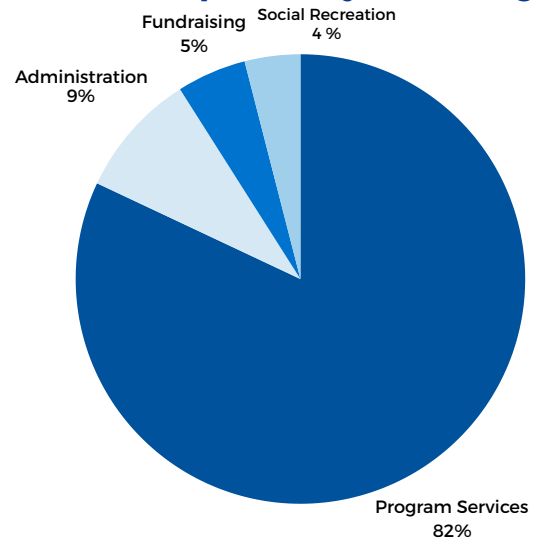
The accompanying notes are an integral part of these financial statements.

FINANCIAL LAYOUT

2024-25 Revenues by Percentage



2024-25 Expenses by Percentage



VISION, MISSION, and VALUES

The Alzheimer Society Huron Perth actively supports families and individuals affected by Alzheimer's disease and other dementias. We advocate for and provide support services, education, and funding for research for those affected by Alzheimer's disease and other dementias.

Our Vision:

A world without Alzheimer's disease and other dementias.

Our Mission:

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

Our Values:

Collaboration, Accountability, Respect and Empowerment, and Excellence.

Volunteer Contributions

Volunteers are critical to our organization. Our volunteer team supports people with dementia and helps to raise money to enhance programs and services available locally in Huron and Perth Counties.

411

IN-HOME
RECREATION

175

OFFICE

1598

BOARD

185

MINDS IN
MOTION

1112

FUNDRAISING

**253 Volunteers contributed
3481 hours**

Board of Directors 2024 - 2025



Chair
Donnalene Tuer-Hodes



Vice Chair
Susan Underwood



Secretary/Treasurer
Maaïke Van Hittersum



Past Chair
Nancy Walker



Director
Hali Adair



Director
Susan Andreson



Director
Guy Chadsey



Director
Dianne Godkin



Director
Megan Howe



Director
Francine Lafontaine



Director
Eddie Matthews

Alzheimer Society

HURON PERTH

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PERTH SITE

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519-271-1910

CHARITABLE REGISTRATION NUMBER: 13150-3138-RR0001

FOLLOW US!



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