2023 Annual Report











Mission Statement

Our Mission

The Oshawa Senior Community Centres (OSCC55+) is an experienced and innovative not-for-profit organization that serves the 55+ community through excellence in leadership, advocacy and a holistic approach to wellness. This is achieved through the support of community partners and our shared commitment to the provision of sustainable, engaging leisure programs and supportive independent living services.

Our Vision

Inspiring the well-being of older adults in Oshawa through enjoyment, active living, wellness, social interaction and empowerment.

Our Values

Respect, Caring, Healthy Living, Learning and Personal Growth, Collaboration, Empowerment

Board of Directors

President Sylvia Rhodes 1st Vice-President Doug Sanders 2nd Vice-President Sean McNamara

Directors Doug Sanders

> Jim Bullied John Neal Larry Down Marian Van Pelt Mark Ashcroft Melinda Nixon Penny Rudolfo Robert Camozzi

City Appointed Councillor John Gray OSCC55+ Member Marie Reid **Honorary Life Member** Garry Cubitt

Management Team

Executive Director Executive Assistant Manager, Administration & Finance Manager, Leisure Programs Manager, Community Support Services Manager, Volunteer & Community Relations

Sandra Black Clara Tsirbas Alex Smith Celeste Adams Teresa Shearer Leisa Davie

Board Committees

Advocacy Committee

Jim Bullied - Chair to March 8/23 Marie Reid - Chair Melinda Nixon Robert Camozzi Sylvia Rhodes (ex-officio)

Finance & Fund **Development Committee**

Jim Bullied - Chair to March 8/23 Sean McNamara - Chair Marie Reid Melinda Nixon Penny Rudolfo Sylvia Rhodes (ex-officio)

Future Needs & **Property Committee**

Doug Sanders - Chair John Gray John Neal Mark Ashcroft Larry Down Marian Van Pelt Sylvia Rhodes (ex-officio)

Human Resources Committee

Sylvia Rhodes - Chair Sean McNamara Penny Rudolfo



Message from the Board President and Executive Director

2023 was an exciting year where we enjoyed seeing seniors return to our branches, programs and services returning to better than pre-COVID numbers and welcomed new members.

Our story began in 1968 when the first drop in centre for seniors opened on John Street and since then we have grown to five busy locations.

We have collectively created legacies for seniors across the province and are privileged to work with business and community partners that see a like-minded vision.

Our success with grant applications once again played a significant part in how we were able to complete capital projects and provide free events for seniors in our community.

Community outreach and fundraising events resumed in 2023 including our annual charity golf tournament, Oshawa Generals Night, New Year's Eve event and new in 2023 our June 'Seniorbration' at the Jubilee Pavilion where the Senior of the Year was recognized.

OSCC55+ continued to play a critical role with the City of Oshawa Teaching City initiatives partnering with Ontario Tech, Durham College and Trent focusing on reducing social isolation of seniors.

In 2024 we are committed to continuing to grow a more inclusive, equitable and sustainable organization through the newly developed 2024-2028 Strategic Plan.

Our leadership will ensure strategic expertise is demonstrated in all aspects of our work as we continue to offer 'best-in-class' services to seniors.

We wish to express our sincere gratitude to the Board of Directors, staff, volunteers and participants for their continued support and look forward to a bright future.

Svlvia Rhodes. President

ylvia Khodes Sandra Black

55th **Anniversary** and 2023 Highlights

2023 marked the 55th Anniversary of the Centres.

The milestone was celebrated by a 'Seniorbration' gala, held at the Jubilee Pavilion in Oshawa on June 8th. Dignitaries, Members of the Board of Directors, staff, volunteers and participants gathered to celebrate the 55 years of dedicated service to seniors in our community.

Membership continued to rebound throughout the year with participation numbers reaching 4,954 by year-end, averaging a 36% increase over 2022.



Dave Andrews, member of Parkwood Rotary, received the Senior of the Year Award from City of Oshawa Council.



55th Anniversary and 2023 Highlights... cont'd

Other highlights of the year include:

- A Strategic Planning Community Partner Roundtable was held in October gathering feedback from partners, staff and volunteers to help build the Centres' roadmap for the next four years
- OSCC55+ member Adrienne Stewart received a star on Oshawa's Walk of Fame highlighting her musical achievements and active ongoing participation in OSCC55+ programs that nurture her talent and foster independence.
- The Centres' worked in partnership with the Durham Elder Abuse Network and Unifor Retirees in recognition of World Elder Abuse Awareness Day on June 15, and International Day of the Older Persons on October 1st.

 Corporate fundraising efforts continued with the Oshawa Generals Nights, Ring in the New Year, and the Gord Reid Memorial Golf Tournament.



Social Media and Website



Participants, volunteers and the public engaged with the organization throughout 2023 via technology, leveraging its website and social media platforms.

Providing 24/7 access to information, program and service information, our communication channels continued to make significant strides to solidify OSCC55+'s digital presence and impact in the community.

2023 Website Highlights:

- 234,912 Total Page Views
- 49,545 Unique Visitors up 5% over 2022

Most popular pages:

- Home page 35,776 views
- · Activity Guide 18,599 views
- Register for a Program 70,478 views

How people find us:

- 32,778 direct traffic
- 25,299 through search engines
- 7,609 through social media
- 8,502 from other websites or pages

OSCC.ca

2023 Facebook Highlights:



- 656 Total Posts
- Total followers: 2,400 up 14% from 2022
- 11,273 engagements & 1,004,903 impressions

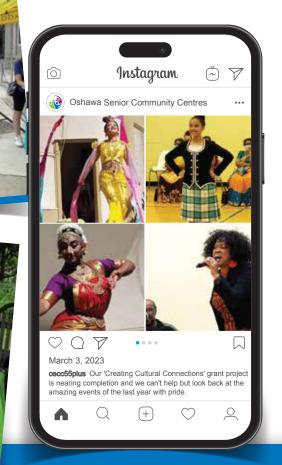
facebook.com/OSCC55plus

2023 Instagram Highlights:



- Total followers: 867 up 11% from 2022
- Profile reach 19,146

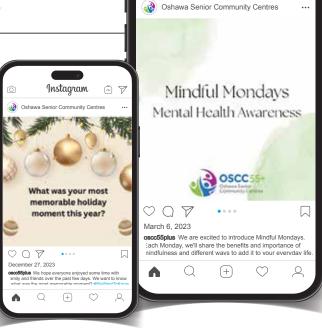
instagram.com/OSCC55plus



Social Media and Website... cont'd

Promotional campaigns on social media included a 'Mindful Mondays' post series created by the Continuing Education team to promote and encourage a holistic approach to wellness via the Centres' programs. A 'We Want to Know Wednesdays' series was also created to encourage social interactions between our digital followers.

Community engagement efforts continued with displays at public events including the Fiesta Street Festival, Canada Day, and Ribfest. Media relations grew through grant announcements and on-air radio interviews. New television commercials were produced featuring Adult Day Program and social activities at the Centres.



Fabulous Fourth Fridays

Fabulous Fourth Fridays made its' debut in 2023 offering seniors opportunities to connect with peers, socialize, and learn, through nine monthly music-themed events.

Volunteers collaborated on elements such as themed refreshments and each event featured dancing, reminiscing, and displays showcasing the history of various music genres including Celtic Folk, Blues, Country, Rock, Latin, Disco, R&B, Reggae, and Jazz/Swing. OSCC55+ Vans provided transportation to isolated seniors.



facebook

to our funder,

New Horizons for Seniors Program for a grant contribution of \$22,840 making Fabulous Fourth Fridays possible.

Funded by the Government of Canada's New Horizons for Seniors Program





Leisure Programs

The Leisure Programs team continued to focus on rebuilding continuing education, recreation and special events programs.

Continuing Education

Continuing Education offered the following in 2023:

- 394 Fitness, Dance and Yoga Classes
- 205 General Interest and Arts and Crafts Classes
- 25 Computer and Technology Classes
- 83 Workshops and Seminars
- 142 of these were also available online

Total Attendances:

42,913

a **39%** increase over 2022



Special Events

Total Attendances:

4,901

a 11% increase over 2022

Thank You

In addition to base funding, the 5 branches received a special one-time grant in the amount of

\$43.690 from Seniors' Active **Living Centres**

to support SALC programs and services.



Recreation Programs

Total Attendances:

65,550

a 36% increase over 2022



Meet our Instructors!



Highlights:

Aquafit-A-Thon planned in collaboration with the City of Oshawa raised over \$700

Line Dance Fundraiser raised **\$2,300**

Evening & weekend programming successfully expanded hours of operation.



Adult Day Program

Our Adult Day Programs (ADP) provided caring and supportive programming for seniors, as well as peace of mind and respite to caregivers in 2023.

ADP by the Numbers:

- 266 individuals served through 4 locations
- 14,435 on-site attendances; a 41% increase over 2022
- 3,631 virtual social calls
- Provided 56 Student Placements from 6 schools and 6 programs







Thank you so much for everything that you and your team did for mom. She really enjoyed her time at ADP and we appreciated the support and care that you provided her in her time of need.

Loyd Specialized ADP

My greatest gratitude is for the Day Program offered through the Conant Branch.

My husband Ken attends this program and I find the staff very supportive and kind. There are so many benefits from this program for someone like my husband who is in an advanced stage of dementia.

Hazel Conant ADP

Other highlights:

- TV commercial created featuring ADP caregiver testimonial
- Staff continued to provide innovated programming including Lawn Bowling (partnership with Oshawa Lawn Bowling Club), outings, themed parties, special lunches in and entertainment hours
- DEAN (Durham Elder Abuse Network) partnered with Sutton Group Heritage Realty, to provide donated Christmas gifts to clients
- ADP Basket Online Auction raised over \$2,200

Volunteers

The Centres' volunteer program – Partners at Work – experienced growth in 2023.

- Volunteers contributed 30, 944 hours, an increase of 36% over 2022
- 66 new volunteers joined the program; a 200% increase over 2022

Volunteer Contributions:

Community Support Services	2,852
Recreation and Special Events	17,202
Fundraising	341
Education	1,596
Administration	427
Committees	1,277
Co-op Placements	6,812
Volunteer Training and Recognition	437
TOTAL	30,944 hours





Recognizing the importance of volunteers, the part time volunteer coordinator was increased to full time to support the volunteer program across the organization and in the community.

Volunteer roles were updated and new opportunities for students identified to support special events.

The first in-person Volunteer Appreciation event returned since the pandemic, and was held at the Delpark Homes Branch in April to recognize Volunteer Month.

City of Oshawa Community Service Volunteer Award Recipients:

John Fair Lynn Morrison

Ontario Service Volunteer Award Recipients:

Rocco Dell'Apa Darlene Dufresne

Muriel Goguen Susan Howe
Donna McGillawee Linda Sweet

Community Support Service Highlights



Seniors' wellness remained a focus through our Community Support Services in 2023 with increases in statistics across all service areas:

Transportation Services:

15,056 client bus rides (ADP/Van Stop rides) an increase of **74%** over 2022

33,365 rideshare (car pool) rides an increase of **84%** over 2022 **48.421** client rides **TOTAL**



Foot Care: 3,317

total appointments increase of 24% over 2022



Physio:

25,427 falls prevention-exercise class attendances increase of **105%** over 2022

Income Tax:

155 returns completed increase of **34%** over 2022

Congregate Dining:

56,938 meals and social group attendances across all OSCC55+ dining rooms

increase of 68% over 2022

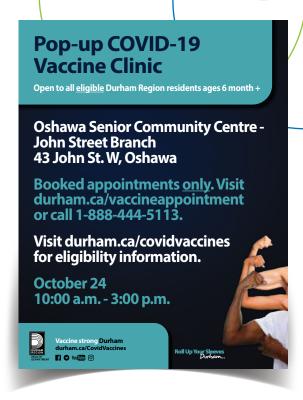
Peer Support:

2,238 client appointments increase of **130%** over 2022

Community Support Service Highlights... cont'd

A Valued Community Partner:

- Hosted pop-up Covid-19 Vaccination clinics in partnership with Durham Region Health Department with 245 vaccinations administered
- Monthly Mobility Clinics facilitated in partnership with Durham Medical with 96 seniors receiving advice and minor repairs of their mobility equipment
- Monthly Hearing Clinics facilitated in partnership with HEAR Canada with 55 seniors receiving professional guidance and a hearing health check
- Transportation Services supported community initiatives such as Canada Day with the City of Oshawa, and Ribfest with Oshawa Rotary



Grant Investments – Community Support Services

Thank you to Ontario Health East:



One-time funding in the amount of \$21,737 was received to purchase autoclaves in adherence with Infection Prevention and Control standards of practice for foot care clinics. In addition, foot care supplies were purchased and clinic space renovated at the Northview Branch.

One-time capital funding of \$113,555 to purchase a replacement Mercedes Sprinter Van for the OSCC55+ fleet of vehicles. \$41,610 additional one-time funding to support Community Support Services (2023-24)



A special thank you to



Sponsorship of **\$2,500** to support food security for seniors providing 250 meals to seniors in need.

Business Partners, Corporate Sponsors and Donors:

Business Partners continued to support the Centres in 2023 through advertising, sponsorships, donations, clinics, seminars and support of member, community and corporate fundraising events.

2023 Business Partners:





















Corporate Sponsors and Donors:

We appreciate the ongoing support from our business partners, corporate sponsors and donors. Thank you for helping us continue to serve seniors in the community.

A. Lupel Construction

Agard, Margaret

Alford, Karen

Ali, Sajid

Allan, Lyla

Amica Taunton

Anderson, Deb

Anderson, Lori

Arce, Pedro

Ardgowan Valley

Lawn Care & Design

Armstrong Funeral Home

Arthur, Ernest

Ashfild, Michael

Aspira Traditions of Durham

Astley Gilbert Limited

Babin, Deborah

Baker, Jane

Baker. Mike

Balasingham, Christine

Ballantyne, Martin

Barber, Joy P.

Barnes Memorial

Funeral Home

Barnes, Maureen

Barton, Wanda

Baxer's Landing

Beaulieu, Denise

Beaumont, Carol

Beautiful Balloons Durham

Beauty Beyond Skin Deep

Beauty Institute Canada

Belton, Rita

Bignell, Tanya

Bjerke, Lyn

Black Fly Beverage

Black, Sandy

Bloom Retirement

Community

Boate, Ruth

Bolger, Leigh

Bonesso, Maurizio

Boudens-Alexander, Beppie

Bouliane, Stella

Bourgeois, Jack

Bowen, James

Bradley, Verna

Brady, Adrienne

Brown, Larry

Di Ovvii, Lairi y

Brown, Malcolm

Browne, Hazel

Business Partners, Corporate Sponsors and Donors... cont'd

Camozzi. Bob

Canada Helps Org

Cancilla, Dorothy

CanXplore

Carrier, Heather

Carroll. Jim

Caskey, Linda

Castle John's

Castro, Matilde

Chan, Janet

Chapman-Holder, Norma

Charities Aid Foundation

of Canada

Chartwell Retirement

Residences

Chichelli. Diana

Chung, Lisa

City of Oshawa - Economic

Development Services

City of Oshawa - Recreation Community Services

Clark. Linda

Cobs Bread Bakery

Cole, Julie

Cook, Jean

Corby, Fiona (Mary Kay)

Corina Goss Realtor

Cotnam, Karen

Courtyard by Marriott

Couvier, Sharon

Cox, Joanne

Craig, Lee

Crooks, Roy

Crunch Fitness

Culham, Valerie

CUPE Local 250 & 251

Davey, Greg

Davie, Leisa

Deeton, Len

DeKoker, Lilian

Der. Bow

Desiardins Insurance -

Jon Humphrey

Deveaux, Sylvia

Devecseri, Margaret

Devitt, Carol

Di Felice. Sherrill

Dimitroff, James

Dixon, Patricia

Doran, Linda

Duffin Contracting

Dunleavy, Annie

Durham Catholic District

School Board

Durham Medical

Durham Trillium Quilters

Guild Rental

Dylan's No Frills Oshawa

Dzikewicz, Lisa

Dzikewicz, Tarac

Earthly Stone Intentions

East Grille

Eat My Shortbread

Eaton, Lori

Embracing Transitions

Erik Fraser Law

Essery, Valerie

Estate of Kenneth Lawrence

Estate of Olive Jean Clelland

Evinou. Andrew

Evinou. Rose

Fagan, Linda

Feierabend, Cecile

Fetching Bowties with Larry

Fletcher, Andrea

Fox, Mary Ann

Frattini, Merlyn

Fry, Lorna

Galbraith, Ann

Garfield White Charitable

Giving Fund

Goodes, Katherine

Grieve, James

Griffin, Cathy

Grogan, John

Guarin, Judith

Guarin, Ulysses

Gwilliam, Donald

Haar, Tom

Hamilton, Robbin

Harlos, Tom

Harmony Hill Retirement

Community

Harris. Kevin

Hastie, Eleanor

Hay, Orlen

HearCANADA

Hearing Life

Hearing Solutions

HearingLife (North York)

Henley, Elaine

Henninger, Ruth

Hill, David

Holmes, Lynn

Hoos. Karl

Horvath, Annamaria

Howard, Mary

Humphries, Daniel

Humphries, Mary Lynn

Hung, Lee

Hunt. Marina

J.J. McGuire General

Contractors Inc

Jaitly, Madhu

James. Yvonne

Jeffries, Betty Ann

Jemmott, Jeanette

Jensen, Marion

Johnson Insurance

Johnson, Judy

Judges, Colleen

Jukes, Audrey

Kaniewski, Grazyna

Kasubeck, Cheryl

Kawzenuk, Muriel Keane, Harry

Kedron Dells Golf Club

Keiller, Alayna

Keiller, Peter

Kelly, Esmond

Kerr, Janice

Keys, Terry

Business Partners, Corporate Sponsors and Donors... cont'd

Kitchen Simeson Belliveau LLP

Kleenway Services Inc

Knighton, Bonita

Knights of Columbus

St. Jude's - Council 6052

Kohut, Peter

Krucas. Lise

Kueres, Barbara

Lamacraft, Wendy

Laming, Parvin

Latiff. Donna

Latiff, Robert

Lauder, Connie

Laura Arndt

Lawton, Rona

Leca, Christina

LeGresley, Jean

LePine, Janet

Livingstone, Lance

Livita Centennial

Longmire, Lester

Lukawesky, Ernest

Lumsden, Carol

Lumsden, Pat

Lyons, Dason

Macara, Marylee

MacDonald. Marie

MacFarlane, John

Mackie, Alan and Shirley

Madueno, Irene

Magic Oven Bakery

Magrath, Stan

Malik, Asif

Mancuso, Elaine

Mandarin Charitable

Foundation

Mandarin Restaurant Oshawa

Maracle, Kim

Marquis, Wayne

McCormack, Don

McCrimmon, Margaret

McCrudden. Dierdre

McDade, Bonnie

McDermott, Mary

McDonald, Lois

McDonald's Restaurant -

Ritson Rd Oshawa

McDonnell, Jennifer

McGill. Ronald

McLean. Sharon

Melanie Pringles

Mendicino, Elaine

Mendoza, Leon

Metroland Media - Oshawa

Mikos. Nick

Miller. Deborah

Milligan, Jennifer

Minosora, Alecia

Monaghan, Valerie

Mondrus. Lev

Monfort, Peter

Monteith Brown Planning

Consultants

Montgomery, Linda

Moore, Candice

Moreau, Larry

Moulaison, John

Muir, Rob

Murray, William

National Bank SilverBirch

Wealth Management

Neb's Fun World

Newfeld, Annette

TACVICIO, 7 (IIII CCC

Nicholls, John

Nielson, Helge

Nurse Next Door

Oliver, Cindy

Ontario Power Generation

Orange Theory fitness

Orme, Lynda

Oshawa Centre

Oshawa Fire Services

Oshawa Gear

Oshawa Power

Oshawa Public Library

Ostler. Chris

Ostler, Susan

Overzet. John B

Owen, Dianna

Panylo, Judy

Parkland Ajax

Parkwood Estates

Pelican Events

Pereira, Sheila

Perris. Marian

Peters, Susan & David

Pidwerbecki. Nester

Pierce. Tess

Pilon, Cheryl

Posh Nail Bar & Spa

Preston, Karen

Pritchard, Keith

Proutt. John

Quinn, Julie

Raybould, Kim

Raymond, Betty

Reader, Ted

Regent Theatre

Reid, Margaret M.

Rennie, Lynn

Richardson, Leonard

Robert McLaughlin Gallery

Robinson, Suzanne

Roche, Shirley

Rosen, Charles

Roth, Erica

Royal Ashburn Golf Course

Royal Heights

Ryan, Patricia

Salam, Kaleem

Sarnecki, Marianne

Sauve, Sandra

Scholz. Theodor

Sealey, Cynthia

Seasons Clarington

Shearer, Doug

Shelley, Susan

Shuttleworth, Gwen

Siewierski, Joanne

Simard, Roy

Singh, Shanti

Business Partners, Corporate Sponsors and Donors... cont'd

Skiffington, Andrew Smith, Patricia Smith, Sandra Soul Transitions Spring Living Cedarcroft Retirement

Springer, Ruby Stacey, Donna Stahlbaum, Jeff

Starbucks Oshawa Centre Starbucks Simcoe St N

Winchester

Starbucks Wilson Rd N

Oshawa

Steenburg, Trina Stegemann, Barb

Steve Tallo Mortgage Agent

Stewart, Elaine

Stuart. Robin

Sudama, Savita Parbati

Suen, Stephen

Sukha Yoqa

Sutherland Real Estate Group

Swirydowicz, Janusz

Swiss Chalet

(Harmony Rd N Oshawa)

Tateishi-Kotack. Sandra

Taylor, Carolyn

Taylor, Clifford

Taylor, Mary Anne

Ted Reader the Joint

Templeton, Anita

Tengelics, Laszlo

Tennant, LawRence

Tennant, Sandra

The Benevity Community

Impact Fund

The Charitable Gift Funds Canada Foundation

The Crooked Uncle Bar & Grill

The MacKenzie Agency

The Ontario Rigment

(RCAC) Museum

Theresa Grant Group Realty

Thomas. Peter

Thompson, Joe & Ingrid

Three Six Kitchen & Lounge

Toomey, Graham

Torres, Jose

Trallee Fanara Wealth

Management Group

Tubiszewski, Stella

Tuff. Loretta

Tumushabe, Jocelyn

Turning Timber

Unifor Retirees Local 222

Van Der Wyst, Susan

Van Stiphout, Frank

Vedanta Living

Vella, Victor

Village of Taunton Mills

Voisine, Carol

Voisine, Raymond

Warden, Florence

Warlow, Douglas

Warner Karen

Warren's Printing Place Inc.

Watson, Cathy

Watson, Margaret Welcome Feeds -

Bowmanville

Westerhof, Sherry

Westfall, Ron

Whipp, Nancy

White Cliffe Terrace

Retirement Residence

White, lan

White, Janice

White. Neville

Whiteside. Russell

Whitney, Larry & Joan

Why Not? Re-Creations

Wickens, Sandra

Wilkaruk, Mariene

Williams. Ron

Willsher, Sandra

Winchester Glen

Retirement Community

Winn. David

Wintle, Sarah

Witzke Greenhouses Ltd.

Young, Susan

Yurchuk, Joan





Financial Summary

for the Year Ended December 31, 2023

Revenue

City of Oshawa Grant	1,883,700
Seniors Active Living Centre Grant	213,500
MOHLTC - Community Support Services Grant	1,454,191
Other Grants	15,716
Program Fees	1,038,090
Fundraising & Donations	90,741
Contribution from Reserves	53,221
Total Revenue	4,749,159

Expenses

Salaries and Benefits	3,725,592
Program Activities	574,576
Operations	344,496
Administration	104,495

Total Expenses 4,749,159

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

Capital Projects

Grants were secured from Ontario Trillium Foundation in 2023 focusing on the capital improvements:

\$127,300 designated for improvements at the John Street Branch:

- Digital Sign
- Rear Entrance Canopy
- Exterior Building Upgrades
- Adult Day Program Patio Renovation

An additional \$116,800 was secured from OTF, designated for improvements at the John Street and Delpark Homes Branch:

- Parking Lot Repaving at John Street Branch
- Adult Day Program Patio Fence at John Street Branch
- New Furniture at Delpark Homes Branch







An agency of the Government of Ontario Un organisme du gouvernement de l'Ontario

it is not too late

to register for Fall classes.

43 John St.W.

BEFORE







Future Forward

2024 will be an exciting year for our members, volunteers, staff and the Board of Directors, as we create the roadmap for the next five years through the 2024-2028 Strategic Plan.

We are confident OSCC55+ will sustain and thrive as we continue to look to our partners and funders but also do our part to secure grants to support our growing business as we have done for over 56 years.

We continue to evolve as an organization and are actively working with our members and volunteers to better serve seniors.

The pandemic posed challenges but we met them head on and proved through diligence, perseverance and commitment we would survive and now we have turned the corner and are looking forward to a bright future!

We are proud of what we have achieved thanks to the support by our Board of Directors, commitment of our staff and volunteers and leadership from the management team.

ONWARD AND UPWARD!



The Oshawa Senior Community Centres 55+ are not for profit, multi-service centres for adults 55+



