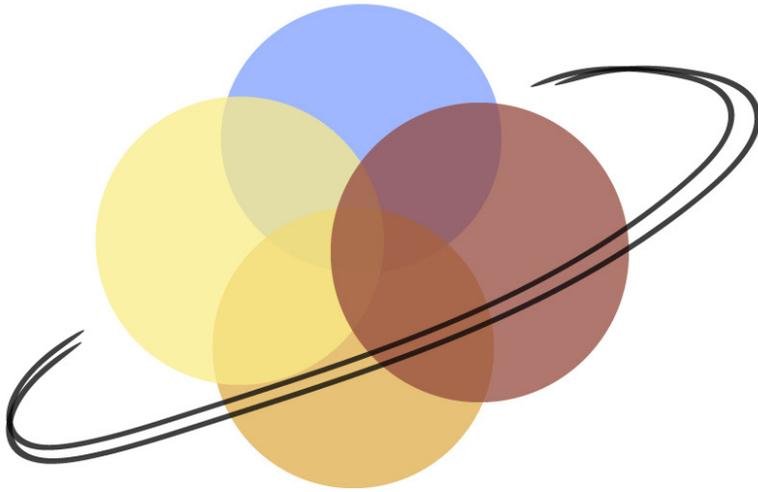


In Bloom: Cultivating Success

Welcome to
AGE
Advanced Gerontological
Education
Population: Growing



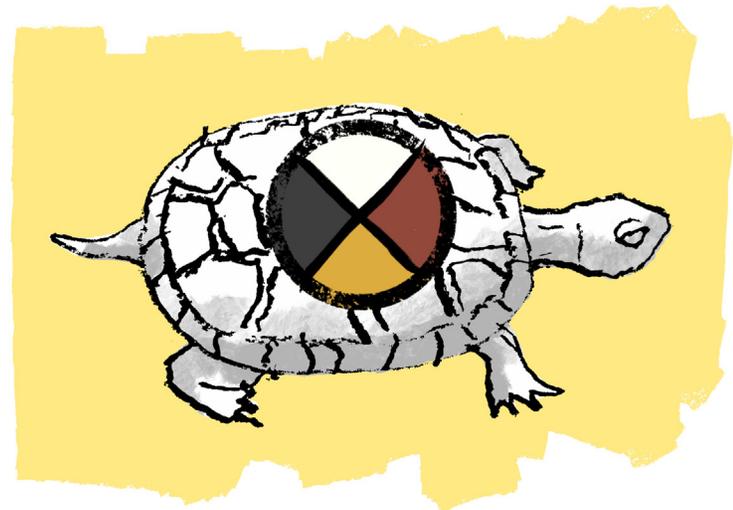
EDIB statement/Land acknowledgement



Advanced Gerontological Education Inc. is dedicated to cultivating a workplace environment that thrives on diversity, fosters inclusivity, upholds principles of equity, and embraces belonging. This commitment is deeply embedded in our curriculum and throughout our organization, ensuring that all individuals feel valued and supported.

We humbly acknowledge that we are situated upon the traditional territories of the Mississaugas, Attiwonderonk, Haudenosaunee and Anishinabewaki. This land is covered by Treaty 3 of 1792, also referred to as the Between-The-Lakes Purchase and covers the area between Lake Ontario and Lake Erie. Hamilton is also covered under the Dish with One Spoon Wampum Belt Covenant. We acknowledge our role to maintain and honour the balance and peace of this land's bounty and resources. This land has been called home since time immemorial by many Indigenous Peoples and we are honoured for the opportunity to work in this community within their territory.

As Settlers, we recognize and appreciate all the generations of people who have been and continue to be stewards and caretakers of this land. We realize we must never stop learning its rich history and current affairs to better understand and manage our crucial roles as partners, caretakers, residents, and neighbours. For more information on the history of the land you are situated upon, please visit <https://native-land.ca/>



Sowing the Seeds of Success

Message from the Chair



It is my privilege to reflect on the past year for Advanced Gerontological Education Inc. (AGE), a year defined by growth, resilience, and meaningful progress in advancing dementia education. The release of this Annual Report offers an opportunity to celebrate our achievements and recognize the collective efforts that have strengthened AGE's role as a leader in this field. With the continued spread of Gentle Persuasive Approaches (GPA), the launch of GPA Bathing, and expanding integration into post-secondary and clinical education, we are reaching more care providers than ever before.

Our partnerships with universities, health authorities, and community organizations continue to deepen, amplifying the impact of our work. Together, these advancements have reinforced AGE's reputation as a trusted source of innovation and support for care providers and care partners alike. Looking forward, I believe we are on the cusp of even greater success, poised to expand our influence and align with system-wide efforts to transform dementia care across Canada.

Our success would not be possible without the extraordinary commitment of our Master Coaches, who bring GPA to life in communities across the country. Their dedication ensures the reach and impact of GPA, and for that we are deeply grateful. My heartfelt thanks to our staff team, who have navigated significant organizational changes over the past few years with resilience and determination. Their hard work has driven new revenues, strengthened programming, improved operational processes, and advanced key initiatives, including our partnership with Pallium Canada to develop a new learning management system. You have truly excelled and shone.

I also want to acknowledge the unwavering support of our Board of Directors. Your volunteerism, expertise, and insights have guided AGE with wisdom and strength. Together, we have ensured our fiduciary duty to position AGE for long-term sustainability as a trusted social enterprise. A very special thank you to Don Seymour as the Executive Director, whose leadership has been pivotal during this time of transformation. This year has marked a turning point, with stronger revenues, new partnerships, and a clear strategic path forward under his guidance.

To our many partners and organizations, thank you for your trust and belief in GPA. Your collaboration allows us to expand education, build capacity, and improve care for older adults and those living with dementia. Together, we are creating a culture of dignity, empathy, and excellence in care.

As I complete my third year as Chair, I feel immense gratitude for the opportunity to serve AGE through

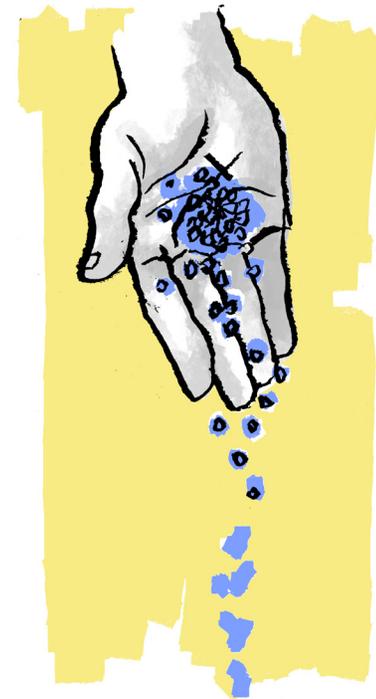
such transformative times. It has been a privilege to support this organization's growth and evolution, and to contribute to its foundation for long-term success. With pride in what we have accomplished and confidence in what lies ahead, I extend my sincere thanks to all who make AGE's mission possible.

With appreciation,

Laurie Fox

Chair of the Board

Advanced Gerontological Education Inc.



Cultivating Success

Message from the Executive Director



By any measure, last year was an incredibly successful for AGE. Demand for GPA continues to grow across the country. With the revision and launch of GPA Bathing behind us, we have embarked on new projects to move our vision forward. In partnership with Pallium Canada, we started development on our long awaited LMS. As well, AGE is working on rebranding to include a new website. Both these exciting initiatives are set to launch mid-November 2025. All this effort put forth while simultaneously responding to the rapidly growing demand for GPA education.

It's been 20 years since the launch of GPA. In that time, we have released four editions of the GPA manual, with work start on the 5th edition underway in the fall. AGE has 2,635 Certified Coaches and 34

Master Coaches across Canada. The foresight of the team of experts, including AGE Board member Dr. Lori Schindel-Martin, led to the creation of unique educational program to train health professionals on how to better support people living with complex dementia. Over the past two decades, countless elders across the country have received safe, person-centred supports in the care communities in which they live.

As a not-for-profit social enterprise, AGE reinvests revenues into ensuring GPA remains current, as well as the research and development of new educational programs such as GPA Bathing. In this vein, AGE has partnered with health and educational organizations across the country with our ongoing research initiatives. Research is currently taking place in both hospital and community-based settings. Ongoing research continues to drive the development and evolution of all our GPA programs.

The AGE community is made of volunteers such as our Board and Committee members who are led by outgoing Board Chair, Laurie Fox. Her work has ensured AGE is a successful and responsive organization. I am very grateful for her support.

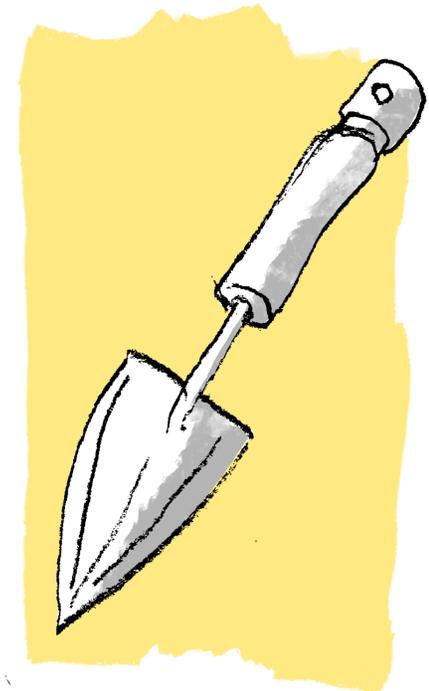
Without doubt, everyone in Canada has been, or will someday be, touched by the effects of dementia in one way or another. Nearly eight-hundred thousand people in Canada live with dementia, and as our work at AGE can attest to, this number is rising drastically each year. AGE is singularly focused on ensuring we can continue to create essential educational programs for the caring health professionals supporting our elders.

Again, I would like to express my gratitude to everyone in the AGE community and thank everyone for your contributions to a successful year.

Don Seymour

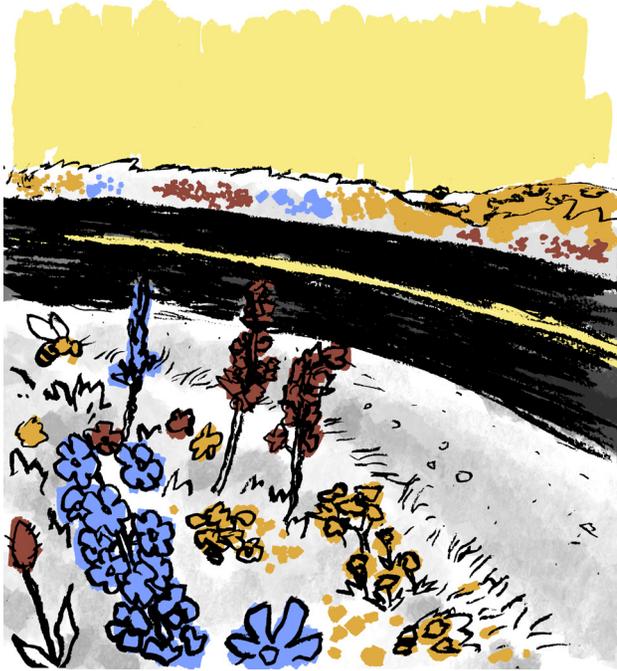
Executive Director

Advanced Gerontological Education Inc.



Field and Roadside

Operations



“Teamwork is the ability to work together toward a common vision... It is the fuel that allows common people to attain uncommon results.”

- Andrew Carnegie

Over the past year, AGE has embodied the spirit of community in every challenge faced and every milestone reached. Across departments, external partnerships and distances, our team united with purpose—driven not by individual ambition, but by a shared commitment to excellence. The results speak

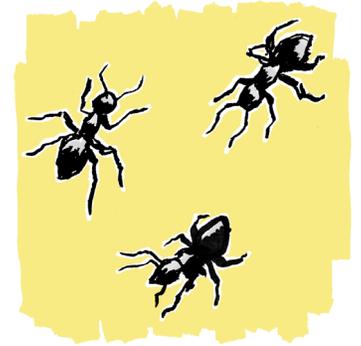
for themselves: bold innovation, resilient growth, and a culture of collaboration that continues to elevate us beyond what any one person could accomplish alone.

Whether brainstorming over coffee on Teams, high-fiving with emojis, or cheering with GIFs, our team turned collaboration into an art form. We didn't just chase goals, we tackled them like worker ants. The results? Uncommon, unexpected, and undeniably rewarding. As we look back, AGE is celebrating not only our accomplishments, but also how we accomplished it: together, with grit, laughter, and a whole lot of creativity. History demonstrates that AGE will continuously evolve as long as we stay curious, innovative and adaptable.



As part of our strategic initiative to enhance GPA education and service delivery, AGE has partnered with Pallium Canada to strengthen the delivery of educational programming for our partners,

Coaches, and learners. Through this collaboration, Pallium has contributed its proven resources, systems and expertise to implement and host an enhanced Learning Management System (LMS) that supports the delivery of AGE's Gentle Persuasive Approaches (GPA) training.



Over the course of a year, both operational teams have worked closely, sharing knowledge to develop new business processes and integrate GPA training into the LMS. This partnership advances our mission of improving dementia care and health education, while providing flexible, scalable learning opportunities.

The LMS will serve as AGE's centralized learning hub consolidating all learning data in one place, while streamlining business processes, reducing costs, enhancing quality assurance, and enabling more robust reporting. Our target launch date is set for mid-November. Stay tuned!

Building Mountains from Anthills

Operations-Marketing/People and Culture



Marketing

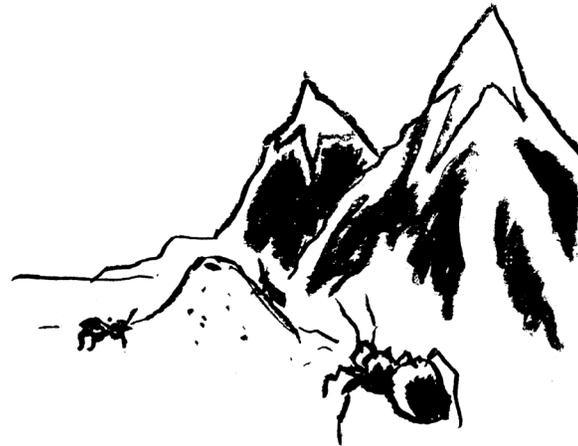
Buckle up, exciting things ahead! AGE is thrilled to be rolling out a fresh new rebrand that reflects both who we are today and where we're headed tomorrow. Branding is more than just a logo or colour palette, it's our identity in the world, and how others recognize us. It's essential that AGE stands out in a way that captures our values and clearly distinguishes us from our competitors. The external community at conferences recognized GPA but did not connect it back to AGE, highlighting the need for a stronger, more recognizable brand.

As part of our strategic initiative, we're embracing a new look and feel that reflects our foundation and impact as the organization that delivers GPA. Our refreshed brand identity features warm greens

and approachable typefaces that evoke a sense of confidence, care and connection, moving away from the traditional and institutional identity of our past.

Up ahead, our website is being fully reimagined, not just adopting the new brand, but also focused on enhancing our customer experience. The previous website was severely underutilized, with most visitors coming only for the portal login. The new platform will make it easy for visitors to navigate, find the resources they need, and feel empowered at every step. Our audience will be engaged and be able to experience the full breadth of what AGE has to offer.

Stay tuned. The road ahead is full of possibility, and we'll flourish as we travel it together!



People and Culture

This past year, AGE has not only grown it has also flourished. Our success was cultivated through departments working side by side, supporting one another with kindness and collaboration. From IT to Senior Leadership, every team partnered with Human Resources to shape people-first practices and

fair policies that reflect the best of HR standards and strengthen our culture at AGE.

Colleagues stepped in to support one another, departments shared knowledge, and senior leadership modeled empathy in decision-making that balanced organizational needs with individual wellbeing. Work-life balance was more than encouraged, becoming a regular part of conversations in huddles and staff meetings, reinforcing that caring for our people is central to sustaining organizational growth.

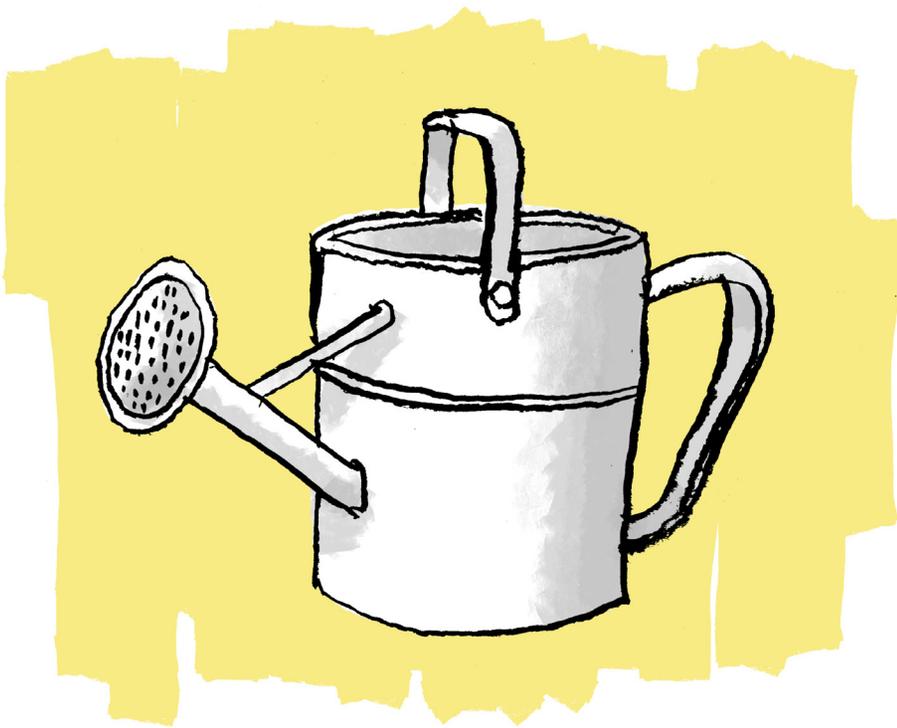


As a team, it has become a weekly priority to celebrate wins as collective achievements and to address roadblocks openly, with transparency and trust. These successes reflect the hard work and dedication of our team, who live out our values every day. Looking ahead, HR remains committed to cultivating practices that foster both individual growth and organizational success, ensuring AGE continues to be a workplace where people can thrive together.



The Fruits of Our Labours

Finance



AGE is proud to be a successful Canadian social enterprise. As a social enterprise all excess revenues are invested into maximizing the mission and work of AGE, which includes the development of new educational programs as well as supporting the ongoing evolution of GPA. AGE receives no revenues from government and as a non-charitable not-for-profit we do no fundraising.

In the fiscal year of 2024-25, AGE (Advanced Gerontological Education) broke through \$3M in sales. We were able to increase our reserves by \$759k from 2024-25, an affirmation of success and efforts organization-wide. Sales have stabilized with growth in the last few years, building a strong foundation for AGE to move forward with exciting new initiatives and expansion.

This expansion includes the addition of our new marketing specialist, and an ambitious partnership with Pallium to enhance our LMS. Finance has developed robust financial processes and communication channels to accommodate the new initiatives ahead of us.

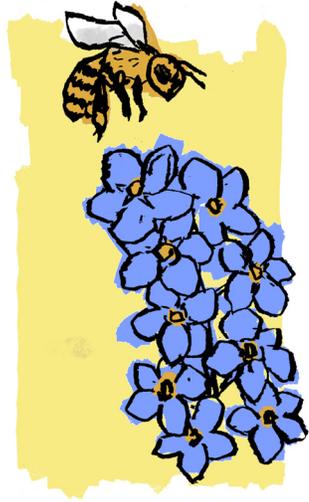
We recognize the critical role of technology, and are working to integrate a new LMS into AGE's financial processes, which will enhance internal controls, reduce errors and improve customer experience.

We look forward to drawing on our strengths to meet new opportunities and challenges, as well as executing our strategic vision with renewed spirit in 2025-2026. Together, we are ready to achieve greater success in the coming year.



How Does Our Garden Grow?

Research and Development



This year, AGE continued to strengthen the evidence base for Gentle Persuasive Approaches (GPA) dementia education programs.

A major milestone was the completion of our small-scale implementation of GPA Bathing in three Ontario long-term care homes (LTCHs). More than 100 LTCH staff took part in the project and showed significant improvements in both knowledge and confidence in person-centred bathing approaches after completing the GPA Bathing program. Staff reported feeling more capable and described how they have used their newly-learned practical approaches to promote comfort and dignity in bathing care. In October 2024, findings from this program evaluation were presented at the 53rd Annual Meeting of the Canadian Association on Gerontology in Edmonton, AB, and a manuscript is in preparation for peer-review publication.

AGE also worked with the Behavioural Supports Ontario Provincial Coordinating Office and partner organizations DementiAbility, the Alzheimer Society of

Canada, and PIECES Canada to create resources that highlight the alignment of Canada's leading dementia education programs as the Behavioural Supports Ontario (BSO) 5 Star Program. A joint summary chart and graphic, now shared by the BSO Provincial Coordinating Office, will help organizations select credible programs to strengthen care teams. Building on earlier partnerships, AGE collaborated with Runnymede Healthcare Centre in the development of a manuscript reporting findings from their program evaluation of GPA Basics with 100 staff participants. After GPA, participants showed significantly increased confidence and knowledge in person-centred dementia care. They also shared qualitative responses revealing meaningful changes in their clinical practice resulting from GPA education. A manuscript reporting these outcomes was submitted to *Nursing Open* in November 2024 and continues to undergo peer review.

Looking forward, AGE is preparing the fifth edition of GPA. In March and April 2025, we collected Certified Coach feedback on the 4th edition of GPA through an online survey. Coaches shared their perspectives on the curriculum's content, delivery, and applicability, providing thoughtful insights. This valuable feedback will help to shape meaningful revisions and updates for the 5th edition.

This year also marked the launch of a new collaboration between AGE, the University of Manitoba, and Seven Oaks General Hospital in Winnipeg. This novel research study will examine GPA's impact in a specialized medicine and responsive behaviour unit, with a focus on staff confidence and knowledge, patient responsive

behaviours, and workplace safety. Through the collection of direct observation data, this project is the first to examine the impact of GPA dementia education on rates and intensities of responsive behaviours.

Through these initiatives, AGE continues to demonstrate the value of GPA as a trusted, evidence-based approach to dementia care. Our research and partnerships in 2024–2025 not only advanced our understanding of dementia education but also supported the spread of person-centred, practical strategies that make a difference for staff and people living with dementia every day.

Publications and Presentations

Alidina, K., McLelland, V., & Schindel Martin, L. (submitted November 15, 2024). Gentle Persuasive Approaches dementia education improves staff self-efficacy and knowledge in a post-acute care hospital: A quality improvement project. *Nursing Open*.

McLelland, V., Schindel Martin, L., Wang, A., Wauchope, L., Gomes, M., Mouropoulos, O., Larmand, K., & Smith, D. *GPA Bathing: An online dementia education program enhancing bathing care in two Ontario long-term care homes*. Oral presentation at the 53rd Annual Meeting of the Canadian Association on Gerontology in Edmonton, AB, October 24-26th, 2024

Wang, A., Schindel Martin, L., McLelland, V., & Wauchope, L. *Factors influencing implementation outcomes for education and practice change interventions in long-term care homes: The GPA Bathing exemplar*. Poster presentation at the 53rd Annual Meeting of the Canadian Association on Gerontology in Edmonton, AB, October 24-26th, 2024

Sweet as Honey

Education & Program Development



Over the last four years, AGE has seen consistent progress. From 503 trained coaches in 2021–22 to 786 in 2024–25, we achieved a 56% increase. This is a clear demonstration of both the demand for GPA and our ability to deliver meaningful, high-quality training.

This growth is more than numbers. Each newly trained coach represents a professional better equipped to support individuals living with dementia, spreading knowledge and confidence into care settings across the country. Importantly, coaches go on to train formal care providers, equipping them with the skills and confidence to care compassionately for those in need.

Growth by the Numbers

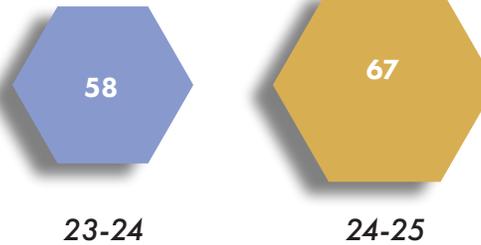
Year-over-year results highlight strong momentum:

- 2021–22 to 2022–23: +157 coaches (31% growth)
- 2022–23 to 2023–24: +35 coaches (5% growth)
- 2023–24 to 2024–25: +91 coaches (13% growth)

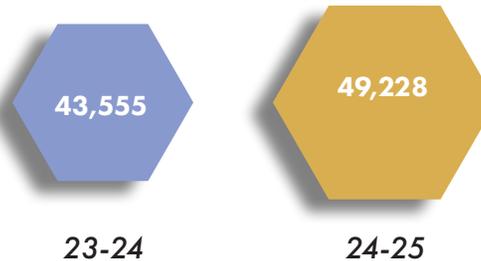
- 2023–24 to 2024–25: +91 coaches (13% growth)

Taken together, these gains put AGE firmly on track to surpass the milestone of 800+ coaches trained annually. What seemed like an ambitious target is now well within reach.

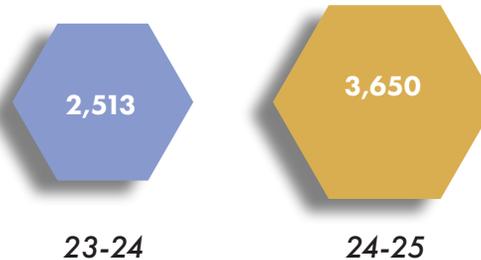
Total Coach Workshops



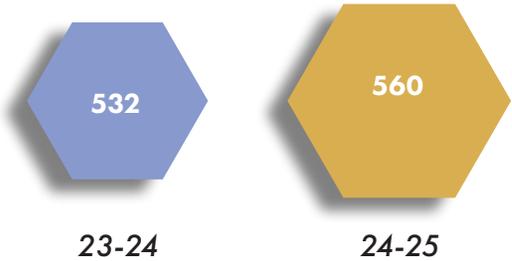
Manual Sales



eLearning Indiv Sales



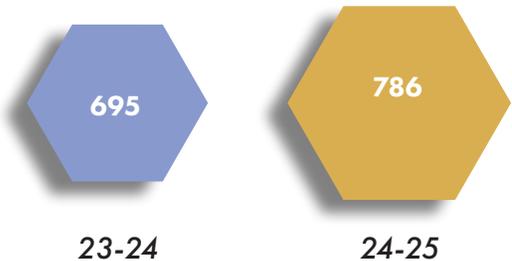
GPA Coach Renewals



eLearning Bulk Sales



Total Coaches Trained



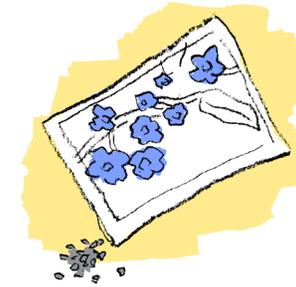
Growing Wild

Education & Program Development



through GPA Certified coach workshops, coach renewals, and GPA eLearning solutions.

The story of AGE is one of steady growth, national reach, and lasting impact. Coaches not only strengthen their own skills, but they also extend their knowledge to caregivers, ensuring compassionate and effective care for those living with dementia. This ripple effect strengthens communities of care across Canada.



Expanding Our Reach

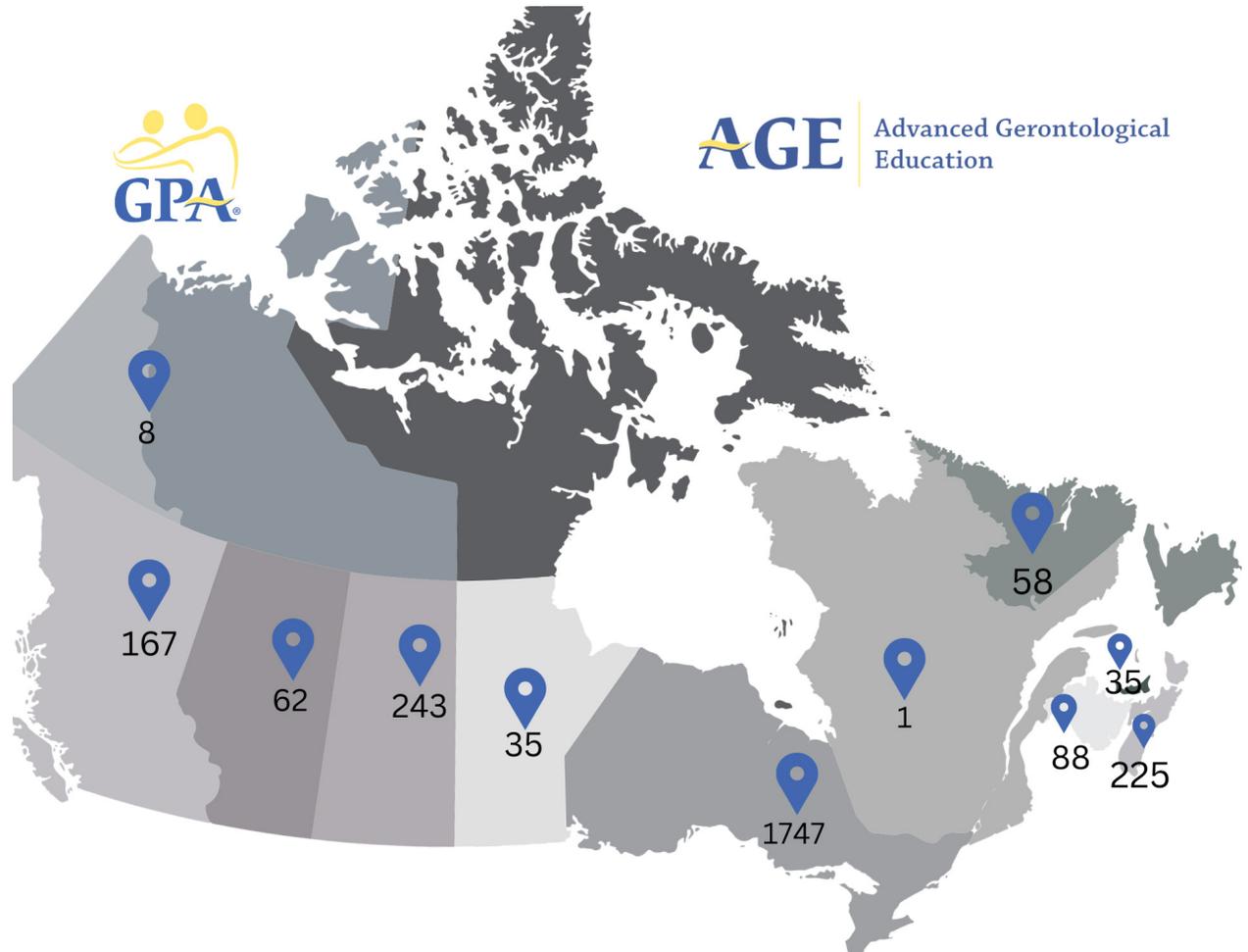
One of AGE's greatest successes has been extending programs to every region of Canada. While Ontario leads with 1,747 trained coaches, presence continues to grow across the provinces and territories:

- Western Canada: Alberta (167), Saskatchewan (62), Manitoba (243)
- Atlantic provinces: Newfoundland (225), Nova Scotia (88)
- Northern Canada: Nunavut (1), Yukon (8)

These results highlight more than a geographic footprint; they reflect a commitment to ensuring access to dementia education in both urban centres and remote communities.

Looking Ahead

The year ahead promises to be even stronger. With momentum on our side, AGE is positioned to expand further, surpassing the threshold of 800+ coaches trained annually and continuing to diversify delivery



Getting Our Flowers

Raves and Reviews



“My journey with Gentle Persuasive Approaches (GPA) began in 2011, when I started as a Clinical Nurse Educator in Continuing Care. Fueled by a deep passion to cultivate meaningful education, I introduced GPA to staff with the hope that it would become a meaningful part of their daily practice. Before stepping into the educator role, I spent 16 years as a psychiatric nurse in a large hospital—an experience that enriched my understanding and made it clear how vital GPA would be for those supporting individuals with cognitive impairments in a compassionate and person-centred way.

Over the years, I’ve had the privilege of nurturing GPA across two health regions, reaching teams in

Continuing Care, Home Care, and Mental Health. The program has grown strong and vibrant, with feedback from participants filled with positivity and confidence. Many have asked to return for future sessions—a rare and beautiful response in the landscape of healthcare education. Their enthusiasm is a testament to GPA’s ability to inspire, empower, and renew even the most seasoned care partners.

In a field where compassion and dignity are the essence of care, GPA has proven to be a powerful catalyst—reinforcing existing practices while offering new tools to mentor and uplift others. I’ve watched experienced professionals blossom anew, finding fresh purpose and confidence in their roles.

As the curriculum continues to evolve, each new edition feels fresh and invigorating. I’m especially excited by the integration of the GPA Bathing units, which promise to further enrich the curriculum. As a GPA Certified Master Coach, I’m honored to be a part of GPA, watching it spread roots deeper into healthcare in ways that continue to transform lives.”

-Terri De Baerdemaeker, GPA Certified Master Coach from Calgary, Alberta

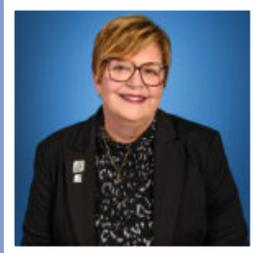


Tending the Fields

Board members



Laurie Fox
Chair of the Board



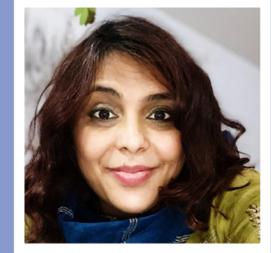
Jane Joris
Director, Vice-Chair



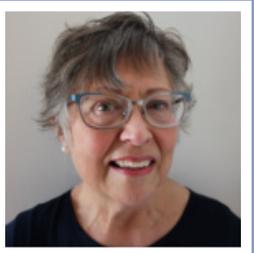
Heather MacNeil
Secretary



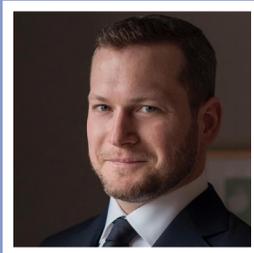
Avenish Sundar
Director/Treasurer



Karima Alidina
*Director, Governance
& Human Resources
Chair*



Dr. Lori Schindel Martin
Director, Research Chair



Brendan Brooks
Director



Jonathon Chan
Director



Mark Dager
Director



David Ferguson
Director



Ciera Macintosh
Director

Busy Bees

Meet the AGE Team

Executive Strategic Leadership Team:

Don Seymour, Executive Director
Chak Lee, Director of Finance
Maria Gomes, Associate Director of Operations & Special Projects
Lisa Wauchope, Director of Education & Program Development
Dr. Victoria McLelland, Senior Research Associate
Jackie Monforton, Executive Administrator & Board Support

Finance Dept:

Grace Rodil, Manager, Finance & Business Processes
Maribel Bathan, Billing & Accounts Receivable Coordinator

Operations Dept:

Ayub Paul, Manager, People & Culture
Mark Gallupe, Digital Marketing Specialist
Ezra Rodil, Information Technology support

Education and Program Development Dept:

Daniela Busby, Education Program Specialist Operations
Natasha Hammond, Education Program Coordinator (on leave)
Olivia Mouriopoulos, Education Program Specialist & Engagement
Dale Stratton, Education & Program Development Administrative Coordinator

Research and Development Dept:

Angel (He) Wang, Research Associate (on leave)



Don Seymour



Chak Lee



Maria Gomes



Lisa Wauchope



Dr. Victoria
McLelland



Jackie Monforton



Grace Rodil



Maribel Bathan



Ayub Paul



Mark Gallupe



Ezra Rodil



Daniela Busby



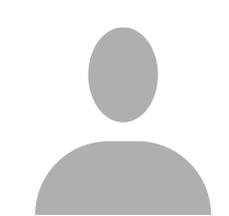
Natasha Hammond



Olivia
Mouriopoulos



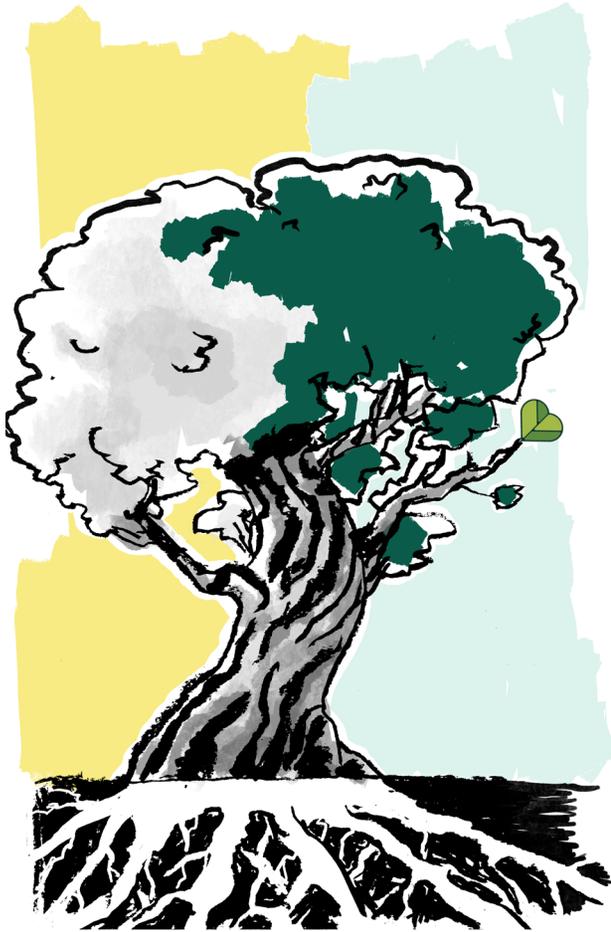
Dale Stratton



Angel (He) Wang

Turning A New Leaf *

Conclusion



“A community is like a ship; everyone ought to be prepared to take the helm.” – Henrik Ibsen

This point in our journey marks a critical chapter for the AGE community; one defined by resilience, reinvention, and renewed purpose. As we turn a new leaf, we embrace change not as a challenge, but as a catalyst for evolution. From grassroots initiatives to bold new partnerships, every step forward will embody our shared commitment to building a more inclusive, vigorous, and forward-thinking community.

With our foundation laid, we can now forge ahead with our mission to diversify our offering of GPA products and services, and expand into populations that are underserved and marginalized. We have heard and recognize that GPA is universal; that dementia impacts a larger demographic population than we historically understood, and we will work to meet this need.

This report captures the milestones, stories, and spirit that

will shape AGE’s transformation to introduce GPA into new territories and sets the stage for the possibilities ahead. We extend gratitude to all AGE staff, our partners, GPA champions and GPA Certified Master Coaches for taking the helm to move us forward on this journey.

–Associate Director of Operations and Special Projects

**this page incorporates elements from the upcoming AGE rebrand. Coming soon...*

Budding Relationships

Our Partners



AGE

Advanced Gerontological Education



Gentle
Persuasive
Approaches



Approches
Douces et
Persuasives

www.ageinc.ca
info@ageinc.ca

