

# 2021 Annual Report



**OSCC55+**

Oshawa Senior  
Community Centres

# 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 Committees

#### Advocacy Committee

Jim Bullied - Chair  
Marie Reid - Co-chair  
Melinda Nixon  
Nancy Bone  
Patricia Swerhone  
Sylvia Rhodes (ex-officio)

#### Future Needs & Property Committee

Doug Sanders - Chair  
John Gray  
John Neal  
Mark Ashcroft  
Sylvia Rhodes (ex-officio)

#### Finance & Fund Development Committee

Jim Bullied - Chair  
Marie Reid  
Melinda Nixon  
Sean McNamara  
Sylvia Rhodes (ex-officio)

#### Human Resources Committee

Christine Ward - Chair  
Nancy Bone  
Patricia Swerhone  
Sean McNamara  
Sylvia Rhodes (ex-officio)

### Management Team – OSCC55+

#### Executive Director

Sandra Black

#### Executive Assistant

Clara Tsirbas

#### Manager, Administration & Finance

Alex Smith

#### Manager, Leisure Programs

Celeste Adams

#### Manager, Volunteer & Community Relations

Leisa Davie

#### Manager, Community Support Services

Teresa Shearer

### Board of Directors

#### President

Sylvia Rhodes

#### 1st Vice-President

Nancy Bone

#### 2nd Vice-President

Sean McNamara

#### Directors

Christine Ward

Doug Sanders

Jim Bullied

John Neal

Mark Ashcroft

Melinda Nixon

Patricia Swerhone

#### City Appointed

Councillor John Gray

#### OSCC55+ Member

Marie Reid

#### Honorary Life Member

Garry Cubitt



# Message from the Board President and Executive Director

2021 was another challenging year as we dealt with the ever changing circumstances of the COVID-19 pandemic. We continued with our new business model providing a balance of programs and services both virtually and in person while we also offered grocery pickup and delivery, frozen meal delivery and transportation to vaccination sites.

In 2021 OSCC55+ staff continued to support and achieve many of the goals in the City of Oshawa Age-friendly Strategy.

Our accomplishments were highlighted by being recognized as Not for Profit Business of the Year by the Greater Oshawa Chamber of Commerce.

We continue to build our business through the establishment of new corporate and community partnerships to better serve seniors and placed more students from post-secondary educational institutions in our branches through placement opportunities.

The OSCC55+ provides a critical role within the City of Oshawa Teaching City projects partnering with Ontario Tech, Durham College and Trent University focusing on isolation of seniors during COVID and the effects on mental and emotional health.

What began as challenges in 2020 became opportunities in 2021 for collaboration, partnerships and alliances in serving seniors' needs.

We focused on achieving success not in spite of the pandemic but because of it. New technology, Mercuri, Zoom and Skype, enhanced our social media presence.

Our branches reopened successfully with the health and safety of those most vulnerable top of mind.

We wish to express our sincere gratitude to the Board of Directors, staff, volunteers and participants for their continued support during what was without a doubt another unprecedented year.



*Sylvia Rhodes*

Sylvia Rhodes  
President

*Sandra Black*

Sandra Black  
Executive Director





# Year In Review, Awards, Accolades

2021 was a year OSCC55+ was recognized for outstanding efforts related to supporting and serving seniors in the community

## April

OSCC55+ Volunteers recognized for dedication and service through hours served by both the City of Oshawa and Province of Ontario.

Community Organization Recognition Awards – City of Oshawa recipients:

Gerry Henderson | Louise Weir

Ontario Volunteer Service Awards – Province of Ontario:

Phyllis Checchin | Indra Deen

Edna Etherington | Virginia Lyons

Fred Workman | Louise Wetten

## June

Community Care Durham Corporate Leadership Award

Long-time OSCC55+ ADP Staff Jennifer McDonnell receives the Tammy Rankin Legacy Award from the Durham Elder Abuse Network



## August

Greater Oshawa Chamber of Commerce Not for Profit Business of the Year Award

## October

Reader's Choice Winner 2021 - Oshawa/Whitby This Week Newspapers Platinum award – Best Adult Activity Program

## December

City of Oshawa Accessibility Committee, Oshawa City Council approved, Durham Region Accessibility Award



## Business Excellence Award Acceptance:

"Seniors throughout Oshawa enjoy our 5 branches... you can find us in every neighborhood. Some programs remain the same; seniors still love 'BINGO', or take a chance and 'go alone' with a solid euchre hand. But they also engage in educational pursuits, such as learning a new language, maintain their health and wellness in fitness classes, access technology on their smart phones, or enjoy each other's company over a cup of coffee in the cafeterias. We are a home away from home, a place to 'belong' as life changes.

The times have changed dramatically since 1968. But some things remain the same – the connections and vitality that the seniors demonstrate every day. The heart of our business is our people. With that said, first and foremost I'd like to thank our members... our Centres belong to you; we are who we are because of you. Thank you for your dedication and loyalty."





# 2021 In Review

<b>January - February</b>	<p>Partial closures of branches, John Street staff and CSS resumed in February as deemed essential by Ontario Health. Grocery pickup and delivery plus frozen meals continued</p> <p>Adult Day Program was fully virtual in January</p> <p>Adult Day Program resumed in branch on Feb. 16th</p>
<b>April</b>	<p>Virtual Volunteer Month Event happens</p> <p>Adult Day Program fully virtual from 19th thru 30th</p>
<b>May</b>	<p>ADP fully virtual, not onsite</p>
<b>June</b>	<p>Senior Summer Kickoff is held virtually</p> <p>Branches reopened by appointment only on June 14th</p> <p>Corporate Leadership Award from Community Care Durham for collaboration on food box delivery and services to isolated seniors</p>
<b>July</b>	<p>Meet us Outside guide launched and registration started on July 4th</p> <p>Branches opened with no appointment necessary on July 26th; John St Branch dining room opens</p> <p>Recreation Connection happens in branch with capacity limits or outside in July and August</p>
<b>August</b>	<p>OSCC55+ wins Greater Oshawa Chamber of Commerce Not for Profit of the Year on August 16th</p> <p>Physio Classes resumed</p>
<b>September</b>	<p>COVID vaccination policy approved by the Board on September 4th, effective October 30th</p> <p>Fall guide drops with in branch, online and hybrid courses</p> <p>20th anniversary golf tournament nets over \$10,000</p> <p>Recreation returns to branch by appointment</p> <p>Conant Branch and Northview Branch dining rooms open</p> <p>Foot care returns to NV</p> <p>Client Transportation to ADP resumes</p>
<b>October</b>	<p>Final Month for Frozen Meal Deliveries</p>
<b>December</b>	<p>Region of Durham recognizes OSCC55+ as an accessibility champion through the Accessibility Award on December 6th</p> <p>Province announces on December 16th that proof of vaccinations through QR codes will be mandatory effective January 4th, 2022</p>

# Social Media and Website

OSCC55+ social media channels and website continued to be a critical communication and outreach tool as we continued to navigate through pandemic related openings, closures and restrictions affecting the nature of the programs and services offered.

## 2021 Facebook Highlights:

- 794 Total Posts
- 1515 Followers
- 28, 211 Reactions, Comments, Shares to Post
- 197 507 Reach by Posts  
*(increase of 189.5% over 2020)*



## 2021 Instagram Highlights:

- 684 Followers
- 10, 685 Reach by Posts  
*(increase of 698% over 2020)*
- OSCC55+ social media audience spans across the globe. Locally we see responses from Oshawa, Whitby, Clarington, Ajax/Pickering, Port Perry, Peterborough and Toronto.
- Internationally we have followers who hail from countries such as the United States, India, Pakistan, Philippines, Bangladesh, Mexico, Trinidad, Tobago, the United Kingdom and Brazil.



## Top posts in 2021 were as follows:

1. The #backtobranch campaign encouraging members to return to safe in-person programming in the Branches in the summer of 2021
2. A celebration of Adult Day Program client Edith's 100th Birthday celebration
3. OSCC55+'s annual Halloween costume campaign led by Delpark Branch's tribute to City of Oshawa maintenance staff

## OSCC55+ Website:

- 80,016 views in 2021
- 222,328 page views, increase of 10,995 from 2020
- 42,825 unique visitors, increase of 5,275 from 2020
- 63% of visitors come to our site directly, 29% find us via a search engine, 5% find us via social media and 3% find us from external referral websites





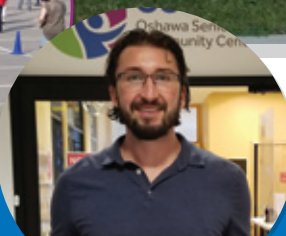
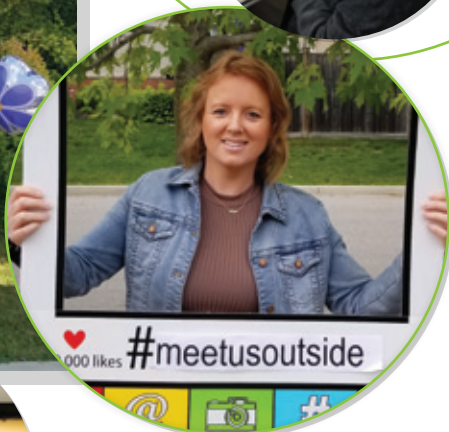
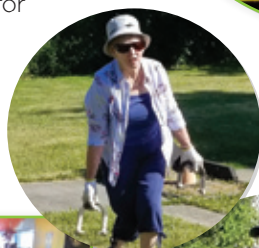
# Leisure Programs

In person recreation and special events started in the summer with outdoor programs and moved indoors in the fall session

- Recreation and Special Events - 8,991 attended
- Continuing Education - 6,969 attended

Outdoor in person started in the summer and moved inside in the fall session

- Line Dance Social at Northview - 88 attended
- In the summer there were #meetusoutside outdoor classes including fitness, yoga, and art. There was also outdoor recreation – tennis, slo-pitch tournament, paddling, cycling as well as social programs for staying connected
- 'Fall for All' on the Northview Branch patio included finger foods and dancing under the patio lights





# Online Programs



## Continuing Education

Providing an opportunity for members to participate in a variety of classes from their homes continued to be a focus of the Continuing Education staff. As members became more comfortable with technology, the registrations increased.

An Ontario Trillium Foundation Grant provided an 'online streaming studio cart' for each branch, which enabled staff to provide 'hybrid' classes simultaneously in branch and online to benefit more members in the fall session.

Hybrid Courses are the first of their kind in Ontario.

**13,039 online attendances in courses**

## Senior Summer Kick Off

On June 1st the Seniors Summer Kick Off announced the arrival of 'June is Seniors Month'. With 20 free sessions throughout the day on a virtual platform (Zoom), including fitness, dance and yoga classes, guest speakers, health information and more.

**635 online attendances – including The Honorable Raymond Cho, Minister for Seniors and Accessibility**

## Recreation and Special Events

Social programs assisted members with staying engaged and connected from the comfort of their homes through discussion groups, brain games, guest speakers, information sharing, and more.

Online special events often included a delivery of activities and food brought right to members homes; for an extra special touch to add to the enjoyment.

**8,095 online attendances in social recreation programs and special events**





# Pelican Meals, Food Boxes and Grocery Delivery

Transportation Deliveries- CCD Food Boxes, Pelican Frozen and Hot Meals and Grocery Deliveries

CCD Food Boxes	Grocery Orders	Frozen Meals	Hot Meals	Total
619	1,092	8,116	1,650	11,477

Due to COVID-19 restrictions many seniors continued to isolate at home, creating an ongoing need for OSCC55+ to maintain home delivery of food boxes, frozen meals, hot meals and groceries.

To meet this need, OSCC55+ partnered with two Oshawa businesses, Pelican catering to deliver frozen and hot meals and Liz's No Frills to pick up groceries.

OSCC55+ also partnered with Community Care Durham (CCD) in the first quarter of 2021, to assist their staff and volunteers to deliver fresh produce and community food boxes to clients in Durham Region. (CCD received an Ontario Community Support Grant (OCSG) which funded these activities).

A special community outreach of 250 frozen meals took place in late March at the Lakeridge Health, Ontario Tech Vaccine Clinic. OSCC55+ partnered with the Region of Durham and United Way (Emergency Community Support Funding) to distribute frozen meals to seniors leaving the building after receiving their vaccines.

**The Grocery program helped so many people.  
We handed out frozen food to seniors at the vaccine clinic.**



# ADP at Home with Mercuri and in Branch

## ADP @ Home Stats:

<b>Virtual Attendances:</b> (Mercuri, Zoom)	7,973
<b>On-Site Attendances:</b> (up to 10 clients / day / site)	4,911
<b>Outreach Calls:</b> (Clients / Caregivers)	17,761
<b>Overall Total</b>	30,645

With many ADP clients remaining at home with COVID restrictions, staff continued to connect with clients over the phone and through virtual platforms.

Staff modified face-to-face social/recreational activities, to implement them over the phone and virtually as well as conducting outreach calls to clients and caregivers.



## Community Support Service Highlights

### Foot Care:

**1,986** appointments

- 1,716 appointments at the John St. Branch
- 270 appointments at the Northview Branch during the last 4 months of the year

### Physio:

**2,481** falls prevention and exercise attendances, operating in the last 5 months of the year

### Peer Support:

**1,011** client appointments

### Client Transportation:

**6,098** client rides in the last 4 months of 2021

- 1,375 client bus rides (ADP and Van Stop)
- 4,723 rideshare (car pool) rides

### Income Tax:

**44** returns were completed in March/April

### Congregate Dining- Meal Service:

**16,994** meals provided in the community and served in OSCC55+ dining rooms



# Donors, Business Partners and Corporate Sponsors:

**We appreciate the ongoing support from our donors and corporate sponsors.  
Thank you for helping us continue to serve seniors in the community.**  
*(Business partners represented via logos, corporate sponsors captured via below list)*

4Imprint Canada  
Ajax Downs Racetrack  
Allan, Lyla  
Anderson, Judy  
Andrews, David  
Andrews, Joan  
Armstrong, Debbie  
Armstrong, Garry  
Armstrong, Zelda  
Baker, Jane  
Barber, Jerry  
Barnes, Maureen  
Baron, Theresa  
Baxter, Peter  
Beautiful Balloons Durham  
Beauty Institute Canada  
Beck, Marie  
Bell, Bob  
Bell, Maralyn  
Benjamin, Stella  
Bentley, Allyn  
Bertrand, Linda  
Bettens, Carolyn  
Bignell, Jamie  
Black, Patricia  
Black, Sandy  
Blair, Robert  
Bolton, Lill  
Boone, Reg  
Boudens-Alexander, Beppie  
Boyden, June  
Bradley, Verna  
Brady, Anne  
Brady, Yvone  
Brooks, Kelly  
Broome, Dale  
Brown, Christine

Burden, Dave  
Burgess, Bill  
Calderone, Rita  
Canadian Tire  
Caskey, Linda P.  
Cassidy, Carol  
Chambers, Marsha  
Charities Aid Foundation of  
Canada  
Chong-Ping, Carol Ann  
City of Oshawa  
City of Oshawa - Recreation  
Community Services  
Clarke, Alex  
Cole, Linda  
Compton, Ann  
Connaty, Lynn  
Corby, Bonnie  
Couch, Ann  
Cox, Joanne  
Crooks, Roy  
Crosby, Dani  
Daize, Mike  
Davie, Leisa  
Denyer, Myrtle  
Derry, Ross  
DeStefano Funeral Home  
Dickson, Barbara  
Dionne, Antonio  
Dodgson, Yvonne  
Doran, Linda  
Doucette, Dianne  
Duggan, Claudette  
Dwyer, Frazer  
Epping, Bob  
Evinou, Andrew  
Evinou, Rose

Feather, Iris  
Feierabend, Cecile  
Flug, Paul  
Foreman, Gary  
Fortnum, Alan  
Fowler, Catharine  
Fox, Mary Ann  
Franklin, Derek  
Frazer, Burnice  
Fron, Steve  
Fung, Gary  
Galbraith, Ann  
Garfield White Charitable  
Giving Fund  
German, Hugh  
Gibney, Veronica  
Glendinning, Claire  
Glisinski, Robert  
Glover, Scott  
Golf Town  
Gorham, Ronald  
Goss, Edna  
Greenwood, Stan  
Grieve, Jim  
Grieve, John  
Grieve, Patricia  
Hannah, Joan  
Harmony Hill Retirement  
Community  
Harris, Kevin  
Hearing Life (Whitby)  
Henderson, Gerald  
Henry, Sharon  
Hilton, Rhonda  
Howard, Mary  
Howe, Doreen  
Howell, Pat

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

Hrdlicka, Ella  
Huckson, Dawn  
Hughes, Dennis  
Hulaj, Jeanmarie  
Humphries, Mary Lynn  
Huston, Derrick  
Hutchinson, Nonie  
James, Jacqueline  
Jeffreys, Maria Mary  
Jeminiany, Karen  
Jemmott, Jeanette  
JK Macrame  
Johnson Insurance  
    - Richmond Hill  
Kasubeck, Cheryl  
Keeffe, Judy  
Kelly, Barbara  
Kerr, Janice  
Koch, Eleonore  
Koster, Donald  
Kovacs, Michael & Hedy  
Labignan, Italo  
Lamers, Walter  
Lawrie, Jim  
Lawton, Rona  
Layton, Fred & Sue  
Lehman, Erin  
Lennox & Addington County  
General Hospital  
Livingstone, Lance  
Longmire, Lilian  
Lord, Anne  
Lord, Gary  
Lott, Manfred  
Lumsden, Carol  
Macaulay, Malcolm  
Magic Oven Bakery  
Mahogany Management  
Makeup with Min/SeneGence  
Mandarin Restaurant  
Mandryk, Donna  
Manol, Carroll and Thom  
Manuel, Sandra  
Marquis, Wayne

Martin, Judy  
McCann, Lyn  
McClain, Beverley  
McDonald, Lois  
McDonald's  
McDonnell, Jennifer  
McGowan, Betty  
McLaren, Sharon  
McQueen, Anthony  
McStravick, Peter & Melissa  
Meader, Sandra  
Milligan, Jennifer  
Ministry of Finance  
Minnie, Lois  
Mitchell, Kandi  
Mittelstaedt, Sandy  
Mittler, Peter  
Moore, Candice  
Moreau, Jo  
Muir, Rob  
Mullett, Christine  
Munro, Sharon  
Murray, Lloyd  
Myatt, Mel  
Neck, Yvonne  
Nicholes, Brenda  
Nicholishen, Mary  
Nielson, Helge  
Nieuwenburg, Sue  
Noakes, Kathleen  
Noakes, Kathleen  
Noko  
Noll, Elizabeth  
Ontario Pipe Trades Council  
Ontario Power Generation  
Ormiston, Gaile  
Oshawa Community  
    Museum  
Oshawa Gear  
PayPal Giving Fund Canada  
Peacock Lumber  
Peak Health and Wellness  
Perkin, Margaret & David  
Perris, Marian

Pickering, Ann  
Pickering, David  
Pickering, John (Jack)  
Pickering, Michelle  
Pidwerbecki, Nester  
Pierce, Dr. Tess  
Pikoulas, Karen  
Pollydore-King, Thelma  
Powers, Peggy  
Rafiq, Mohammad  
Reeve, Meaghan  
Regent Theatre  
Ricketts, Jackie  
Rivers, Karen  
Robertson, Elizabeth  
Roche, Shirley  
Rosnak, Sharon  
Routledge, Karen  
Routledge, Roy  
Royal LePage Frank Real  
Estate - Whitby  
Rozon, Mariette  
Russell, Alan  
Safecom Workplace  
Systems Ltd.  
Scarlett, Mary  
Schmidt, Werner  
Schneider, Mary  
Shaw, Lee-Ann  
Sheats, Terry  
Sigma Promotions  
Simon, Rose-Marie  
Slaney, Anne  
Smith, Alex  
Snelgrove, Marie  
Soley, Bonnie  
Solomon, Bob  
Sorrrell, Marjorie  
Sparkes, Geri  
St. Jean, Wendy  
Steiner, Leslie  
Stewart, Elaine  
Sullivan, Sharon  
Szewerda, Ingrid



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

Taylor, Mary Anne  
Tee's & Cues's Indoor Golf  
The Benevity Community  
Impact Fund  
The Charitable Gift Funds  
Canada Foundation  
The Metrontario Group  
- Nathan & Lily Silver  
Thibault, Esther  
Thomas, Ken  
Thonhauser, Rita  
Thorkelsson, Lynne

Thorkelsson, Lynne  
Three Six Kitchen  
& Lounge  
Torres, Camilla  
Torres, Jose  
Turner, Christa  
Tutty, Ronald  
Venngo Inc.  
Warren, Bert  
Warren's Printing Place Inc.  
Westerhof, Sherry  
Wheaton, Charlana

Whitney, Larry & Joan  
Wilkinson, Margaret  
Wilkinson, Patricia  
Williams Chocolate  
Willsher, Sandra  
Winterson, Beth  
Winton, Catherine  
Witzke Greenhouses Ltd.  
Wylie, Linda  
Zavrel, Colleen  
ZYIA Active with Joanna



# Grants

- **Ontario Community Support Program:** to support grocery hamper and Adult Day Program activity package delivery.
- **New Horizons for Seniors – Stay Active Stay Connected Expansion Project:** to provide fitness, social and recreational programs to rural Ontario communities.
- **Ontario Trillium Foundation – Community Building Fund – Operating Stream:** to support program delivery and facility operations.
- **Ontario Trillium Foundation – Resilient Communities Fund:** to rebuild and recover from impacts of COVID-19.
- **Inclusive Community Grant:** to increase digital outreach to seniors in need to maintain social connections.



Ontario Community Support Program	New Horizons SASC Expansion	OTF - Community Building Fund (Operating Stream)	OTF - Resilient Communities Fund	Inclusive Community Grant	Total
34,574	25,000	61,200	63,800	57,941	242,515





# Financial Summary

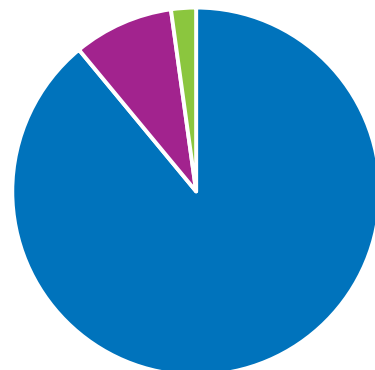
## for the Year Ended December 31, 2021

### Revenue

City of Oshawa Grant	1,796,030
Seniors Active Living Centre Grant	213,500
MOHLTC - Community Support Services Grant	1,380,340
Other Grants	127,574
Program Fees	348,126
Fundraising & Donations	86,679

**Total Revenue** 3,952,249

- Grants
- Program Fees
- Fundraising & Donations



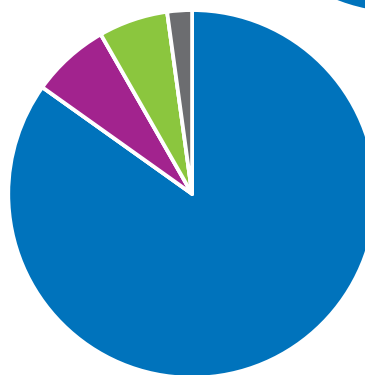
### Expenses

Salaries and Benefits	3,336,688
Program Activities	270,486
Operations	239,912
Administration	85,437

**Total Expenses** 3,932,523

**Excess (Deficiency) of Revenue over Expenses** 19,726

- Salaries and Benefits
- Program Activities
- Operations
- Administration



## Future Forward

Our support in the community grew in 2021 and forged relationships that will continue to bind together agencies, corporations and businesses whose values connect with service to seniors.

We set the example of how to look outside of our own goals to connect strategic actions with others to collectively achieve success.

In 2022 we will be actively working on completing the goals of our Strategic Plan with stakeholders, staff, volunteers, members and our Board and creating a new 2024-2026 plan.

Our business has evolved over the past year out of necessity and the lessons learned has created a stronger and more resilient organization.

With the support of our corporate sponsors, business partners and the Board of Directors, staff will continue to achieve success as we move from the darkness of the pandemic into the bright light of the future for seniors in our community.



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

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](https://oscc.ca/donate)**

Charitable Registration #11907 0837 RR0001



**OSCC55+**

Oshawa Senior  
Community Centres



**905.576.6712 | [oscc.ca](https://oscc.ca)**