

ANNUAL REPORT 2018-2019



Hector "Toe" Blake Celebrity Golf Tournament 2018 – 25th edition, Summerlea Golf Club.

Alzheimer Society
MONTREAL

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College; Anna Claudia WANDERLEY, Collège de Maisonnette.

TABLE OF CONTENTS

MESSAGE FROM THE CHAIRMAN	4
MESSAGE FROM THE EXECUTIVE DIRECTOR.....	5
CLINICAL SERVICES	6
SERVICE POINTS	8
RESPIRE AND STIMULATION SERVICES	10
GROUPS AND ACTIVITIES	12
EDUCATIONAL SERVICES	14
COMMUNITY ENGAGEMENT	16
MAKING ROOM FOR HOPE: A GENEROUS GIFT FROM THE HARPER FAMILY ...	17
COMMUNITY CULTURE AND OPENNESS TOWARDS OTHERS	18
COMMUNICATIONS	19
A SOCIETY IN EXCELLENT FINANCIAL HEALTH	20
ACKNOWLEDGEMENTS OF PARTNERS AND SUPPORTERS	22

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Mission

To alleviate the social and personal consequences of Alzheimer's disease and related disorders through the development and delivery of leading-edge intervention, care and support services in Montreal.

Our annual report is distributed to our members, partners, and to other affiliated organizations. Anyone who is interested in learning more about Alzheimer's disease or other forms of dementia may request a copy in English or in French.

Writing and Coordination
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MESSAGE FROM THE CHAIRMAN



On behalf of the board of directors, it is my pleasure to present to you our annual report. Let me begin by thanking my fellow board members for their vital contribution to the development of the Alzheimer Society of Montreal's status and reputation. I am convinced that their involvement in our organization is a guarantee of its future success.

Always faithful to our mission of alleviating the social and personal consequences of Alzheimer's disease and related forms of dementia, our team— under the guidance of our executive director— has spared no effort to execute the actions set out in our new strategic plan. The shift towards marketing that I mentioned in last year's message has become reality and is now part of the fabric of the Alzheimer Society of Montreal. Our strategic objectives, founded upon optimization and growth, are taking shape as we build an engaged community, develop a new organizational culture, and, over time, double our capacity— both in terms of revenue and the number of people living with dementia and caregivers receiving our services.

With the number of diagnoses of dementia expected to increase, it goes without saying that we need to join forces to respond to the needs of our community by providing a range of services that is as diverse as our city. This is why accessibility is a fundamental value of the Alzheimer Society of Montreal, something that is demonstrated by our offer of services via a network of twenty service points across the island of Montreal.

As we review the past year, we can once more say "mission accomplished." Let us consider the facts. At the end of the financial year, we had surpassed last year's results by over 20%, with a record number of people benefitting from our clinical services and trainings. What's more, in order to increase our own-source revenues, we have also set in motion a bold strategy built around a more targeted segmentation of donors, as well

as more personal and direct interactions with the Alzheimer Society of Montreal's members and business partners.

This success belongs to everyone who believes in our vision of seeking excellence and has done their part to build the community culture of our organization. I know just how difficult it can be to achieve a goal when adversity and tough times combine. That is why the input of such individuals is so important— so that the Alzheimer Society of Montreal can always offer a range of services that are adapted to the needs of people living with dementia and their caregivers.

I invite you to carefully examine our annual report to understand the scope of our achievements and the satisfaction of the individuals who walk through our door. Thank you to the artisans of this shared success for the part they play in supporting the Alzheimer Society of Montreal.

Keep up the good work!

A handwritten signature in dark ink, appearing to read "Robert Beaudoin". The signature is fluid and stylized, with a long horizontal stroke at the end.

Robert Beaudoin,
Chairman of the Board of Directors

MESSAGE FROM THE EXECUTIVE DIRECTOR

As I write to you to share the progress that has been made in the implementation of our collective commitments and to review the actions we have taken in light of the results obtained during the past year, I feel satisfied with the work that has been accomplished.

So where are we? From the outset, let me reassure you— we are on the right track. Throughout the year, our highly experienced staff members have stepped up to the plate to offer quality services and ensure that our clients are not only satisfied, but fulfilled! Day after day, this has become our motto. With a new management team, I have put forward a unifying vision built around the themes of optimization and growth, where accountability and collaboration join forces to the benefit of our clientele. We have all put our noses to the grindstone to take on the four strategic axes that are at the heart of our strategic plan, by both prioritizing our objectives and taking concrete actions.

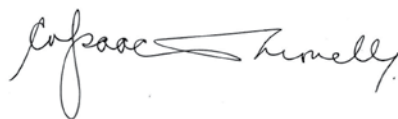
In this annual report, you will see the results of the efforts we have to put into our services, organizational culture, financing, and the enhancement of our organization's status. You will observe that, thanks to the unique collaboration between our team and volunteers, we offer an inclusive and inspiring milieu for people living with dementia and their caregivers. In almost all our programs and services, our results are superior to those of the previous year, as is our rate of client satisfaction.

But there's more! This approach— one that stresses competence, generosity, and client satisfaction—allows us to respond to the challenges we face in a more sustainable fashion. I am convinced that the relevance and quality of our services, in spite of the complex and difficult budgetary climate, have allowed every individual who has come knocking at our door to feel listened to and supported. In short, we have done more with less— and this is no mean feat!

When I was appointed executive director, I shared my profound conviction that a failing memory does not erase personality. I would also add that it is our duty to remember that we can grow from adversity, because our trials are rich learning experiences. With this in mind, we are determined to build an engaged community, and to confidently walk the path that leads to success. Be it through engaging our stakeholders, composing reference letters in collaboration with our partners in the health care sector, implementing innovative programs and services, encouraging community and volunteer involvement on a local level, or steadfastly supporting the organization in the mould of our members and donors, each and everyone one of us has a role to play in positioning the Alzheimer Society of Montreal as the reference point in our city.

Simply put, the foundations are in place and the sky is the limit! I wish to sincerely thank the members of the board of directors for the confidence they have placed in me, their open-minded approach, and their judicious advice. I also wish to extend my gratitude to our entire staff for their faultless commitment to carrying out our mission. It goes without saying that this would not be possible without our government, corporate, and private partners who, by sharing their means, allow us to achieve our ends— and I thank them wholeheartedly.

Now, let's forge ahead!



Camille N. Isaacs-Morell,
Executive Director



CLINICAL SERVICES

The members of our clinical services team know that caring for someone living with Alzheimer's disease is a task that can be demanding and surreptitiously become a source of stress. That is why the guiding principle they adhere to is that of changing the way things currently are by planning for a better future. Understanding the nature of the challenges faced by our clients, finding answers and solutions, and helping them implement these changes in their lives are the common denominators of our team's person-centred approach. Strengthened by the financial backing of l'Appui Montréal, we have the scope to press ahead.

INTAKE AND ORIENTATION

Our intake and orientation counsellor is the primary point of contact on our front-line service. When caregivers knock at our door, he opens a dialogue with them and begins piecing together an understanding of their needs in order to lay the foundations for their future collaboration and find solutions that are adapted to

their reality. Over the past year, our counsellor provided services to **1,866** people from across the island of Montreal. This is an increase of **3%** from last year and illustrates, as if more proof were needed, the growing notoriety of this service.

THE COUNSELLING NETWORK

Among the many suggestions provided by our intake and orientation counsellor are the services offered to caregivers by our team of counsellors. Values of respect and accessibility are tattooed upon the hearts of these experienced professionals whose job it is to be on top of their game each and every day. The proof is in the pudding: over the past year, our counsellors met with **573** people for a total of **2,170** hours of interventions. Let's give credit where credit is due! This represents an increase of **20%**, which bodes well for the future.

Motivated to find solutions that will help improve the lives of caregivers, our counsellors use their know-how to build a relationship of trust with their clients that gives them the strength

they need to meet the daily challenges of caring for someone living with Alzheimer's disease. Their desire to make a difference through their attentiveness, openness, warmth, and empathy is reflected in their interventions and felt by their clients. Thanks to their respectful approach towards each person they support, our counsellors help caregivers discover new possibilities and to grow in confidence and hope.

Our team provides information and advice at twenty service points across the island Montreal and also organizes monthly Alzheimer Cafés. The Alzheimer Café program, developed by the Alzheimer Society of Montreal, is open to all and allows participants to exchange information and advice in an atmosphere imbued with

An Innovation to Keep in Mind

Together, our intake and orientation counsellor and another counsellor from the clinical services team made an in-depth analysis of our intervention plan in order to propose a new way of working. Motivated by a desire to improve efficiency, they have put forward this new method to optimize our interventions. Having taken stock of the challenges experienced by caregivers on a daily basis, they have created an intervention model adapted to the reality of our clients that is founded on a more sophisticated diagnostic process, the standardization of information, and a wide range of interventions. By virtue of this more inclusive approach, our counsellors can align caregivers more closely with their specific intervention plan by distinguishing the client's needs from the information provided in their initial request. In this sense, this new intervention model is, thanks to its inherent creativity, a noteworthy social innovation.



friendliness and positivity. Last year, our 5 counsellors organized **59** Alzheimer Cafés that welcomed **1,170** participants. Not only do the Cafés allow people from different backgrounds to exchange openly and respectfully about aspects of life related to dementia, they also help break the isolation that is too often the reality of many caregivers. Education through socialization: that's our way of combining business and pleasure!

From these results, it is clear to see that our clinical services have the wind in their sails. Our next challenge will be to advance the promotional aspect of our work to gain increased visibility among Family Medicine Groups (FMG) so that people with recent diagnoses can be referred to the Alzheimer Society of Montreal as early as possible via our First Link program.



The members of our Counselling Network team.

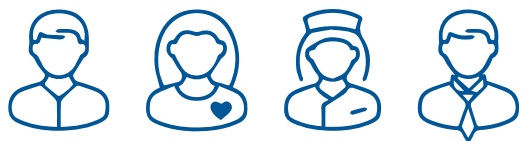


Testimonial

My husband was diagnosed with Alzheimer's disease in 2016. To begin with, I was in shock, but this rapidly gave way to helplessness, sadness, and powerlessness. In the weeks that followed, I made contact with the Alzheimer Society of Montreal, where I found a goldmine of information and invaluable advice, but, above all else, warmth, empathy, and hope. I would like to thank my counsellor for her attentiveness, her support, and her humanity. The services offered by the Alzheimer Society of Montreal are essential and help maintain the quality of life of people living with dementia and their caregivers, in spite of the disease.

Marie-Lise, caregiver

SERVICE POINTS

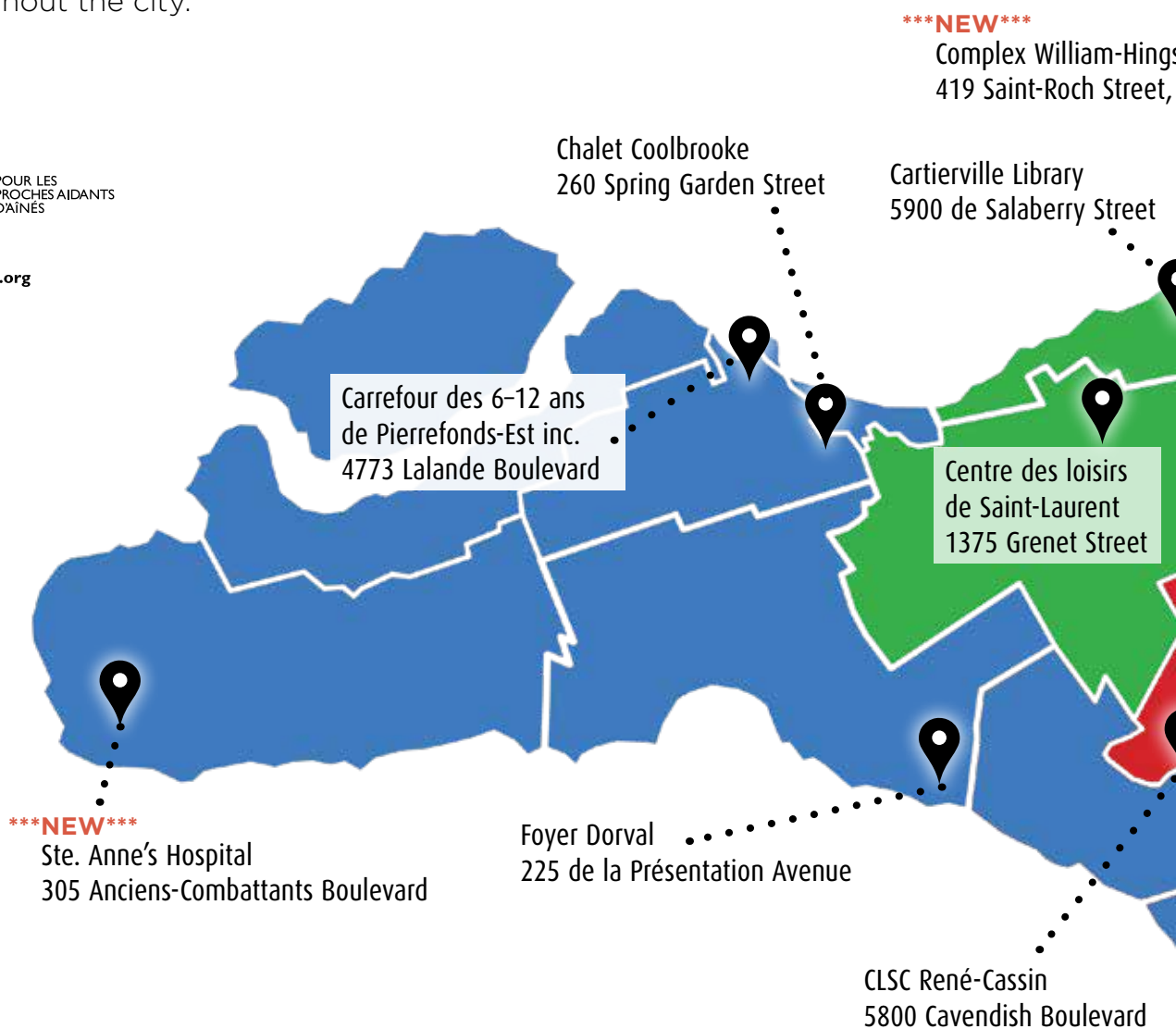


The Alzheimer Society of Montreal advocates a person centred approach to care. A reflection of Montreal's cultural diversity, all our services are offered in English and French at service points located throughout the city.

FINANCÉ PAR

L'APPUÏ POUR LES PROCHES AIDANTS D'ÂÎNÉS
MONTRÉAL

lappuimontreal.org





RESPIRE AND STIMULATION SERVICES

Caring for someone living with dementia while also maintaining a space to rest is a major challenge for those who face this reality. Our respite and stimulation services provide a suitable solution to this legitimate concern by allowing our clients with dementia to enhance their well-being through remaining active, while also providing a period of respite and an attentive ear to their caregivers.

Offering respite and stimulation services is a sizeable challenge that requires a thorough understanding of the needs and character traits of both our clients living with dementia and their caregivers. A detailed assessment is required for every person with dementia who wishes to benefit from our stimulation services so that our staff can understand the client's circumstances, adapt their interventions in consequence, accept any changes that may occur, and reassure the client, if necessary. It is important to remember that caregivers may also need help to recharge their batteries and enjoy their own activities. The practicality of our respite and stimulation services lies in the fact that they both provide an overarching solution to our clients' situation and also meet their individual needs.

In accordance with our funding agreement with l'Appui Montréal, our multidisciplinary team, under the leadership of our coordinator—whose good reputation extends beyond the territory we serve—is made up of both employees and students. These men and women give their all to provide engaging and meaningful experiences to our clients with dementia in a reassuring setting, and an option to caregivers to break them out of their isolation. Whether at our three activity centres or in our clients' homes, our team is always ready to provide services that are adapted to the circumstances.

This year, faced by the challenges of offering high quality services and flexibility in our means, our results were not reflective of our efforts. We have noted a **5%** decrease in clients attending our activity centres, for a total of **6,750** hours of respite offered to **63** families. However, we have also seen a significant **14%**



Raffaella Cavaliere, Coordinator – Respite and Stimulation Services, became a Positive Approach to Care® (PAC) Certified Independent Coach in 2018!

increase in our in-home respite and stimulation program, for a total of **6,160** hours of respite offered to **62** families. Having taken stock of this, we have rolled up our sleeves and carefully analyzed our planning processes and service delivery. Given that a thorough registration and evaluation of our clients with dementia is required for each sector of our respite and stimulation services, it goes without saying that managing a weekly time slot to oversee

An Innovation to Keep in Mind

The coordinator of respite and stimulation services and her assistant coordinator have conducted a review of the referrals process between the Society's services. They have made adjustments to certain aspects of the process and identified improvements that could be made in the management of the waiting list that have already yielded encouraging results. These adjustments have allowed for a more efficient evaluation of the needs of the clients referred and for our team to be even more alert to our clients' actions and comments. In short, our clients are now contacted within a week of referral to organize a needs assessment.



this has its fair share of complexities, many of which cannot be planned for. As such, we have done everything in our power to facilitate and accelerate access to our services by reviewing our terms of registration and implementing a new communications strategy to reach our clientele.

On an organizational level, our efforts have enabled us to perfect our needs analysis and recommend new terms and conditions for our service delivery. This initiative has led to increased collaboration between our staff members, thanks in part to our new organizational culture, and the achievement the standards set out in our agreement with l'Appui Montréal.

A special mention must also go to our students interns who have done admirable work this year. Their efforts and involvement represent the very best of what today's young people have to offer. At the Alzheimer Society of Montreal, under the careful supervision of our coordinators, they receive the support they need to learn while working and know that their satisfaction is well worth the effort they put in. Our students interns are essential cogs in the machine that is our respite and stimulation services and they contribute in no small part to improving the quality of life of our clients with dementia through their creativity and empathy.



A culinary activity at the Westmount Activity Centre.



Testimonial

My wife Heather has been attending the Alzheimer Society of Montreal's Saturday Activity Program for a year now, and she has always responded very positively to the professional care that she has received. As a full-time caregiver for my wife, I cannot begin to express how appreciative I am to be able to leave Heather in the care of the Activity Program staff and know that she will be entertained and well looked after. They take great care in developing their programs and in making their attendees feel cared for and respected. My thanks to the Alzheimer Society of Montreal and the wonderful staff of the Saturday Activity Program for caring for my wife and providing me with much-needed respite!

Brian, caregiver

GROUPS AND ACTIVITIES

Our support services for people living with dementia and caregivers offer a wide variety of activities that are adapted to the strengths and abilities of each individual, and are aligned with their interests and affinities. The success of these services take on their full meaning in the enjoyment captured by groups that leave their burdens to one side and discover what can give them wings. The group is at the core of our approach because it takes a collective effort to generate meaning in the present moment so that everyone can find what they need.

SERVICES FOR PEOPLE LIVING WITH DEMENTIA

Our Monday Meet-Ups program is as popular as ever with an average of nine regular participants. Our clients are also invited to enjoy lunch with our staff members before their afternoon of fun and discovery at Monday Meet-Ups. It should come as no surprise, then, that there is a waiting list for this activity!

In the same vein, as it has done in previous years, our annual BBQ brought together **40** of our clients, while our Halloween lunch was attended by nine brave participants who fearlessly accepted the invitation of our spookily-disguised team!

Art is the greatest meeting place of all. A total of **35** advance registrations allowed **23** people living with dementia to benefit from the know-how of our art therapist at 4 weekly workshops. During these workshops, our art therapist strikes a balance between creativity and the well-being of participants by adapting her interventions to the clients' cognitive, sensory, and kinaesthetic abilities. Let's not forget our Art Links program, organized in collaboration with the Montreal Museum of Fine Arts, whose participation rate hit the same highs as in previous years. And what

can we say about the success of our Tales and Travels program at the Pointe-Claire and Westmount Public Libraries? Simply that its success is contagious!

Our support groups for people living with dementia benefitted seven people this year. This result is lower than last year due to the difficulty inherent in reaching the seven-person minimum to launch the group. Over the weeks, the participants had the opportunity to find peer support, as well as to learn strategies for autonomous living and how to care for themselves. On top of these activities, our staff conducted **22** individual consultations to address specific questions or requests with appropriate responses and original solutions.

An Innovation to Keep in Mind

In her desire to respond to the needs of the Society's caregivers, our coordinator devised a 6-week information and support group as a pilot project. This new format is a result of a collective reflection and is a suitable response to the comments and suggestions of former participants. Over a number of weeks, this improved, more concise version of the group has been tried and tested, as has its accompanying manual, which contains a range of information and exercises. This innovation is a fitting response to the needs of certain participants and its impact should be felt as more clients benefit from it over the coming years.



SERVICES FOR CAREGIVERS

The happiness of the caregivers who participate in our support groups is indistinguishable from that of the other members of the group. This is because by forging bonds with others, we discover the very best parts of ourselves. In our support groups, openness, communion, sharing, and discovery are all on the menu, via a range of activities infused with conviviality and surprises.

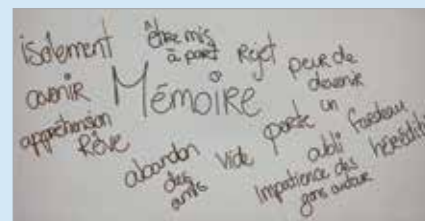
This year, our support groups welcomed **124** participants across **14** groups— an increase of **14%** compared to last year. Our French-language groups were attended by **79** participants; our English-language groups by **45**.

Our monthly support groups welcomed **89** participants across nine groups— a similar participation rate to previous years. We must also mention that two new monthly groups were created this year: one exclusively for children of people living with dementia; the other for spouses of people living with the disease. This initiative was a rousing success— due in no small part to the common experiences shared by participants, which greatly facilitated interactions.

Finally, the enthusiasm for our meditation group for caregivers continued this year with three weekly groups welcoming between five and seven participants. These sessions are facilitated by a volunteer who generously shares her knowledge with participants.



The Art Links program at the Montreal Museum of Fine Arts.



Testimonial

I am so grateful to once again work with an organization that is as amazing as the Alzheimer Society of Montreal, and to have the opportunity to be part of the Monday Meet-Ups social group by offering five Laughter Yoga sessions. During each of our sessions, the participants had the chance to experience different breathing, clapping, and chanting exercises, as well as seated and standing laughter exercises. During our sessions together, I was so impressed by the way the participants got into the exercises— you could feel the love, joy, and connection, which is what Laughter Yoga is all about! The group always makes me feel so welcome and witnessing the happy smiles and laughter among the participants has been such a beautiful experience. I am so excited to return in the fall. Thank you to the Alzheimer Society team for all the wonderful work that you do!

Aileen, Laughter Yoga instructor

EDUCATIONAL SERVICES

Education is life itself. That's why our educational services are a crucial component of our mission, offering a new way of looking at Alzheimer's disease. Our services are for everyone: they fulfil the specific needs of health care and research professionals, and workers in the community sector, as well as those of our members and volunteers.

In response to a growing enthusiasm for examining dementia from new perspectives, the Society organized two conferences, attended by **103** people, which were presented by specialists in their fields: Dr. Howard Chertkow and our colleague from the Federation of Quebec Alzheimer Societies, Dr. Nouha Ben Gaied. Our efforts were also rewarded with **59** public conferences attended by **1,478** people— an increase of **48%** from last year. These conferences were presented predominantly in French (**39**) and English (**16**) with **2** more presented in Italian, and **2** in Mandarin.

The Alzheimer Society of Montreal's trainings take the shape of a virtuous circle through which the more we know the more we learn, and the better we understand. This has resulted in a significant increase in the number of training hours offered this year, **201**, and the number of participants, **343**. This represents a major increase in participation compared to last year.

Our educational services have also contributed to the enhancement of our organization's notoriety through **17** information kiosks held at a range of events and symposiums throughout Montreal, compared to six last year.

In short, we have remained faithful to our vision of seeking excellence, while offering a program that reflects the needs of our clientele and the comments and suggestions they have provided in recent years. Our coordinator of educational services has also taken care to adapt our content to different media, including webinars on the Huddol Events platform.

An Innovation to Keep in Mind

True to our tradition of remaining in step with current issues and analyzing them using methods that move the debates forward, our coordinator of educational services has dedicated her time and energy to taming the logic model developed as part of the Centre d'éducation populaire's EvalPop program. Accompanied by our director of programs and services and her fellow coordinators, she has mastered this approach that allows for the evaluation of the mid- to long-term impacts of changes directly related to our interventions. This method involves reconstructing the logic of our actions, from input to the evaluation of the output, using a data collection tool that is adapted to our reality. The logic model is made up of four, 4-hour modules that help us make adjustments or corrections to our services, if necessary. It will remain part of our plans for next year and allow us to better evaluate the impact and usefulness of our actions, and further our expertise.



Teresa Anuza, Coordinator – Educational Services, and Marie Christine Le Bourdais, Director – Programs and Services, at the 4^e Congrès québécois sur la maladie d'Alzheimer et les maladies apparentées, November 9, 2018.



Testimonial

The training offered by the Alzheimer Society of Montreal has been an integral part of our Personal Support Worker for Seniors Program for over eight years. After following the training, our students are confident and well-equipped to work with this clientele in a professional manner. Many of them found jobs after receiving this training.

*Karine Cinq-Mars, Teacher/Coordinator –
Personal Support Worker for Seniors
Program*

COMMUNITY ENGAGEMENT

The adoption of our 2018-2023 Strategic Plan was the grand finale of the last financial year. The Society's administrators, with the support of our executive director, selected four strategic axes— organization, recognition, financing development, and programs and services— each of which has its own priorities, as well as a list of actions and projects.

Over time, we want to achieve our objectives of optimization and growth for the organization by implementing a new organizational culture, building an engaged community, and doubling the capacity of our operating budget— and the number of people benefitting from our services— within five years. As such, innovation is at the heart of our programs and services, as is our bold philanthropy strategy and a new organizational culture based upon accountability and collaboration— all of which will allow the Alzheimer Society of Montreal to remain faithful to its mission and vision of seeking excellence.

Thanks to our person-centred approach to care, we put people living with dementia and their caregivers at the heart of our actions by offering them an inspiring and inclusive milieu where expertise, generosity, and client satisfaction are emphasized. With a wealth of unrivalled experience behind us, our team ensures that this vision of seeking excellence is present every day, so that our clientele is not only satisfied, but fulfilled. If the past is any indication of what is to come, we are convinced that the Alzheimer Society of Montreal will become the reference point in Montreal for people living with dementia and their caregivers.

In keeping with the spirit of the founders of the Alzheimer Society of Montreal, we combine tradition and modernity, preserving our community involvement, while meeting the future with innovative solutions.

We invite you to consult the list of partners and supporters at the end of this report to learn more about our many partnerships.



Camille N. Isaacs-Morell, Executive Director, and Gérald Hubert, Outgoing Executive Director— the two pillars of the Alzheimer Society of Montreal— at the Hector "Toe" Blake Celebrity Golf Tournament 2018.

MAKING ROOM FOR HOPE: A GENEROUS GIFT FROM THE HARPER FAMILY

Two and a half thousand years ago, Aristotle remarked that the best thing about wealth is that it allows one to give. Mr. Andrew Harper and his late wife, Carole, have made this their motto by making the largest ever donation for the creation of an endowment fund in the history of the Alzheimer Society of Montreal.

Over the next five years, these generous souls will donate \$500,000 to an endowment fund that will be used to cover the operating costs of a new activity centre in the basement of our head office. This truly is unprecedented generosity!

A prosperous businessman who made his fortune by importing biscuits, chocolates, and other fine foods, Mr. Harper felt the need to give back to his community by helping launch this flagship project for our organization. Despite his great success in the business world, Mr. Harper is a deeply modest and understated man who has understood that being self-aware and present for others means being of service. It is only natural, then, that we showcase Mr. Harper's wonderful gesture, because it is in keeping with the values embodied by our organization on a daily basis— particularly that of accessibility. This new permanent activity centre will allow us to impact our clients by offering services ranging from respite and stimulation to different therapies— not to mention support groups for people living with dementia and caregivers.

Looking back at the history of the Alzheimer Society of Montreal, it is clear that a strong bond has been formed between the Harper family and our organization over the years. For many years, the late Carole Harper, Andrew's wife, played a leading role in the organization of our annual ball, and now Mr. Harper continues this tradition by making his generous contribution and encouraging other donors to follow his example. By making such an investment in the Alzheimer Society of Montreal, Mr. Harper is recognizing the major role we have undertaken to alleviate the social and personal consequences of Alzheimer's disease and related forms of dementia.

As the old saying goes, "one swallow does not a summer make." It is clear that Mr. Harper will leave an enduring mark upon our organization this year, and that his unrivalled generosity will

safeguard the activity centre's operations for years to come. Looking ahead, we are not far from breaking ground on this project, thanks in no small part to the financial leverage that Mr. Harper's donation has afforded us. We are certain that it will provide the necessary impetus to raise the funds required for construction to begin. Without any doubt whatsoever, we are on the road to success!



Two generous souls: the late Carole Harper and Andrew Harper.

COMMUNITY CULTURE AND OPENNESS TOWARDS OTHERS

The secret of the vitality of a not-for-profit organization lies in the involvement of its members and partners on a volunteer basis. While it is not fair to compare them, it is safe to say that these men and women, who hail from a range of socioeconomic backgrounds, are richer in what they give than in what they possess. Indeed, the generosity they show to the Alzheimer Society of Montreal— sharing their time and energy to help us carry out our mission—is remarkable. Here, every hour of a volunteer's time is worth its weight in gold.

As of March 31, the Alzheimer Society of Montreal has **456** members in good standing— **70%** of whom are men and **30%** are women, and who are French-speaking and English speaking in approximately the same 70-30 measure. All our members support our mission and vision, and share our values of integrity, expertise, collaboration, respect, and accessibility. Whether by attending our annual general meeting, sitting on the board of directors to define our operational orientations and objectives, or by dedicating their time and talents to the organization, they can rest assured that they make a difference.

To this end, our coordinator of partnership development is the fulcrum of our community culture as she oversees the recruitment and supervision of our volunteers as well as the organization of third party events. Last year, she had the support of a battalion of **395** volunteers and used her tact and skill to make the most of their talents at third-party events, for administrative tasks, or in a logistical context at the Walk for Alzheimer's.

This year, the coordinator conducted a thorough review of the Society's volunteer recruitment and supervision procedures as well as the accompanying volunteer manual. This reference guide is invaluable to the Alzheimer Society of Montreal as it not only informs volunteers of their role and responsibilities, but will also

serve to create an engaged community as we carry out our mission. The Volunteer Guide contains a wealth of information about our policies and procedures, such as recruitment, confidentiality, and even a chapter about social media etiquette, not to mention a section for each of our services.



Coffee break for three volunteers at the Walk for Alzheimer's 2018.

An Innovation to Keep in Mind

Volunteering at the Alzheimer Society of Montreal is based upon one key notion: service to others. As a result, we decided to highlight the part our volunteers play by creating prizes and awarding them at a volunteer recognition evening last fall. The Volunteer of the Year award, presented to Gerrine Doucet and Ron Hughes, recognizes the volunteer(s) who have made an extraordinary contribution to the Society over the past year. The Lasting Legacy award, presented to Louise Vanden Abeele, acknowledges a remarkable undertaking that will be talked about for years. Finally, the Commitment to the Cause award, presented to Huguette Pagé, highlights the outstanding dedication and availability of this volunteer.

COMMUNICATIONS

As part of its new communications strategy, the Alzheimer Society of Montreal has used a range of tools to reach its target audiences and keep them up-to-date with our actions and services.

It goes without saying that social media enjoys the lion's share of our Web presence so that our members and partners can discuss and share our news with their networks. It must be noted, however, that the goal of our actions on social media is not restricted to reaching individuals, but also to building the engaged community mentioned elsewhere in this report. This explains the **10%** increase in the number of subscribers on our Facebook page as well as the commensurate increase in the number of interactions with our publications. We have also noted an increased participation on our Huddol and LinkedIn pages, the latter being a particularly useful tool to promote our fundraising activities that are targeted to a professional clientele, such as the Hector "Toe" Blake Celebrity Golf Tournament. We are also fortunate to have the support of a professional collaborator who is spearheading SEO campaigns that will improve our online visibility.

The high point of the last year, from a communications perspective, was the launch of the Society's new website. Our new site is more modern, user-friendly, and easy-to-navigate, as well as being a lot less text-heavy than our former site. A sign of the times, our new site is also more transactional and will eventually allow us to offer a range of items and products in an attempt to diversify our own-source revenues.

In order to further the Alzheimer Society of Montreal's reputation in the city, we have given a fresh impetus to our Express Liaison eNewsletter. This communication tool, whose usefulness is beyond question, allows us to widen our analytical perspectives without sacrificing depth and scale.

The Society's media coverage was not been left behind last year as many of Montreal's newspapers, radio and TV stations reported on key public awareness events that took place during Alzheimer's Awareness Month. Special mention to Steve McNeil's event, 1926 Skate for Alzheimer's, during which he skated for 19 hours and 26 minutes at Maisonneuve Park on to raise awareness and funds for the Alzheimer Society of Montreal.



Luc Corbin, spokesperson for the Alzheimer Society of Montreal for Alzheimer's Awareness Month 2019.

An Innovation to Keep in Mind

Last fall, our coordinator of digital engagement devised and began publishing a new weekly email bulletin called MontréALZ Hebdo. The objectives of this communication tool are to share news and information among the Society's staff members, and to forge bonds within the organization. One section of the weekly bulletin is dedicated to sharing the best practices and personal interests of every member of staff, which makes for interesting reading.

A SOCIETY IN EXCELLENT FINANCIAL HEALTH

The Alzheimer Society of Montreal is in excellent financial health— and this is in spite of an increasingly challenging financial context for not-for-profit organizations. Thanks to a sensible and thorough management of our finances, we have once again achieved the impossible by finding funds to provide more services, while also maintaining a stimulating workplace environment for our employees.

Our revenues stemming from government grants were approximately the same as in previous years, with a total of **\$658,985** coming from l'Appui Montréal to finance our Counselling Network and Respite and Stimulation services, including our three activity centres. The amount awarded as part of the PSOC program (Programme de soutien aux organismes communautaires), **\$106,214**, is also nearly identical to the amount received last year. In total, this represents just over **36%** of our budget.

Our signature fundraising events raised **\$239,896**, thanks to the Walk for Alzheimer's and the Hector "Toe" Blake Celebrity Golf Tournament, while our third party events brought in a total of **\$118,085**.

All our fundraising campaigns have been given special attention and we chose to prioritize the consolidation of our relationship with donors who currently benefit from our services or benefited from them in the past. Driven by a desire to facilitate the creation of an engaged community to help us carry out our mission, our team has been nothing short of creative. We have explored new

avenues with those who know that our organization is at the leading edge of innovation in terms of services for people living with dementia and caregivers. By organizing events to recognize donor loyalty or meeting with individuals who have benefitted from our services, we have pulled out all the stops to achieve our fundraising objectives. Our efforts have been rewarded with **\$328,564** raised within the framework of our individual fundraising campaigns, and **\$166,062** in memoriam donations also received.

The revenues from bequests and other forms of planned giving are not to be outdone, however. Quite on the contrary! In virtue of the strategy mentioned previously, along with an intensive direct mailing campaign during the last few months, we have honed our knowledge of our current and past donors' traits. Strengthened by new arguments based upon our vision and needs to ensure that our services can continue being offered, we received **\$265,151** planned donations in an array of forms— and this is only the beginning!

The revenues stemming from our activities totalled **\$107,572** and we also received **\$14,839** in relation to research projects. Finally, our income from interest, our tenants, and tax rebates from the various levels of government came to **\$77,660**.



Réjean Houle, President of the Montreal Canadiens Alumni Association, at the Hector "Toe" Blake Celebrity Golf Tournament, August 22, 2018.



Two participants at the Walk for Alzheimer's 2018 in Sir-Georges-Étienne-Cartier Park.



Steve McNeil, Jean-Romain Lemyre-Désy, Elisabeth Désy, Assistant – Financing Development, Camille N. Isaacs-Morell, Executive Director, and Gaston Gingras, Montreal Canadiens Alumnus.



Alexandra Louridas, Coordinator – Partnership Development, with Anthony Beauvillier, New York Islanders forward and organizer of the event #SpikeForALZ, July 14, 2018.



Participants in the Hector "Toe" Blake Celebrity Golf Tournament 2018 from Raymond James, major sponsor of the event.



Highlighting International Women's Day, March 8, 2019.

ACKNOWLEDGEMENTS OF PARTNERS AND SUPPORTERS

The Alzheimer Society of Montreal thanks its numerous partners and supporters for their generosity and commitment to the cause.

- **Baluchon Alzheimer, Carrefour des 6-12 ans de Pierrefonds-Est Inc., Corporation Mainbourg, Degimi Gestion Inc., the Institut universitaire de gériatrie de Montréal, and Ste. Anne's Hospital** for providing spaces for the Counselling Network's satellite offices.
- **Beaconsfield Library, Cartierville Library, Pierrefonds Library, Atwater Library and Computer Centre, Georges-Vanier Library, Henri-Bourassa Library, Langelier Library, Yves-Ryan Library, Café de Da (Ahuntsic Library), CLSC de Verdun, and Little Brothers Montreal:** for hosting Alzheimer Cafés.
- **Pointe-Claire and Westmount Public Libraries:** for hosting the Tales and Travels program.
- **Berthiaume-Du Tremblay Day Centre, Lachine Day Centre, and the St-Margaret Day Centre:** for hosting our Saturday activity centres.
- **Cartierville Library, Carrefour des 6-12 ans de Pierrefonds-Est Inc., Triest Day Centre, Centre de Loisirs communautaires Lajeunesse, CHSLD Bayview, CLSC de Mercier-Est-Anjou, CLSC Olivier-Guimond, CLSC de La Petite-Patrie, CLSC de Rivière-des-Prairies, CLSC de Saint-Léonard and the Institut universitaire de gériatrie de Montréal:** for hosting support groups and helping to provide education and support for caregivers.
- **Cartierville Library, Foyer Dorval, Centre des loisirs de Saint-Laurent, Centre du Vieux Moulin de LaSalle, Chalet Coolbrooke, CLSC de Mercier-Est-Anjou, CLSC Olivier-Guimond, CLSC de la Petite-Patrie, CLSC René-Cassin, CLSC Villeray, Complex William-Hingston, and Soins Gabrielle:** for hosting a Counselling Network service point.
- **Cégep du Vieux-Montréal, Vanier College, Concordia University's Institute for Co-operative Education, McGill University, and UQAM:** for referring the highest calibre students from their Special Care Counselling, Art Therapy, and Marketing programs to us.
- **Montreal Museum of Fine Arts:** for hosting the Art Links program, a continued source of creativity and enjoyment for all involved.
- **McCord Museum:** for its innovative intergenerational Sharing Our memories, Our Stories program, to which the Society contributed by providing training for 14- to 17-year-olds.
- **NOVA West Island and Le temps d'une pause:** for their contribution of respite services for families, offered in tandem with the Society's support groups for caregivers.
- **Health care professionals from Montreal's Integrated University Centres for Health and Social Services (CIUSSS) and other community organizations:** for contributing their time and skills, and for their spirit of collaboration and extraordinary generosity.
- **Italian-Canadian Community Services of Quebec:** for their contribution to the development of services for caregivers in the Italian community.
- **Métro Plus – Alimentation Fiorello Vellucci, Greene Avenue and St-Charles Boulevard Starbucks locations, Pierrefonds Boulevard and Des Sources Boulevard Tim Hortons locations, and Les Délices Lafrenaye:** for supplying our Alzheimer Cafés with coffee and pastries.
- **Association québécoise des parents et amis de la personne atteinte de maladie mentale Inc. (AQPAMM)**
- **Baluchon Alzheimer**
- **Beaconsfield Library**
- **Bibliothèque de la Maison culturelle et communautaire Montréal-Nord**
- **Carrefour des femmes de Saint-Léonard**
- **Carrefour Montrose**
- **Cartierville Library**
- **Centre Bon courage**
- **Centre d'action bénévole de Bordeaux-Cartierville**
- **Centre d'action bénévole de Montréal-Nord**
- **Centre d'hébergement de Dorval**
- **Centre d'intégration multiservices de l'Ouest-de-l'île (CIMOI)**
- **Centre d'union multiculturelle et artistique des jeunes (CUMA)**
- **Centre de Loisirs communautaires Lajeunesse**
- **Centre des aînés de Pointe-St-Charles**
- **Centre des aînés de Villeray**
- **Centre des femmes solidaires et engagées**
- **Centre Évasion**
- **Centre for Research and Expertise in Social Gerontology (CREGÉS)**
- **Centre récréatif des aînés haïtiens de Montréal-Nord**
- **CIUSSS de l'Est-de-l'île-de-Montréal**
- **CIUSSS de l'Ouest-de-l'île-de-Montréal**
- **CIUSSS du Centre-Ouest-de-l'île-de-Montréal**
- **CIUSSS du Centre-Sud-de-l'île-de-Montréal**
- **CIUSSS du Nord-de-l'île-de-Montréal**
- **Clinique médicale Métro Frontenac (Tours Frontenac)**
- **Comité des organismes sociaux de Saint-Laurent (COSSL)**
- **Conseil local des intervenants sociaux (CLIC)**
- **Corporation culturelle latino-américaine de l'amitié (COCLA)**
- **Corporation de développement communautaire de Rivière-des-Prairies (RDP)**

Information sharing and concrete collaborations with various organizations:

- **Alliances 3^e âge Grand Plateau**
- **Alzheimer Groupe Inc.**
- **Assistance communautaire – Dorval**
- **Association québécoise de défense des droits des personnes retraitées et préretraitées (AQDR), Section Rivière-des-Prairies (RDP)**



- Corporation Mainbourg
- Cummings Centre
- Dollard-des-Ormeaux Seniors Club
- Du Parc YMCA
- East Island Network for English Language Services (REISA)
- Entraide Saint-Léonard
- Famille nouvelle
- Frontenac Library
- Groupe d'entraide Alzheimer de Montréal-Nord
- Groupe des aidants du Sud-Ouest (GASO)
- Hay Doun
- Henri-Bourassa Library
- Italian-Canadian Community Services of Quebec (ICCSQ)
- Langelier Library
- Le temps d'une pause
- Little Brothers Montreal
- Maison de la culture Frontenac
- Medistat FMG
- Mile-End Library
- Nova Montreal
- NOVA West Island
- Novaide
- Parkinson Montréal-Laval
- Plumeau, chiffon et compagnie
- PRÉSÂGES
- Projet Changement
- Promotion Intervention en milieu ouvert (PIMO)
- Regroupement des aidantes et aidants naturels de Montréal (RAANM)
- Regroupement des organismes pour aînés et aînées du Sud-Ouest de Montréal (ROPASOM)
- Réseau d'action pour les aidants de Jeanne-Mance (RAAJ)
- Resto-Plateau
- Sainte-Colette FMG
- SARPAD Volunteer Centre
- School of Continuing Studies, McGill University
- Services plus des Trois Pignons
- Soins Gabrielle
- Steinberg Centre for Simulation and Interactive Learning, McGill University

- Support Centre for Immigrant Communities (CACI)
- Table de concertation des aînés d'Ahuhtsic
- Table de concertation des aînés de Bordeaux-Cartierville
- Table de concertation des aînés de Montréal-Nord
- Table de concertation des aînés de Ville-Saint-Laurent
- Table de concertation pour les besoins des aînés de l'Ouest-de-l'île
- Table de concertation solidarité Mercier-Est
- Table et sous-table de concertation Vivre Saint-Michel en santé
- Tel-Écoute/Tel-Aînés
- Tellement bien chez soi
- The Teapot 50+ Community Centre
- Vers Vous
- West Island Citizen Advocacy
- West Island YMCA
- YWCA Montreal

As active members of the following associations, committees, boards and professional orders, the employees of the Alzheimer Society of Montreal increase the visibility and credibility of our organization.

- Association des professionnels en gestion philanthropique (APGP)
- Association of Fundraising Professionals (AFP) – Québec
- Canadian Association of Gift Planners (CAGP)
- Chamber of Commerce of Metropolitan Montreal
- CLIC de Bordeaux-Cartierville (CLIC)
- Comité Aînés du COSSL
- Comité de mobilisation du territoire du CIUSSS de l'Est-de-l'île (avec l'Appui pour les proches aidants d'aînés de Montréal)
- Comité de mobilisation du territoire du CIUSSS du Centre-Ouest-de-l'île (avec l'Appui pour les proches aidants d'aînés de Montréal)
- Comité de mobilisation du territoire du CIUSSS du Nord-de-l'île (avec l'Appui pour les proches aidants d'aînés de Montréal)

- Comité des organismes sociaux de Saint-Laurent (COSSL)
- Federation of Quebec Alzheimer Societies (FQAS): board of directors, executive directors' committee, and various other committees
- Fédération québécoise du loisir en institution (FQLI)
- Huddol
- Italian-Canadian Community Services of Quebec (ICCSQ)
- L'Appui pour les proches aidants d'aînés de Montréal
- McGill University Research Centre for Studies in Aging – Education Committee
- Ordre professionnel des travailleurs sociaux et thérapeutes conjugaux et familiaux du Québec (OTSTCFQ)
- Quebec's Art Therapy Association (AATQ)
- Réseau d'action pour les aidants de Jeanne-Mance (RAAJ)
- Société de Développement Commercial Les Quartiers du Canal
- Table Alliances 3e âge Grand Plateau
- Table de concertation des aînés de Bordeaux-Cartierville
- Table de concertation des aînés de Montréal-Est /Pointe-aux-Trembles
- Table de concertation des aînés de Montréal-Nord
- Table de concertation du sud de l'Ouest-de-l'île (TQSOI)
- Table de concertation et d'action pour les aînés d'Ahuhtsic
- Table de concertation sur les besoins des aînés de l'Ouest de Montréal
- Table de concertation Vivre Saint-Michel en Santé
- Table des 50 ans et plus Dorval et Lachine
- Table des aînés de Rivière-des-Prairies
- Table des aînés de Ville-St-Laurent
- Table intersectorielle AMI des aînés de Villieray/Petite-Patrie
- Tellement bien chez soi
- Volunteer Bureau of Montréal

