



illuminating Impact

A Year of Expansion and Innovation
in Dementia Support



Annual Report 2021-22

For over 40 years, The Dementia Society of Ottawa and Renfrew County has provided support, education and activities to people impacted by dementia in our region so that here, no one faces dementia alone.



A BRIEF HISTORY OF DEMENTIA-CARE INNOVATION IN OTTAWA & RENFREW COUNTY



Cheers to 40 Years of Community, Compassion, Connections, Strength, & Support.

Dementia is often described as a marathon for which we must pace ourselves. We understand that compassionate support and quality services are key to navigating this tough journey.

At a kitchen table 40 years ago, we asked,

"How can we make this better?"

With that, one of the most innovative dementia-support organizations in Canada was established. In 2017, the Dementia Society of Ottawa and Renfrew County became a stand-alone entity to ensure that all the funds we raise stay in and directly benefit people living in our community.

We are so grateful for the trust and support you show for our work. We look forward to celebrating this important milestone with you in the year ahead. Cheers to 40 more!



40 Years of Strength | **40 ans de force**



Empathy in Action.

Our team at The Dementia Society has always been proud to embrace our cause with unwavering dedication, heartfelt initiatives, and profound impact in the lives of those impacted by dementia. 2021-22 was no exception.

Our mission has always been clear: to enhance the quality of life for individuals living with dementia and their families. This year, more than ever, we've witnessed the transformative power of empathy and compassion in action. Our dedicated team, partners, and supporters have worked tirelessly to create programs and services that foster understanding, support, and hope. The ongoing pandemic did not stop us from innovation and expanding our role as your local dementia support providers in Ottawa and Renfrew County.

As we walked into 2021-22, our education and programming remained largely virtual. This year, we broadened our horizon to provide a greater understanding of brain health and dementia prevention that helps in early intervention and care through new programs and initiatives. This meant sharing knowledge about brain-health, the warning signs of cognitive decline and dementia, prevention tips that can help timely diagnosis or begin early intervention and prevention.

None of this would have been possible without your invaluable support. Whether you've volunteered your time, donated your resources, or shared your own experiences, you have played an integral role in our journey towards creating a more compassionate world for individuals living with dementia.

Please accept our deepest gratitude for your continued commitment to our cause. As we navigate the challenges and opportunities that lie ahead, your support remains our driving force. Together, we can continue to turn empathy into action, and action into positive change.

Yours Sincerely,

Wendy Grimshaw, CEO

Lynda M. Colley, Chair, Board of Directors



Our Board of Directors

Our volunteer Board of Directors stands as the guiding compass of The Dementia Society, steering our mission with dedication and expertise.

As we reflect on a year of accomplishments and growth, we extend our heartfelt gratitude to the members of the Board of Directors for their visionary leadership and unwavering support.



Lynda M. Colley
Chair



Scott Kuehn
Vice Chair



Paul Morton
Director



Louise Laramée
Secretary



Anne Hennessy
Director



Zaineb Al-Kutoby
Director



Tom Caldwell
Director



Anne Van Delst
Treasurer



**Mary Alice
MacNeil**
Director

Our Impact At-a-Glance

Key impact figures highlight the size and breadth of the work we do in carrying out our mission.

6,300
Clients Served
(up 26%)

89%
Overall Approval
Rate
(up 2%)

Education Programs

84%
Approval Rate
(up 5%)



2,459

Active Participants in Support Groups
(+910 from 2020-2021)

832

Social Programs

1,286

Education Connections

5,055

Webinar Participants



“I have been extremely satisfied and impressed with the Dementia Society as a whole. Seminars I have participated in were excellent and exceeded expectations. Every person I communicate with was very informative, kind, respectful, professional and amazingly helpful. You are an incredible organization.”

Dementia Prevention, Intervention and Care



As the landscape of dementia care evolves, so do our initiatives and programs aimed at making a meaningful impact in the lives of individuals and families affected by dementia in Ottawa and Renfrew County.

The pandemic brought a wave of transformation. From adapting to virtual platforms entirely to helping our senior clientele find the right technology and technology support to access help, we took on a journey of adaptation that best suits our community.

In 2021-22, our focus was on extending our programming to share information on timely diagnosis and early intervention to improve quality of life for those impacted by dementia.



Promoting Cognitive Well-being and Preventive Measures through Education



New Program: Understanding Mild Cognitive Impairment

We continuously strive to educate and offer personalized support and resources with sensitivity and accurate, up-to-date information. Mild Cognitive Impairment (MCI) involves memory loss that is greater than expected for one's age, but not enough to compromise one's ability to carry out daily activities. In these education sessions, our expert education team helped to spread awareness about how to optimize cognitive health through lifestyle choices and social support.

Elevating Awareness



Alzheimer's Awareness Month

Knowledge about brain health and dementia plays a crucial role to reduce risks and prevent some forms of dementia. To mark Alzheimer's Awareness Month in Canada, we launched a month-long campaign in January 2022 to encourage brain health and dementia support. We explored **four major themes** through sharing information and resources, and organized events throughout January to increase awareness of dementia, dementia prevention, and encourage conversation about this progressive and devastating illness.

What is Dementia?

Information about dementia, its types, how they differ and warning signs for dementia.

Preventing Dementia

You can reduce your risk of developing dementia by up to 40% by adopting brain-healthy habits. We shared resources about brain health, memory wellness and some healthy ways to prevent and fend off some forms of dementia.

Risk Factors for Dementia

When something increases a person's chances of developing dementia, it is called a risk factor. In week 3, we discussed Risk Factors for Developing Dementia. Since women are at higher risk of developing dementia, nearly twice as often as men, we also shared information about how dementia affects women differently.

Dementia Inclusion

The stigma around dementia is well-documented in Canada, with caregivers reporting reluctance to share diagnoses or to engage in public. During this week, we shared ways that we, as individuals and as a community, can change the story and become more inclusive of people living with dementia and their caregivers.



New Initiative: Women's Brain Health

Women are diagnosed with dementia twice as often as men. Women also account for 70% of family caregivers and 80% of professional caregivers.

This year, we took the opportunity to address and amplify these concerning statistics.



To help women in our region understand the role of sex difference in brain-health and related risk factors, The Dementia Society announced the **Y♀ur Brain Health Initiative** in January 2022.

The first Women's Brain Health "Proceed with Knowledge" webinar featured Dr. Nafissa Ismail. Some 300 participants attended the live webinar to learn about brain health, dementia risks and sex differences for women. We were thrilled to welcome participants from our region, across Canada and worldwide including participants from the USA and the United Kingdom. To celebrate International Women's Day, we hosted the second webinar, where Dr. Aileen Burford-Mason discussed dietary strategies for better brain health in women.



Dr. Marguerite Ritchie

Powerful Female Philanthropists

Dr. Marguerite Ritchie was the first woman in Canada to be appointed Federal Queen's Counsel and the founder of Human Rights Institute of Canada, a non-profit that supports equality and justice for women and Aboriginal women. Dr. Ritchie was also a long-standing supporter of The Dementia Society during her lifetime and through gifts in her will, including in 2021. Her generosity has enabled us to launch the Dr. Marguerite Ritchie Internship to develop an education and engagement program to promote women's brain health for caregivers and others.



Evelyn Janet Taylor

Evelyn Janet Taylor was a very modest woman. She loved to travel and sang for over 50 years in her church choir. As a caregiver to her mother who was diagnosed with dementia, Ms. Taylor understood the importance of the service The Dementia Society provides to families and caregivers. She started her donor journey with our organization in 1992 with a first donation of \$25. In 2007, she made the decision to make a planned gift to The Dementia Society in her will. She also made a sizeable gift after drafting her will. In 2021, The Dementia Society gratefully received the final dispersal of her estate, for a transformative lifetime gift of \$1.7M which will enable The Dementia Society to create a new dementia-inclusive Centre to welcome our community to safe and meaningful programming.



Taking Strides Toward Dementia Inclusivity

At The Dementia Society, we believe that “here, no one should face dementia alone”™. This year, more than ever, we redefined the landscape of care in our region by prioritizing the development of environments that acknowledge the unique experiences of individuals living with dementia.



Stronger Together: Changing the Dementia Story

The Dementia Society was honoured to receive a two-year grant in January 2022 from the Public Health Agency of Canada (PHAC) to create greater awareness of dementia in our region, and to build a more inclusive community for people living with dementia and the people who care for them.

This grant permitted us to prioritize supporting the implementation of Canada's **National Dementia Strategy** in our region. Our mission has always been to build a more dementia-aware Ottawa and Renfrew County so that people impacted by dementia feel valued, supported, and included, ultimately reducing the stigma that leads to social isolation and improve the quality of life for people living with dementia, their caregivers, and families in our region.



“We know that people want to continue to live at home and in their communities for as long as possible. We all want to feel understood and welcomed when we visit a business in our community. In addition to providing direct, practical support to people affected by dementia, The Dementia Society’s mission is to create awareness and understanding of dementia, destigmatize it, and transform the way we think, act and talk about dementia.”

– Wendy Grimshaw, CEO of The Dementia Society of Ottawa and Renfrew County

Thank you!



Public Health
Agency of Canada

Stronger Together

This integrated project included public outreach events, dementia inclusive training, a public awareness campaign, and more.

A core component of our project included **Dementia Inclusive Training**, which offers insight into the experience of dementia for people diagnosed with it, and for their caregivers, while also offering practical ways that businesses and individuals can help.



Increasing Dementia Awareness in Renfrew County

With the support of Arnprior Town Council and in support of the Township's age-friendly community plan, The Dementia Society held numerous training sessions in local businesses, high schools and elementary schools to sensitize people in this region to the needs of people living with dementia and their care partners.

“Working in partnership with businesses and the local community, the Stronger Together Project helped us to further develop and deliver our Dementia Inclusive Training on a larger scale so that the 24,000 people living with a diagnosis of dementia in Ottawa and Renfrew County and the people caring for them feel safe, understood and included. If we can reduce the stigma around dementia, we can reduce social isolation and improve quality of life for all.”

Wendy Grimshaw, CEO of The Dementia Society

**46% of Canadians do not feel comfortable interacting with a person living with dementia.*
70% of Canadians agree with the perception that people living with dementia generally face a lower quality of life than people without dementia.***

**EKOS Dementia Survey 2020 for The Public Health Agency of Canada*





Dementia613: Helping to make our region a more dementia-inclusive place to live.

In 2021-22, we took strides to make our region a more inclusive place. With www.Dementia613.ca -- our searchable online dementia-inclusive local service directory -- we trained local business leaders and employees in dementia-inclusive practices, communications and design considerations. This training helps to sensitize individuals and businesses to the needs of people living with dementia and their caregivers so people feel more welcome in their community.

The important financial contribution of the Public Health Agency of Canada allowed us to expand and create additional content relevant to the organizational needs and environments of industry segments including financial institutions, retail operations, hospitality and first responders.





2021-22 Financial Highlights

We can all agree that the past few years have been game changing. At The Dementia Society, the money we raise stays here to directly benefit the people in our community. To say we are grateful for the support of our community and trust placed in us would be an understatement.



Revenue*

Donations
Bequests
Fundraising
Government annual funding (note 7)
Government one-time funding
Other funding (note 9)
Restricted donations for other programs
Gain (loss) on investments
Government COVID subsidies (note 10)
Other

	2022	2021
\$	405,747	366,873
\$	1,503,774	94,586
\$	149,323	92,331
\$	1,167,086	1,150,086
\$	33,684	108,000
\$	739,532	501,021
\$	28,131	17,962
\$	234,753	370,630
\$	-	626,290
\$	17,118	22,669
	4,279,148	3,350,448

*Condensed Statement of Financial Position,
March 31, 2022

Funding Highlights

\$49,064

from the **SPARK-ON Grant**, which is funded by the **Centre for Aging and Brain Health (CABHI)**, which paved way for the implementation of a Scalable Intergenerational Dementia Companions Certification Program.

\$348,565

from the **Public Health Agency of Canada** to fund **Dementia Strategic Fund-Awareness Raising Initiatives**, and allowed us to initiate our **Stronger Together** project.



Our Funders

We extend our heartfelt gratitude to our community for the support received from individual and corporate donors, corporate sponsors, as well as long-time and project funders.

Your unwavering commitment and generosity have been the driving force behind every milestone we've achieved this year.



The Dementia Society acknowledges the support of our invaluable funders.



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



Public Health
Agency of Canada



Regional Geriatric Program
of Eastern Ontario



CENTRE FOR AGING
+ BRAIN HEALTH
INNOVATION
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