

**OSC55+**  
Oshawa Senior  
Community Centres

# Mission Statement

## Our Mission

The OSCC55+ is a not-for-profit organization that works collaboratively with community partners, to provide a wide range of inclusive leisure programs and services that support the wellbeing of adults 55+ in the community.

## Our Vision

Living Well at 55+!

## Our Values

Active Living, Caring, Collaboration, Empowering, Inclusive, Personal Growth, Respect

### Board of Directors

<b>Chair</b>	Sylvia Rhodes
<b>1st Vice-Chair</b>	Doug Sanders
<b>2nd Vice-Chair</b>	Mark Ashcroft

<b>City Appointed</b>	Councillor John Gray
<b>Honorary Life Member</b>	Garry Cubitt

<b>Directors</b>	Robert Camozzi
	Larry Down
	John Neal
	Melinda Nixon
	Marie Reid
	Penny Rudolfo
	Marian Van Pelt

### Land Acknowledgement

The five branches of the Oshawa Seniors Community Centres are situated on lands and waters within the Williams Treaties Territory, home to seven First Nation communities of the Michi Saagiig and Chippewa Anishinaabeg, who have cared for and maintained these lands from time immemorial and continue to do so to present day.



# Message from the Board Chair and Executive Director

2024 marked a pivotal year of transformation for the OSCC55+, as the organization laid the groundwork for the future through the development of a new strategic plan, the reaffirmation of key priorities, and a full recovery in participation following the impacts of the COVID-19 pandemic.

The 2024–2028 Strategic Plan was developed in Fall 2023 through a comprehensive and inclusive engagement process. Staff, the Board of Directors, the Leadership Team, members, volunteers, and community partners all contributed their perspectives; a half-day workshop held in October at the Delpark Homes Centre Branch brought together over 30 participants, including representatives from the City of Oshawa and local organizations supporting adults 55+.

As next steps the Board of Directors and Leadership Team participated in a collaborative session focused on organizational achievements, current challenges, and a shared vision for the future. These discussions led to the establishment of four key Strategic Directions:

- Excellence in Leadership
- Organizational Development
- Sustainability and Innovation
- Advancing Technology

The 2024–2028 Strategic Plan serves as our roadmap for the years ahead grounded in collaboration, creativity, innovation, and fiscal responsibility—designed to inspire older adults to connect, learn, and thrive. A significant leadership transition also took place in 2024 with the retirement of Executive Director, Sandy Black. We extend best wishes to Sandy for her years of service.

We were pleased to welcome Kimberly Lepine as the new Executive Director, effective November 25, 2024. Kim brings a wealth of leadership experience from roles with Durham Community Health Centre, Community Care Durham, and the Alzheimer Society of Ontario. Her academic background includes a Master of Education in Educational Leadership, a Bachelor of Arts in Sociology, and a Social Services Worker Diploma with a concentration in Gerontology.

Kim is a values-driven leader, recognized for her collaborative approach, commitment to diversity, equity and inclusion, and ability to foster strong partnerships. Her leadership will be instrumental in advancing the Strategic Plan and guiding OSCC55+ into a vibrant and sustainable future.

*Sylvia Rhodes*

Sylvia Rhodes, **Chair**



*I am thrilled to join OSCC55+ and to help bring the mission, vision, and mandate of this incredible organization to life. It's an honour to lead such a dedicated and passionate staff team, and I look forward to working together as we grow, evolve, and shape the future of programs and services for older adults in our community.*

*Kim Lepine*

Kim Lepine, **Executive Director**



# Organizational Highlights

OSCC55+ kicked off 2024 with its signature **Ring in the New Year** event, welcoming a crowd of almost 200 seniors to celebrate in style. As a partner in Oshawa's Centennial year, OSCC55+ was proud to be the first organization to mark the City's 100th anniversary, making the most of the opportunity to host a lively and memorable celebration. The event set a festive tone for the year ahead and highlighted our commitment to fostering connection, community spirit, and joyful experiences for older adults.

2024 also marked a full return to in-person programs and services at the Centres. While seniors continued to access online programming, it was primarily for convenience—such as during inclement weather or while traveling—rather than out of necessity due to the pandemic. **Membership numbers** remained consistently above the 5000 mark throughout the year with a total of 5148 members as of December 31, 2024.

**Outreach** remained a key priority, with the organization actively participating in numerous public engagement opportunities throughout the year. A significant new partnership was established with **City of Oshawa Events**, allowing the Centres to take part in high-profile community initiatives, including the Peony Festival, Kars on King, Indigenous Celebration, Canada Day, and the Bright and Merry Market. As part of this collaboration, OSCC55+ vans were utilized to transport participants at the Peony Festival, enhancing visibility and brand recognition. In addition, OSCC55+ was named charity of choice at an Oshawa Generals Hockey game in February, sponsored by Livita Centennial Retirement Residence. Proceeds from 'pass the bucket' and a hockey jersey donation draw netted \$1862 towards the Centres' fundraising strategy.

**The OSCC55+ Golf Tournament – Gord Reid Memorial** was held on June 19 at Kedron Dells Golf Course in Oshawa, coinciding with one of the hottest days of the summer. Despite lower golfer participation (with 60 players), the tournament secured full sponsorship and generated over \$20,000 in support of the Centres' fundraising efforts. Preliminary planning began to develop a new fundraising initiative for 2025 with a fresh idea and new perspectives – a Pickleball fundraising event for seniors and community members alike.

**Seniors' Month** was celebrated in June with the annual **Seniorbration** Event held at the Jubilee Pavillion on June 6th. Mayor Carter was in attendance to proclaim June as Seniors' Month in the City of Oshawa, and Mary Jameson was awarded **'Senior of the Year'** as nominated by the Children's Aid Society of Durham Region where she volunteered for over 35 years helping children in need.



## Organizational Highlights... *cont'd*

**World Elder Abuse Awareness Day** was recognized on June 14th with a flag raising event at City Hall followed by a reception at the John Street Branch. In addition, long-time staff member Jennifer McDonnell appeared on 'Senior Talk with Cst. Rice on Rogers TV to raise awareness of elder abuse and prevention, while also promoting the Centres' programs and services.

The 2024 annual membership campaign took an innovative approach with the launch of an **Open House Party** at the Northview Branch in early September. This event was strategically marketed to non-members, with invitations extended to groups such as Unifor Retirees, the Retired Teachers' Federation of Ontario, the Ministry of Finance, and OPG. Attendees had the opportunity to sample popular classes like line dancing and yoga through instructor-led demonstrations, while a live dance event showcased the excitement of OSCC55+ special events. Durham Radio broadcasted live from the event on CKDO, and guests enjoyed guided tours of the Day Program along with refreshments from the cafeteria. The event was a resounding success, resulting in 63 new memberships in a single evening.



**International Day of Older Persons** was celebrated in partnership with Unifor Local 222 in late September. A flag raising was held at City Hall followed by a reception at the John Street Branch featuring Ontario Tech University Professor Shilpa Dogra, a lead researcher in the field of age-friendly communities. Shilpa delivered a key note address identifying the features of age-friendly communities – places and spaces.

The fall season brought renewed energy and excitement with the return of **Fabulous Fourth Fridays**—lively, music-themed events designed to connect people through the joy of music. Generously sponsored by E is for Estates and originally launched through a 2023–2024 New Horizons for Seniors Program grant, the series continued at Northview with a low \$10 ticket price. Held on the last Friday of September, October, and November, each event quickly sold out as enthusiastic, music-loving older adults came together to socialize, dance, and celebrate the themes of Rock, Country, and Island Vibes.

The year came full circle with the return of **Ring in the New Year**, closing out 2024 just as it began—with a sold-out celebration. Featuring the Centre's long-time DJ and the support of dedicated staff, the event raised over \$4,300 in support of OSCC55+'s fundraising strategy, ending the year on a high note of community spirit and generosity.





# Grants & Fund Development

## Base Funding Increases

The Centres received an increase in base funding from Ontario Health East in the amount of \$49,520 and one-time funding in the amount \$8,740 to support our OHE funded programs such as Transportation, Footcare and Congregate Dining.

An increase in base funding was also received from Seniors' Active Living Centres (SALC) increasing support from \$50,000 per branch to \$55,000 per branch. In addition, the Centres received \$1,137 per branch in a special one-time grant focused on providing resources for new initiatives and enhancing support for programs that keep seniors active and engaged to reduce social isolation.

The SALC increase, announced in early December by Hons., Raymond Cho, Minister of Seniors and Accessibility was highlighted in the Fall Economic Statement and described as a meaningful investment in the well-being of Ontario's aging population.

## Seniors' Program Grant – New Horizons for Seniors Program

In April 2024, OSCC55+ was awarded a New Horizons for Seniors Program grant of \$25,000 to implement a Volunteer Engagement Project. Building from the 2019 Volunteer Engagement Strategy, which shifted our approach from traditional volunteer management to a more dynamic and inclusive engagement model, the grant focused on driving continuous improvement in volunteer programming while aligning with best practice.

Work began on updating the Partners at Work volunteer policies and procedures, along with best practice research from other organizations who engage volunteers in their operations. A volunteer needs assessment was developed and implemented outlining requested training opportunities for OSCC55+ and partner agency volunteers. 13 Training Sessions were planned on topics such as Frauds and Scams, Indigenous Awareness, CPR, Mindfulness, Conflict Resolution and Smart Serve.

A 'Kitchen Table Conversation' was implemented in November to gather feedback from volunteers and members with 46 people in attendance at the Delpark Homes Branch. This facilitated session provided an opportunity to explore ways the Centres can strengthen partnerships with members and volunteers, ensuring a deeper connection to the needs and perspectives of seniors in the community.

## Membership Council Fundraising Strategy

Member-led fundraising initiatives saw continued growth in 2024, highlighted by the introduction of the 'Clothing Carousel' fundraiser. This new initiative encouraged members to donate gently used clothing, which was then resold to those looking to refresh their wardrobes. The event was made possible by the dedicated efforts of our volunteers and received additional support from local used-clothing retailer Tailize. Any unsold items were donated to other local charities. Held in late October at the Delpark Homes Branch, the sale raised over \$2,300 in support of the Centre's fundraising strategy.

In December, the Adult Day Program staff organized their annual Holiday Basket Online Auction, showcasing 32 creatively themed baskets. Each basket was carefully assembled and cleverly named and themed, reflecting the festive spirit of the season. The auction raised \$1,697 towards the Membership Council Fundraising Strategy.



## Grants & Fund Development... cont'd

### Capital Grant Improvements – Ontario Trillium Foundation

Thanks to a \$116,800 Capital Grant from the Ontario Trillium Foundation (OTF), essential upgrades were completed at the John Street and Delpark Homes Branches in 2024 to enhance accessibility, safety, and comfort for OSCC55+ members.

At the John Street Branch, the aging parking lot was fully replaced with new asphalt, updated curbs, and clearly marked lines, significantly improving accessibility for those using mobility aids. Previously, potholes and cracked pavement posed safety concerns—once completed, the upgraded lot provided a safer, more convenient entry point for seniors, caregivers, and the community. Additionally, damaged fencing around the Adult Day Program patio was replaced, creating a secure and welcoming outdoor space.

At the Delpark Homes Branch, the grant funded new lounge furniture, transforming the space into a comfortable and inviting hub for socialization and program participation. The upgraded seating increased capacity within the smaller lounge area, maximizing both functionality and comfort.



### Retired Teachers of Ontario District 28 A New Partnership

New funding partnerships were established with the Retired Teachers of Ontario (RTO), resulting in two Community Grants. A \$500 grant supported the purchase of program equipment for the Northview Paddling Group, while another \$500 grant funded the launch of a Seniors' Horticulture Program providing clients across all four Adult Day Programs with the opportunity to participate in both individual planting and potting activities, as well as larger group projects that contributed to enhancing the beauty of outdoor spaces.



On behalf of the Oshawa Seniors 55+ Paddling Group, I wish to thank the Retired Teachers of Ontario for their generous Community Grant. We are excited to purchase two pairs of two-way radios and first aid gear to enhance our safety protocols for our canoe and kayak groups.

Thank you again, from the RTO members in our group and all our fellow paddlers, for your generosity and support. We appreciate all that you do for the well-being of retired teachers and seniors.

Sincerely,

*Karen Martin*

Karen Martin, **Canoe/Kayak Leader, RTO Member, and OSCC55+ Member**

# Leisure Programs

OSCC55+ Leisure Programs are designed to bring older adults together through shared interests, whether it's staying active, learning something new, or simply having fun. 2024 saw a focus on expansion – increasing the range of program options to boost member engagement.

## Continuing Education

In 2024, Continuing Education experienced a year of growth, innovation, and reconnection. The goal to ensure that every member finds a class, a connection, and a community at OSCC55+ resulted in increased participation, an expanded program lineup and exciting partnerships.



## Course Highlights

Fitness, Dance, and Yoga courses remained popular choices for participation, representing 68% of all engagement. These offerings remain central to our members' well-being and social connection. Other popular categories included Arts and Crafts (18%), General Interest (13%), and Computers and Technology (1%). Innovative programming in 2024 included:

- ELDOA Method – classes held at the John Street Branch featuring a series of postural exercises designed to decompress the spine and joints, improve posture, and enhance overall wellness.
- Inked Wisdom: A Tattoo Tale Soirée – A creative and engaging workshop exploring body art, photography and member stories held at the Delpark Homes Branch
- Archery – a hands-on course introducing seniors to the art and sport of archery in a safe, supportive, and accessible environment
- Tap Dance – a popular program designed to improve coordination, balance, and cardiovascular health

The Continuing Education team also welcomed 17 new instructors to the Branches, bringing fresh energy, expertise, and ideas into learning spaces.

## Expanding Access

A total of 95 hybrid or fully online classes were offered across the year, continuing our commitment to accessibility. However, 2024 also saw a significant shift from online to in-branch participation, reflecting our members' desire to return to in-person connection and shared experiences.



# Leisure Programs... *cont'd*

## Innovation and Partnership

In 2024, the introduction of a consistent Pay-As-You-Go (PAYG) option across all activity sessions offered participants greater flexibility and freedom in how they engaged with programming. This approach encourages exploration, allowing individuals to sample new classes without committing to a full session. As a result, PAYG sparked renewed interest in lifelong learning and opened the door to greater program discovery, with many participants branching out and trying something entirely new.

In response to growing demand, Small Group Personal Training programs expanded in 2024, delivering tailored fitness experiences that boosted both confidence and motivation. At the same time, our classes held at the Sikorski Branch - particularly Line Dance and Fitness - saw a significant increase in registration levels, underscoring the lasting appeal and impact of these popular offerings.

The team also continued to build strong partnerships:

- With the City of Oshawa Recreation Department, expanding joint programming such as the annual Aquafit-a-thon and facilitating popular Aquafit classes. Collaborative efforts continued to secure shared spaces in City of Oshawa facilities, allowing us to offer more diverse and widely accessible programming throughout the community.
- With the Oshawa Public Library (OPL) for educational seminars and events.

## First-Time Special Events

- Harvest & Remembrance Choir Concert
- Canvas Creations Art Experience
- Henna Demonstration and Magic Show
- Axe Throwing Experience
- Tote Bag Canvas Painting
- Evening on the Patio Series
- Games Night
- Macramé Plant Hanger Workshop



## Most Popular Recreation Programs

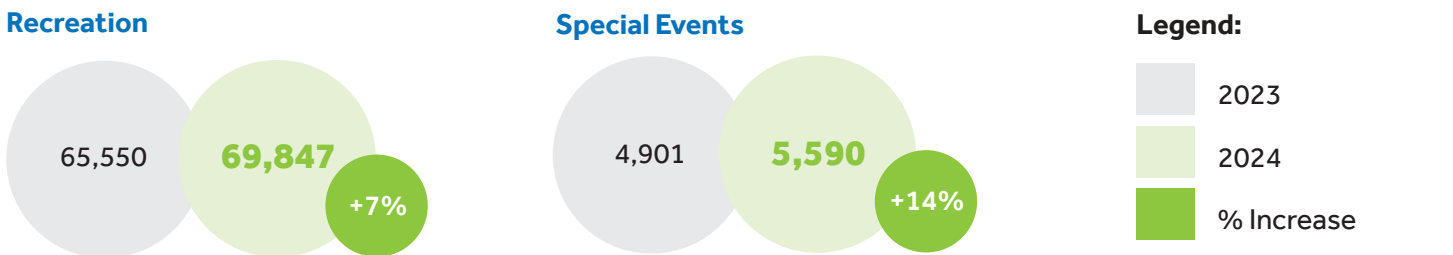
- Pickleball – 3,900 annual participants
- Cribbage – 1,600 annual participants
- Bridge – Regularly filling 10 tables per session
- Camera Club – Monthly meetings drew an average of 40 patrons
- Progressive Euchre – Hosted 3 tournaments with 270 registrations



# Leisure Programs... cont'd

## Recreation & Special Events

In 2024, the Recreation and Special Events team continued to bring people together through engaging programs, themed social events, and new opportunities for connection. With strong attendance across both regular recreation offerings and stand-alone special events, the year was marked by variety and new offerings that captured members' interests.



## Program Highlights

Highlights of the year included both our ongoing programs and other stand out events:

- Murder Mystery Dinners - a unique blend of theatre, dining, and audience participation were held at John Street and Conant Branches to audiences of over 80 participants
- Progressive Euchre Tournaments & Bingo Nights continued to show higher end attendances across all branches
- Dances including Fabulous Fourth Fridays and the Spring Fling Dance had high attendances with seniors connecting through music and movement
- The Northview Branch hosted a Lunch & Learn featuring the 'Bomb Girls' book with 76 in attendance
- The Delpark Homes Branch launched Evening on the Patio in the summer – a series of music-themed social events with 69 attendees in both July and August, and 68 attendees in September

## A Growth Mindset

Innovation and creativity led the way in 2024 as new recreation programs and special events launched across all branches, welcoming change and turning ideas into action. With strong support from volunteers, these initiatives deepened connections with participant groups, boosting engagement. Operational improvements were also introduced to deliver more efficient, participant-focused events:

- John Street Branch took over the Tech Tutor program after the conclusion of external funding, ensuring ongoing support for digital literacy.
- Delpark Homes Branch introduced Urban Pole Walking and Scrabble groups.
- The Northview Branch expanded evening programming including Pickleball, and Bid-Euchre.
- Conant Branch expanded offerings to include more Pickleball and Badminton sessions, Ukulele, Auction 45, Jam Sessions, and Table Tennis.



# Community Support Services

The Centres' Community Support Services (CSS), funded by Ontario Health East, are vital programs aimed at supporting seniors as they age, fostering independence and overall wellness. In 2024, staff continued to deliver a client-focused approach, offering a circle of care addressing the seniors' needs and enhancing their quality of life.

## Adult Day Program

Adult Day Programs (ADP) at Oshawa Senior Community Centres 55+ offer a welcoming and supportive environment for older adults who may need assistance to get involved, along with respite and peace of mind for caregivers. Designed to promote social interaction, engagement, and well-being, the four ADP locations (John Street, Northview, Conant Branches and Specialized at Faith Place Apartment Building) provided a variety of activities, care and nutritious meals in a safe, friendly setting. Highlights of the year included:

- Northview ADP enjoyed summer bus trips to Oshawa's scenic lakefront park, with leisurely strolls along the waterside, participating in lawn games, lawn darts, washer toss and ladder golf, topped-off by delicious BBQ lunches.
- Specialized ADP celebrated a client's milestone 100th Birthday, with special cake and entertainment.
- Conant and John St. ADP's enjoyed a successful Pioneer-themed day with a presentation by the Oshawa Museum, sponsored by Westney Gardens retirement home.



## Adult Day Program by the numbers:

**249**

individuals served through 4 locations

**2,755**

virtual social calls

**1,603**

on-site attendances; an 11% increase over 2023

**57**

Student Placements from 9 schools and 11 programs

**49**

Diversity, Equity and Inclusion programs offered to clients

**7**

Research and Committee Partnerships



## ADP Impact: Client and Caregiver Perspectives

### Conant ADP:

*"He comes home full of life and excited to tell me about his day. He has made friends too and has started showing more interest in things like playing cards at home and learning new games. It has changed his life and mine significantly."*

*Liz*

Liz, Caregiver



### Northview ADP:

*"Being a caregiver is not easy in the least and I felt that I was drowning in despair. My life as I knew it was quickly fading away and the future was full of angst and doubt. One year later my life is much more fulfilled. I am in my happy place (Day Program). What an incredible year. Thank You."*

*Raymond*

Raymond, Caregiver and Client





# Community Support Services... cont'd

## Foot Care

Foot care services continued to play a vital role in supporting seniors' wellness and mobility. In response to client demand, the Foot Care Clinic at the Conant Branch reopened in 2024, offering care provided by qualified nurses. To enhance service quality, autoclave sterilization equipment was added at the Conant Branch aligning with best practices already in place at the Northview and John Street locations reinforcing a commitment to safety, professionalism, and quality assurance in health-based services.

3,659

foot care appointments

799

individuals served

There was an overall increase of 10% for the foot care service.

*"I had my feet done last week and look forward to the next appointment. I always leave with a spring in my step and the treatment supports the amount of walking I do each day."*

*Susan D*

Susan D, **OSCC55+ Foot Care Client**

## Transportation Services:

New slide-out safety steps were installed on the vans, enhancing the safety of clients accessing transportation services. The new wider steps increased the accessibility of the vehicles, making getting in and out of the van easier to navigate for participants.

Transportation shuttles supported community initiatives such as Canada Day, Indigenous Cultural Day, and Peony Festival with the City of Oshawa, Ribfest with Oshawa Rotary and corporate fundraising events including Gord Reid Memorial Golf Tournament held in June and night at the Oshawa Generals held in February.

- 34,223 total transportation rides (Van and Car Pool rides)
- increase of 8.5% in one way van rides.
- increase of 29.5% for Individuals Served in the Transportation service.



## Other Community Support Service Highlights:

- The OSCC55+ Peer Support and Information program addressed key needs for older adults such as community resource referrals, housing information, caregiver relief options, financial concerns, and social/wellness checks. The program offered personalized support to help clients access the right services and improve their overall well-being.
- 3,388 Group Falls Prevention Exercise Classes were delivered. The program expanded to 26 sites, including 4 new locations, improving access and supporting older adults in staying active, independent, and safe from falls.
- 66,985 meals were served through Congregate Dining and Meal Service Program, supporting 6,697 individuals—a strong reflection of the program's continued impact in promoting nutrition and social connection among older adults.
- 14 Income Tax Clinics were held, completing 176 electronic tax submissions—helping lower income seniors file their returns.

*"I have used the OSCC55+ tax program for 10 years. I trust the volunteers who do the returns and they are always very nice, putting me at ease during this stressful time. Thanks for offering this service to OSCC55+ members".*

*Diane G*

Diane G, **Income Tax Client**

# Media, Marketing & Community Outreach

Promotional initiatives in 2024 were strategic, targeted, and results driven. Marketing campaigns focused on specific audiences and priorities, increasing engagement across the Centres' digital platforms. A key focus was placed on personal, one-to-one outreach—connecting directly with potential members through community events to build relationships, increase awareness, and grow participation across programs and services.

## Website

The Centres' website, [www.oscc.ca](http://www.oscc.ca) remained a central hub for communications within the membership and to the larger community. The website saw 75, 327 visits with 224, 445 page views, indicating that those who visited accessed multiple pages during their time navigating the site.

54% of the visitors accessed the site on a desktop computer, while 39% accessed it by mobile phone and 7% accessed it by a mobile device.

The website was accessed by people from 88 different countries world-wide, 63, 287 visitors were from Canada, followed by 10, 145 visitors from the United States, then Ireland with 340 visits.

### Most popular pages in 2024:

OSCC55+ Home Page	Activity Guide	Register for a Program	OSCC55+ Registration Page	Events Calendar
31, 582 page views	20, 167 page views	10, 121 page views	7, 026 page views	6, 136 page views

## Member Communications

Email communication continued to be a resource for the membership – 19 notices were sent in 2024 to inform members and the public about everything from Activity Guide release announcements to promotion of programs, services or fundraising initiatives. Most notably the 2024-2028 Strategic Plan was announced in October and the announcement of new Executive Director was made in December.

## Community Engagement – Partnering for Impact

Outreach remained a focus in 2024, amplified by a partnership struck with the City of Oshawa Events Team. OSCC55+ was able to participate in larger, city-wide initiatives, in partnership and recognition of the City's 100th anniversary. Staff also engaged in additional speaking opportunities at seniors' apartment buildings, churches and service organizations such as Parkwood Rotary Club.



# Media, Marketing & Community Outreach... cont'd

## Social Media

In 2024, the Centres maintained a strong and active presence across multiple social media platforms. Total followers on Facebook, Instagram, and LinkedIn grew by 14%, reaching 3,925, up from 3,424 in 2023. Overall engagement also saw significant growth, with 566,365 impressions, a 29% increase compared to 439,588 the previous year.

### Social Media by the Numbers:

Facebook			Instagram			LinkedIn		
2606	526,331	814	951	25,976	77	368	14,058	20
followers	impressions	shares	followers	impressions	shares	followers	impressions	shares

### 2024 Top Social Media Posts:

Facebook	Instagram	LinkedIn
Fabulous Fourth Fridays — 01/24 New Executive Director — 12/24 Open House Party — 08/24	Spring/Summer Guide Reel — 03/24 Inked Wisdom Event— 03/24 New Executive Director— 12/24	New Executive Director — 12/24 Staff Meeting & Milestones— 12/24 Ontario Trillium Grant — 12/24



## Media Relations & Advertising

Media relationships grew, despite the decrease of local print media opportunities in the Oshawa area. Digital opportunities continued through media outlets such as Neighbour Today, DurhamRegion.com, and the Durham Post. A 'Live On Air' event was held on site at the Northview Branch with CKDO radio featuring live promotion of the Open House Party along with staff and senior interviews. In addition, promotional billboards were secured to market the Activity Guide and program registration.

The Centres continued its presence on local television and updated its commercial towards the end of the year, featuring OSCC555+'s amazing course instructor team.

Scan to watch






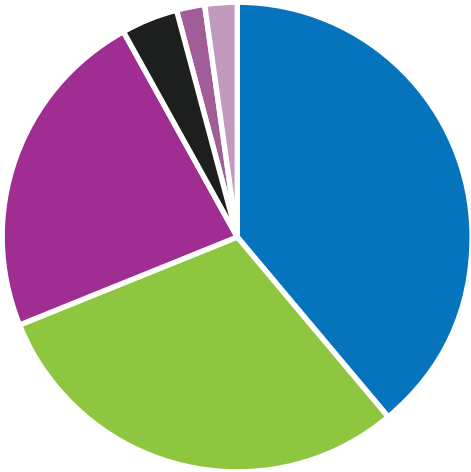


# Financial Summary

## Statement of Operations For The Year Ended December 31, 2024

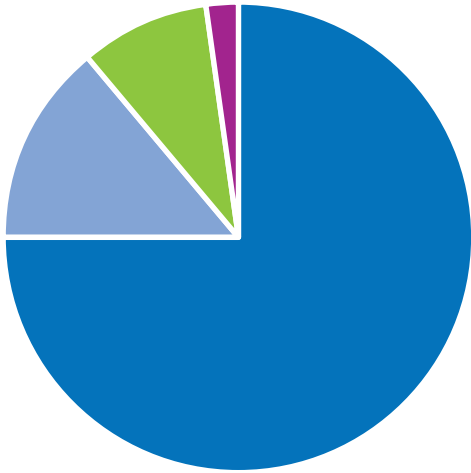
### Total Revenue

	Program Fees	23%
	Fundraising & Donations	2%
	Ministry for Seniors and Accessibility (SALC)	4%
	City of Oshawa	39%
	Ontario Health (CSS)	30%
	Other	2%



### Total Expenses

	Program Activities	14%
	Operations	9%
	Administration	2%
	Salaries & Benefits	75%



Audited Financial Statements for the year ending December 31, 2024 are available upon request.

Tax deductible donations may be directed to:

**OSCC55+**  
43 John Street West  
Oshawa, ON L1H 1W8

or may be made online at:  
**oscc.ca/donate**  
Charitable Registration #11907 0837 RR0001

# Our Team, Our Impact – Staff & Volunteers

## Staff Engagement & Training

The dedicated staff team at OSCC55+ is the foundation of our ability to deliver high-quality programs and services across all Centres. Their commitment, collaboration, and passion continue to drive the organization's success. In 2024, a strong emphasis was placed on quality improvement, with a particular focus on ongoing staff development to ensure exceptional customer service and support for older adults.

The Administration Team at OSCC55+ is dedicated to delivering exceptional customer service, acting as the first point of contact for members, clients, and the public. With a focus on providing accurate program and service information, they are the friendly faces greeting visitors and addressing inquiries at our front desks. In 2024, the team processed 25,466 transactions, ensuring that members received the support and resources they needed, when they needed it. Their commitment to efficient, responsive service continues to be a cornerstone of our organization's success.

Throughout the year, staff participated in annual CPR training to enhance safety and risk mitigation, as well as mandatory courses provided by the City of Oshawa's Human Resources department, including Code of Conduct, Cyber Security, WHMIS, and leadership training for supervisors. A slate of Diversity, Health Equity and Indigenous Reconciliation training began for all staff, as required by Ontario Health East, reinforcing our commitment to inclusive and culturally safe practices. To close the year, an all-staff meeting brought the team together to celebrate service milestones, recognize achievements, and take part in group training—strengthening professional growth and a shared sense of community.



*One of the things I value most about working at the OSCC 55+ was the chance of growth in my career. I began in the adult day program, working closely with seniors, an incredibly rewarding experience that taught me the power of patience, empathy, and interpersonal skills. Later, I transitioned into the Leisure Programs team coordinating special events and recreation programs, where I continued to build on those interpersonal and customer service skills. I take great pride in working at the OSCC 55+, where seniors have a place to attend where they feel valued and can improve their well-being.*

*Darlene*

Darlene, OSCC55+ Staff



## Volunteer Program – Partners At Work

The Centres' volunteer program – Partners At Work continued to rebound from the effects of the pandemic. A robust calendar of training opportunities was launched in September to further engage the volunteer corps, thanks to a grant from the New Horizons for Seniors Program.

Volunteers were recognized at the annual Volunteer Appreciation event in April. The theme, 'Every Moment Matters', highlighted all the moments OSCC55+ volunteers share that help to make a difference. Mayor Dan Carter was in attendance as a keynote speaker, noting the commitment and kindness of the volunteers who support OSCC55+'s vision of Living Well at 55+ through enjoyment, active living, wellness, lifelong learning, social interaction and empowerment.

# Our Team, Our Impact - Staff & Volunteers... cont'd

### Partners At Work Statistics:

Total Number of Volunteers	279
Total Hours Contributed in 2024	30,609
Volunteer Effort (Avg Hours per volunteer)	109

Long serving volunteers were nominated for, and received municipal and provincial service awards in 2024:

### City of Oshawa Community Volunteer Award: Jackie James

### Ontario Volunteer Service Awards:

Maureen Keeping	10 years
Susan Lee	15 years
Sandy Russell	5 years
Lyla Allan	10 years
Mike Thomas	10 years
Gina Campkin	15 years



### Volunteer Profile – Thelma Martin

Thelma Martin began volunteering with OSCC55+ in November 2010, initially contributing to Special Events at the Northview Branch. Over time, her involvement expanded to include the Northview Branch Special Events Committee, Membership Council, steering committees, community outreach, and numerous other initiatives.

A natural leader, Thelma was instrumental in launching the Centre’s first Clothing Carousel event in 2024. The event raised over \$2,300 to support programs and services, while also promoting sustainable fashion and helping participants refresh their wardrobes with minimal environmental impact.

In recognition of her dedication, Thelma was invited to be the Voice of the Centres at the annual golf tournament in June. There, she shared her story of returning to Oshawa in retirement with her husband Peter, and spoke warmly about the friendships and meaningful experiences she has found through OSCC55+’s diverse programs. She writes:

*"It was a great help to have some family and friends to help us settle in however by joining OSCC55+ and volunteering with them, we would build a larger network of friends and be given opportunities to build the sense of community we were seeking. Thanks OSCC55+ for helping us to integrate into this city we now call home. Thanks for allowing us to volunteer and serve this city by building a network of friends and contacts. We would encourage all residents of Oshawa who are 55+ to seek out OSCC as part of their retirement planning. Like Oshawa's motto, be prepared to be amazed!"*

*Thelma Martin*

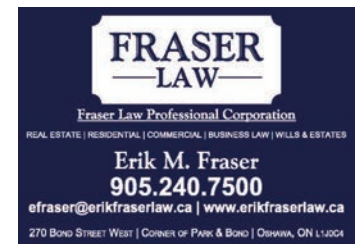
Thelma Martin, OSCC55+ Volunteer



# Corporate Partners & Donor Recognition

We gratefully acknowledge our Business Partners, Corporate Sponsors, and Donors for their continued commitment to OSCC55+. Your dedication plays a vital role in helping us enrich the lives of older adults in our community.

## 2024 Business Partners:



## Corporate Sponsors and Donors:

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Camozzi, Bob  
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Devitt, Carol  
Di Felice, Sherrill  
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*Special Thanks to E is for Estates for  
your support of Fabulous Fourth Fridays!*

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Evinou, Rose  
Fagan, Linda  
Feierabend, Cecile  
Fetching Bowties with Larry  
Fletcher, Andrea  
Fox, Mary Ann  
Frattini, Merlyn

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Horvath, Annamaria  
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Humphries, Daniel  
Humphries, Mary Lynn  
Hung, Lee



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Lauder, Connie  
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Leca, Christina  
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Lepine, Janet  
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Livita Centennial  
Longmire, Lester  
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MacFarlane, John  
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Magrath, Stan  
Malik, Asif  
Mancuso, Elaine  
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McCrimmon, Margaret  
McCrudden, Dierdre  
McDade, Bonnie  
McDermott, Mary  
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Pierce, Tess  
Pilon, Cheryl  
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Roche, Shirley  
Rosen, Charles  
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Royal Heights  
Ryan, Patricia



## Corporate Partners & Donor Recognition... cont'd

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Vella, Victor  
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Voisine, Raymond  
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White, Janice  
White, Neville  
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Wickens, Sandra  
Wilkaruk, Mariene  
Williams, Ron  
Willsher, Sandra  
Winchester Glen  
Retirement Community  
Winn, David  
Wintle, Sarah  
Witzke Greenhouses Ltd.  
Young, Susan  
Yurchuk, Joan



# Our Funders

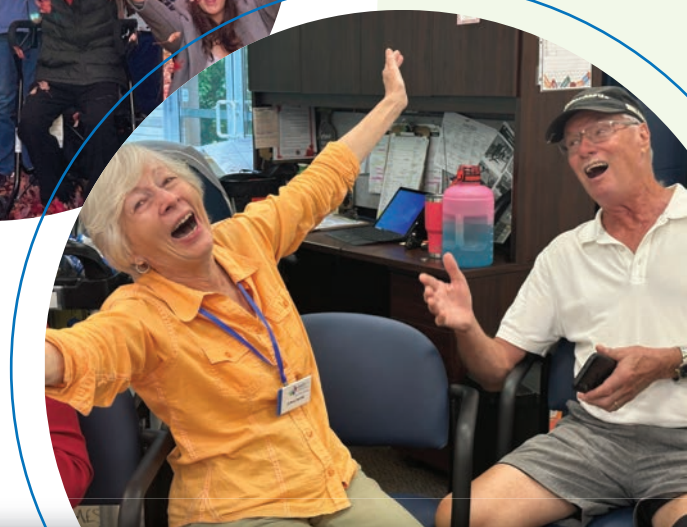
OSCC55+ is excited to build on the strong foundation of 2024 and embrace new opportunities in the year to come. We extend our sincere thanks to our funders—the City of Oshawa, Ontario Health East, Seniors Active Living Centres, and the Government of Canada through the Canada Summer Jobs Program—for their ongoing support and partnership.



## Future Forward

In 2025, we look forward to a year of new leadership under Executive Director Kim Lepine, with a renewed focus on transparency and good governance in collaboration with our Board of Directors. Priorities will include updating operational processes, implementing best practices, and advancing the goals set out in our new strategic plan.

*Above all, it is our people—our dedicated staff, passionate volunteers, and engaged members—who make OSCC55+ the vibrant and welcoming organization it is. We are deeply grateful for their continued commitment, which allows us to remain leaders in seniors' services across Ontario.*











**The OSCC55+ is a not-for-profit organization that works collaboratively with community partners, to provide a wide range of inclusive leisure programs and services that support the wellbeing of adults 55+ in the community.**



**OSCC55+**  
Oshawa Senior  
Community Centres