



Square One Older Adult Centre 2010 - 2011 ANNUAL REPORT A YEAR OF COMMUNITY DEVELOPMENT, FINANCIAL STABILITY AND EXPANSION.

2010 - 2011 has been a year of tremendous community development, increased financial stability and expansion into the community for Square One Older Adult Centre. We opened our satellite locations in Meadowvale and Streetsville in April 2011. We secured greater government funding and support and we developed some wonderful new partnerships (Streetsville Royal Canadian Legion Branch 139) and programs including the Deaf Seniors Group.

We completed the first full year of operation for our charity, **Square One Seniors Wellness Services**, which offers health and wellness services to seniors in our community. Through the charity we offer many wonderful health and wellness programs including: our **Telephone Reassurance Program** in partnership with Peel Senior Link and with funding through the Mississauga Halton LHIN. We also offer counseling, support groups, health and wellness workshops, lectures and special events.

Increased Financial Stability through Government Grants include: City of Mississauga Corporate Grant.

Sue made a presentation to City Council in January 2011 to secure our full funding request for 2011 of \$66,393; **Ministry of Health and Long Term Care: Elderly Person Centre (EPC) Grant** increased to \$42,700 annually and we also received a Special Project Grant of \$9,800 to purchase equipment, tables, chairs, paint the Centre and for administrative support; **Service Canada**, funding for our summer student; and the **Ministry of Health Promotion and Sport** through the OACAO to fund our Seniors Health Promotion and Active Living Fair held in March 2011. We also secured \$219,000 over 3 years from the **Ontario Trillium Foundation Grant** to expand our programs to the communities of Streetsville and Meadowvale. This project began in April 2011.

Our participation statistics hit record high numbers.

Highlights of 2010 Statistics:

- Membership increased 3.5 % and went from 1579 in 2009 to 1634 in 2010. This is our highest membership ever since we opened the Centre in 1992.
- The number of volunteers increased to 158 who contributed a record of 37,000+ hours in 2010. This is the equivalent to 19 full time staff.
- The annual program attendance increased by 5% over the last year to a record 84,700 visits.
- We offered 89 weekly programs up from 82 in 2009 which is an 8.5 % increase.
- We held 95 special events and 34 bus trips for a total of 129 events.

We remain strong with the support of our **Strategic Partners**. We thank and acknowledge the **City of Mississauga, Square One Shopping Centre**, owned and managed by OMERS Realty Management Corporation through Oxford Properties Group, **Mississauga Central Lions Club** who have accumulatively donated over \$100,000 to Square One Older Adult Centre over the last 19 years, **ReBoot Canada**, and the **Older Adults Centres' Association of Ontario (OACAO)**. We also thank our **25 other sponsor organizations** for their support throughout the year. We thank our volunteers for without them, we would not exist.

President – Esther Williams

Executive Director – Sue Hesjedahl

Programs and Events:

Laura Surman - Program Coordinator

Special Events: Our Special Events continue to bring members and guests into our Centre. **Beyond Ballroom, the Garden Party Murder Mystery, the Euchre and Bridge Tournaments, the International Luncheon and our Christmas Lunch and Dance** provided entertaining musical, dancing and educational presentations for our members.

Last October, Jayco Productions brought us our Broadway style show, **“British Airwaves”**. This was Jan’s last show with us, as she has moved out of the area but our talented members are gearing up for this year’s production of **“Around the World in 37 Songs (& Dances & Jokes)**.

June was a very busy with **Seniors’ Month** activities. Over fifty people had a wonderful time fulfilling their dreams and performing for their families and friends at our **Variety Show**, including some wonderful readings from our Creative Writing Group. We also celebrated with many free events, including the **Open House & Strawberry Social** at Meadowvale Village Hall, our **Seniors’ Month Games Day** and **Seniors’ Month Tea**.

Fundraising: new fundraisers include: **Gold Party Princess** raising \$2,150 for the Centre over 3 gold parties; Overnight and overseas trips by **Nexus and Maxima Tours** have seen over 100 people safely traveling to wonderful destinations, bringing in over \$7,000 in commission to the Centre.

Gift Wrap this year was a huge success. Our pre-wrapping made the last week much easier, helping us bring in over \$26,000 in donations!

Programming: We have added many new programs this year. French and Mandarin classes are very popular as is the Fruit Carving and Beading workshops. **reBOOT Canada** began a series of ongoing lunch hour computer workshops which are well attended by our members and Jean, Andy and Blaine continue to educate with their classes. We have partnered with **Riverwood Conservancy** to provide educational walks and programs and we have had a series of guest instructors teaching advanced dance workshops to our participants, with the resulting dances performed at the Variety Show and in our upcoming **“Around the World in 37 Sings”**.

Volunteer Resources:

Karmela Buzdon - Volunteer Coordinator

Volunteers.....at the heart of our Centre.

Over this past year the emphasis has been one of supporting and strengthening our Volunteer Team by identifying departmental needs and creating a successful plan of action. This includes the ability to promote, recruit, interview, train, coach, mentor, mediate and provide leadership and conflict resolution when needed.

Our **Volunteers held strong at 158** at the end of the year. They are enthusiastic, hard working and committed to ensuring the success of our Centre, contributing over 37,000 hours last year.

Our Annual Christmas **Gift Wrapping Fundraiser** in Square One Shopping Centre was a great success raising over \$26,000. This was only possible with the support and dedication of 154 Volunteers. In addition, we embraced and gave 75 youth the opportunity to partner with us and complete their community service hours with us.

Administration and Facility:

Anne Goldspink Norman – Administration and Facility Coordinator

In 2010 Square One Older Adult Centre was asked to provide daily attendance figures to Ontario's Ministry of Health and Long Term Care in order to ensure we received our Elderly Persons Centre Grant. In response, the Centre developed and implemented our Check Mark program. Word spread quickly and now individuals eagerly check in daily on forms throughout the Centre to ensure the Centre is accountable regarding funding that assist with our operation and maintenance costs.

By the end of December 2010 the Centre had a record breaking 1,634 member. Because we offer such tremendously diverse and rewarding programs 1,189 individual renewed their membership and in addition 445 individual joined us for the first time in 2010. Our ethno-cultural partner organizations which include the **Goan Cultural Group** and the **ALCE Latin American Art and Healing Group**, **Chinese Golden Age Seniors**, the **Caribbean Senior Social Activities**, the **Silayan Filipino Volunteer Group**, **Multicultural Asian Seniors** and the **Elderly Vietnamese Seniors Association** achieved a combined membership of 281 individuals.

Our facility upgrades included a display screen at the administration desk to keep our members up to date on programming and services; as well as the installation of lockers in the washrooms. This free service has proven to be an effective and well used member benefit. We strive to maintain our housekeeping with regular floor maintenance, an annual auditorium floor treatment and frequent painting of the Centre in order to provide our members with a clean and pleasant environment for our activities, as well as ensuring an attractive space for our rental clients.

Marketing and Community Development:

Lina Zita - Marketing and Community Development Coordinator

Walk-a-Thon on October 1st, 2010 in partnership with Square One Seniors Wellness Services:

Ninety-six walkers raised \$21,900. Top individual pledge collectors: Cam Woolledge, Edna Michelin and Corinne McCallum. Top Team Group: Square One Mall Walkers. We also received donations from: Sears, HBC, Shoppers Home Health Care, Boston Pizza and Living Arts Centre. Every walker received a gift bag full of items from: Abbott Nutrition, Novartis, Region of Peel, and Shoppers Home Health Care. Media coverage for this annual fundraiser was covered by Rogers Local TV, an article in The Booster and Mississauga News.

Seniors Health Promotion and Active Living Fair on March 24th and March 25th, 2011: 600

participants enjoyed our two day free annual fair with participant bags, a chance to win fifty-seven door prizes, entertainment, refreshments, four presentations, seventy-six exhibitors and two health clinics. Seven corporate sponsors, staff and twenty volunteers made this event a huge success.

Marketing and Community Partnerships: Marketing for the Square One Older Adult Centre and now our new off-site locations continues to grow with promotion in newspapers, magazines, community health fairs, Rogers TV and our website, which had over 9963 hits in 2010. Loyal, supportive and some new organizations have assisted in sponsoring most of our special events in 2010 with financial and in-kind donations. We continue to build community partnerships with organizations such as Sheridan Elder Research Centre (Sheridan College), University of Toronto, Chartwell and McMaster in order to assist them with research. Our new partner group, Square One Deaf Seniors group, has started to meet bi-weekly at the Square One Older Adult Centre since the beginning of 2011.

2010 – 2011 Partners

City of Mississauga
Mississauga Central Lions Club
Older Adult Centres' Association of Ontario
(OACAO)

Square One Shopping Centre
ReBOOT Canada

2010 – 2011 Government Funders

City of Mississauga

Government of Canada:

Service Canada

Ontario Government:

Ministry of Health and Long Term Care (Elderly Persons Centre Grant)

Ministry of Health Promotion and Sport

Ontario Trillium Foundation

Sponsor Organizations 2010 - 2011

Amica at City Centre

Bough Beeches

Cooksville Lions Club

Heritage Glen Community For
Seniors

King Gardens

Palisades on the Glen

SunLife Financial

The Beechwood

V!VA Retirement Living

Amica at Erin Mills

Chartwell Classic Robert Speck

Erin Mills Lodge

Home Instead Senior Care

Mississauga Central Lions Club

Premier Homecare Services

Sunrise of Erin Mills

The Village of Humber Heights

Bayshore Home Health

Constitution Place

Essentially You

Investors Group

Origin Evergreen

Regency Retirement Residence

Sunrise of Mississauga

Tyndall Estates

Square One Older Adult Centre

**100 City Centre Drive
Mississauga, ON L5B 2C9
(905) 615-3207
www.sq1oac.com**

2010 - 2011 Board of Directors

Esther Williams - President

Pat Fyffe - Past President*

Robert Lomon - Acting Vice President and Controller

Alice Dods - Director, Administration & Secretary

Judy Willson - Director, Programs & Cafeteria

Jean Michaels - Director, Volunteers

Juliet Rebello - Director, Travel

Tessie Buena - Director at Large

Frank Dale - Ex-Officio Director,
Ward 4 Councillor, City of Mississauga

Linda Keen-Lausberg - Ex-Officio Director,
Square One Shopping Centre

Wendy Murdock - Ex-Officio, City of Mississauga

Lewis Lawrence - Vice President, Facility Operations (Emeritus) **

*left the Board 2011

** passed away June 2011

Square One Older Adult Centre Staff

Sue Hesjedahl - Executive Director

Laura Surman - Program Coordinator
(with responsibility for Centre Supervision)

Anne Goldspink Norman - Administration & Facility Coordinator

Lina Zita - Marketing & Community Development Coordinator

Karmela Buzdon - Volunteer Coordinator

Ann Langdon - Community Engagement Coordinator



Square One Older Adult Centre Annual Report

2010 – 2011



Presented at the Annual General Meeting
June 24, 2011