

The Voice of Older Adult Centres | La voix des centres pour aînés

# OACAO Newsletter

## EXECUTIVE SUMMARY OF BUILDING BRIDGES PROJECT

In 2007, OACAO received a three year grant from the Ontario Trillium Foundation to implement the “Building Bridges to Tomorrow” project. Building Bridges is essentially designed to assist older adult centres in planning for the future. With the aging of the “baby boomer”, older adult centres need to be actively engaged in strategic planning processes to anticipate the changes that will be happening within the senior population. OACAO has developed the Building Bridges project as a means of helping its membership through this planning process.

The purpose of this report, *Issues facing OACAO: Re-Inventing an Organization*, is to explore the current member satisfaction with OACAO services and develop strategies to better serve the needs of the members in the future. The report will also include feedback from non members of OACAO and information gathered in key information interviews and focus groups.

There are three key themes that emerge from this report. First, there are definite issues about the current regional structure within OACAO that needs to be addressed. For an organization that is heavily based on networking as one of its primary purposes, this is an area that is critical for the future of the organization. Second, there is a great need for OACAO to focus on programs and services that directly address issues being faced by its members. Older adult centres are looking for a leader to help them plan for the future and this is a role that OACAO needs to seize as its’ main focus and mandate.

Finally, OACAO is a well kept secret both within the older adult centre sector and beyond. There is a definite need to rebrand and market OACAO with a different image – an image that speaks of professionalism, vision, and quality and one that older adult centres look to with confidence and pride.

The working title of the first draft of this report was “Issues facing OACAO: A Membership Satisfaction Study”. However, from the concrete data that was available from the surveys and the feedback and comments that were contained in the key information interviews and the focus groups, the concept of “Re-Inventing” OACAO developed. Similar to what many older adult centres will be doing in the future to meet with the changing needs of our senior population, OACAO is at a stage in its development that it needs to re-think what it is as an organization and how it does business.

### **NEW! Full Centre Membership Categories:**

#### **Multiple Centre Membership**

**\$800****Note: Maximum of 3 centres under the same administration included**

#### **Introductory Rate – Full Member Centres - 1<sup>st</sup> time joining OACAO**

**\$250**

**Message from the Executive Director**

These are the projects that I have been working on since the October Board Meeting:

- Followup with potential Business Partners including meetings/discussion with 3 new prospects. As a result, Chartwell Retirement Housing and the Silver-Gold Magazine have joined the association and we have been able to retain 3 other organizations that I thought would not renew. We are still talking to other potential companies in hopes of reaching our goal of 15.
- Meeting with a number of groups that provide programs for seniors in the Town of South Bruce – Wiarton. I expect that as a result, we will have a couple of new members – specifically the Town of South Bruce and the 1<sup>st</sup> Nations Group.
- Discussion with centres that were submitting their application for EPC status providing them with support for their application and providing updated information to the province. We should start to hear in February those centres that have been approved.
- Annual submission to the Ontario Trillium Foundation for our project, “Building Bridges to Tomorrow”. The 2<sup>nd</sup> year report was submitted early this year, and, as a result, our cheque for the next installment came early so we are ahead of the game this year.
- A number of meetings were held with the Finance Committee to discuss and put into place a new investment strategy.
- Marilyn and I met to prepare a DRAFT Budget for the 2009-2010.
- Updating the Job Description of the Executive Director and evaluate Objectives from this year and set Objectives for next year as part of the Performance Appraisal process of the Executive Director.
- One of our strongest allies, Geoff Quirt, retired at the end of 2008 from his position as Assistant Deputy Minister with the Ontario Seniors Secretariat. We have thanked him for his continued support, offered him our best wishes for a wonderful retirement and our hope that our paths will cross in the future.
- We are awaiting a response from the Ontario Seniors’ Secretariat with regard to the funding for the next year of Information and Active Living Fairs. No word at this point and we are hoping for continued support.

Lawrie Bloom,  
Executive Director



**GOLF JOKE**

A blonde golfer goes into the pro shop and looks around frowning. Finally the pro asks her what she wants. “I can’t find any green golf balls,” the blonde golfer complains. The pro looks all over the shop, and through all the catalogues, and finally calls the manufacturers and determines that sure enough, there are no green golf balls. As the blonde golfer walks out the door in disgust, the pro asks her, “Before you go, could you tell me why you want green golf balls?” “Well obviously, because they would be so much easier to find in the sand traps!”

**CONGRATUATIONS DEBRA!**

Debra Prescott has now assumed the position of Executive Director of the Oshawa Senior Citizens Centres. She has been a long standing OACAO Board member and we wish her all the best in her new position.



**OACAO 2009 CONFERENCE**

**“STRENGTHENING OUR FUTURE”**

**Information, Collaboration, Innovation**

**OCTOBER 18, 19, 20**

**VALHALLA INN, TORONTO**

**Hosted by the Metro Region**

**HEALTH FAIRS A SUCCESS! COMMENTS FROM THE EVENT ORGANIZERS.**

Shelley,  
Thank you so very much for all your kind words. It really was a blast & we have the OACAO to thank for this successful event. You would not believe the amount of NEW members that we signed up on Monday morning. The entire week was crazy & it really hasn't stopped. As you are aware this was the 2nd year we have done this & it will definitely be an annual event. Everyone had an amazing time & was so very supportive & positive about the entire event. It continues to create such an awareness for the young seniors right up to the true seniors.

We'll be sure to get all of the paperwork in on time. Please pass thanks on to Lawrie in allowing us the \$3000 budget on this Fair. We couldn't have done it without the OACAO's support!

Again it was so nice having you there.

Until we meet again,

Smiles,

**Chris Cunningham**

Executive Director  
South Gate Centre  
191 Old Wellington St. South  
Woodstock, ON. N4S 3J2

"The fair committee at Downsview Services for Seniors would like to express their gratitude to the OACAO and the Ontario Seniors Secretariat for funding this event. We think we had a very successful fair and look forward to a bigger, better fair next year."

**Anna Endrizzi - Downsview Service to Seniors'  
Healthier Living Centre Manager**

"North York Seniors Centre (NYSC) is grateful for OACAO's support of the September 25, 2008 Active Living Fair, that was offered in conjunction with the annual Open House."

**Helen Bergman - Special Projects Coordinator**

"This was a successful event and I look forward to working with the OACAO and the Ontario Senior's Secretariat office next year. The funding was greatly appreciated. The handbook you provided to us has a lot of very useful information. Many thanks for the support we received from you, Lawrie and from the OACAO and the Seniors Secretariat."

**Kathleen Willins- Seniors Programmer Newmarket Seniors' Meeting Place**

"This was a brand new event and the first for us doing an Information Fair. The fair helped to expand our outreach to the community, especially to a cross section of multicultural seniors living in the area from immigrant Europeans to South East Asians. The fair provided information from a wide selection of goods and services to this group of people who can most certainly be difficult to reach for some companies and not-for-profit organizations. Thank you for the opportunity to participate in the fairs."

**M.L Jesion - Chair Ontario Society (Coalition) of Senior Citizens' Organizations**

"Inspiring Health and Action was community event whose purpose was to create awareness of the services and programs available to older adults in Kitchener-Waterloo that could contribute to their health, vitality and quality of life. It was also a celebration of Seniors Month and included entertainment and prizes as we attempted to humour our older adult community and their contribution to the City. With funding from the OACAO and the Ontario Seniors' Secretariat we were able to provide a quality event that served these purpose."

**Sharon Dickson - Older Adult Fair Committee, City of Waterloo**



#### OACAO Website

Effective October 1<sup>st</sup>, 2008, the new and updated version of the OACAO was brought on live. As well, all of our documents have been updated with the new logo and have been reprinted.

Sue Hesjedah, Marc Jurman (our Webmaster) and myself will be working on the Members only component of our website, which should be in place for April 1<sup>st</sup>.

Lawrie Bloom, Executive Director

## MESSAGE FROM PRESIDENT

Winter greetings to all – hope you are staying warm despite all the snow and extremely cold temperatures this year (even in “Canada’s Sunparlour!”).

I want to share brief highlights from the February 1<sup>st</sup> Board meeting to keep you up to date:

The Board approved the budget for 2009/2010 which shows a small deficit. Because we do not have confirmation yet from the Seniors Secretariat that the Information Fairs will be funded in the next fiscal year, the budget may have to be revised once we receive word on the fairs. We expect news about the Fairs funding in late March, then the final budget will be presented for approval at the May Board meeting. The Finance Committee proposed a number of ways to achieve savings including reducing Board meetings from 3 times per year to 2 – one at conference and one in the spring to review and approve the following years budget.

At the request of some regions, guidelines for the use of regional funds were developed and adopted and will be distributed to all regions for their reference.

I would like to thank the Advocacy Committee and Lawrie for their very dedicated efforts over the past year to see that EPC (Elderly Persons Centres) funding is increased and made available to centres who are not currently receiving funding. All centres have benefitted from the changes to legislation and distribution of EPC funds.

The Building Bridges to Tomorrow project continues to progress very well. Bill Krever and Al Gordon presented a comprehensive report on the most recent phase of the project which identifies the 3 main issues facing OACAO as an organization. The Executive Summary of that report is included in this newsletter for your information. On behalf of all of you, I thank Bill, Al, Lawrie, and the Resource Development Committee for the excellent work that has been done on this project.

Here’s hoping that the groundhog was wrong and there really won’t be 6 more weeks of winter! I know I am sure looking forward to spring!

Ellen Hope, President

## OACAO BUSINESS PARTNERS

Bayshore Home Health	<a href="http://www.bayshore.ca">www.bayshore.ca</a>
Chartwell Seniors Housing	<a href="http://www.chartwellreit.ca">www.chartwellreit.ca</a>
Copper County Foods	<a href="http://www.coppercountyfoods.ca">www.coppercountyfoods.ca</a>
Hardiman Mount Insurance	<a href="http://www.insurancehma.ca">www.insurancehma.ca</a>
Holiday Retirement Canada	<a href="http://www.holidaytouch.com">www.holidaytouch.com</a>
Investors Group	<a href="mailto:andrew.gabb@investorsgoup.com">andrew.gabb@investorsgoup.com</a>
Listen Up! Canada	<a href="http://www.listenupcanada.com">www.listenupcanada.com</a>
OASSIS	<a href="http://www.oassisplan.com">www.oassisplan.com</a>
Senioropolis	<a href="http://www.senioropolis.com">www.senioropolis.com</a>
Revera	<a href="http://www.retirementresidences.com">www.retirementresidences.com</a>
Silver and Gold Magazine	<a href="http://www.sngpublishing.com">www.sngpublishing.com</a>
Storage Spot Canada	<a href="http://www.storagespot.ca">www.storagespot.ca</a>
The Care Guide	<a href="http://www.thecareguide.com">www.thecareguide.com</a>
Hearthstone By The Bay	<a href="http://www.hearthstonebythebay.com">www.hearthstonebythebay.com</a>

### STRATEGIC ALLIANCES

ALCOA – Active Living Coalition	<a href="http://www.alcoa.ca">www.alcoa.ca</a>
OCSA – Ontario Community Support Association	<a href="http://www.ocs.ca">www.ocs.ca</a>
Ontario Trillium Foundation	<a href="http://www.trilliumfoundatin.org">www.trilliumfoundatin.org</a>

