



CHANGING THE STORY

ANNUAL REPORT
2022-2023

**Dementia
doesn't have
to erase an
existence.**



FROM OUR CEO AND OUR BOARD CHAIR

2022-23 was a year of bringing to bear our knowledge and experience of the numerous ways that dementia affects the many facets of our lives because dementia help means different things to different people. Our goal in this year was to help people in our region to **change the story around dementia – how we experience it, live it and face it.**

Key to our efforts was bringing our Public Health Agency of Canada grant initiatives to life with dementia awareness and inclusion activities in Ottawa and Renfrew County. These activities, while important in themselves, are also our way of supporting two of the three pillars of The National Dementia Strategy in our region. These pillars are always close to our hearts. For over 40 years, **improving the quality of life of people impacted by dementia** was a founding principle of the organization and is still our mission, and since 2020, **prevention**, specifically, making people aware of the risks and particularly the modifiable risk factors for dementia, has been a key component of our public education and outreach.

We were grateful for the financial support of The Public Health Agency of Canada to do more and to reach more people, as you will read in the following pages. We are particularly proud of the reach and impact achieved through this project.



Lynda M. Colley (speaker) and Wendy Grimshaw (seated at right) at The BrainyActive Challenge event, September 2022.

Photo: Shawn Peters

2022-23 CHANGING THE STORY

Operationally, we maintained our hybrid operations model with the welcome addition of our new Dementia Society Centre becoming an important anchor not only for program users, but also for staff who appreciate such a welcoming place to come together as a team.

Our community continues to be strong, as demand for services grows, and volunteer engagement largely keeps pace. This year, with volunteers, we found innovative ways to engage people living with dementia, and to support their care partners while also supporting the development of new healthcare workers. And as has been the case over the pandemic, we have applied for and won a number of project grants and are grateful to the many funders at all levels of government, foundations and service partners who have afforded us the opportunity to innovate to better support people in their homes, in our new premises, and in the community.

The impact of dementia is far-reaching and can be a lengthy journey. We know that with our community's support, we can navigate this because we are always stronger together, and together, we can change the story around dementia.



LYNDA M. COLLEY
Chair, Board of Directors



WENDY GRIMSHAW
Chief Executive Officer

2022-23 AT A GLANCE

More people contacted The Dementia Society in 2022-2023 for help than ever before, and more often. That's not surprising as dementia is on the rise. In fact, the number of people currently diagnosed with dementia in Ottawa and Renfrew county is expected to rise from 24,000 to 60,000 by 2050.

- **Referrals to The Dementia Society were up 25%** overall compared with the previous year, this was largely driven by a 155% increase in referrals from healthcare professionals, such as physicians, hospitals and memory clinics.

And the The Dementia Society responded, delivering more services than ever before.

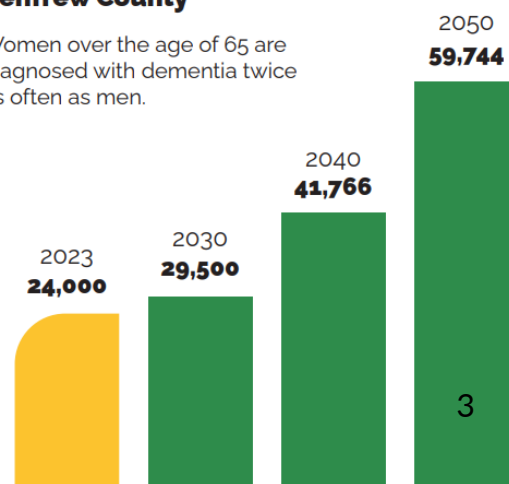
- In 2022-23, The Dementia Society provided **75% more service** to people facing dementia in our region than in the previous year.
- Despite static funding for core support and education programs, The Dementia Society **significantly exceeded Ontario Health-funded targets--by 66%--** to ensure access to service for people facing dementia.
- There was a **62% increase in social-recreational program participation** over the prior year, evidence that people were eager to connect in person coming out of the pandemic.
- The number of **visitors to DementiaHelp.ca doubled** over the prior year, an indicator that increased visibility of the Dementia Society through grant-supported initiatives was effective in creating dementia awareness.

Overall, we supported 63,000 individuals through Dementia Society education, support and programs.



Dementia Population in Ottawa and Renfrew County

Women over the age of 65 are diagnosed with dementia twice as often as men.



OUR MISSION

Dementia is a devastating, chronic illness that can become progressively more challenging for individuals diagnosed, their caregivers and families.

How We Help

The Dementia Society of Ottawa and Renfrew County provides compassionate support, tailored coaching and practical education for everyone impacted by dementia while building a dementia inclusive community.

At The Dementia Society, every one of our staff, volunteers and supporters shares our vision that “Here, no one should face dementia alone.” Our community is one where people affected by dementia are valued, supported, and included.

Since 1980, our organization has taken this to heart and has helped thousands of people caring for someone living with dementia, people living with dementia, and families facing dementia through sometimes long and often challenging conditions.



CHANGING THE STORY

HIGHLIGHTS FROM 2022-2023

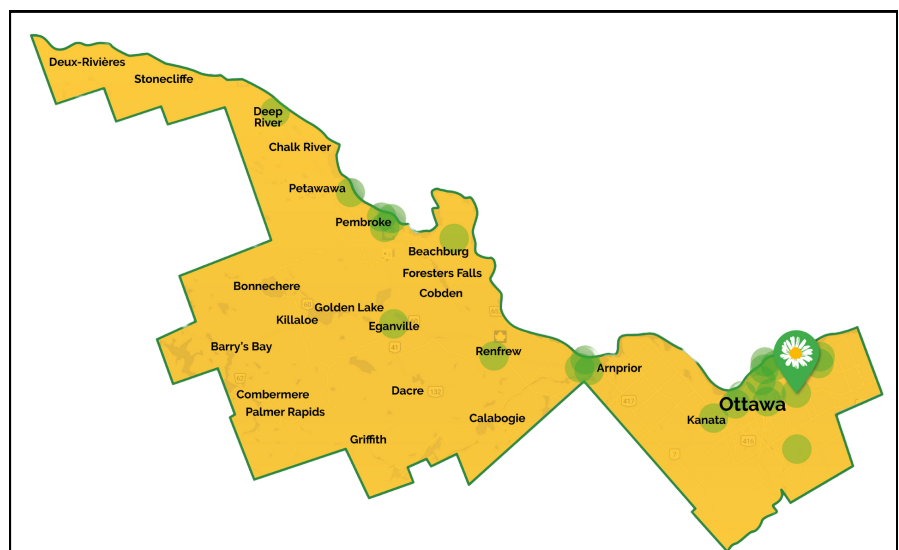
Welcome To the New Dementia Society Centre!

In the autumn of 2022, The Dementia Society moved from its longtime home at Perley Health to a new, purpose-built location in south-central Ottawa. While we continue to offer programming and support across Ottawa and Renfrew County, we are proud to now welcome our community to The Dementia Society Centre for in-person education, social and recreational activities, support groups and services, and more.

Over the winter of 2022-2023, this 4,600 sq ft space in the Ottawa Business Park was fitted to our dementia-inclusive specifications and in March 2023 we welcomed our first group to our new home. The Dementia Society Centre features a flexible program space, the latest technology to host and webcast live sessions, and a welcoming family meeting room named in honour of **Janet Evelyn Taylor**. Ms Taylor's legacy has allowed us to create this welcoming place for our community and is a new step in dementia support and programming in our region.

Land Acknowledgement

We acknowledge that the land on which we have settled and make the new home of The Dementia Society of Ottawa and Renfrew County is the traditional and unceded territory of the Algonquin nation. The Dementia Society recognizes the work needed to support people living with and impacted by dementia in different communities, not least, Indigenous, Metis and Inuit peoples living on this territory. This awareness and inclusion is an important guide to our work.



OUR VOLUNTEERS

Our Volunteers Make The Difference

Our ability to provide thousands of hours of free education, social and recreational programming and additional support at no cost is a testament to the strength and generosity of our community.

Our volunteers donate a wide range of skills and support to help extend our reach to the growing number of people facing dementia in our region. This includes our dedicated Board of Directors and Committee members, the numerous individuals who provide program support, those who create meaningful social and recreational opportunities, and those that provide valuable operational support. Our active volunteer community makes it possible for us to provide dementia help to many more people that need support than we are funded for, while ensuring that no one faces financial barriers to the dementia help they need.



2022-2023 Board of Directors

Lynda M. Colley, Chair
Margaret Egan, Vice-Chair
Anne Van Delst, Treasurer
Louise Laramée, Secretary
Tom Caldwell, Director
Marilyn Février, Director
Anne Hennessy, Director
Mary Alice MacNeil, Director
Paul Morton, Director



	2022 - 2023	2021 - 2022
Number of Volunteers	217	209
Number of Volunteer Hours	4,725	5,753

2022-2023 Top 3 Volunteer Initiatives

(by hours donated)

1. **Make a Connection** – 1:1 Friendly-Visiting Program
2. **A.D.A.P.T Your Home Program** – Home Assessment and Safety for People Living with Dementia
3. **Support Groups**: Topic and location-specific peer-facilitated support groups



For many of our volunteers, 2022-23 was a year of innovation. They actively took part in various pilot initiatives including the A.D.A.P.T. Your Home Program, the Daisy Café, as well as testing online volunteer management platforms as part of the modernization of our volunteer database. Volunteers continued to be the driving force behind essential social connection programs such as Make a Connection, to help reduce social isolation.

“We owe our our deepest gratitude to our many and diverse volunteers for their time, expertise, and commitment. Their contributions are indispensable to the difference we make together, for people facing dementia in our community.”

Danielle Mulvihill
Director of Operations

STRONGER TOGETHER

We ARE Stronger Together—thanks to the Public Health Agency of Canada.

At The Dementia Society, we believe that awareness, information and inclusion are important to combat stigma around dementia. Over the years, we have developed a number of dementia inclusion and awareness initiatives to bring about positive change so that people living with dementia and their caregivers feel valued and supported in our community.

In July 2021, The Dementia Society was awarded project funding from the Public Health Agency of Canada to advance the national dementia strategy to create awareness and reduce stigma in our region.

8 Healthy Habits


40% of Dementias Can Be Prevented.

Dementia awareness includes awareness of risk factors we can manage to prevent or delay dementia.

8 Healthy Habits to Help Prevent Dementia


Care for your heart

Track your numbers and keep them in the recommended ranges: Track your blood pressure, cholesterol, blood sugar and weight.




Be physically active

Aim for 30 minutes of activity most days.




Eat Healthy

Follow Canada's Food Guide: plenty of vegetables and fruits, limit highly processed foods and make water your drink of choice.




Be Social




Challenge your brain

Expose your brain to new things. Do more than one type of activity.




Protect your head




Sleep Well

Get 7-8 hours of sleep in a 24 hour period. Have a regular sleep routine. Try relaxation techniques.



Care for your mental health

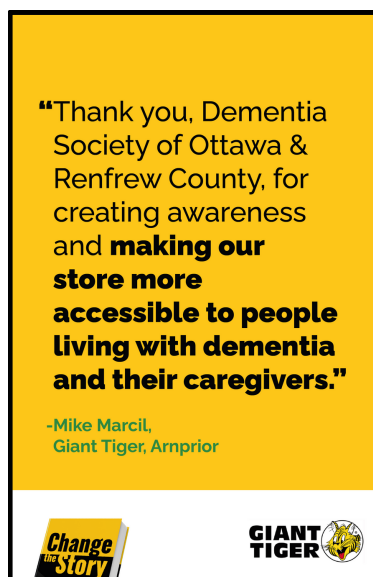
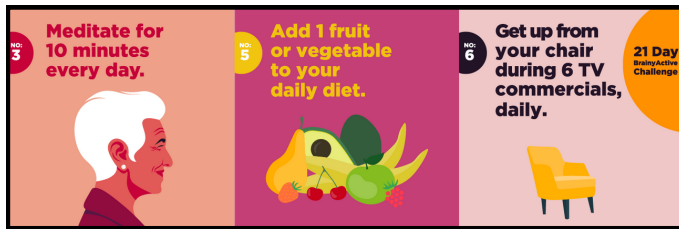
Talk about your mental health. Build resilience. Practice all the other brain healthy choices.



DementiaHelp.ca

Financial contribution from
Public Health Agency of Canada / Agence de la santé publique du Canada

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Public Awareness: Change The Story

A public awareness campaign was developed for social media targeting people in our region to encourage them to “Change the Story” around dementia. This provocative campaign suggested people need not fade away in the face of dementia and offered hope to live well in the community with dementia—with information, support and services.

While we may not yet be able to change the course of dementia, how we react – or change the story – to a diagnosis, or to a person living with dementia can make a meaningful difference in the quality of life for everyone impacted by it.

Dementia-Inclusive Training

Dementia-Inclusive Training sensitizes individuals and businesses to the needs of people living with dementia and their caregivers. Project funding allowed us to create and deliver content specific to sectors identified by people living with dementia as high priority, including financial institutions, retail and first responders.

Numerous individuals and a broad spectrum of service providers and businesses such as fire services in Arnprior, and OPP in Renfrew, Ottawa Valley and Killaloe, The National Arts Centre, The Shaw Centre, OC Transpo and Giant Tiger took advantage of our Dementia Inclusive Training, and in some cases, now include dementia-inclusive practices in their in-house training programs.



Taking Dementia Awareness To The Streets

The Stronger Together project included bringing dementia awareness to the community. This was particularly well received in Renfrew County. Working with town councils in Arnprior and McNab/Braeside, we held a weeklong event in Renfrew County in May 2022. “Better Ways, Better Days” began with a flag-raising ceremony with local dignitaries, and an Information Fair in Arnprior where we were joined by several community partners including the Greater Arnprior Seniors Council, Seniors Active Living, The Men’s Shed, National Ballet School of Canada, Arnprior Hospital and Seniors at Home.

Throughout the week, free dementia inclusive activities and training sessions were offered in the County. As a legacy to the project and in recognition of the importance of dementia-inclusive spaces, community members built a Reminiscing Garden.

The full account of the Stronger Together project along with a comprehensive “PlayBook” for others wanting to develop similar initiatives is available at:

<https://dementiahelp.ca/change-the-story-2/>

Campaign Results *

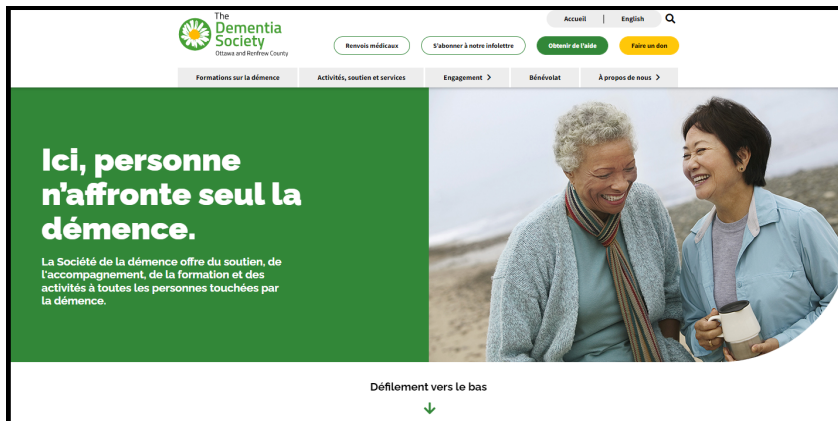
Over 6000 in-person Interactions	Over 400,000 Offline Impressions**	3.3 Million Digital Impressions**
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* As of March 2023

**Impressions: Number of times the content is displayed to a user.

Production of this project has been made possible through a financial contribution from the Public Health Agency of Canada. The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.

A NEW SERVICE WINDOW



A New Window to Dementia Help

In April 2022, The Dementia Society launched a new, fully bilingual website, thanks to a grant from The Resilient Communities Fund of the Ontario Trillium Foundation. The grant, to help organizations to rebuild and recover from the impacts of COVID-19, enabled the modernization of internal systems and the development of our new user-friendly bilingual website.

Developed in consultation with people impacted by dementia, the new www.DementiaHelp.ca offers hundreds of searchable pages of dementia information and resources, and links to dozens of in-person and virtual education sessions, and social and recreational activities.

"This investment in the digital transformation of our local dementia support agency by the Ontario Trillium Foundation is transformational for the thousands of people impacted by dementia in our region. People living with dementia—and the exponential number of people who support and care for them—will benefit from the ease of finding and accessing the services they need to enhance the quality of life and reduce isolation."

John Fraser, MPP for Ottawa South

"The impact of this Ontario Trillium Foundation grant cannot be underestimated. In this, our 40th year of operations, the renewal of our local service organization's main interface with our community is critical to providing the compassionate support, tailored coaching and practical education needed so that here, no one faces dementia alone. This Ontario Trillium Foundation grant supports our ability to be the lifeline people have needed during the pandemic, and will allow us to serve our community better, tomorrow."

Wendy Grimshaw

CEO of The Dementia Society of Ottawa and Renfrew County

“Not a day goes by that our team does not hear about the safety concerns families have for their loved ones. People living with dementia can be safely supported in their own familiar environments. Simple design accommodations, and a wealth of assisted devices and technologies can help to lessen caregiver concerns and burden so that people can enjoy quality time in their own homes for as long as possible.”

Carole Green, Director
Client Experience and
Engagement

Over **80% of A.D.A.P.T. Your Home program caregivers** reported an increase in their well being.

100% of clients had increased outcomes in overall home safety

HOME IS WHERE THE HEART IS

Making It Safer

The overwhelming majority of Canadians want to remain in their own homes for all long as possible. Dementia often makes that more complicated, both for the person living with it and for those caring for them.

With seed funding from **Arbor Memorial Milestone Fund, Ontario Seniors Community Grant Program** and **Ontario Community Support Services**, The Dementia Society launched the A.D.A.P.T. (Alzheimer’s and Dementia Aging in Place through Technology) Your Home pilot program in March 2022 to help people living with dementia to age safely at home. This first-of-its-kind in Canada program supports people living with dementia in their homes so they continue to live safely in their familiar environment for as long as possible.

The program offers free virtual assessment and innovative recommendations for smart home devices, sensors, wearables and more. Participants also receive general and dementia-specific considerations for pro-active ageing in place, and personalized recommendations, resources and volunteer help to implement and increase home and personal safety.



EQUIPPING TOMORROW'S WORKFORCE



"We recognize that people living with dementia are at higher risk of falls. Our students will likely see people living with dementia and mobility issues in their work. With this in mind, we felt it was important to prepare our students for these realities as part of their clinical experiences."

*Tim Tosh, Program Coordinator
Algonquin College
Occupational/Physical Therapy
Program*

"There's a lot of first-hand experience and engagement. This placement has helped me put school knowledge to practice and connect the dots."

*Auddery, Dementia Society
Placement Student*

Clinical Experience Placements Create a New Social Program for People Living with Dementia

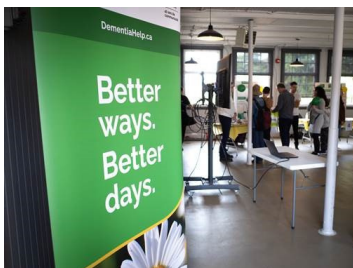
Real-life learning or clinical experience is often difficult for students to obtain, particularly coming out of the pandemic. With many healthcare environments still operating at reduced levels, The Dementia Society found a way to help Algonquin College students satisfy their course requirements while creating new social opportunities for people living with cognitive decline.

As members of our future medical workforce, learning about dementia and working with people living with dementia are key to quality care. This new clinical placement program in turn helped The Dementia Society to create additional social and respite opportunities for people living with dementia and for their caregivers.

40 students placed 32 clients engaged and supported

Launched in January 2023, Algonquin College's Occupational/Physical Therapist Assistant Program clinical placement with the Dementia Society includes dementia inclusive training to help prepare students to work with people living with early to mid-stages of dementia, and the opportunity to practice their knowledge in recreational sessions with people living with early and mid-stage dementia, under the supervision of Dementia Society staff.

FUND DEVELOPMENT



Meet Me At The Farm!

The pandemic proved challenging for the charitable sector, putting a damper on in-person fundraising activities including our long-cherished Walk for Dementia. In response, our pandemic fundraising campaign, the BrainyActive Challenge, invited our community to do brain-boosting activities in the safety of their own environment.

In September 2022, we held our first in-person community fundraiser since 2019. In tandem with the *Stronger Together* initiative, we held a dementia education, support and services information fair at The Canada Agriculture Museum in Ottawa while some 150 attendees got BrainyActive in the fall sunshine with a mindfulness session and a walk at “The Farm.” Thanks to our generous community, we raised **\$160,000** to directly support people in Ottawa and Renfrew County facing dementia.



FINANCIAL OVERVIEW

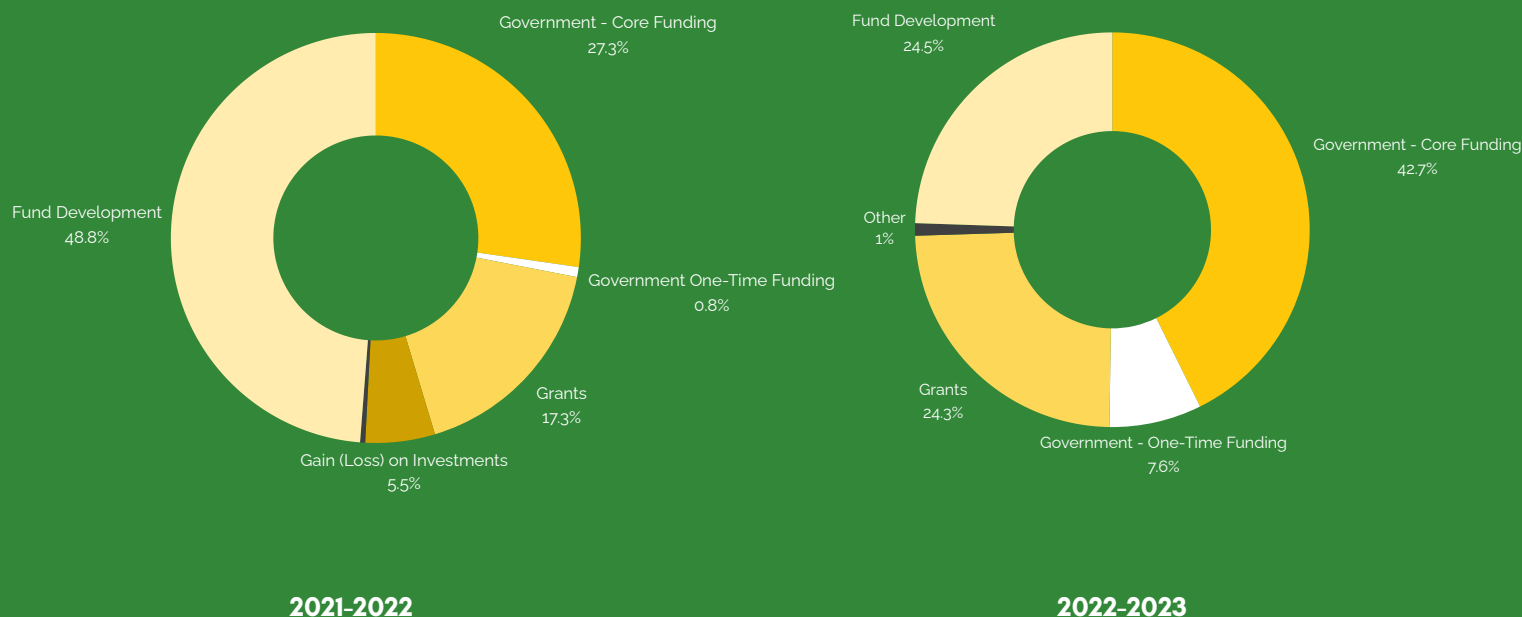
2022-23 continued to be a challenging financial year as core program funding from government again remained static, despite the increase in community need for dementia help. As the chart below illustrates, a significant gift in a will -- which drove fund development share of revenue to almost 50% in 2021-2022 -- allowed us to move operations to a new, more accessible, purpose built facility in Ottawa. Additionally, in both years, our community benefitted from a significant, prestigious grant from the Public Health Agency of Canada. While the first months of the grant were dedicated to foundational work, 2022-23 saw the fruits of this work come to bear as we activated community programs, and awareness and training campaigns.

Welcome customers living with dementia into your workplace.



Digital ad from the *Change The Story* dementia public awareness campaign, produced with support from the Public Health Agency of Canada.

Dementia Society Revenue



OUR DONORS AND FUNDERS

The Dementia Society is grateful to the thousands of individual donors for their generous support and for core funding and special project grants from the following organizations:



Public Health
Agency of Canada

Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario



United Way
East Ontario

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



OTTAWA
COMMUNITY
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invested for good

Bruyère 



Regional Geriatric Program
of Eastern Ontario

Canada 

CHANGING THE STORY

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The
**Dementia
Society**

Ottawa and Renfrew County



La
**Société de la
démence**

Ottawa et comté de Renfrew

