



FY 2020 Annual Report

January 1, 2020- December 31, 2020

The Alvin A. Dubin Alzheimer's Resource Center
12468 Brantley Court Commons
Fort Myers, FL 33907
(239) 437-3007
director@alzheimersswfl.org

Executive Summary

Message from The Executive Director

I have been serving as Executive Director of the Alvin A. Dubin Alzheimer's Resource Center since September of 2020. During these past 9 months I have had the pleasure of meeting many of our caregivers over the phone, via zoom and occasionally, due to COVID, in person. You, our caregivers, inspire me daily with your patience, compassion and perseverance and I want to take this opportunity to thank you. While there is no set of instructions on how to be a caregiver, the Dubin Center is in its 26th year of navigating our SWFL community of caregivers by offering free support and education. Our new mission is to achieve caregiver health, strength and resilience by providing education, information, hope and compassion.

I have also had the pleasure to work with the Board of Trustees who along with the Advisory Council have been very active in completing strategic planning and approving a bold new vision to support and grow the center to serve more caregivers and individuals living with dementia in southwest Florida. Our new vision is that no one will face dementia alone.

I would like to share some facts with you – Did you know that compared to other caregivers, caregivers of persons living with dementia are:

- Twice as likely to have physical or emotional health issues;
- Half as likely to use health care;
- More than twice as likely to use medications for depression and anxiety;
- At higher risk of social isolation and losing their social networks;
- At higher risk of economic distress; and
- Likely to have weakened immune systems?

We know this through research and the stories shared by our caregivers confirm it.

There are thousands of caregivers in our community who need our help and we are committed to reach them. This summer we are rebranding to “The Dubin Center” and are here to support individuals and families with all dementia-related diseases. To fulfill our vision that no one will face dementia alone, our goal is to let every caregiver in SWFL know we are here for them to provide support, referrals and education. Watch for our new look to include an updated logo, materials, promotional videos and a new website www.DubinCenter.com.

Very Truly Yours,



Lynne Thorp, Executive Director

2020 Board Officers & Members

Board of Trustees:

Al O'Donnell, President O'Donnell Landscapes

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Advisory Council:

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Halcyon St. Hill, E.D., Vice Chair Florida Gulf Coast University

Sharon Eldred Community Volunteer

John Goodlad Community Volunteer

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Laurie Moore Financial Advisor, Morgan Stanley Wealth Management

Dan Moser Caregiver and Community Advocate

Carl Scharfenberg Community Volunteer

Jo Stecher, PhD, RN

Jaimee Thompson Abby Services



Mission

Our new mission is to achieve caregiver health, strength and resilience by providing education, information, hope and compassion.

Vision:

No one will face dementia alone.

Objectives:

We fulfill our mission this by supporting individuals and caregivers living with dementia through:

- a) Information and resource referral;
- b) Enhanced health and social service coordination;
- d) Facilitated, effective support group services;
- e) Advocacy efforts for individuals with dementia focused on reducing stigma;
- f) Education and training focused on dementia and caregiver strategies;
- g) Collaboration with community partners for effective resource and service delivery.



Operational Updates

- ❖ The Center fully updated the technology systems supporting operations improve efficiencies and customer service. These include a new interactive website, customer relations management software, a new phone system and implemented MS teams for seamless interoffice communication and zoom to interact face to face with clients while offices were closed during COVID.
- ❖ The center has been rearranged and reorganized to support the launch of Zelda's Memory Café! The café will be an easy to navigate, safe to explore, comfortable community space for caregivers and those for whom they are caring. Our plan is to host a grand opening preview for Zelda Society members in the fall followed by weekly activity programming for our registered clients.
- ❖ While the center has been closed to the public since March 2020, we are in the final stages of a reopening plan for summer 2021.

Educational and Service Initiatives

- ❖ In FY 2020, the center served 350 individuals at support group meetings. Beginning in March, the meetings were held via zoom.
- ❖ The center is offering 4 new educational trainings including Savvy Caregiver, Dealing with Dementia, Challenges and Solutions and the Virtual Dementia Tour. Each course is currently taught over zoom and supplemented with support groups and one on one coaching upon request.
- ❖ Between September - December 2020 , we made just over 200 visits to our caregivers while they were isolated at home during the pandemic. In collaboration with community partners, Costco and United Way, we delivered baskets and bags filled with activities and seasonal treats including pumpkin pies, chocolate, books, coffee and tea and most recently hats and flowers. This outreach continued in 2021; the next outreach is June 21st and we are delivering care packages to over 50 caregivers in partnership with United Way, Girl Scouts, FGCU, Dr. Piper Center and many others.
- ❖ Thanks to the Lee County CARES grant and Chapel by the Captiva Chapel by the Sea, the Dubin Center provided over 1600 hours of respite care. The center was able to provide many of our caregivers with hours of respite care which was vital for many of our families who were isolated due to COVID and unable to get help from family and friends.

Dubin Center Administration

- ❖ Financial Support:
 - The 2020 Brushstrokes from the Soul had 16 sponsors, 47 pieces of art featured, and raised \$11,058.77. The event was held virtually with art on display at the Bell Tower shops.
 - A Light to Remember 2020 was held at Bell Tower shops featuring live music and a traditional luminary lighting and champagne toast.

- ❖ Staffing: In 2020 the Dubin Center hired Terri Czeczotzka as Operations Manager, Jennifer Eno as Community Health Educator and Lynne Thorp as Executive Director. The team acts as a community liaison, networking with other community-based services to provide a trusted network of referral resources.

- ❖ The Board of Trustees, Advisory Council and staff completed Bold Board Training with Dan Pallotta resulting in an updated vision, mission and objectives and goals for growth in the future.

- ❖ The quarterly newsletter was revised and mailed out to over 8000 current and previous clients, stakeholders and community partners throughout southwest Florida.

- ❖ The center was supported by a number of fundraisers hosted by community partners including Brookdale Senior Living Wreath Event, Barrington Terrace Christmas Tree Event, and the Arden Courts Pie event in addition to donations of caregiver books by Arden Courts and holiday care packages from Cypress Cove and the Annual Purse Auction event by Jamie Seneca to support the scholarship program.



2020 Financial Statement

Alvin A Dubin Alzheimer's Resource Center
Statement of Financial Position
December 31, 2020

	Dec 31, 20
ASSETS	
Current Assets	
Checking/Savings	
104.02 · Money Funds - Wells Fargo 3725	16,683.20
104.03 · Investment Funds - Wells Fargo	509,669.69
108.02 · FineMark Bank Money Market	389.72
109 · FineMark Bank	170,884.64
109.005 · Fine Mark PPP	2,660.32
Total Checking/Savings	700,287.57
Total Current Assets	700,287.57
Fixed Assets	
260 · Fixed Assets	
263 · Office Equipment	27,501.71
265 · Computer Equipment	31,665.65
267 · Building	369,945.28
268 · A/D	-146,929.71
Total 260 · Fixed Assets	282,182.93
Total Fixed Assets	282,182.93
Other Assets	
257.1 · Investment in SW Florida	14,640.05
Total Other Assets	14,640.05
TOTAL ASSETS	997,110.55
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
406 · Compensated Absences	14,551.99
414 · Deferred Income	220.00
420 · PPP Loan	69,167.72
421 · SBA EIDL Loan	145,000.00
Total Other Current Liabilities	228,939.71
Total Current Liabilities	228,939.71
Total Liabilities	228,939.71
Equity	
551.1 · Net Assets Without Restrictions	932,294.71
551.2 · Net Assets With Restrictions	-4,345.16
Net Income	-159,778.71
Total Equity	768,170.84
TOTAL LIABILITIES & EQUITY	997,110.55

Initiatives for 2021

- ❖ Develop a staffing plan to develop, support, retain and reward staff.
- ❖ Open a Memory Café at the center and grow the program in collaboration with community partners including faith-based organizations to offer the experience in various locations.
- ❖ Increase program awareness to reach 1000 new caregivers through rebranding and marketing campaign.
- ❖ Finalize and implement Dubin Certification program to offer professional caregivers the opportunity to enhance caregiving strategies while creating new revenue stream for the center.
- ❖ Research and integrate care management software and workflows to improve data capture and customer experience while reducing administrative burden of Dubin Center team.
- ❖ Host in person Brush Strokes from the Soul event at Bell Tower Shops with \$50,000 fundraising goal.
- ❖ Reach \$10,000 A Light to Remember virtual Luminary Gallery goal.
- ❖ Reach \$20,000 Membership goal through the Zelda Giving Society campaign.

