Providing the world with innovations in aging
A health sciences centre affiliated with the University scientific research and clinical practice is dedicated Baycrest is a world-class developer of innovations in physical and mental well-being.
of Toronto, Baycrest’s internationally renowned to transforming the journey of aging. aging that enhance quality of life by optimizing
Leading the world in better aging

Building on its proud and storied history and guided by a new and visionary strategic plan, Baycrest is embarking on its most ambitious and far-reaching endeavour ever, one that will see the organization transform the experience of aging for millions of people in Canada and across the globe.

We see a worldwide aging society not just as a health-care policy challenge but as an opportunity to improve and enhance human health in ways we could not have imagined even a decade ago.

For that reason, despite financial headwinds that threatened to blow us off course, we pressed forward last year with our goal of becoming the preeminent global innovator for brain health — the go to place for developing, validating and providing new solutions to the challenges of aging.

To that end, we continued to build on our strengths, including our unparalleled continuum of care, world-leading neuroscience, leadership in training geriatric care specialists, government and community partnerships, loyal donor support, and a novel business collaboration for translating our science into products and programs that support brain health across the lifespan.

We launched the Partnership in Sustainable Care for the Aging Population with the Ontario Ministry of Health and Long-Term Care. The Ministry provided us with an annual investment commencing at a level of $8.9 million, thereby recognizing Baycrest’s unique role in developing innovative aging, cognition and mental health programs that will serve as a model for Ontario and beyond.

Knowing that preventing or delaying memory and cognitive decline is a key factor for aging well, Baycrest partnered with MaRS, Canada’s premier innovation centre, and put its substantial cognitive science reputation behind a new for-profit company, Cogniciti. The new enterprise is an exciting step in the evolution of the Baycrest Centre for Brain Fitness, which is supported by a
$10-million investment from the Ontario Ministry of Research and Innovation, matched by $10 million from private donors. This partnership will be ongoing with more matched funding expected in the years ahead. With MaRS as our partner, we will develop scientifically-validated products, games and training protocols for improving memory and cognitive functions.

In 2009-2010, we continued implementing our strategic plan, introducing a balanced scorecard as a road map for measuring our progress. To help us execute the plan, we trained our leaders in The 4 Disciplines of Execution so that they, in turn, can engage staff in achieving our goals.

We announced these key appointments:
- Dr. Paul R. Katz, President of the American Medical Directors Association and one of the world’s preeminent experts in the care of long-term care residents, will join us as Vice-President, Medical Services and Chief of Staff.
- Dr. Karima Velji, among Canada’s most admired nursing leaders, is our new Vice-President of Clinical and Residential Programs and Chief Nursing Executive.
- Dr. Randy McIntosh, responsible for groundbreaking research and global leadership in developing the first “virtual brain”, has been appointed Vice-President of Research, Baycrest and Director of the Rotman Research Institute.
- Dr. Tomáš Paus, one of the world’s leading pioneers behind a new field, population neuroscience, will co-direct Baycrest’s new Toronto Trans-generational Brain and Body Centre.

Looking to the future
What does it mean to grow old successfully? Must we accept as inevitable having to spend the last three or four years of our lives in a nursing home – as too many of us do now – or can we compress that time into months or even weeks so that less of our lifespan will be spent in a state of mental or physical frailty?

As Baycrest continues to evolve into the global centre of excellence in aging, we will pursue the answers to these essential questions and apply what we have learned. We will do so by expanding beyond traditional disciplines such as neurology and cognitive neuroscience to take a more interdisciplinary approach. Science is telling us that this is the way to go if we want to encourage people to engage in healthy practices early in the life cycle.

Our campus will serve as a living laboratory for innovation in wellness and prevention programs. We will share new knowledge across the globe through web-based technologies. We will build a global network of partners, working with leaders in government, academia, health care, and the business and scientific sectors. We will make Baycrest a place where great thinkers can come together to share ideas, test these ideas within our integrated system of care, and demonstrate their effectiveness in such a way that they can be exported throughout the province, the nation and the world.

For their passion and commitment to realizing these bold but attainable aspirations, we thank our board, leadership, staff, volunteers and donors.

Dr. Anthony Melman
Chair, Baycrest Board of Directors

Dr. William Reichman
President and CEO, Baycrest
A proud partnership: From left, Rotman Research Institute scientists Dr. Angela Troyer, Dr. Kelly Murphy, Dr. Fergus Craik, Dr. Donald Stuss and Dr. Brian Levine, with Cogniciti General Manager, Veronika Litinski (centre).
A first of its kind brain fitness company

This year Baycrest proudly announced an exciting new venture that taps into the $1-billion plus brain fitness market and promises great hope for improved brain and cognitive health worldwide.

In partnership with MaRS, Canada’s premier innovation centre which helps science, technology and social enterprises build their companies, Baycrest has launched Cogniciti, a for-profit company that will develop and market brain fitness products to help people around the world maintain their brain and cognitive health longer in the lifespan than was ever possible in the past.

Cogniciti, the first venture of its kind for a Canadian health sciences centre focused on aging, will build on 20 years of world-renowned memory and aging science conducted by Baycrest’s Rotman Research Institute.

The company will produce a suite of research-supported products, games and training protocols that target those memory and cognitive functions that matter most in our busy lives – planning, organizing, and staying focused on a task. The idea is to make the products engaging and fun so that consumers will not only benefit from them, but will enjoy using them.

“Creating a commercialized science enterprise was a natural step in the evolution of the Baycrest Centre for Brain Fitness,” notes Anthony Melman, Chair of the Baycrest Board of Directors. The Centre launched last year with the support of a $10-million investment from the Ontario Ministry of Research and Innovation, matched by an additional $10 million from private donors. “A big part of our mandate is to share our discoveries through the commercialization of our evidence-based cognitive interventions,” he says.

“There is growing scientific evidence that keeping the brain active throughout the lifespan can delay the onset of dementia,” he adds. “Even older brains retain the capacity for neurogenesis (the growth of new brain cells). And brain regions damaged by injuries such as a stroke can form new compensatory connections through a process known as neuroplasticity.”

Test-marketing will begin next year for Cogniciti’s first product, Memory@Work™. Other products in the pipeline for test-marketing in 2011 and 2012 include brain exercise games for mobile devices and the web.
How genes and environment shape our health

Population neuroscientist Tomáš Paus (left) studies how the interplay of genes and environment shape our brains. Working in concert with his wife and fellow scientist Dr. Zdenka Pausova, he is embarking on an ambitious project at Baycrest aimed at finding ways to help prevent or slow breakdowns in our brain and body health as we age.

Dr. Paus, who has an impressive and extensive background in this field, comes to Baycrest from the United Kingdom, where he founded the Brain and Body Centre at the University of Nottingham.

A brain-mapping expert, Dr. Paus is co-director of the new Toronto Trans-generational Brain and Body Centre at Baycrest. The Centre will recruit generations of families (children, parents and grandparents) from different ethnic groups for a large scale investigation into how our genetic traits combined with environmental factors – what we eat, how we manage stress, our level of physical activity, for example – influences whether or not we will develop health problems such as depression, addiction, obesity, diabetes and high blood pressure. These diseases are all associated with cognitive decline.

The findings could potentially transform the way we age by guiding the development of interventions and treatments for use earlier in the lifespan – as early as childhood – to prevent or slow breakdowns in our health later on.

Dr. Paus and Dr. Pausova will co-direct the Centre. A scientist with the Hospital for Sick Children, Dr. Pausova is leading the “body” or metabolism part of the endeavour. Her research focuses on cardiovascular disease in adolescence.

Toronto is an ideal location for large population-based research, Dr. Paus notes. “The consequences of different risks for these complex diseases, whether environmental or genetic, develop over time. To understand fully the mechanisms that underlie the emergence of disease or protection against disease we must study large numbers of at least three generations of families.”
Building a virtual brain

Using high performance computers, the Rotman Research Institute at Baycrest is leading an international effort to build the world's first “virtual” brain. Sounds like science fiction, but it could be science fact within a decade.

A team of neuroscientists from Canada, the United States and Europe is using brain research data combined with computational neuroscience in an attempt to build a working model of a brain that would simulate what goes on in our heads as we recognize a face, read a book, listen to music, or do a myriad of other tasks.

Led by Dr. Randy McIntosh, Vice-President of Research at Baycrest and Director of the Rotman Research Institute, this multi-million dollar project is akin to decoding the human genome in its potential to improve human health. A virtual brain that works not exactly like, but close to, a real brain could advance neuroscience far beyond where it is today, bringing new hope to millions of people worldwide whose brains have been damaged by disease or injury or who are at risk for such in the future.

The project requires uploading vast amounts of data from the brains of thousands of healthy people, including children, into powerful computers. The information is from magnetic resonance images of how brains are structured and how the different regions function when performing various tasks.

“What the virtual brain is actually doing is taking these data and using computer models to regenerate how a healthy human brain works as a whole,” Dr. McIntosh explains. This will allow the scientists to develop the first “electronic atlas” of all functional networks in the brain.

In addition to information gathered from healthy brains, data from persons with brain damage or disease will be incorporated so that experiments such as giving the virtual brain a stroke, can be carried out to see how it tries to recover. Down the road, a better understanding of the effects of stroke and how the brain attempts to re-stabilize could help doctors more directly target therapies for patients.
A leader in geriatric medicine training

Health-care systems worldwide are facing the many challenges that come with an aging population. As a world leader in elder care and brain research, Baycrest takes very seriously its mandate to educate new generations of bright and talented young professionals in clinical care and research related to aging and brain health.

Once trained, these professionals take what they have learned and apply it across Canada and around the world, helping to make a difference in the well-being of the elderly and people suffering from brain disease and brain injury.

Dr. Mini Joshipura (left), for example, is one of Canada’s newest geriatricians – medical specialists in short supply in Canada and elsewhere. Now on staff at Trillium Health Centre in Mississauga, she received comprehensive training throughout Baycrest, eventually caring for her own patients in what is known as a longitudinal clinic.

Because Baycrest provides the entire spectrum of care for the frail elderly, Dr. Joshipura says its geriatric medicine specialists taught her “new and novel ways of helping older adults live healthier, more independent lives.”

For his part, behavioural neurologist Dr. Sultan Darvesh used his fellowship experience at Baycrest to found the first behavioural neurology program – modeled on the renowned Baycrest program – in the Capital Health District Authority in Halifax. He describes his Baycrest training as “a significant catalyst” for the development of his career, from a clinical, educational and research perspective.

Each year, some 800 graduate and post-graduate students from various colleges and universities receive part of their training at Baycrest. Disciplines such as geriatric and family medicine, neurology, psychiatry, psychology, nursing, social work and occupational therapy.
Smart Aging

Out for the whole brain

A part of your brain in shape, you must "challenge it in different ways so you're using different brain functions," notes Baycrest cognitive rehabilitation scientist, Dr. Nicole Anderson.

Only doing crossword puzzles, for example, you're only one part of your brain. Here are some exercises for a full workout.

Using crossword puzzles requires you to retrieve facts from verbal memory.

Singing a dinner party involves problem-solving (planning/organizing).

Arranging a room in your home or finding your way around the city are examples of using your visual/spatial memory.

"There's no magic activity," says Dr. Anderson. "It's just daily life. Involve yourself in activities that you're not already an expert at, and that are challenging for you, and that you enjoy."

Smartphone aids smart memory

In a recently published case study, Baycrest psychologists Eva Svoboda and Brian Richards show that even someone with severe memory impairment can learn to use a smartphone to support their memory and other brain functions.

"Learning how to use an unfamiliar tool is a brain stimulant in itself."

The study involved training a woman with severe amnesia to use the device to record appointments, shopping lists and other activities, and set alarms to remind her of what she had to do each day. She also learned how to use the phone's built-in camera to photograph and store new people and places and move notes to remember them.

The scientists say teaching the study participant to use the device involved extensive instruction and repetition that tapped into memory systems not affected by her condition. Typically, with dementia, episodic (recent) memory is affected — things like remembering where you left your keys or what appointments you had that day. However, procedural memory, such as remembering how to ride a bike or play the piano, remains intact, making smartphone training possible.

Dr. Svoboda says the technology may eventually help people with Alzheimer's prolong their independent day-to-day functioning despite progressive memory impairment.

"We're encouraging people to use smartphones as a memory device. Naturally, we're not adding anything that's not already there. We're not making them do things they don't have the ability to do. What we're hoping for is that they can use the technology to support their memory," she says.

"We've found in the lab that people with mild cognitive impairment can use smartphones to help support their memory. That's the first step. Then we'll move on to see if people with more severe cognitive impairment can also benefit from this technology."
Sharing knowledge with baby boomers

We know that understanding how the aging process works and how our minds and bodies change over time is crucial for maintaining good health and preventing or delaying illness. In support of a growing desire by consumers to take responsibility for their own well-being, Baycrest is sharing its unique expertise in aging and the brain in a variety of formats.

**Teaching you how to keep your brain sharp**

Our Aging, Innovation and the Mind Speaker Series remains a “standing room only” favourite with the public. Again this year, the series showcased our leading scientists and aging experts, in conversation with media personalities such as Dr. Marla Shapiro, Sandie Rinaldo, Libby Znaimer and Mary Ito. Talks covered a diverse range of topics including women’s brain health, how to keep memory strong throughout the lifespan, the effect of a positive attitude on longevity, and the challenges and rewards that come with caring for elderly loved ones. This year, the series partnered with the Women of Baycrest to host an evening on women’s brain health, and started webcasting each session live. The videos are available for viewing at Baycrest.org.

**Smart aging tips for online readers**

Health-savvy middle-aged and older adults are signing up for our free Smart Aging e-newsletter (see Baycrest.org) which we send directly to more than 24,000 e-mail subscribers. The online publication taps into their keen interest in brain related research and provides evidence-based advice on how they can stay cognitively sharp as they age.

**New magazine keeps readers in touch with innovations**

Our newly launched Baycrest Breakthroughs magazine provides expert advice on aging and the brain as well as features on exciting new innovations developed by our research and clinical enterprises. More than 92,000 magazines reach readers. The online version of the magazine is available at Baycrest.org.
Two of the world’s premier research institutes in cognitive neuroscience joined forces and hosted a global conference on the brain’s frontal lobes in Toronto in March, 2010. This area of the brain is believed to integrate thought, behaviour and emotions.
Baycrest conferences showcase world-leading research

The frontal lobes conference attracted more than 40 internationally-recognized presenters and scientists from around the world.

Baycrest hosts its Rotman Research Institute Conference annually and every 10 years the focus is on the frontal lobes. This year the conference was co-hosted by Baycrest and the University of California at Berkeley, and was attended by close to 700 clinicians, scientists and academics. The frontal lobes are implicated in a number of disorders, including depression, attention deficit and hyperactivity disorder, and schizophrenia. The conferences advance the understanding of this key part of the brain and share research into new approaches to understanding, diagnosing and treating these disorders.

Frontal lobes research is the science of “what makes us human,” explains conference co-chair Dr. Donald Stuss, a senior scientist with the RRI. The region was once considered to be the “conductor” of the brain but that view is shifting, he says. It is now seen more like part of a chamber orchestra that works with the rest of the brain to integrate thought, behaviour and emotions.

Boomers driving strategies for healthy aging

Baby boomers have the power to change the way we think about aging and supportive models of care, keynote speaker Shirley Sharkey, a top health-care executive, told attendees of the the 9th Annual Kunin-Lunenfeld Applied Research Unit (KLARU) Conference, hosted at Baycrest.

This influential population will be “self-directed, educated, informed, physically active, computer savvy, demanding” and have more disposable income and a younger attitude than their predecessors, she said.

More than 200 health-care professionals attended the conference where KLARU researchers shared promising early evidence showing that Baycrest’s innovative self management programs and lifestyle intervention strategies are helping middle-aged and older adults age successfully.

Baycrest scientists publish widely

In 2009, more than 180 research papers were published in peer-reviewed journals by Baycrest scientists. Their work was also widely referenced by other scientists, receiving collectively close to 9400 journal citations (a significantly above average number).
Abraham Bien is happy to be back home with his daughter Esther Fairbloom.
Novel Baycrest Hospital program
a model for Ontario and beyond

When 98-year-old Abraham Bien was admitted earlier this year from home to the Acute Care and Transition (ACT) unit at Baycrest Hospital, Ben and Hilda Katz Building, he was extremely frail, not eating and very depressed. Today, he is back home and feeling much better, mentally and physically.

“The care he received was superb,” says his daughter Esther Fairbloom. “They knew exactly what my Dad needed, and they took care of his needs.”

The ACT unit serves older adults who have complex and chronic illnesses by providing them with a range of geriatric care expertise that is a unique strength of Baycrest.

ACT patients are admitted from across the Baycrest campus itself, from the community at large, from other long-term care facilities, and from hospital emergency departments.

“We have the expertise and the resources to treat issues such as heart problems, infections and pneumonia from a geriatric medicine perspective,” says Judy Ritchie, Program Director of the ACT program. “For example, an elderly resident of a nursing home who develops congestive heart failure can be treated more appropriately on the unit than in an acute care hospital.”

One example of how the program benefits the system as a whole are those patients with chronic anemia who can come to Baycrest for their blood transfusions instead of waiting for hours in an emergency department where beds could be used for more urgent cases.

This year Baycrest launched the Partnership in Sustainable Care for the Aging Population with the Ontario Ministry of Health and Long-Term Care. The ACT program is a key example of the innovative clinical approaches that support the reduction of emergency room wait times – which are stressful for frail seniors – and relieve pressure on alternative-level-of-care programs.

The ACT program is achieving results: in the past year, the unit admitted 519 patients, diverted an estimated 423 emergency room visits, and saved an estimated 11,349 inpatient days in acute care hospitals.
Aysha Bandali (right) is an advanced practice nurse with the Geriatric and Psychogeriatric Outreach Program at Baycrest. Svetlana Gadd is a nurse practitioner with the New Heights Seniors Health Project. The nurses collaborate together and with other healthcare providers to care for home-bound seniors in the community.
Team care helps seniors stay at home

Baycrest’s unique day programs and community services have long supported that all important continuum of care which helps older adults live independently and safely in their own homes for as long as possible and provides them with increased support if and when they need it.

In the past two years, Baycrest has expanded its community-focused programming by becoming a key part of new initiatives that support the Ontario government’s Aging at Home strategy.

One example is the New Heights Seniors Health Project, a collaborative primary care and specialized geriatric care model that serves frail, at-risk and marginalized seniors in a number of priority neighbourhoods with in-home health care and social services. The objectives are to reduce inappropriate admissions to emergency departments and inpatient units in hospitals, and link seniors to community services that support aging at home.

Baycrest’s role in the program is facilitated by advanced practice nurse Aysha Bandali who liaises between the primary health-care team and the specialized geriatric services provided by Baycrest. “I work with the team to assess, recommend and connect seniors in the community to appropriate geriatric services at Baycrest,” she says. These services include, among others, geriatric medical and psychiatry outreach programs, a day treatment centre, an assessment and treatment unit and an acute care unit in the Baycrest Hospital, Ben and Hilda Katz Building, and outpatient clinics. The integrated team also includes partners from the Toronto CCAC (Community Care Access Centre) and a number of seniors support agencies.

“The New Heights Project is a great example of a collaborative aging at home strategy that reaches vulnerable seniors living in the community who are at great risk of hospitalization and emergency department visits,” notes Linda Jackson, Executive Director of Community and Ambulatory Programs at Baycrest.

“We are very committed to working with partners who have expertise that complements Baycrest’s specialized knowledge in geriatric medicine and psychogeriatrics. We are very pleased to be part of this innovative model of community-based care delivery.”
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RESEARCH DIVISION

REVENUES 2009-2010

PEER-REVIEWED GRANTS 2000-2010

($ millions)

- 2010: 6,786
- 2009: 7,296
- 2008: 6,966
- 2007: 8,361
- 2006: 6,269
- 2005: 5,117
- 2004: 5,068
- 2003: 4,568
- 2002: 3,360
- 2001: 1,913
- 2000: 1,522

RESEARCH PEER-REVIEWED GRANTS

Growth in external sources of research grant funding from 2000 to 2010

* Fiscal 2007 includes equivalent of 18 months of funding for multi-institutional project
2009/2010 Baycrest Foundation Financial Summary
Year ended March 31, 2010

SOURCES OF FUNDRAISING REVENUES

- Restricted: 33%
- Annual Campaign: 31%
- Events: 25%
- Additions to Endowment Capital: 11%

TOTAL ASSETS
($ millions)

NUMBER OF DONORS

TOTAL REVENUES
Baycrest supporters made this our best year ever

Even as the economy struggles to get back on track, total revenues at Baycrest Foundation reached a record $37 million this past year.

This exceptional year was a reflection of the creative thinking, hard work and energy of our board, volunteers and staff.

It is also thanks to the dedicated and generous support of our community that Baycrest has evolved from a home for the Jewish elderly on Cecil Street to an internationally acclaimed academic health sciences centre.

Our breadth of clinical experience and leading-edge cognitive science has made us a driving force in innovations in aging. Baycrest provides the highest standards of care for aging parents and grandparents as we have always done and will continue to do.

We can all be proud of the past year’s accomplishments, as our fundraising strategies became even more innovative, borrowing from sports and entertainment. The fourth annual Scotiabank Pro-Am for Alzheimer’s charity hockey tournament raised $2.6 million for the Gordie & Colleen Howe Fund at Baycrest, which will support research and care into Alzheimer’s and related disorders. In 2010, Baycrest struck a strategic partnership with the Alzheimer Society of Alberta and Northwest Territories to expand this exciting event to Edmonton where we raised $1 million.

Dancing With Our Stars turned the traditional gala upside down, featuring community leaders as ballroom dancers. Not only did this unique event raise more than $1 million for Baycrest, but it garnered unprecedented media coverage.

With Lynn Posluns as its driving force, Women of Baycrest made waves with its mission to establish a chair at Baycrest to research women’s brain health and aging, raising $1 million in its first year.

We have extended our innovative Annual Campaign and the Circle of Honour, which was a great success. With their enthusiastic response, Baycrest supporters showed they understand the importance of multi-year Annual Campaign commitments, to provide funds we can rely on through the most difficult of economic times.
It has been humbling at many of our events to hear stories of how Alzheimer's and other dementias have touched the lives of so many of our supporters. This has only further fueled our inspiration to find new and even more innovative strategies to help move Baycrest forward.

And so, as we work toward the future, we have every reason to be confident that the Baycrest community will show its support. With your help, we will continue to make an impact in Toronto, across Canada and internationally, creating results that will help today's generation as well as those to come.

Warren Kimel
Chair, Baycrest Foundation
Board of Directors

Mark Gryfe
President,
Baycrest Foundation

### 2009/10 Foundation Board of Directors

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### FOUNDATION EVENT CHAIRS

- **Baycrest Boardwalk 2009**: George Cohn, Susan Cohn
- **Baycrest Strokes Fore Stroke 2009**: Perry Steiner, Ron Steiner, Len Waldman
- **Baycrest Aces for Alzheimer's 2009**: Andrew Duckman, Laurence Goldstein
- **Baycrest Dancing With Our Stars 2009**: Susan Fenwick, Harley Mintz

### WOMEN'S AUXILIARY EVENT CHAIRS

- **Games Girls Play**: Donna Gray, Janice Tkatch
Women of Baycrest Research Fund off to a great start

A unique and exciting new venture at Baycrest has the potential to make a major impact on the brain health of women in Toronto, in Canada and around the world.

In just over one year, the Women of Baycrest Research Fund has raised $1 million towards its goal of establishing a $3-million endowed chair at Baycrest in women’s brain health and aging (the first of its kind) and funding female scientists focused on brain health concerns relevant to women. Funds are raised through memberships, personal donations, exclusive educational and entertaining events, and corporate sponsorships.

Founded in January, 2009 by entrepreneur and philanthropist Lynn Posluns, Women of Baycrest is a network of accomplished, conscientious women that is now 267 members strong. “It’s frightening to think that 70 per cent of Alzheimer’s patients are women, yet no one knows
“Beat Brain Sag: Ladies, Give Your Grey Matter A Lift” panel discussion featured (front, l-r) Dr. Marla Shapiro, Women of Baycrest founder Lynn Posluns, Baycrest’s Dr. Tiffany Chow, (back, l-r) Libby Znaimer and mid-life specialist Dr. Jean Marmoreo.

why,” says Posluns. “Is it stress, hormones or something about the female brain itself? We need research to find the answers so that women can stay brain healthy longer.”

Dr. Tiffany Chow, a clinician scientist at Baycrest’s Sam and Ida Ross Memory Clinic and the first female neuroscientist supported by Women of Baycrest, says that “not many people are researching the big picture aspect of gender and aging, but scientists agree that

interactions among sex hormones, gender, aging and neuronal function play a key role in how we operate cognitively. Research dedicated to women’s brain health could lead to new treatment approaches and new discoveries to prevent or delay cognitive decline.”

In its inaugural year, Women of Baycrest hosted several popular events that caught the attention of the media including an expert panel discussion on women and aging, an evening of access to exclusive boutiques, and a celebrity book launch.

In addition to fundraising, Women of Baycrest is planning several educational projects including a one-day brain health symposium, a cook book and a magazine featuring research related to women’s brain health.

For more information, visit www.womenofbaycrest.com.

(l-r) WB member Fran Sonshine and daughter Jodi Tanentzap at the Women of Baycrest plaque dedication.
Foundation highlights of the year

Aces for Alzheimer’s winner

Last year’s inaugural Aces for Alzheimer’s tennis tournament raised $220,000 for Alzheimer’s research and care at Baycrest. Thirty-six tennis players swung into action for the event, held at Mayfair Clubs.

Aces for Alzheimer’s co-chairs Andrew Duckman and Laurence Goldstein are dedicated Baycrest volunteers, including serving on the Baycrest Foundation Board of Directors. Mayfair Clubs, owned by the Soupcoff family, is the title sponsor, providing the tennis courts, refreshments, dinner, and the memorial trophy for the top fundraiser.

Pedal power supports innovation

It was picture-perfect autumn weather for the 14th annual Barrie to Baycrest bicycle ride, as over 100 riders took on 100 kilometres of roads, trails and tracks September 13. Some families rode together including Peter, Alan and Stephen Menkes, Richard and Robert Cooper, and Joe and Adam Gottdenker. They raised $530,000 in support of care and research at Baycrest, focusing on innovations that will transform the journey of aging. Since its inception in 1995, the Barrie to Baycrest (B2B) ride has raised over $8 million. For more information, go to www.baycrest.org/b2b.

(1-r) Sisters Rochelle Zubcov, Yvonne Orr and Karen Soupcoff with the Harold Soupcoff Memorial Trophy, awarded to the top Aces for Alzheimer’s fundraiser.

(1-r) Brothers Peter, Alan and Stephen Menkes celebrate at the B2B finish line.
Cohons lead the biggest Boardwalk ever

Last year's Baycrest Boardwalk was the biggest yet, raising over $200,000. More than 400 Baycrest friends, staff, volunteers and their families came out for the two-kilometre walk, the most participants in the Boardwalk's five-year history. Boardwalk co-chairs George Cohon, the McDonald's Canada Ltd. founder and former CEO, his wife Susan, and their therapy dog Tilly, led the walkers around the Baycrest campus. Proceeds support care and research at Baycrest.

Dancing with the stars shakes up gala

Dancing With Our Stars was a blockbuster triumph, providing an evening of fun and entertainment while raising $1.2 million for Baycrest. Six community leaders and their professional dancing partners performed dazzling routines before 500 cheering guests and a panel of celebrity judges. David Cynamon was crowned Baycrest's first-ever Dancing Star, and will co-chair next year's event with his wife Stacey.
Foundation highlights of the year

Baycrest’s Scotiabank Pro-Am hockey fundraiser on the move

Hockey enthusiasts had double the opportunity to team up with former NHL greats in the battle against Alzheimer’s as Baycrest’s Scotiabank Pro-Am expanded to Edmonton, Alberta this spring.

Mr. Hockey™ Gordie Howe has also attached his name to the Scotiabank Pro-Am through the establishment earlier this year of the Gordie & Colleen Howe Fund for Alzheimer’s. Proceeds from both events will be directed to the Howe Fund, with the portion from the Toronto event allocated to Baycrest, and the portion from the Edmonton event allocated to Baycrest as well as researchers in Alberta.

Canada’s largest annual fundraiser for Alzheimer’s, the Pro-Am has raised more than $10 million over five years for care and research in Alzheimer’s and related disorders.

(l-r) John Doig, presenting sponsor Scotiabank’s senior Vice-President of Marketing, with 2009 top fundraiser David Schlesinger, hockey icon Gordie Howe and Baycrest Foundation President Mark Gryfe.

Edmonton Scotiabank Pro-Am top fundraisers Shawn Blustein and Michael Schayer flank their draft pick, Paul Coffey.
Golfers raise $300,000

On a sunny day last August, 72 golfers hit the links and raised $300,000 to support stroke research and care initiatives at Baycrest. The Strokes Fore Stroke Baycrest Golf Classic was held at Beacon Hall Golf Club in Aurora. The annual tournament has a reputation for booking the most coveted courses. The next Strokes Fore Stroke will be held at the Red Tail Golf Course on September 21, 2010.

Women’s Auxiliary signature event a crowd-pleaser

In its third year, the Women’s Auxiliary annual Games Girls Play event brought in more than 200 guests, who enjoyed an evening of Mahjong, Bridge, Scrabble and other games. The popular Baycrest fundraiser was organized by co-chairs Donna Gray and Janice Tkatch, and was part of the WA’s roster of innovative programs, events and service duties.

Event sponsors Allan and Susan Fenwick (centre), on the links with son Kyle Fenwick (left) and friend Ken Crystal (right).

(l-r) Games Girls Play co-chairs Janice Tkatch and Donna Gray.
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, 2009 to March 31, 2010. We are extremely grateful for your commitment and ongoing support.

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Concept and Design by Fresh Art & Design Inc.
Produced by Public Affairs, Baycrest
Principal Photography by Rob Waymen
Printed by Relay Graphics
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Baycrest scientists are collaborating with colleagues across Canada and around the world on innovative research that will help transform the journey of aging.

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