

BAYCREST CENTRE AND
THE BAYCREST CENTRE FOUNDATION
ANNUAL REVIEW 2004-2005

Caring for the community,
Sharing what we learn.

MISSION

The mission of Baycrest is to enrich the quality of life of the elderly guided always by the principles of Judaism.

VISION

Baycrest will transform the way people age and advance care and quality of life to a new level, through the power of research and education, and with a focus on brain functioning and mental health.

Baycrest is an academic centre affiliated with the University of Toronto.

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Caring for the community, *Sharing what we learn.*

Baycrest has built an international reputation as a leader in care, research and education related to the aging body and mind. We are a community organization with the strengths and the responsibility to share our knowledge to benefit aging adults throughout the province, across the country and around the globe.

BAYCREST CENTRE FOR GERIATRIC CARE
Annual Review 2004-2005

A local Organization *with an International Reach*

What is Baycrest? The more people you ask, the more answers you are likely to get. That's because Baycrest is different things to different people.

A Message from
STEPHEN W. HERBERT,
President and
Chief Executive Officer
and FRAN SONSHINE,
Chair, Board of Directors



WE HAVE LONG PRIDED OURSELVES on the continuum of programs and services we offer to older adults at every stage of their later years. We've worked hard to grow and to change in response to the areas of greatest need. And during the past 87 years, we've built up an international reputation as a progressive and innovative leader in care, research and education related to the aging body and mind.

We are known as a care provider and a family support network, an expert on physical, mental and emotional conditions that affect aging adults, a clinical training ground for students and health professionals, and a reliable source for new research findings about care practices and the brain and cognition.

We see ourselves as an organization created to enrich the quality of life of the elderly, which means we are responsible for leading by example. For the past three years, we have been striving to integrate care, research and education so that our clients and their families benefit from the latest knowledge and evidence-based care.

We have also focused our attention on identifying how we can most effectively meet our goal of becoming an international leader in brain functioning and mental health in order to respond to the urgent needs of seniors with Alzheimer's disease and other forms of dementia, mood disorders such as depression, and problems related to stroke.

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The official opening of the Brain Health Centre Clinics by Premier Dalton McGuinty in January 2005 represents our commitment to this vision. The Premier applauded the Clinics' innovative approach to out-patient care for people with conditions such as depression, Alzheimer's and vascular dementia from stroke. He said, "You are bringing hope to our families, our community and to the world."

But our success depends in large part on building partnerships and pooling resources with academic institutions and other university-affiliated hospitals that share our goals and have a high calibre of expertise in disorders that affect brain function.

The Neuroscience Alliance recently formed with Sunnybrook & Women's College Health Sciences Centre and St. John's Rehabilitation Hospital is a prime example of how Baycrest is working with others to create a coordinated approach to care for people with brain disorders such as stroke, from onset through to rehabilitation and long-term management.

Other important steps moving us towards our goal of being a leader in brain functioning and mental health include initiatives to deliver our expertise to other communities in Ontario, throughout Canada, and around the world.

Technology has given us the ability to extend our knowledge in a unique way. As you will read in this annual review, stroke survivors in Thunder Bay took part in a unique education and exercise program at Baycrest through videoconferencing, and there is a proposal to make it available to remote communities in northern Ontario where no such programs exist. A one-of-a-kind program for amnesics is using cutting-edge memory research and the palmOne hand-held computer to give some independence back to people with severe memory loss.

And breakthrough research by Dr. Helen Mayberg involving the surgical implant of electrodes in the brain has received international attention for turning around the lives of people suffering from severe depression who have not responded to other forms of treatment.

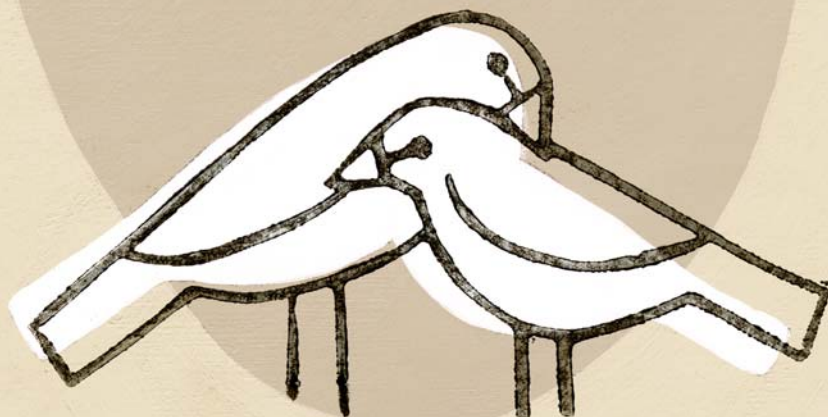
These major accomplishments are having a direct impact on people's quality of life and exemplify the successful integration of care, research and education. They also illustrate how a local organization like Baycrest has the potential to extend its reach to older adults throughout the province, across the country and around the globe.

We are particularly proud of these achievements, and many others, given the serious financial constraints within our health care system. Our ability to keep moving forward has been made possible by the steadfast and generous support of our community.

We would like to thank our staff, volunteers, clients, families, donors, community and partners for giving Baycrest the confidence to set far-reaching goals and the ability to attain them.

FRAN SONSHINE
Chair, Board of Directors

STEPHEN W. HERBERT
President and Chief Executive Officer



Help and hope for families living *with diseases of the mind*

SITTING ARM IN ARM ON THE RED VELVET SOFA in their living room, Syd and Mary Perlmutter look as happy and in love as the day they were married 55 years ago. Mary kisses Syd on the cheek and the forehead and tells him how much she loves him. “He’s such a lovely man,” she says as she puts her head on his shoulder.

Mornings are good for Mary, but by the afternoon she starts getting restless and can’t stay still. It’s one of the common effects of Alzheimer’s disease and Syd has learned that taking her for a drive in the car, even for 15 minutes, usually calms her down.

Since Mary was diagnosed in 1997 at the age of 68 by Baycrest behavioural neurologist Dr. Morris Freedman, Syd, who is 80, has had to learn a lot about Alzheimer’s and how to care for his wife. And he says Baycrest has been there to help him along the way.

They now attend the Sam and Ida Ross Memory Clinic, part of the new Brain Health Centre Clinics at Baycrest, which provides diagnosis, treatment and ongoing management for people with memory disorders, and offers education and support to family members and referrals to Baycrest and other community resources.

“I always feel like we’re getting the very best and the latest information about drug therapy and treatment for Alzheimer’s,” says Syd. “There’s no question in my mind that the help Mary has received here has delayed the progress of the disease.”

“In the Brain Health Centre, we’re exploring new and innovative ways to diagnose and manage dementia, and I believe that we’re going to be leaders in the development of new models that will help patients with dementia in the future.”

DR. MORRIS FREEDMAN, *director of the Sam and Ida Ross Memory Clinic*

Syd knows that he can call the clinic whenever he has a concern. Nurse clinician Mindy Halper is his first contact and offers strategies for issues that arise. An occupational therapist made a home visit when he was worried about Mary’s restlessness and arranged for home care to provide him with some respite. He also saw a social worker for support and to plan for the future. And he brings Mary to see Dr. Freedman every three to four months to monitor her condition and adjust her medications. “I feel that if I need any help, it’s available right away.”

The Memory Clinic is one of the three out-patient clinics that comprise the Brain Health Centre which was officially opened

by Premier Dalton McGuinty in January 2005. The others are the Mood and Related Disorders Clinic for people with conditions such as depression, and the Stroke and Cognition Clinic for people with vascular dementia caused by stroke.

“In the Brain Health Centre, we’re exploring new and innovative ways to diagnose and manage dementia,” says Dr. Freedman, director of the Memory Clinic. “And I believe that we’re going to be leaders in the development of new models that will help patients with dementia in the future.”

The goal of the centre is to get people the help they need as quickly as possible

so they can manage in their own homes. The evaluation process is being streamlined to reduce wait times, and researchers are working side-by-side with clinicians to ensure that patients benefit from the most current scientific knowledge in diagnosis and treatment.

“We’re very fortunate to have multiple disciplines working together, such as social work, nursing, psychology, occupational therapy and speech language pathology,” says Dr. David Conn, director of the Mood Clinic. “And one of the big advantages of the centre is that we can see patients in more than one clinic. For example, patients who have suffered a stroke or have some

form of dementia often develop depression and can be referred to the Mood Clinic.”

Patients also take part in research studies that are helping scientists better understand the brain in order to develop new methods of treatment and improved care.

Dr. Jon Ween, director of the Stroke and Cognition Clinic, conducts research to try to predict outcome after stroke. “I’m also interested in how the brain reorganizes after stroke to assist the patient in recovering from the deficits that they’ve suffered,” he explains.

Syd Perlmutter says that he and Mary participate in research studies because, “We want to do our best to help the advancement of science, not only for Mary’s benefit, but for everyone’s benefit.”

The Brain Health Centre
Clinics help people
manage at home

MARY & SYD PERLMUTTER
*Memory Clinic patient
and her husband*

DR. MORRIS FREEDMAN
Behavioural neurologist



Reaching out *to stroke survivors*

AFTER SUFFERING A MAJOR STROKE SEVEN YEARS AGO, Herman Van Duyn says, “My left side kind of disappeared.”

A sports enthusiast and entrepreneur living in Thunder Bay, he never dreamed that at the age of 53 he would be learning to walk again. “My goal from the start was to get out of a wheelchair.”

His persistence and positive attitude paid off and he now only needs a cane when walking long distances. Although he has a limited range of motion on his left side and cannot grip with his left hand, he can drive and cross country ski with one pole.

But it has taken an enormous amount of time and effort to reach this stage, and it is a constant struggle. That’s why he is so grateful to have taken part in a unique pilot project for stroke survivors that brought Baycrest expertise to Thunder Bay via videoconferencing technology. Twice a week for nine weeks, Mr. Van Duyn and his wife, Gerri, joined 10 other participants in a room at St. Joseph’s Care Group, a Thunder Bay hospital, for the Moving On After Stroke program, known as MOST, where staff at Baycrest were viewed on a large monitor as they co-led the group with an on-site physiotherapist.

It took a couple of sessions to get used to the sound delay, much like a bad long distance phone connection, but it soon became second nature to everyone involved. “It really did work as if we were all in the same room,” says physiotherapist Denise Taylor, who led the program at St. Joseph’s.



“We definitely know that ongoing education for stroke survivors is a gap that needs filling. There’s a big jump from finishing rehabilitation to getting back to their lives. They need a stepping stone and there wasn’t anything like this in Thunder Bay.”

DENISE TAYLOR, *physiotherapist at St. Joseph’s Care Group*

MOST is an education and exercise program developed at Baycrest to provide stroke survivors and their care partners, who live in the community, with the knowledge, skills and confidence to manage their condition on their own. Sessions include one hour of exercise and one hour of discussion on such topics as: goal setting; coping strategies; medications; daily activities and responsibilities; nutrition; pain management; and, community resources.

“We definitely know that ongoing education for stroke survivors is a gap that needs filling,” says Taylor. “There’s a big jump from finishing rehabilitation to getting back to their lives. They need

a stepping stone and there wasn’t anything like this in Thunder Bay.”

Senior physiotherapist Maria Huijbregts, who designed MOST in consultation with Baycrest staff from numerous disciplines, explains that the program was adapted for telehealth to make it accessible to people living in small or remote communities where no such programs exist. The pilot was run twice, in the winter and spring of 2004, with funding provided to the North and East GTA- Stroke Region & Network by the Ministry of Health and Long-Term Care, and was very successful.

“The program was run as a train-the-trainer model,” says Huijbregts, “which means that St. Joseph’s is now capable

of offering MOST on its own, although Baycrest will continue to provide educational sessions to staff via videoconferencing.”

In the future, St. Joseph’s, in collaboration with Baycrest, hopes to use videoconferencing to make the program available to more remote communities such as Fort Frances, Kenora and Dryden.

The pilot project’s success was based on focus groups and evaluations revealing that the majority of stroke survivors had met or exceeded their goals, their balance scores had improved, and there was a trend toward improved health status. “But one of the

most important aspects of the program is how the group comes together and helps each other,” explains physiotherapist Sara McEwen, who facilitated the program at Baycrest. “They learned that they weren’t in this alone and they had strengths and skills that others could learn from.”

Shortly after completing MOST, Mrs. Van Duyn left her husband alone for the first time since his stroke to visit their daughter in British Columbia for a few days. “That was a direct result of the program,” says Mr. Van Duyn. “We both gained the confidence we needed for my wife to leave me on my own. Now it’s a lot easier for her to go out because she knows I can take care of myself.”

The MOST Telehealth Project delivered Baycrest expertise to Thunder Bay

MARIA HUIJBREGTS
*Senior physiotherapist,
MOST Telehealth Project*

HERMAN & GERRI VAN DUYN
*MOST patient and his wife
in Thunder Bay*





Learning how *to remember*

MIKE MCKAY GETS FRUSTRATED with people who don't seem to grasp the severity of his memory loss, which was caused by a near-fatal aneurysm that burst in his brain three years ago. When you meet him you can understand why people are fooled. He looks perfectly fine, he can carry on a normal conversation, and he remembers things from the past. What you don't know is that the next time you see him, he won't remember who you are.

"If you lose a leg, everyone can see what's wrong with you," he says. "If you have severe memory loss, no one can see it so they don't understand it."

Although his long-term memory is intact, Mike, 56, has trouble making new memories. He and his wife, Patti, 52, laugh when they explain that because Mike doesn't remember walking the dog, it will actually hide to avoid going out again and again.

"You have to laugh," says Patti, "or you'd spend the whole day crying. And there are some funny things that happen."

As if to reinforce the point, Mike says, "Yeah, I used to repeat the same stories over and over again."

"Used to?" Patti responds.

A strong relationship and supportive friends and relatives have helped the McKays carry on. But the turning point in their lives came when they discovered a unique program at Baycrest called Memory-Link.

Psychologist Brian Richards has developed a training method that allows people with severe memory loss to bypass the damaged areas of the brain and tap into a cluster of preserved memory systems capable of accumulating new information. It's a breakthrough that could help improve the lives of thousands of Canadians afflicted with amnesia, which can be caused by an aneurysm, brain infection, tumor, stroke or traumatic brain injury.

"The program enables people with severe memory loss to learn new skills and apply them to daily life so they can regain some of their autonomy," says Dr. Richards.

Through repetitive drills, participants

are taught to use external memory aids, such as the palmOne hand-held computer, until the skill becomes automatic. "This is called procedural learning," he explains. "Procedural memory enables us to acquire skills and know-how without knowing consciously how we learned it."

Through one-on-one training, participants learn to enter appointments and reminders, bus schedules and maps, take and label photographs, and most importantly, they remember to use it.

"I've become totally conditioned to using my palm and I wasn't very computer literate," says Mike, a former tool buyer for Canadian Tire. "I'd be lost without it."

Memory-Link returns independence to people with severe memory loss

DR. BRIAN RICHARDS
Psychologist,
Memory-Link program

MIKE & PATTI MCKAY
Memory-Link patient
and his wife



"I feel like our world opened up when Michael started going to Baycrest. The program has allowed him his independence and I've been able to return to work part-time in a doctor's office."

PATTI MCKAY, *wife of a Memory-Link patient*

For Patti, Memory-Link is like "the light at the end of the tunnel." She used to wonder if Mike would ever be able to do anything on his own again. Now he remembers to take his pills, feed the dog, keep appointments, and since learning to take public transit, he can go to Baycrest on his own and has started doing volunteer work. "I feel like our world opened up when Michael starting going to Baycrest," she says.

In addition to the memory aid training, the 20-week program provides occupational therapy, weekly support groups led by social worker Paula David, family meetings, and recently, a six-week psychosocial support group for spouses and caregivers was introduced.

Currently, Baycrest is the only facility in Canada that offers this kind of specialized memory retraining and caregiver support, and referrals have been received from around the country and the United States.

"In the future, we hope to secure the funding to use telehealth videoconferencing to reach out to communities outside of Toronto," Dr. Richards adds. "Right now we deliver service to 30 patients a year, but that's just a small percentage of the more than 475 people a year who Ontario neurologists say need our help."

"The program at Baycrest has been absolutely wonderful for me," says Mike. "I hope they can expand it so that more people can benefit."

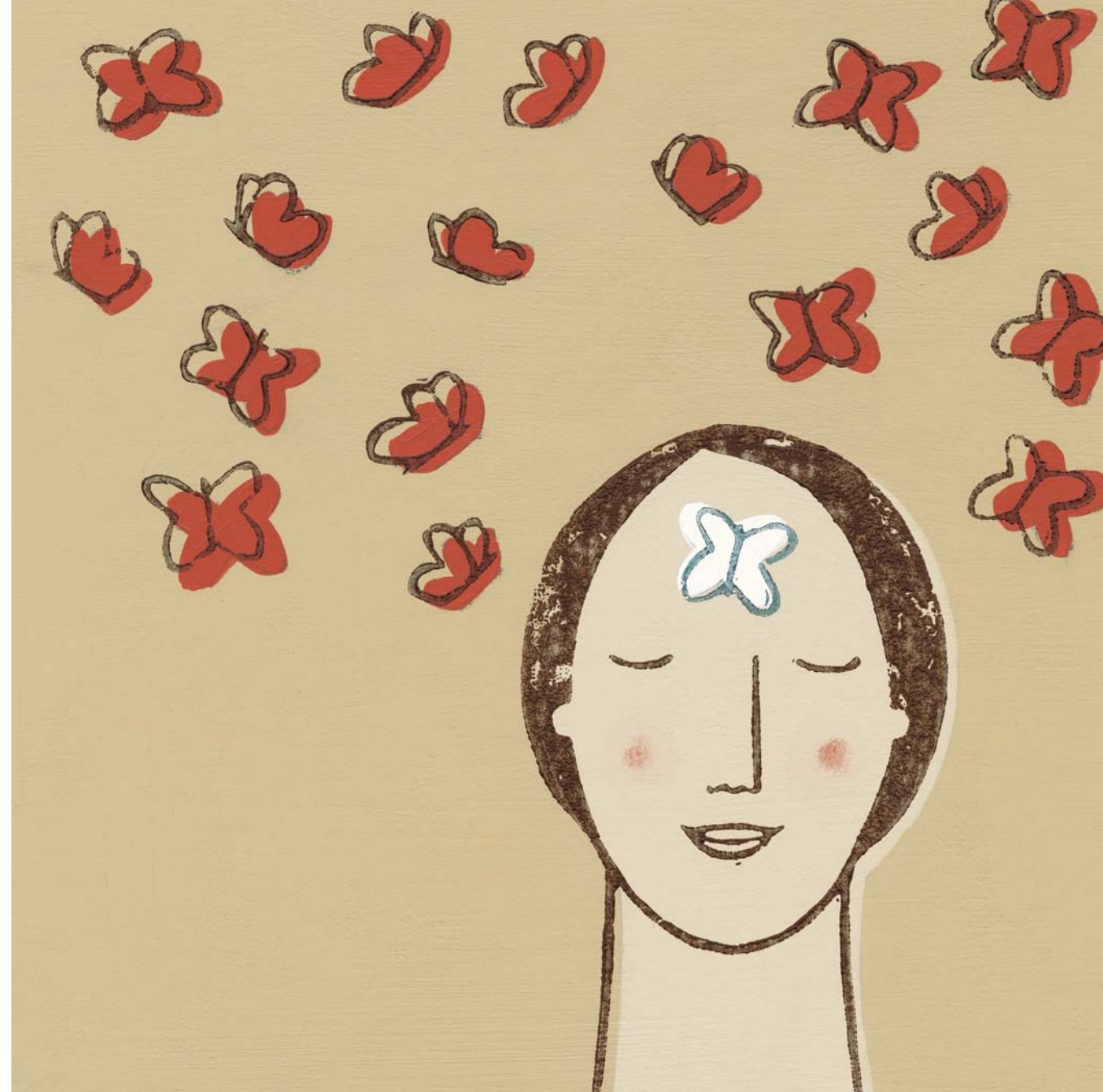
Releasing the sadness

A PSYCHIATRIC NURSE, JEANNE HARRIS WAS TRAINED TO HELP PEOPLE suffering from mood disorders like depression. But when severe depression began taking control of her own life about 13 years ago, she found that standard treatments had no effect. “I was on massive doses of medication and it wasn’t doing anything,” she says.

She became withdrawn and isolated herself in her apartment. She couldn’t work. “The worst was when I was in bed continuously for six months,” she says. “I didn’t speak to my friends, I didn’t wash, I wasn’t eating and I was battling suicidal thoughts. I had no energy and no motivation.”

When she learned about a groundbreaking depression study involving deep brain stimulation (DBS), led by renowned neurologist and Baycrest researcher Dr. Helen Mayberg, she immediately expressed interest. “If you’re suffering from depression and there’s no treatment working, you tend to get desperate,” says Harris, who is 50. “You look for anything you can do.”

Two years ago, she was the first of six people to have two electrodes surgically implanted in her brain as part of this landmark study and the results have been dramatic. “It’s hard to find the words for it,” says Harris. “The surgery is almost like a miracle. Essentially, it’s given me my life back. I’m able to live now rather than just existing.”



The surgery, performed at Toronto Western Hospital by neurosurgeon Dr. Andres Lozano, involves drilling two holes the size of a nickel into the top of the skull while the patient is awake and under local anesthetic. Two electrodes are then threaded through the holes, and one is implanted on each side of the brain.

The electrodes are connected to wires running under the scalp from the top of the head, down behind the ears and under the skin of the neck to a small battery pack implanted beneath the collarbone.

The battery generates electrical pulses to a specific area of the brain, known as the subgenual cingulate, which has been pinpointed by Dr. Mayberg as the area that turns on when people are sad. In people with severe depression, this area is constantly active, and the continuous electrical stimulation serves to “turn it down”.

Four of the six patients in the study have experienced sustained improvement since the surgery. These were people who did not respond to a minimum of four different anti-depressant treatments, including

Breakthrough study shows promise for treating severe depression

DR. HELEN MAYBERG
Neurologist and study leader

JEANNE HARRIS
Research subject



“If you’re suffering from depression and there’s no treatment working, you tend to get desperate. You look for anything you can do. It’s hard to find the words for it, the surgery is almost like a miracle. Essentially, it’s given me my life back. I’m able to live now rather than just existing.”

JEANNE HARRIS, *research subject*

medications, psychotherapy or electroconvulsive therapy.

Dr. Mayberg, who recently moved from the Rotman Research Institute at Baycrest to Emory University in Atlanta, is cautiously optimistic about the findings which received international attention after being published in the March 3, 2005 issue of the journal, *Neuron*.

She explains that while DBS has been used to treat disorders such as epilepsy and Parkinson’s disease, this is the first time it has been used to treat major depression. “I could never have dreamed that we would see this kind of clinical effect,” she says.

Dr. Mayberg and Dr. Lozano are continuing their research in hopes of replicating these first results so that one day this approach could become a clinical therapy for the approximately 10 per cent of people with severe depression who fail to respond to other treatments.

Jeanne Harris says she still has depressive periods but they’re not as severe or lasting. “Dr. Mayberg is really on to something here,” she says. “This is a major medical breakthrough. It’s going to bring hope to a lot of people.”

Baycrest Programs *and Services*

Baycrest offers an extensive range of high quality programs and services to help people as they age. We specialize in everything from healthy aging, to rehabilitation, to long-term care.

Healthy Living & Health Promotion The Ability Store

- sells a variety of useful devices to help people function independently at home

Arthritis Supervised Exercise Program

- for graduates of the Set Your Pace program

Hydrotherapy Maintenance Program

- for graduates of hydrotherapy programs

Low Vision Service with CNIB

- support group for seniors includes assessment, education and training

Memory and Aging Programs

- 1: education series for people with normal memory changes that occur with age
- 2: assessment and treatment for people with mild cognitive impairment

MOST: Moving On after Stroke Program

- education, exercise and support for stroke survivors living in the community

Osteoporosis POWER Program

- education, nutrition and exercise wellness program for seniors with osteoporosis

Parkinson's Early Intervention Program

Parkinson's Water Exercise Program

- for adults diagnosed with Parkinson's disease within the last three years

Anne E. and Louis Pritzker Wellness Library

- consumer resources on a wide range of health and wellness subjects

Set Your Pace: Program for Arthritis Control through Education and Exercise

- education and therapeutic exercise on land and in a warm water pool

The Joseph E. and Minnie Wagman Centre

- multilingual community centre for older adults

Community Support Services

An important part of the Baycrest health care system is a choice of housing, in-home and community services designed to promote health and well-being and to assist individuals to remain in the community.

HOUSING

Reubin Cipin Healthy Living Community

- 120-unit life lease seniors' building

Terraces of Baycrest

- 204-unit seniors' apartment complex with supportive services & assisted living

OUTREACH & SUPPORT SERVICES

Baycrest Community Day Centre for Seniors

- Day care for seniors who are lonely or frail (Parkland Club), mildly cognitively impaired (Oceanside Club), and moderately to severely cognitively impaired (Samuel Lunenfeld Mountainview Club)

Baycrest Home Care Services

- includes homemaking and nursing

Baycrest LIFELINE

- personal emergency response service

Baycrest Outreach Hearing Services

- for homebound individuals aged 55 and older who are unable to travel to an audiology clinic

Community Assessment and Treatment Team – Outreach Service

- outreach to frail elderly people with complex health, functional and social problems
- ### Geriatric Psychiatry Community Service
- in-home and out-patient psychiatric assessment for older people experiencing mental health problems

Jewish Hospice Program

- a home-centred, palliative care program with Mount Sinai Hospital, Circle of Care and Jewish Family and Child Services
- ### Seniors Counselling and Referral
- helps seniors and families to navigate, make informed decisions and access Baycrest and community supports
- ### Seniors Support Program
- support to older adults living in the community through weekly phone calls

An Integrated Continuum of Care

The unique continuum of care at Baycrest offers complex continuing care and exceptional nursing home facilities as well as vital out-patient services which enable clients to reside in the community. Additionally, many programs assist families through education and support.

OUT-PATIENT CARE

Reuben and Helene Dennis Ambulatory Care Centre

- Medical Clinics for out-patients
- **Brain Health Centre Clinics**
- out-patient care for people with disorders related to mood, memory and stroke
- **Saul and Rae Saltsman Day Treatment Centre – Community Assessment and Treatment Team**
- a day hospital for older adults living in the community who have complex health problems requiring rehabilitation

Diagnostic Imaging

- x-ray, ultrasound and bone densitometry
- **Geriatric Medical Assessment Program**
- geriatricians provide comprehensive medical assessments and treatment recommendations for older adults in failing health
- **Geriatric Psychiatric Out-Patient Clinic**
- out-patient assessment and treatment services
- **Memory-Link Program**
- memory retraining and family support for people with amnesia
- **Out-Patient Geriatric Dental Program**
- diagnosis and treatment for all aspects of dental care to seniors in the community
- **Psychiatric Day Hospital for Depression**
- out-patient service for seniors in the community who suffer from depressive illness
- **Swallowing and Nutritional Assessment – Community Service (SNA-CS)**
- for seniors with swallowing and swallowing-related nutritional difficulties

HOSPITAL IN-PATIENT SERVICES

Baycrest Hospital, Ben and Hilda Katz Building, is a 300-bed non-sectarian geriatric care facility comprised of a complex continuing care program, and short-term in-patient assessment and treatment programs.

Complex Continuing Care Program

- a 170-bed program of specialized geriatric services delivered by a multi-disciplinary team of health care professionals for patients 65 years and older with medical complications. Includes access to a 7-bed Acute Care Unit/12-bed Step-Down Unit when acute medical care is required.
- **Short-term Stay Programs**
- Acute Care Unit/Step-Down Unit; Behavioural Neurology; Geriatric Assessment and Treatment; Palliative Care; Psychiatry; Rehabilitation; and, Terraces Geriatric Reactivation Program

HOME FOR THE AGED

Apotex Centre, Jewish Home for the Aged and the Louis and Leah Posluns Centre for Stroke and Cognition

- A 472-bed, long-term care facility. Clients are grouped according to their needs and abilities: Physical Care & Movement Disorders; Mental Health & Behavioural Support; Alzheimer's Support; Alzheimer's Support & Other Dementias; and, Stroke & Cognition Support

Baycrest in the News

CBC THE NATIONAL, NEWSWEEK (U.S.), CANADIAN PRESS, DER SPIEGEL, THE GLOBE & MAIL AND TORONTO STAR (FRONT PAGES):

“Electrical brain implants target deep depression”

Media in Canada and around the world reported on promising early results from an exciting experimental study, led by Baycrest and its collaborative partners, to surgically implant electrodes deep into the brains of severely depressed patients who did not respond to other available treatments. Four of the six patients have shown a “striking and sustained remission of depression”.

THE TORONTO STAR:

“Baycrest – brave new world”

Nursing Vice-President Joy Richards gave an exclusive interview to *The Toronto Star* about Baycrest’s new approach to transforming the way care is delivered to elderly clients in the hospital and home for the aged. The main thrust is a return to the connectedness, compassion and caring that can sometimes be forgotten in a busy, task-driven environment.

THE GLOBE AND MAIL:

“My brain needs Viagra”

The Globe & Mail’s intrepid reporter and aging boomer Jan Wong fretted over her lapses in memory and wondered if the stresses of daily life or maybe the simple aging process were to blame. She came to Baycrest to ask the experts

in aging brain research if she really needed to be worried. Senior scientists Drs. Morris Moscovitch and Fergus Craik, and psychologists Drs. Kelly Murphy and Angela Troyer, shared their insights.

THE GLOBE & MAIL:

“Marooned in the moment”

Globe & Mail medical reporter Carolyn Abraham wrote an extensive feature article about Baycrest’s innovative Memory-Link program that uses palmOne technology to help people with severe amnesia regain some independence. Abraham spent several months at Baycrest getting to know clients and their families as well as psychologist Dr. Brian Richards, who created the program. Her story has been nominated for a National Newspaper Award.

CANADIAN PRESS:

“Too many seniors put on anti-psychotics in nursing homes”

An Ontario study led by Baycrest and the Institute for Clinical Evaluative Sciences found that an alarming one-quarter of seniors are prescribed *sedating* drugs within the first year of admission to a nursing home. Sedating drugs should not be a quick default option for managing agitation and aggression, said Baycrest geriatrician and scientist Dr. Paula Rochon, senior author on the study, in a *Canadian Press* story published in newspapers across Canada. She said non-drug approaches should always be considered first.

2004/2005 Board Members, Senior Management and Medical Staff

Baycrest Centre for Geriatric Care

THE TORONTO STAR:

“Drug reactions harm, even kill, elderly – study”

Baycrest partnered with a long-term care facility in the U.S. to conduct a landmark study that examined adverse drug events (ADEs) that can occur in nursing homes. The study, reported on the front page of *The Toronto Star*, found that harmful drug reactions are more common than previously documented – and many are potentially preventable! Baycrest is widely regarded as a leader in conducting research on ways to improve the safety of medication use in older adults. It is the first long-term care facility in Canada, and one of the first in North America, to adopt *computerized physician order entry* to improve the quality of medication prescribing and ultimately reduce harmful drug reactions.

THE LONDON TIMES (UK) AND CBC THE NATIONAL:

“Haunted by everyday life – how the Holocaust survivors cope”

As the world’s media converged on Poland for the 60th anniversary of the liberation of the Auschwitz death camp, attention was also turned to Baycrest which is home to one of the largest groups of aging Holocaust survivors. *The London Times* and *CBC The National* sent reporters to Baycrest to interview survivors along with the health care and social work professionals who have world-renowned expertise in caring for this vulnerable population.

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The Baycrest Centre Foundation

With the generous support of individuals, families, businesses, corporations and foundations, The Baycrest Centre Foundation provides Baycrest with the financial resources necessary to support excellence in care, research and education related to aging.

Our ever-growing family of supporters is helping Baycrest care for the elderly of today, and the growing population of tomorrow.

Creating a *Brighter Future*

Over the last year, Baycrest and our incredible community of supporters have managed to accomplish what many would consider impossible. During a time when concern over health care funding was constantly in the news, we have not only met our goals, we have exceeded them!

A Message from

WILFRED POSLUNS,

Chair, Board of Directors and

MARK GRYPE, *President,*

The Baycrest Centre Foundation



AS WE HEAD INTO A NEW YEAR we will continue to swim against the current, yet we are steadfast in our commitment to achieve what other organizations can only dream about.

In 2004, more supporters came on-board than ever before resulting in an unprecedented 50 per cent increase in undesignated funding. More remarkable still, the Annual Campaign for Baycrest raised more than \$7 million in only its fourth year. Multi-year gifts to Baycrest have increased significantly, allowing us to begin this year's efforts with nearly \$2 million in commitments. These extraordinary accomplishments clearly demonstrate how much our community values Baycrest and its world-class work in care, research and education related to aging.

Last year was also a banner year for major gifts with nearly \$10 million in commitments from top supporters. We are particularly grateful for the magnificent lead gift from the Sam and Ida Ross family to name Baycrest's Memory Clinic, and are most thankful to Sydney and Florence Cooper, Goldie R. Feldman, Joseph Gottdenker, Sydney and Sheila Loftus, and Irving and Sylvia Wortsman – their extraordinary level of support is truly inspirational.

In 2004, more supporters came on-board than ever before resulting in an unprecedented 50 per cent increase in undesignated funding. More remarkable still, the Annual Campaign raised more than \$7 million in only its fourth year.

More and more individuals and families are choosing to attach their names to Baycrest permanently through generous gifts that reflect their unique and long-lasting ties and commitment to Baycrest.

Endowment and Covenant Funds, which now exceed \$54 million in capital, have also continued to grow steadily as have the number of donors who are choosing to make planned gifts and bequests to Baycrest. Our newest fundraising initiative, the Baycrest Charitable Gift Annuity, launched last November, is fast becoming a popular way for families to make a gift to Baycrest while enjoying tax-exempt income for life.

Our growing roster of special events is drawing record crowds and sponsorship support which, in turn, is raising awareness about Baycrest to higher levels than ever before. Of course, none of this would be possible without the ever-expanding corps of our dedicated volunteers who have made Baycrest and the elderly a top priority in their lives.

We sincerely appreciate the efforts and support of each and every individual who makes Baycrest a priority in their life and, by doing so, helps us succeed in ensuring a brighter, better tomorrow, not just for our seniors, but for us all.

WILFRED POSLUNS
Chair, Board of Directors

MARK GRYFE
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Lynn Posluns

*Tables of
Distinction 2004*Debbie Hollend
Arlene Heller
Joanne Nisker

Foundation Highlights 2004-2005

Signature events and special projects organized by dedicated volunteers and staff raise critical funds as well as awareness about Baycrest's mission to enrich the quality of life of the elderly.

More families are attached to Baycrest than ever before

A GROWING NUMBER OF NEW

and long-standing community supporters has chosen to become permanently connected to Baycrest during the first year of our hugely successful Attach Your Name fundraising campaign. Special thanks to Rose Glowinsky, Norman and Honey Schipper, Gerald and Judy Slan, and Irwin and Elayne Wortsman for sharing their personal stories and helping us inspire others to attach their names to Baycrest through meaningful contributions that demonstrate their strong commitment to the future.

PHOTO: A twice-yearly newsletter and a series of full-page ads in the Canadian Jewish News are inspiring others to attach their names to Baycrest.



Tables of Distinction

More than 1,000 people packed the 3rd annual Tables of Distinction exhibit in May 2004 to view 42 imaginative tabletops created by Toronto's top celebrities, designers, retailers and artists. The popular fundraiser organized by the Women's Auxiliary and chaired by Arlene Heller and Debbie Hollend raised nearly \$100,000. Special thanks to sponsors Nancy Pencer, Audrey and David Mirvish, Borden Ladner Gervais LLP, the Gales family, Judith Hooper, Toby Tanenbaum and UBS Bank (Canada). **PHOTO:** Event Co-Chairs Debbie Hollend & Arlene Heller



Barrie to Baycrest

For the ninth year running, the Barrie to Baycrest fundraising ride surpassed its previous record, bringing in more than \$600,000 in 2004 for the Brain Health Centre Clinics. Total proceeds from the 100-kilometre bike ride total \$3.6 million. Special thanks go to the riders, volunteers and supporters including sponsors, Firm Capital Mortgage Investment Trust, Dynamic Mutual Funds and Goldview Property Management. **PHOTO:** More than 100 riders take part in Barrie to Baycrest each year.



Baycrest Gala 2004: *Time After Time*



NINE HUNDRED OF TORONTO'S most influential business leaders, philanthropists and other prominent personalities danced the night away in November 2004 at our most successful gala to date featuring The Temptations, The Supremes and Liberty Silver. Singer songwriter Andy Kim hosted the sold-out Time After Time Gala chaired by

Lynn Posluns, which attracted a record number of corporate sponsors including RioCan Real Estate Investment Trust, Royal de Versailles and The Posluns Family and raised over \$1.7 million for the new Brain Health Centre Clinics. **PHOTO:** Gala Chair Lynn Posluns with her husband, Ken Crystal, and parents, Joyce & Wilfred Posluns

Baycrest Golf Classic

In August 2004, over 144 golfers teed up at the Eagle's Nest Golf Club in Maple, Ontario for the 14th annual Baycrest Golf Classic. The full-day event on the new links-style course was a great success with proceeds supporting Baycrest research in Alzheimer's disease and other cognitive disorders. Special thanks to event sponsor C.A. Delaney Capital Management Ltd. **PHOTO:** Event Co-Chairs (left to right) Len Waldman & Marty Starkman with Foundation President Mark Gryfe



Art & Soul 2005

More than 450 guests packed the Royal Ontario Museum for this year's Art & Soul, a lively evening of art auctions, great food and jazz entertainment by Latin singer Eliana Cuevas. Kudos to event chairs Karen Lev and Stephen Rotstein, and their hardworking committee members, who raised funds to support research in Alzheimer's disease and other cognitive disorders at Baycrest. A special thank you to event sponsor Gluskin Sheff + Associates and artist Ian Leventhal. **PHOTO:** Art & Soul Co-Chairs Stephen Rotstein & Karen Lev



Annual Campaign for Baycrest *raises record support*



THE BAYCREST FOUNDATION'S Annual Campaign for Baycrest, chaired for the second consecutive year by Molline Green and Michael Levy, raised more than \$7 million for Baycrest's most pressing needs. Green and Levy along with Foundation Chair Wilfred Posluns credit a new customized approach to campaigning for the great results

that produced a 27 per cent increase in gifts made by 2004 supporters who received personalized notes from canvassers.

PHOTO: Annual Campaign Co-Chairs Molline Green & Michael Levy with Foundation Chair Wilfred Posluns

Baycrest Derby

The draw of fast horses, great food and good friends brought nearly 300 guests to Woodbine racetrack in July 2004 for the 3rd annual Baycrest Derby: A Night at the Races. The evening, which included a martini bar, buffet dinner and silent auction, raised \$130,000 to help support the new Brain Health Centre Clinics. **PHOTO:** Derby Co-Chairs Ron Steiner & Leigh Wortsman



Sportsfest 2004

A total of 150 men and women between the ages of 25 and 50 participated in Sportsfest last September, raising an unprecedented \$145,000 for the new Sam and Ida Ross Memory Clinic. Jordan Banks, who organizes the two-day team sports event, was delighted with the increase in corporate sponsorships and the commitment and continued support of the Davis Search Group, the presenting sponsor for the last five years. **PHOTO:** Team Spin Master Toys won the men's events at Sportfest 2004



Thank you to all our Baycrest supporters.
 We would like to express our sincere appreciation to all those who made donations to Baycrest during the period of April 1, 2004 to March 31, 2005. We are extremely grateful for your commitment and ongoing support.

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Major gift from Ross family supports Alzheimer's research and care

THE ROSS FAMILY'S ASSOCIATION WITH BAYCREST began in 1974 when Sam Ross, an experienced builder, volunteered to head up the construction of the Baycrest Terrace and the Joseph E. and Minnie Wagman Centre. Later, Ida Ross, Sam's loving wife of 55 years, volunteered her time for various causes with programs in support of the elderly.

Their recent leadership gift, the largest single contribution in Baycrest's history, will support the newly named Sam and Ida Ross Memory Clinic and the Sam and Ida Ross Prize in Alzheimer's Research.

"Their extraordinary expression of commitment to Baycrest has grown from their intimate knowledge of this remarkable organization," says their son, Jeff Ross. "My parents' only hope is that this gift will improve the quality of life for seniors and their families who struggle on a daily basis with this devastating illness."

PHOTO: Sam and Ida Ross



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Wing named *in honour of* volunteer Tobie Bekhor

DEVOTED COMMUNITY LEADER, Baycrest donor and volunteer Tobie Bekhor now has an enduring connection to Baycrest thanks to a gift made by her parents, Florence and Sydney Cooper. In recognition of their generous support, the wing that houses the Human Resources and Volunteer Services departments has been named in her honour.

Bekhor, who began volunteering as a teenager, followed in her mother's footsteps and joined the Baycrest Women's Auxiliary in 1985, where she would serve as president from 1993 to 1995. She is currently the chair of Baycrest's Volunteer Advisory Committee. "For many years, Tobie has been an active volunteer with several organizations in the community," explains her father. "The Attach Your Name to Baycrest Campaign gave us an opportunity to mark her efforts with this wonderful dedication." PHOTO: Tobie Bekhor stands with her parents, Florence and Syd Cooper, at the dedication of the wing named in her honour.



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Loftus family *attaches its name* to Baycrest

BAYCREST'S COMMUNITY HALL has been named in honour of Syd Loftus's legacy of leadership thanks to a generous donation from the Loftus family as part of the Attach Your Name to Baycrest Campaign.

One of Baycrest's most accomplished leaders and strongest supporters, Loftus began his association with Baycrest during the mid-1970s, becoming president in 1986 and inaugural chair of the Baycrest Board of Directors in 1989.

During her husband's term as president, Sheila Loftus joined the Women's Auxiliary and became active on several committees, including co-chair of the WA Café Committee, and chair of the Art & Design Committee. The family's leadership gift to Baycrest exemplifies Syd and Sheila's years of commitment and caring for the elderly.

"Syd's tremendous dedication and generosity helped bring about many major accomplishments at Baycrest and will continue to inspire us for many years to come," says Baycrest President and CEO Stephen W. Herbert.
PHOTO: Syd and Sheila Loftus with their children and grandchildren.



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Gottdenker gift sponsors *Treasures of Baycrest* exhibit

AS A CHILD SURVIVOR OF THE HOLOCAUST, Joseph Gottdenker believes in helping survivors, especially those connected to Baycrest. He also believes in making sure Baycrest's rich human history is never forgotten.

"The main reason for Baycrest's current success is the people who have supported it in different ways over the years," says Gottdenker, a long-time Baycrest supporter, volunteer and sponsor of the Treasures of Baycrest exhibit, a compelling display of photographs and inspirational stories about the many volunteers, staff members and donors who have enriched Baycrest and the lives of the elderly.

In October 2004, the Baycrest Foundation dedicated the first installation of the exhibit located in the Silverman Garden Court, which is designed to include new honourees on a regular basis.

PHOTO: Joseph Gottdenker with his children (left to right) Debbie, Dave and Adam.



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Feldman gift supports *3East renewal project*

THE RECENT TRANSFORMATION of Baycrest Hospital's Acute Care Unit is resulting in better care for patients thanks to the generosity of long-time friend, Goldie R. Feldman.

"I'm so proud to be associated with an initiative that raises the standards of care for patients even higher," says Feldman, whose generous contribution helped fund renovations to the six-bed unit on the Hospital's third floor. The physical changes on the unit were part of a renewal project that involved skills training and team building for staff.



Feldman, who first became involved with Baycrest in the late 1960s as a volunteer in the Heritage Museum, adds, "I was glad to help out in any way I could back then, and I'm glad to be able to help now."

PHOTO: Goldie R. Feldman

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*Copies of Baycrest Centre's audited financial
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