

# Gratitude Report: Celebrating Your Impact in 2024

The  
**Dementia Society**  
Ottawa and Renfrew County



La  
**Société de la  
démence**  
Ottawa et comté de Renfrew

Together, we are caring for our community!



# MESSAGE FROM OUR CEO

Dear Friends,  
As we reflect on the past twelve months, one thing is abundantly clear: nothing we do would be possible without you, our valued circle of donors.



Because of your generosity, The

Dementia Society of Ottawa & Renfrew County has had over 34,000 meaningful touchpoints and provided tailored support and services to more than 5,000 people impacted by dementia in our region. We walk with them - offering compassion, education and resources, and reminding them that here no one faces dementia alone.

Every story of connection, every smile from someone who feels heard and cared for, began with your decision to give.

This report is a celebration of you. It highlights the powerful difference you've made in the lives of caregivers and people living with dementia in Ottawa and Renfrew County. I hope you see yourself in every success and in every story, because these are reflections of your compassion in action.

On behalf of our staff, volunteers, and the many people we serve—thank you. Together, we are making an important difference, every single day of the year.

With deepest gratitude,

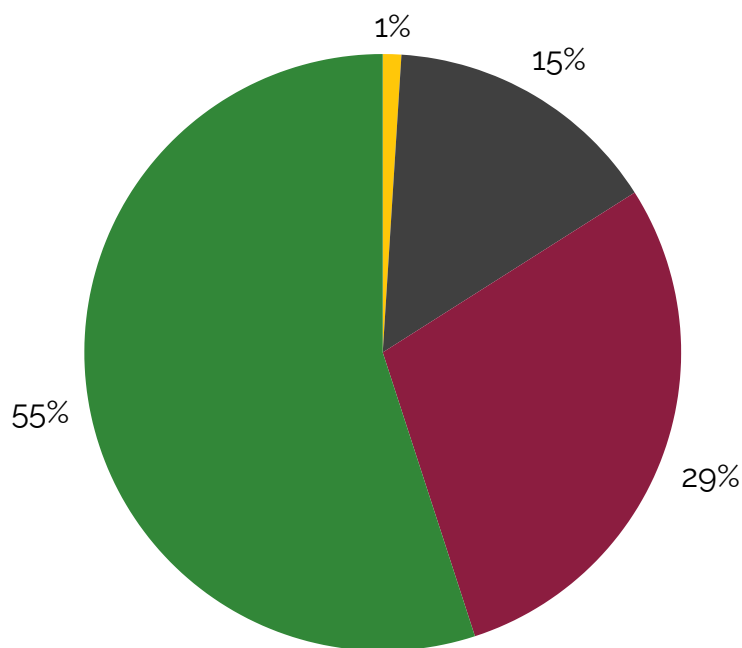
A large green handprint logo is positioned at the bottom of the page, partially overlapping the text area. The handprint is stylized with white outlines for the fingers and palm.

*Monique Doolittle-Romas*





CEO, THE DEMENTIA SOCIETY OF OTTAWA & RENFREW COUNTY



# We're so grateful for the many ways you chose to support us in 2024!



**Over \$860,000 Raised!**

-  Third Party events
-  Direct Response
-  Walk for Dementia
-  General Donations



**34, 529**

community visits  
and interactions

**5000+**

caregivers benefited from  
tailored programs like one-on-  
one dementia care coaching  
and support  
groups

**21, 408**

people gained valuable  
knowledge through the  
Dementia Learning Hub  
and on demand resources

**2, 201**

People benefited from social  
and recreational programs,  
supporting wellness and  
reducing isolation

# The Walk for Dementia: A 30-year Community Fundraising Tradition

On September 21, 2024 (World Alzheimer's Day), 44 teams, 300+ participants and over 1100 donors, sponsors, dignitaries and staff came out to show their support for our community at the 2024 Walk for Dementia. Together we raised **\$260,000** to support our mission!



## Celebrating Campaign Success

Thank you for supporting our End-of-Year fundraising initiatives, Giving Tuesday and the Holiday Campaign! In November and December 2024, you took the time to give generously and to share your inspiring messages of encouragement for families living with dementia. What an exceptional demonstration of care for this community!

### *Amplifying Impact*

The impact of these campaigns was amplified further by the incredible generosity of major donors, **Margaret & Dave Thomas** and **Marg Egan**, who matched Campaign donations dollar for dollar. As a result, our 2024 End of Year Campaign was the most successful of its kind in DSORC's history, generating **\$109,400** for caregivers and people living with dementia!

Thanks to your generosity, we've been able to expand our reach, enhance our programming, and meet people where they are—both literally and emotionally. This past year, we have been able to continue social and recreational programs that promote understanding, connection, and dignity, while working to support caregivers and persons living with dementia.



## Raising Awareness with our Compelling New Video

At the end of 2024, DSORC was selected as the winner of “Ottawa Untold,” a community storytelling initiative by Simple Story, an award-winning video marketing and production agency committed to amplifying the voices of nonprofit organizations across the region. As part of the initiative, Simple Story generously donated a fully produced, custom video designed to spotlight our work and deepen understanding of how we serve individuals and families affected by dementia. The result is a powerful storytelling piece that we are proud to launch in early May 2025 across social media, traditional media, and community platforms.



## Public Education and Dementia Awareness

Over the past year (2024-2025), our commitment to public education and dementia awareness has grown stronger, reaching more members of our community through meaningful and impactful programming.

Our offerings—including Let’s Talk About Dementia, led by our dedicated Daisy Seed volunteers, Mind Your Brain Health with its focus on dementia prevention, and Dementia Basics, a highly informative series delivered by experts in the field—have helped foster a deeper understanding of dementia across diverse audiences. Delivered either in-person at our Centre, virtually, or in hybrid formats, these sessions have allowed us to connect with individuals and groups both locally and in more remote communities across Ottawa and Renfrew County.



# Caregiver Perspectives in 2024

Caregivers supporting a loved one with dementia often face a myriad of emotional, physical, logistical and financial challenges. Your generosity allows us to care for the caregivers - providing them with the compassionate support, tailored coaching and education to help navigate the complexities of caregiving.

Many say they are more confident in their caregiving abilities, know more about how to keep themselves well, and feel more supported as caregivers, as a result of engaging with our programs and services.

Thank you for helping us help them.

My experience was excellent. My experience with the support group was so helpful. I learned a lot from other members in the group as well.

-Anonymous

Thank you for the support you provided to my mother and family. Your work is valued and helps families navigate what is likely the most challenging stage of their lives. Thank you.

- Anonymous

Having recently lost my dear wife to the complications of dementia, I would like to thank the Society for their message of support during this difficult time. It sure is helping me cope.

-Anonymous

Clarence Darrow said, "We are born and we die, what's important is the in between." If I can support, in a small way, bringing awareness of dementia to the public and hopefully to the research for a cure - or at least prolong the memories we cherish - the "in between" - then, I have done my part. All my gratitude to the Dementia Society of Ottawa and Renfrew County for the knowledge and education about Dementia and for providing me with the tools to be a better caregiver for my family.

-Alice W.

The greatest comfort for me in my journey as a caregiver is feeling seen. It's a unique journey that not everyone understands and so very grateful for the support and education the Dementia Society provides.

-Anonymous

As a longtime caregiver for my mother, who lived with dementia, I often felt overwhelmed—but the support I received from the Dementia Society of Ottawa and Renfrew County made all the difference. They saw, and supported both of us, and helped me feel more capable and confident throughout our journey. I feel very lucky that we found DSORC.

-Pamela Jane K.





# Love Letters from Staff

- A special collection of heartfelt messages from our dedicated staff to you, our valued donors.

We regularly hear positive feedback from caregivers about DSORC being a 'lifeline' once they attend our support groups.

-Misia McCallum – Manager, Programs

In my years working at the Dementia Society, I have never met a group more dedicated and passionate about connecting with their community and doing the right thing. The people who make up this organization deeply care about those they serve and genuinely want to be a part of their journey.

-Jeffrey Huang - Operations and Project Officer

Thanks to generous donors like you, we as staff get to witness our local community of families and friends freely access AND enjoy the dementia society's support; it's so rewarding hearing laughter and music at our programs like the daisy Cafe, thank you donors!

-Ana Sofia Niembro Blanco, Planning & Performance Coordinator

Over the last ten years it has been humbling and inspiring to be part of such a generous and supportive community of donors - of dollars, time and expertise. DSORC would not be the organization it is today without this unwavering lifeline of support and validation. Gratefully,

-Danielle Mulvihill, Director of Operations

Feedback to our public education and dementia awareness programming has been overwhelmingly positive, with participants describing the presentations as warm, inclusive, and empowering. Many shared how the knowledge they gained allowed them to better support loved ones and pass on valuable information to others. These programs continue to reduce stigma, encourage early awareness, and highlight the importance of education in building a more compassionate, dementia-informed community. Through education, we are creating not just awareness, but also resilience, connection, and hope.

-German Chique-Alfonzo- Education Coordinator



# Love Letters from Staff

As the Director of Programs, I have the privilege of seeing firsthand how your support helps us provide essential programs and services—from personalized coaching and social support to innovative education and engaging activities. These offerings are more than just services; they are lifelines for thousands of individuals navigating the challenges of dementia.

With gratitude,

-Carole Green, Director of Programs

Your support means more than words can express—it allows us to be a steady source of hope, guidance, and care for people living with dementia and their caregivers throughout our community. Thank you for helping us ensure that here, no one faces dementia alone.

-Pauline Bondy, Director of Philanthropy



## Thank You to our Board and Committee Members!

On behalf of the entire team at the Dementia Society of Ottawa & Renfrew County, we extend our deepest appreciation to our esteemed Board of Directors and to our valued committee members.

Your generous contributions of time, expertise and guidance are instrumental in helping us fulfill our mission. Your commitment ensures that we continue to offer compassionate care, essential programs, and meaningful resources to individuals and families navigating the dementia journey.

Thank you for your leadership.



# The Way Forward

We are excited to share the launch of our new strategic plan—a bold and thoughtful roadmap that will guide our efforts over the next five years. Built on extensive input from our Board, community, staff, and partners, this plan sharpens our focus, deepens our impact, and positions us to respond with agility to both current needs and future opportunities.



## Strategic Objectives 2025 - 2028

### 1. Increase Awareness of the Dementia Society.

1.1 Elevate public and institutional recognition of our impact.

1.2 Establish the organization as the trusted regional leader in dementia care.

### 2. Strengthen Organizational Capacity and Sustainability.

2.1 Increase and diversify revenue to ensure long-term sustainability.

2.2 Nurture an informed, empowered, and engaged culture.

### 3. Support Caregivers and People Living With Dementia.

3.1 Build and sustain excellence in core programs and services.

3.2 Scale programs to meet demand.

3.3 Support clients to age well in their home and live with dignity in all care settings.

### 4. Improve the Client Journey – Together!

4.1 Expand equitable access to services based on regional social demographics.

4.2 Seek continuous feedback from caregivers and people living with dementia on programs and services.

4.3 As a key stakeholder, foster partnerships to shape and support health system transformation.

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Your support has been instrumental in getting us to this pivotal moment, and we are eager to continue working in partnership with you and take the next steps together.



# Stay Involved

Here are some of the ways you can stay connected and continue making a difference:

- Follow us on social media
- Volunteer: [www.dementiahelp.ca](http://www.dementiahelp.ca)
- Participate in the 2025 Walk for Dementia! **Registration opens on June 1st.**
- Share our mission with your family and friends
- Consider making a planned gift, or a gift of securities. Reach out to Pauline Bondy at [pbondy@dsorc.org](mailto:pbondy@dsorc.org) if you'd like to learn more

## A Final Word of Thanks

We look forward to continuing to work in partnership with you in 2025. It is our hope that together, we will build on our success and reach every one of the **24,000 people** impacted by dementia in this region. From all of us at the Dementia Society of Ottawa and Renfrew County—thank you for caring for this community. Your generosity doesn't just fund programs; it is a lifeline that offers comfort, strength and hope to so many.

Ontario 



Bruyère 



Canada 

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