

2022 Annual Report



OSCC 55+

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
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

Sylvia Rhodes - Chair
Nancy Bone
Sean McNamara

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	Doug Sanders Jim Bullied John Neal Mark Ashcroft Melinda Nixon
City Appointed OSCC55+ Member	Councillor John Gray
Honorary Life Member	Marie Reid Garry Cubitt

Oshawa Senior Community Centres 2022 Board of Directors



Back Row (L to R): Doug Sanders, John Neal, Jim Bullied, John Gray
Front Row (L to R): Sylvia Rhodes, Sandra Black, Mark Ashcroft
Absent: Garry Cubitt, Marie Reid, Melinda Nixon, Nancy Bone, Sean McNamara

Message from the Board President and Executive Director

2022 was a rebuilding year as we worked diligently to recover from the effects of COVID-19. We continued with our new business model providing a balance of online and in person programs, responded successfully to all grant opportunities and developed new business partnerships.

The OSCC55+ recognizes the importance of diversity, equity and inclusion and dedicated 2022 to implementing Creating Cultural Connections grant funded through a New Horizons for Senior's. This grant connected and integrated various cultural communities to gain and exchange cultural knowledge and traditions, creating an opportunity for a diverse and inclusive community.

Community outreach and fundraising events resumed in 2022 including our annual golf tournament, Oshawa Generals Night, New Year's Eve event and many others.

We grew the number of placement of students to a total of 42 from a variety of post-secondary educational institutions.

OSCC55+ continued to play a critical role with 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.

We recognize that as a result of the pandemic, many older adults are still experiencing difficulty and as such, we have seen a significant rise in the demand for Crisis Intervention and Peer Mentoring support.

All five branches have reopened successfully through regular communication on social media and through our connection to the Senior Membership Council.

In 2022 we focused our marketing efforts on rebuilding membership. A membership campaign began in the spring, offering tote bags as a promotion. We also increased print and digital advertising, produced a new and updated TV commercial focused on a 'Get Started' theme, increased social media posts and targeted placement of activity guides throughout the community.

As a result, we are climbing back to pre-pandemic participation through the efforts of our whole team and to them lies all the credit.

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.



Sylvia Rhodes
Sylvia Rhodes, **President**

Sandra Black
Sandra Black, **Executive Director**



Social Media and Website

OSCC55+'s social media channels and website continued to be a critical outreach tool as we rebuilt our business in 2022.

OSCC55+ introduced a new website in July 2022. The site featured enhanced navigation and accessibility tools, a streamlined sitemap and layout, plus separate calendars for events and meal services. 195 seniors tested and gave feedback to the sitemap via an online exercise.



Social Media and Website... cont'd



2022 Facebook Highlights:



- 734 Total Posts
- 2096 Followers, increase by 437.5%
- 10,086 Reactions, Comments, Shares to Post
- 281,002 Reach (*increase of 82.5% over 2021*)

facebook.com/OSCC55plus



2022 Instagram Highlights:



- 779 Followers, increase of 60 followers
- 20,002 Reach by Posts (*increase of 94.7% over 2021*)

instagram.com/OSCC55plus

OSCC55+ social media audience reaches across the globe. Locally we see responses from Oshawa, Whitby, Bowmanville, Ajax/Pickering, Newcastle, Port Perry, Peterborough and Toronto.

Internationally we have followers from the United States, India, Pakistan, Philippines, Myanmar, Mexico, Trinidad and Tobago, and Australia.

Top posts on social media continued to feature seniors enjoying activities of their choosing, our annual staff Halloween costume contest, and promotional posts for seasonal Activity Guides.



Commitment to Cultural Diversity

Through a New Horizons for Seniors Grant the Leisure Programs team implemented the Creating Cultural Connections Grant. The main objective of the project was to identify, connect and integrate various cultural communities to gain and exchange cultural knowledge and traditions, creating an opportunity for a diverse and inclusive senior's community.

Three Key Priorities

1. Ensure that OSCC55+ continues to provide high quality, affordable and diverse programs and services. (Oshawa Senior Community Centres Strategic Plan)
2. Contribute to the City Culture Counts strategy to enhance arts, heritage and culture based programs for older adults. (Age-Friendly Strategy - City of Oshawa)
3. Increase relationships within cultural projects programs and events;
Connect the arts and culture communities to one another
(Culture Counts Strategy, City of Oshawa)

This project brought more than 700 diverse older adults/seniors together to participate, connect and enjoy programs and events including:

Cooking Classes - Chinese, Filipino, El Salvadorian, Indigenous

Speaker Series - Anishinaabe Responsibility, 2SLGBTQ+ - My Story, Confronting Islamophobia, Building Cultural Bridges)

Cultural Carousel - A Party in the Park featuring: Indigenous, Bollywood, Latina, Chinese, and Tamil dancers, Indigenous drummers and art exhibition

Indigenous Handicrafts - Traditional gloves and medicine pouches

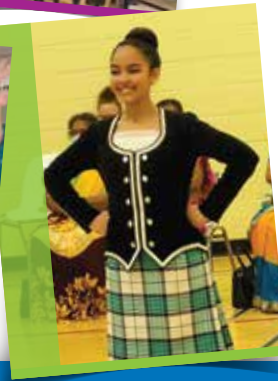
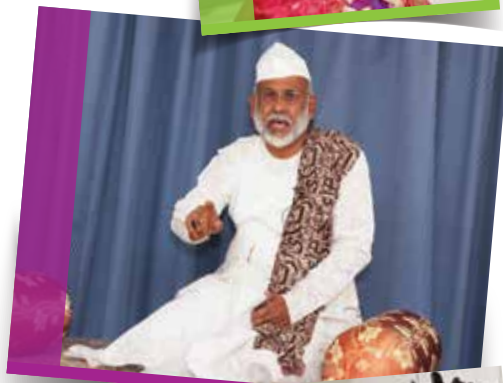
Special Events

Dastangoi – the Art of Urdu Storytelling

Diwali – a Festival of Lights

Middle East Folklore – Storytelling and Dance

Kwaanza – a Celebration of African Heritage in North America



Leisure Programs

The focus of the Leisure Programs team has been on rebuilding the continuing education, recreation and special events programs with in-person, online and hybrid options for a number of courses and recreation programs.

Statistics:

	2021 Stats	2022 Stats	% increase
Continuing Education	6,969	30,912	343%
Recreation & Special Events	8,991	47,857	432%

In addition to the growing number of programs running during the day, an evening and weekend survey was implemented with 445 respondents to assist in creating a plan for reopening programming on the evening and weekends.

Successful Special Events:

A Murder Mystery Dinner - 88 people
 Progressive Euchre Tournament-90 people
 Line Dance Fundraiser
 Holiday Bazaar Fundraiser made \$3,680
 Holly Jolly Bingo- 52 people
 Breakfast with the Mayor

Most popular recreation groups:

Duplicate Bridge
 Progressive Euchre
 Camera Club
 Pickleball
 Sneakers Mall Walkers

Most popular courses:

Hybrid Cardio Dance Fit
 Golf Lessons
 History Potpourri
 Drumming for Health
 Indigenous Art
 Line Dance
 Ukulele
 Aqua Classes

New courses and workshops:

Dirty Pour Painting
 Accident Awareness – 3 part series
 Arms Abs and Booties
 Sewing Workshops



Adult Day Program

Adult Day Program (ADP) On-site and Virtual/Social Stats:

On-Site Attendances:	10,233
Virtual/Social Calls:	7,102
Overall Total	17,335

Overall ADP saw an increase of **4,451** compared to 2021.

As more clients returned on-site in 2022, client and caregiver respite needs shifted.

We saw an increase in on-site ADP attendances and a return to extended hours at our specialized location. Fewer clients and caregivers requested virtual/ social calls.



Volunteers

The volunteer program began to slowly rebuild in 2022. As programs returned in person, our volunteers supported through reinforcing COVID-19 protocols and encouraging participation amongst their peers. Volunteer Tech Hubs were installed in the branches thanks to a grant from the Ontario Trillium Foundation, allowing volunteers to log their hours electronically and eliminating the need for pen to paper log books. By year end, volunteers contributed 22,702 hours of support towards the Centres' programs and services.

Senior of the Year Award:

Nancy Bone

City of Oshawa Community Service Volunteer Award Recipients:

Doris Avery

Cathy McFarland

Ontario Service Volunteer Award Recipients:

Linda Sweet

Muriel Goguen

Darlene Dufresne

Donna McGillawee

Rocco Dell'Apa

Susan Howe

The Partners at Work Committee, along with Volunteer Resources and Transportation Services staff delivered volunteer care packages and service awards during the first two weeks of April.

In addition, volunteer recognition events were held in the branches during National Volunteer Week.



Volunteer Testimonial

Hi Leisa:

I just wanted to thank you again for taking the time to personally deliver a surprise volunteer award package to me. It's truly been a pleasure to be a volunteer for OSCC.

♪♪ Know that you truly made my day. ♪♪

I'll think of you each time I enjoy a sweet chocolate kiss as well.

Happy Easter to you and all those you love.

Hugs, Gina C
♪♪ 🍪 🌸 🌺 ♪♪



Donna Davidson Activity Room

In 2022 we lost one of our long serving volunteers and our first instructor hired over 50 years ago... Donna Davidson.

As such, in memory and in honour of her service the Board of Directors approved the renaming of the lower assembly at the John Street Branch to the Donna Davidson Activity Room. Donna's family, friends and her many students were on hand to celebrate.



Community Support Service Highlights



Foot Care:

2,673 appointments

- 1,593 appointments at the John St. Branch
- 1,080 appointments at the Northview Branch

An increase of **687** appointments over 2021.

Peer Support:

- 972 client appointments
- 3% fewer appointments

The number of client appointments varies according to client needs and issues.



Income Tax:

- 115 returns were completed in March/April, an increase of 71 returns filed



Congregate Dining-Meal Service:

- 33,703 meals and social group activities in OSCC dining rooms

An increase of **98%**, with all 4 dining rooms operating

Community Support Service Highlights... cont'd



Physio:

- 12,346 falls prevention and exercise class attendances
An increase of 9,865 attendances
Several community locations were not operating in the first half of 2021.



Seniors Active Living Fair:

- 96 people attended the fair held at the Conant Branch in October and featured a COVID-19 vaccine clinic

Client Transportation:

26,659 client rides

- 8,609 client bus rides (ADP/Van Stop rides), an increase of **7,233** rides
- 18,050 rideshare (car pool) rides, an increase of **13,327** rides



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.

Business Partners:



Corporate Sponsors and Donors:

Abramczuk, Heather
Ackerblade, Cameron
Aduroja, Rachael
AlarmGuard Senior Protection
Allan, Lyla
Allen, Rose
Anderson, Edward
Archer, Jerry
Armstrong Funeral Home
Armstrong, Zelda
Arnold, Noreen
Aspira Traditions of Durham Retirement Living
Astley Gilbert Limited
Atawo, David
Atkins, Franklin
Baird, Michael
Barnes Memorial Funeral Home
Barnes, Nick
Bartlett, Dawn

Batho, Jo-Anne
Baxer's Landing
Beaton, Val
Beauchamp, Cindy
Beauregard, Gerry
Beausdeil, Sylvia
Beautiful Balloons Durham
Beauty Beyond Skin Deep
Bell, Maralyn
Benoit, Rena
Bhakhri, Kamaljit
Biglow, Nancy
Black Fly Beverage
Black, Sandra
Blackmore, ElisabethBlackmore, Robert
Blake, Martin
Bloom Finance Company Ltd.
Bloom Oshawa Retirement Community
Boone, Reg
Boucher, Jennifer

Bower, Trisha
Boyden, Fred (Sr)
Boyden, June
Boyden, Renata
Boyer, Elizabeth
Brady, Adrienne
Brady, Yvone
Brooklin Pub & Grill
Brooks, Lyndsay
Brown, Phil
Brun, Margaret
Buchner, Marion
Buckingham Meat Market
Buckingham Meats - Oshawa
Buffalo Wild Wings - Oshawa
Burgess, Martha
Burns, Robin
Buy Sell Love Durham - Lindsay Smith & Wendy Starr
Calis, Irene

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

CANXPLORE
Caskey, Linda
Cassidy, Carol
Castle John's Port Perry
CedarCroft Place -
 Pauline Lyons
Chapman-Holder, Norma
Charities Aid Foundation
 of Canada
Chartwell Retirement
 Residences
City of Oshawa -
 Community Services
City of Oshawa - Corporate
 Communications
City of Oshawa - Economic
 Development Services
Clarke, Cindy L.
Colbourne, George
Cole, Linda
Comfort Keepers East
 Durham
Constable, Nicole
Corby, Fiona
Coseni, Sharon
Cotnam, Karen
Couch, Ann
Cox, Joanne
CRCS Disaster Kleenup
Crooked Uncle
Crooks, Diane
Cummings, Sean
Cunningham, Annie E.
CUPE Local 251
Davie, Leisa
Dawood, Mohammed
Dean, Lorraine
DeCoste, Shelley
Denstedt-Chappell, Lori
Desjardins Insurance -
 John Humphrey
Deveaux, Sylvia
Devecseri, Margaret
DiFelice, Sherrill

Dionne, Jerry
Docherty, George
Dunleavy, Annie
Durham Broadband
Durham Medical
Eadie, William
Eat My Shortbread
Edler, Susan
Eggert, Wayne
Egginton, Pauline
Ejercito, Dioscoro
Ejercito, Letty
Eldorado Golf Club
Ellis, Marion
Eon, Barrie
Evinou, Rose
Fabrik Hair Salon
Fawcett, Lise
Feather, Iris
Feierabend, Cecile
Ferenc, Otto
Flegg, Lynda
Flemming, Heidi
Fletcher, Andrea
Floegel, Christel
Fraser Law – Erik M. Fraser
Freake, Doris
Frisque, Carol
Galbraith, Ann
Galderma Canada
Garfield White Charitable
 Giving Foundation
Gati, Joe
Gerry Beauregard
GHD Digital (Esolutions)
Gibson, Shawna
Gilmore, Brenda
Girard, Marjolaine
Girvan, Janice
Goard, Gloria
Golf Town
Gong, Maggie
Goode, Lynda
Gordon, Linda

Gravina, Maddalena
Green, Bruce
Grieve, Jim
Grieve, John
Grieve, Patricia
Hadfield, Deb
Halenda's Fine Food
Hamilton, Linda
Hannah, Joan
Harding, Pam
Harmony Hills Retirement
 Community
Harpo's Restaurant
Hastie, Eleanor
Hastie, Eleanor
Haung, Kevin
Healy, Judy
Hearing Canada
Hearing Life
Hearing Solutions
Henley, Elaine
Henry, John
Hochschild, Geoffrey
Holy Family Parish, Whitby
Home is Home - Steve Tallo
 Mortgage Agent
Hone, Shirley
Hoverd, Virginia
Howard, Mary
Humphries, Mary Lynn
Hung, Lee-Ching
Huttmann, Joan
Hyatt, Marilyn
Hyland, Trish
Iwaszko, Darlene
J.J. McGuire
 General Contractors Inc.
Jackson, Ester
Jacquier, Jacques-Andre
Janes, Connie
Janiski, Bonita
Johnson Insurance Inc.
Johnston, Margaret
Jones, Cathy

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

Jones, James
Jurcaba, Sally
Kedron Dells Golf Club
Kemlo, Len
Khan, Manuela
King, Carole
Kitchen, Simeson Belliveau
Kleenway Services Inc.
Knight, Pam
Knights of Columbus
 St. Jude's - Council 6052
Kobes Nurseries
Koch, Eleonore
Kovacs, Louise
KPMG
Landry, Marie
Larabie, Donald
Lawton, Rona
Laxalt, Angelica
Legrand, Winston
Lewicki, Anthony
Linkie, Helen
Livingstone, Lance
Loewen, Dianne
Longmire, Lilian
Lord, Anne
Lott, Manfred
Lumsden, Carol
MacDonald, Judy
Magic Oven Bakery
Mahoon, Zehra
Malta, Kathy
Manikas, Ted
Martin, Peter
Mary Kay - Fiona Corby
Mattern, Sue
Mayberry, Serina
Mazza, Misty
McDonalds Oshawa
McDonnell, Jennifer
McGinnis, Ron
McGinnis, Sherry
McIntyre, Michelle
McKay, Isobel

McLaughlin, Doris
McMaster, Lloyd
Melanie Pringles
Mendicino, Elaine
Mitchell, Mary
Morris, Tracey
Morrissey, Elizabeth
Mortgages by Mellisa
Moss, Avril
Mulhall, Gary
Murray, Lloyd
My Tribute Gift
Nadalin, Jean
Nasager, Martin
National Bank SilverBirch
Wealth Management -
 Vanessa Benedict
Naumovski, Jim
Nielson, Helge
Noakes, Wendy
Novada, Jan
Oliver, John
OPUC
Orange Theory
Orme, David
Oshawa Centre
Oshawa Gear
Oshawa Power
Otter's Creations
Oxley, Bill
Pal, Eva
Paquet, Rita
PayPal Giving Fund Canada
Pearse, Art
Peck, Julita Chua
Pelicans Catering
Pereira, Sheila
Pierce, Tess
Pikoulas, Dino
Polt, Cathy
Posh Nail Bar & Spa
Posteraro, Giuseppe
Pourziai, Zoe
Puiiu, Chris

Pyette, Margaret
Quartarone, Corra
Rafuse, Marlene
Rankine, Laurie
Read, Ann
Reader, Ted
Regent Theatre
Regional Municipality
 of Durham
Reid, Irene
Rhodes, Sylvia
Robert McLaughlin Gallery
Roberts, Shelley
Robinson, Suzanne
Roche, Shirley
Rossi, Rick
Sandbanks Winery
Scholz, Theodor
Seasons Clarington
 Retirement Residence
Season's Retirement
 Bowmanville -
 Sonia Stubbings
Senior Protection -
 Susan Tan
Sewell, Anne
Shearer, Teresa
Sherwood Mortgage Group
Brokerage
Shields, Lise MN
Shoppers Drug Mart -
 Thickson Rd Whitby
Shutka, Daniel
Simpson, Mike
Skiffington, Andrew
Skiffington, Lois
Smith, Patricia
Sorrell, Marjorie
Southern Supplies Limited
Southwell, Carole
Spiering, Beverley
Stacey, Sheila
Starbucks - Consumers Dr,
 Whitby

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

Starbucks - Hwy 2,
Bowmanville
Starbucks - Laval Dr, Oshawa
Starbucks - Oshawa Centre
Starbucks - Simcoe St. N.
Winchester
Starbucks - Simcoe St.
Oshawa
Starbucks - Thickson Rd S
Whitby
Starbucks - Wilson Rd N
Oshawa
Starr, Wendy
Steed, Gladys
Stevenson, Deborah
Stewart, Elaine
Stocker, Joyce
Strong, Lillian
Strub, Sharon
Stubbings, Sonia
Suen, Stephen
Sutton Group
Swan, Marie
Sweet, Helga
Swiss Chalet - Harmony Rd
Oshawa
Szczepanski, Elizabeth
Tan, Susan
Tateishi-Kotack, Sandra
Taylor, Giselle T.
Taylor, Kent
Taylor, Mary Anne
Ted Reader The Joint
The Benevity Community
Impact Fund

The Charitable Gift Funds
Canada Foundation
The Estate of Ilse Christ
The Estate of
Pearl Irene Cooper
The Hearing Room
The Mackenzie Agency
The Robert McLaughlin
Gallery
The Village of Taunton Mills
Theriault, Jeanne
Theriault, Lucette
Therrien, Beatrice
Thompson, Elizabeth
Thompson, Ingrid
Three Six Kitchen & Lounge
Trallee Fanara Wealth
Management Group
Tranquility Home Comfort Ltd.
Underwood, Susan
Unifor Local 222
Unifor Retirees Local 222
Uniquely WhyNot Craft -
Joanne Whynot
University Age Friendly
Committee
Uppal, Ranjit
Valyear, Shakaiah
Village of Taunton Mills
Von-Zuben, Mary-Jo
Wan, Jun
Warkman, Russell
Warren's Printing Place Inc. -
Melanie Warren
Waterbridge

Waters, Tami
Watson, Cathy & Peter-
Watson Manor
Watson, Floyde
Webster, David
Webster, Maureen
Welcome Feeds -
Bowmanville
White Cliffe Terrace
Retirement Residence
White, Janice
White, Marilyn
Whitecliff Retirement
Residence -
Jeanette Sumners
Whitney, Larry and Joan
WhyNot Craft,
Joanne Whynot
Wiggins, Beverleigh
Wijeratne, Angela
Wild, Noreen
Wiles, Kathi
Williams, Judy
Willsher, Sandra
Wilson, Barbara
Winchester Glen
Retirement Community
Wine Rack
Wisdom, Jennifer
Witzke Greenhouse Ltd.
Wright, Barry
Younes, Aydh
Zaheed, Renuka
Zander, Sandra
Zavrel, Colleen



Grants

- **Seniors Community Grant:**

To strengthen the safety and well-being of older adults by enlisting senior volunteers to assist in designing an elder abuse prevention and seniors safety resource guide.

- **OACAO – Links2Wellbeing – Social Prescribing:**

To support older adults who may face negative health impacts from social isolation and a lack of, or limited, connections to social and recreational opportunities.

- **New Horizons for Seniors – Creating Cultural Connections:**

To identify, connect and integrate various cultural communities to gain and exchange cultural knowledge and traditions, creating an opportunity for a diverse and inclusive seniors community.

- **Ontario Trillium Foundation – Community Building Fund (Capital Stream):**

To improve accessibility of the John Street branch.

- **Ontario Health:** Additional base funding was received to support increasing Community Support Services delivery costs and to support the Ontario Dementia Strategy initiative. Additional one-time funding was also received to enhance the Dementia Strategy funding for extended hours at our Specialized ADP site.



Senior Community Grant	Links 2 Wellbeing - Social Prescribing	New Horizons - Creating Cultural Connections	OTF - Community Building Fund	ON Health - CSS Program Delivery Costs	ON Health - Dementia Strategy Funding	ON Health - Enhancement to Ontario Dementia Strategy	Total
7,212	3,200	25,000	27,400	43,490	105,119	40,160	251,581

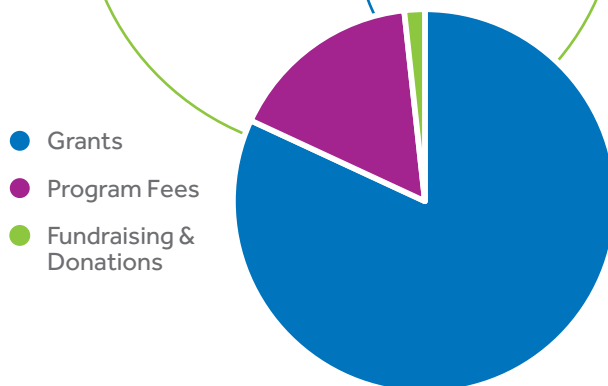


Financial Summary

for the Year Ended December 31, 2022

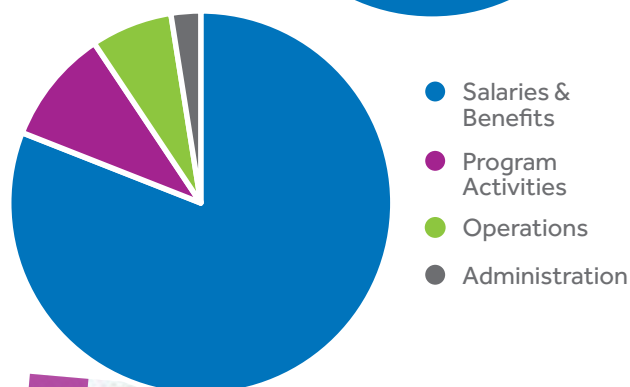
Revenue

City of Oshawa Grant	1,831,950
Seniors Active Living Centre Grant	213,500
MOHLTC - Community Support Services Grant	1,406,839
Other Grants	80,825
Program Fees	705,855
Fundraising & Donations	74,441
Total Revenue	4,313,410



Expenses

Salaries and Benefits	3,492,349
Program Activities	417,253
Operations	295,804
Administration	107,914
Total Expenses	4,313,320



Excess (Deficiency) of Revenue over Expenses	90
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Future Forward

In 2023 staff, members, volunteers and stakeholders will be working towards planning our future by creating a **2024-2027 OSCC55+ Strategic Plan**.

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

With the support of our corporate sponsors, business partners, and Board of Directors our 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.

We are proud to announce OSCC55+ is celebrating 55 years serving seniors in 2023.



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

Charitable Registration #11907 0837 RR0001



OSCC55+

Oshawa Senior
Community Centres



905.576.6712 | oscc.ca