Meeting the Changing Needs of Seniors

In recent years, the population that Baycrest Health Sciences cares for has changed dramatically. The older adults who rely on us each and every day are living longer and have more chronic illnesses, including dementia. They also expect more from healthcare and residential care providers.

As our clients’ needs and expectations change, so too must Baycrest. We know older adults want to be more involved in their own healthcare. They expect direct and ready access to their health records, and to have their families actively participate with them in their care plans and treatment decisions. They believe services should be available when and where they are most convenient to meet their needs. Those clients residing in long-term care or assisted living want more access to meaningful activities that keep them engaged and cognitively, emotionally and physically enriched.

We recognize the importance of meeting these client-centred needs, and we are responding. Technological innovations such as MyChart are giving clients and their caregivers secure access to their Baycrest health records online. We have begun to take some of our programs, such as falls prevention and fitness classes, out into the community, allowing seniors to age in place longer. And our activities at Baycrest are not just recreational – in many cases they are designed to truly help seniors age smarter, and are based on research and innovative clinical practices being developed right here on our campus.

Baycrest is a global leader in geriatric care, research, education and innovation, and we remain so by constantly adapting to provide the greatest possible impact for seniors. While we are committed to living our traditional values, we understand the increasing importance of being nimble and seizing opportunities for growth – reinvesting in what matters most to the seniors in our community.

The solutions to the changing needs of an aging society are within our collective reach, and Baycrest is proud to be at the forefront of the journey toward defining a new old age.

Jeffrey Blidner  
Chair, Baycrest Board of Directors

Dr. William Reichman  
President & CEO
Baycrest Foundation
Leading the Way

Many of us have a circle of friends and family that includes quite a few people in their 80s and 90s – and maybe even a centenarian. Life expectancy is rising. In fact, the number of centenarians in Canada is expected to almost triple in the next 15 years.

Centenarians today were born at the onset of the First World War, when the daily wage at Ford Motor Company was $5 and Charlie Chaplin was making his film debut. Their lives span the Great Depression, the Second World War, the first landing on the moon, the Internet and smartphones which today boast more computing power than the NASA technology that enabled Apollo’s Guidance Computer.

At Baycrest, we want the memories of a lifetime to last a lifetime.

Unfortunately, longevity is often accompanied by Alzheimer’s disease and other forms of dementia that destroy precious memories.

Because of donors like you, we are making a difference at Baycrest – by caring for families that have been affected, and by conducting innovative research on how to preserve and strengthen brain function. Donors, volunteers and those who participate in our events help to make this work possible.

A lot has changed since our forerunner, the Toronto Jewish Old Folks Home, opened in 1918. What hasn’t changed is our community’s dedication to Baycrest.

Get to know us better. Read about some of our remarkable achievements and innovative solutions to specialized care, better brain health and aging smarter.

We thank you for your unwavering support and for helping us to transform the aging experience.

Laurence Goldstein
Chair, Board of Directors, Baycrest Foundation

Garry Foster
President & CEO, Baycrest Foundation
MYCHART PILOT LAUNCHES

New patients at the Sam and Ida Ross Memory Clinic can now access their medical records anywhere using a tool called MyChart. The online application makes it easy for patients to view their personal health information and enables secure data sharing among members of the care team. Patients at the clinic who are using the new system are part of Baycrest’s MyChart pilot project currently underway in partnership with Sunnybrook Health Sciences Centre.
INTEGRATED CARE IN THE COMMUNITY
Baycrest is taking a leadership role in developing a new model of care for seniors with complex health needs living in the community. The Integrated Community Care Team (ICCT) takes an interprofessional and person-centred approach to care. Healthcare professionals with specialized knowledge in geriatrics work together to support patients, physicians and family caregivers. The ICCT is a unique partnership between Baycrest, the Toronto Central and Central Community Care Access Centres (CCACs), and North York General Hospital.

MENTAL HEALTH WEBSITE
The Centre for Mental Health has launched a new website that offers hope and encouragement for seniors experiencing depression as well as for their families and caregivers. The site includes videos by Baycrest experts and explains the symptoms, risk factors and treatments for late-life depression. It was funded by donations from

FITNESS AND FALLS PREVENTION
Baycrest is now delivering seniors’ exercise and falls prevention programs in local retirement and community housing facilities. Funded by the Toronto Central LHIN under a new provincial strategy, the classes keep seniors active and offer tips and strategies for maintaining physical function and reducing falls, an important factor in retaining independence.

A gift from The Frank Gerstein Charitable Foundation supports nursing education and the purchase of medication carts.

Dr. Robert Madan, chief of psychiatry, led the creation of a new mental health website with funding from Evelyn Burns-Weinrib, an advocate for seniors’ mental health.

Evelyn Burns-Weinrib, a Baycrest volunteer and philanthropist, The Geoffrey H. Wood Foundation and the AHSC AFP Innovation Fund. Plans are underway to expand the site to include a number of other topics in seniors’ mental health.

www.baycrest.org/mentalhealth
INNOVATIVE APPROACHES TO EDUCATION
In Baycrest’s Centre for Learning Research and Innovation (CLRI) in Long-Term Care, students learn through simulation. A new frail aging simulation suit gives first-hand experience of the mobility, balance, hearing and visual impairments that can affect many older adults. Students will also participate in case studies in a special simulation room while their colleagues observe through a tinted window. Interprofessional educators facilitate these hands-on sessions. Baycrest is one of three Centres for LRI in Long-Term Care in Ontario that are leading the development of the next generation of teaching for long-term care facilities. The Baycrest Centre for LRI is funded by the Ministry of Health and Long-Term Care and led by Baycrest’s Centre for Education and Knowledge Exchange in Aging.

A student demonstrates Baycrest’s new frail aging simulation suit.

EDUCATION AT BAYCREST
1,200 students trained, from 33 educational institutions

BEHAVIOURAL SUPPORT ROUNDS
Healthcare professionals across Ontario have a new forum for sharing leading practices in assessing and managing challenging behaviours that are sometimes present in individuals with dementia. Baycrest launched the Behavioural Support Rounds, a series of interactive presentations broadcast over the Ontario Telemedicine Network (OTN), in November 2013. By January 2014, the event was among our most-watched telecasts with 60 sites linking in. The Behavioural Support Rounds are co-sponsored by Baycrest’s Toronto Central LHIN Behavioural Support for Seniors Program and the Baycrest Centre for Learning, Research and Innovation in Long-Term Care.

COMMUNITY HEALTH LINKS
In November 2013, Baycrest was appointed the lead co-ordinating organization for the development of the North West Toronto Community Health Link. The Community Health Links program is a provincewide initiative that aims to increase collaboration between healthcare providers to provide better, more co-ordinated care for individuals with the most complex medical needs, including seniors.

LEARNING FROM THE BEST EXPERTS
Our International Visiting Scholars Program brings globally recognized scholars in the field of geriatrics and gerontology to Baycrest to share their expertise and inspire staff and students. An important aspect of this program focuses on learning from scientists who specialize in the study of dementia. Morris Justein & Family have generously provided $500,000 to expand this important program at Baycrest.
NEW FINDINGS ABOUT WHITE MATTER DISEASE

A new study led by Brian P. Vasquez, a PhD candidate at the Rotman Research Institute, found that vascular disease affecting the brain’s white matter may cause a broader range of cognitive impairment than previously thought. White matter disease hardens tiny arteries deep within the brain, gradually restricting nutrients to white matter – the connections between brain regions involved in abilities such as planning, organizing, problem-solving and attention. The new study showed that individuals with white matter disease have significant cognitive deficits in executive functioning, thinking speed, general functioning, language, immediate memory, delayed memory, working memory and visuo-spatial construction.

UNDERSTANDING THE COMPLEX MEMORY CHIP INSIDE OUR HEADS

The Rotman Research Institute welcomed more than 300 attendees from around the world at its annual conference in March. The theme of the conference was “Memory and the Brain in Health and Disease.” The latest research was presented by scientists at the forefront of understanding how the human brain makes memories, how sleep and dreams nourish thinking abilities, and how a walk in the park can refresh tired brains.
SCOTIABANK BAYCREST PRO-AM HELPS “STICK IT TO ALZHEIMER’S”

The Scotiabank Baycrest Pro-Am is a charitable hockey tournament established in 2006 that allows amateur hockey players to raise funds for Baycrest for an opportunity to lace up their skates and play with legendary NHL alumni.

Supported by members of the NHL Alumni Association and the Maple Leafs Alumni Association, the event has raised more than $25 million in its nine-year history. Our 2013 inductees to the Baycrest Pro-Am Hockey Hall of Fame, pictured here with the Stanley Cup, included NHL Alumni Wendel Clark, Curtis Joseph, Mike Krushelnyski and Kevin Maguire and long-time tournament participants Steven Forberg, Alex Jurshevski, Irv Kleiner and Steven Little, who have each raised more than $100,000 over the years in support of Baycrest.

Stan Feldman and Mark Gryfe were inductees for their efforts to build the event.

HATS OFF TO RESEARCH-MINDED HOCKEY PLAYERS

At Baycrest, our passion for hockey goes beyond Pro-Am. Dr. Brian Levine is leading a long-term study of National Hockey League alumni that includes brain scans every four years to investigate factors that affect brain aging. The study received a $750,000 boost from the Canadian Institutes of Health Research to expand recruitment to university hockey alumni.

“This is one of the most comprehensive studies out there,” said Levine. “In addition to concussion history, we are looking at lifestyle factors, chronic illnesses, genetics and proteins related to dementia, which can all impact cognitive health in aging.”

Dr. Brian Levine
FACTS ABOUT THE ROTMAN RESEARCH INSTITUTE AT 25

- 26 scientists
- 29 post-doctoral fellows
- 380 active research studies
- 100 research trainees per year
- 11,500 volunteers have participated in studies

LEARNING AT THE BEDSIDE – THERE’S AN APP FOR THAT

Baycrest’s Centre for Learning Research and Innovation in Long-Term Care is developing a digital version of a bedside learning tool. The Sensory Observation System (SOS) app will use smartphone technology to enhance skills in recognizing and communicating about changes in client condition. The app got off the ground when interprofessional educator Jennifer Reguindin took the concept to a Hacking Healthcare conference where her bright idea won an award. It’s now being developed through a collaboration between the Centre for Learning, Research and Innovation, and the Innovation, Technology and Design Lab.

EXPLORING MEDICINE’S NEW FRONTIER

eHealth is exploring the use of telemedicine technology that can help patients and their care teams work together to manage chronic conditions. With emerging technology, healthcare providers can now monitor a number of health indicators remotely using special equipment in patients’ homes. By keeping care providers and patients better connected, this technology can reduce clinic and emergency room visits, prevent hospitalizations and lead to a better quality of life for patients.

TAKING SCIENCE TO THE BEDSIDE

Baycrest has launched a new tool that will enable scientists at the Rotman Research Institute (RRI) to connect with clients who may be eligible to participate in approved research studies. The new Baycrest Client Registry is helping to integrate care and research, an important part of the RRI’s ongoing work in translating scientific discoveries about brain function and aging into new prevention, treatment and intervention strategies.

The SOS mobile application will enhance learning at the bedside.
GOING GLOBAL
Baycrest’s commercial arm, Baycrest Global Solutions (BGS), is continuing to forge relationships and develop new opportunities to bring our expertise in brain health and aging to the global marketplace. In the fall of 2013 and winter 2014, visiting delegations from China met with Baycrest’s leadership and toured our facilities. BGS is also cultivating opportunities in Southeast Asia and the Middle East.

NEW ONLINE COGNITIVE TEST
Cogniciti, a joint venture between Baycrest and MaRS Discovery Enterprises, Inc., has launched its online cognitive test.

Adults aged 50 to 79 can take the test at home to answer the question, “Is my memory normal or should I see my doctor?”

To take the test, visit www.baycrest.org

INNOVATIONS FOR AGING SMARTER
Baycrest is working on new products and technologies that will help us age better. The Innovation, Technology and Design (ITD) Lab and the Centre for Brain Fitness are developing cognitive assessment tools and brain fitness training programs that will keep aging brains sharp. Also on the horizon: a new screening tool to detect early signs of memory impairment that could help diagnose dementia earlier, when treatments and interventions are most effective.

PEKING UNION MEDICAL COLLEGE PARTNERSHIP CONTINUES
Future doctors and nurses studying at Peking Union Medical College (PUMC) travelled to Baycrest in July 2013 for a four-week observer-ship. This was the second year of the program, which offers students an interprofessional perspective on the essentials of geriatric care. This educational partnership with PUMC is set to continue with a third cohort of students expected to visit Baycrest in the summer of 2014.
PRECIOUS LEGACY
With the largest cohort of Holocaust survivors in Canada located at Baycrest, our unique photography exhibit, Precious Legacy: A Celebration of Life, tells an important story – not just of those who survived but about Baycrest’s unique capacity to offer holistic support and create collective meaning for those who engage with our programs and services. In Precious Legacy, photographer Elliot Sylman paid tribute to more than 200 remarkable individuals – all of whom are Baycrest residents and/or program participants – and their stories of resilience. The first exhibit of its kind at Baycrest, it draws on the experiences of these Holocaust survivors, creating a significant and powerful shared narrative. The stunningly beautiful black-and-white photos were put on display in the Ben and Hilda Katz building and the project was featured in several media outlets.

The exhibition can be viewed in its entirety online at www.baycrest.org/preciouslegacy.

SUPPORTING HOLOCAUST SURVIVORS
Holocaust education and commemoration is a very important element of Baycrest programming and one of the central foci for The Azrieli Foundation, which generously donated $150,000 in support of Café Europa, a specialized program for survivors.
Baycrest Game Night planning committee

Back row from left: Erica Godfrey, Hailey Remer, Kailee Mecklinger & Caren Finkelstein.

Front row: Carolyn Pearl, Lauren Greisman & Rebecca Kornblum. Absent: Lauren Kimel-Wise.

**SOMETIMES IT IS ALL FUN AND GAMES: GAME NIGHT FOR BAYCREST RAISES $125,000**

The Young Leaders of Baycrest committee organized a spectacular evening in the spring of 2014. Game Night saw more than 40 hosts across Toronto and New York City open their homes to friends and family for a night of board games, charades and cards – and to learn about Baycrest. Participants of all ages donated more than $125,000. Stay tuned! Game Night for Baycrest will return.

**MY VIRTUAL DREAM: ART AND SCIENCE IN PERFECT HARMONY**

The technology behind The Virtual Brain made a memorable splash at the 2013 Scotiabank Nuit Blanche. Spectators experienced a panorama of colourful animation sequences and music shaped by the brainwaves of participants who donned brain-computer interface headsets inside a 60-foot dome.

The interactive installation, co-produced by Baycrest and the University of Toronto, earned a coveted position in *Toronto Life*’s Top 10 of Scotiabank Nuit Blanche and attracted more than 2,300 visitors.
B2B CHAI CYCLING ODYSSEY SETS A RECORD

For the 18th year, Barrie 2 Baycrest riders hit the road for a 100K cycling adventure that raised more than $1.1 million to support health and fitness programs at Baycrest. It was the most raised in the history of the event. Riders who raised $10,000 or more were inducted into the prestigious “Stan’s Club,” honouring founding member Stan Feldman who retired as B2B event organizer following the ride.

Since its inception, more than 1,500 people have cycled in the B2B ride, raising more than $9.4 million.

CREATIVE WRITING: LET THE WORDS FLOW!

Talk about a creative third act.

Baycrest seniors are flourishing as writers and poets thanks to a creative writing program sponsored by Rochelle Rubinstein and her daughter Alisha Kaplan. Participants had the opportunity to share their work with the public at The Judith Rubinstein Writers Café, named in honour of Rochelle’s mother who lived at The Terraces of Baycrest Retirement Residence. Among those taking part was Dan Yashinsky, Baycrest’s new storyteller-in-residence.

BRAVO TAKES A BOW

Baycrest Research About Volunteering Among Older Adults (BRAVO), our first study on the connection between volunteering and healthy aging, reached a new milestone in the fall of 2013. Researchers concluded the data-gathering phase after more than 100 volunteer participants gave more than 13,000 hours to the project.

While other studies have shown older-adult volunteers enjoy better cognitive function and greater life satisfaction, the BRAVO study is the first to investigate what it is about volunteering that’s so beneficial and which volunteer roles predict greater benefits. Results from the study are expected in the summer of 2014.
Advocacy

MINISTERS TOUR THE APOTEX CENTRE, JEWISH HOME FOR THE AGED
Deb Matthews, Minister of Health and Long-Term Care, and Mario Sergio, Minister Responsible for Seniors, visited Baycrest in February 2014 for the Better Aging: Ontario Education Summit presented by the Council of Ontario Universities. Ministers Matthews and Sergio took the opportunity to tour our facilities and meet with staff and residents.

Ministers Deb Matthews (top, right) and Mario Sergio, (bottom, right) toured The Apotex Centre, Jewish Home for the Aged in February 2014.
MARK ADLER VISITS CAFÉ EUROPA
Mark Adler, MP for York Centre, visited Café Europa in March 2014, and shared details about his recent trip to Israel as part of the government of Canada’s delegation.

Café Europa is a program for Holocaust survivors living in the community. Members come together once a month for socializing, entertainment and refreshments. After speaking to the group, Adler, who is the first child of a Holocaust survivor to be elected to Parliament, circulated and visited with attendees.

MIKE COLLE VISITS ANNIVERSARY CELEBRATION
Mike Colle, MPP for Eglinton-Lawrence, met with staff and learned about Baycrest’s Best Practice Spotlight Organization initiative at the project’s first anniversary celebration in June 2013.

Social services for victims of the Holocaust are supported by a grant from the Conference on Jewish Material Claims against Germany.
2013/2014 Baycrest Centre Financial Summary
Year Ended March 31, 2014

REVENUE BY ORGANIZATION

- 28% Apotex
- 6% Terraces/Wagman
- 9% Research
- 54% Hospital
- 3% Other

EXPENSES BY ORGANIZATION

- 31% Apotex
- 6% Terraces/Wagman
- 11% Research
- 48% Hospital
- 4% Other

SOURCES OF REVENUE

- 7% Other Revenue
- 4% Other Grants
- 64% Provincial Grants
- 13% Client Revenue
- 11% Foundation Grants
- 1% Commercial Activities

EXPENSES BY TYPE

- 4% Depreciation
- 74% Salaries & Benefits
- 1% Interest Expenses
- 18% Operating Expenses
- 3% Medical Supplies/Drugs

For a copy of Baycrest's audited financial statements, please call 416-785-2500 ext. 2650.
2013/2014 Baycrest Research
Financial Summary

Year Ended March 31, 2014

RESEARCH DIVISION REVENUES 2013–2014

- 2% Other Funding Federal & Provincial Overhead
- 4% Sundry & Misc. Income
- 8% CBF - MRI Restricted Grants
- 3% Amortization
- 1% Peer-Reviewed Grants Misc. Income
- 35% Peer-Reviewed Grants
- 47% Foundation Grants
- 4% Other Funding Federal & Provincial Overhead

PEER-REVIEWED GRANTS 2010–2014 ($ thousands)

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<th>Grants ($ thousands)</th>
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RESEARCH PEER-REVIEWED GRANTS

External sources of research grant funding from 2010 to 2014
2013/2014 Baycrest Foundation
Financial Summary
Year Ended March 31, 2014

SOURCES OF FUNDRAISING REVENUE 2013–2014

16% Direct Marketing 18% Planned Giving
50% Major Gifts 16% Events

AREAS FUNDED 2013–2014 (TOTAL $20,754,424)

26% Care 25% Research 23% Baycrest’s Greatest Needs
Donor Directed Funds 13% Education 13% Capital

TOTAL ASSETS 2010–2014 ($ thousands)

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INVESTMENT INCOME 2010–2014 ($ thousands – gross)

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FUNDRAISING REVENUE 2010–2014 ($ thousands)

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GRANTS TO BAYCREST CENTRE 2010–2014 ($ thousands)

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For a copy of Baycrest Foundation’s audited financial statements, please call 416-785-2875.
Baycrest Centre
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* deceased

Baycrest Foundation
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