

Annual Report



oscc.ca | 905.576.6712









Empowering Minds, Bodies & Well-Being

Mission, Vision & Values

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

Branch Locations

JOHN STREET BRANCH 43 John Street West

DELPARK HOMES BRANCH 1661 Harmony Road North

> NORTHVIEW BRANCH 150 Beatrice Street East

CONANT BRANCH 115 Grassmere Avenue

> SIKORSKI BRANCH 1551 Stevenson Road North



Message from the President & Executive Director

2020 was an unprecedented year as we dealt with the COVID-19 pandemic. We pivoted to a new business model and seamlessly provided programs and services virtually, as well as offered new initiatives such as grocery delivery and frozen meals. We looked at anything and everything we could do to reduce social isolation and provide the necessities seniors needed.

In 2020, OSCC55+ staff continued to support and achieve many of the goals in the City of Oshawa Age-friendly Strategy including expanding the use of technology. We completed both a Transportation Strategy and Volunteer Engagement Strategy as goals of our 2019-2023 Strategic Plan.

The OSCC55+ provided a critical role within the City of Oshawa Teaching City projects partnering with Ontario Tech, Durham College and Trent University. The initiatives focused on combatting the isolation of seniors during COVID and the effects of the pandemic on mental and emotional health. Placement opportunities for post-secondary students shifted along with our business model; Q1 saw traditional in-person roles within our Adult Day Programs however, by year-end students were contributing virtually by creating social media content and providing assistance with virtual programming.

The challenges we faced in 2020 became opportunities to grow our business, to collaborate with partners in the community and to discover new ways to better serve seniors. We continued to build strong partnerships in support of our new COVID initiatives. Many in the business community reached out to offer assistance enhancing our outreach and ensuring seniors were supported in the best way possible.

We focused on achieving success by introducing new technology. Utilizing platforms such as Mercuri and Zoom to offer 'Adult Day Program at home' and Online Programs respectively; seniors proved they were open to learning new ways to connect. Attendances increased monthly and our website and social media platforms experienced significant growth.

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 an unprecedented year.

Slyvia Rhodes

President, Board of Directors

Sandra Black
Executive Director



2020 Board of Directors

President: Sylvia Rhodes
1st Vice-President: Nancy Bone
2nd Vice-President: Sean McNamara

Directors:

Mark Ashcroft, Jim Bullied, John Neal, Melinda Nixon, Doug Sanders, Patricia Swerhone, Christine Ward

City Appointed: Councillor John Gray OSCC55+ Member: Marie Reid Honorary Life Member: Garry Cubitt Management Team

Executive Director: Sandra Black

Executive Administrative Assistant: Clara Tsirbas Director, Program & Services: Colleen Zavrel Manager, Administration & Finance: Alex Smith Manager, Leisure Programs: Celeste Adams Manager, Volunteer & Community Relations:

Leisa Davie

Manager, Community Support Services:

Teresa Shearer



2020 marked the end of an era, as long-time staff, Colleen Zavrel, retired after 27+ years. **Highlights January - March 2020**

We began the year with business as usual providing programs and services throughout our five branch locations.

News of the COVID-19 virus escalated in March resulting in a province-wide lockdown. In response to the emerging crisis, the OSCC55+ Board of Directors voted to close all branches as of March 14, 2020.

Active Memberships: 5,159

Leisure Programs Participation:

Continuing Education 17,210 attendances

Recreation & Special Events 22,957 attendances

Community Support Services:

- Adult Day Program 2,957 attendances
- Foot Care **1,029** appointments
- Meal Services 9,734 meals served
- Physio Falls Prevention & Exercise Classes 7,457 attendances
- Peer Mentoring Support 215 seniors served
- Transportation Services 5,280 one-way rides

Partners at Work Program:

- Total Volunteer Hours 9,539
- Total Number of Volunteers 461



Senior of the Year Award Recipient: Donna Davidson

Donna joined the OSCC55+ in 1970 as an instructor for senior fitness classes. Over 50 years, Donna continued to teach and impacted many members through her promotion of line dance and fitness, reducing the stigma of ageism.

As an instructor at OSCC55+, Donna contributed in a large way by keeping seniors active, healthy and engaged within their community. She is truly a community builder who has dedicated her life to achieving this goal.

As such, Donna was nominated by Oshawa City Council to receive 'Senior of the Year' from the Province of Ontario.

In addition, the following OSCC55+ volunteers received external service awards in 2020 based on their hours served:

Oshawa Community Organization Volunteer Award Recipients -

Steve Arvay John Hobbs

Ontario Volunteer Service Award Recipients -

Candy Brant
Joanne Davison
Dianne Gagnon
David Goguen
Lloyd Murray
Carman Shirk

COVID-19 Outreach

Shortly after our closure, the World Health Organization declared a world-wide pandemic due to COVID-19. Our team knew that seniors would be challenged more than anyone by the social isolation and we had to do something to keep them active and connected. Staff worked collectively to develop a new model of business, with a focus on outreach & resources, virtual connections, online programs and food security. Each one served a purpose in maintaining contact with our customers and sustaining our business.

OSCC55+ staff collected over 300 rocks from local beaches, the transportation team delivered rocks to all Adult Day Program clients as part of an inspirational art project. Seniors painted the rocks with messages of hope and many were placed throughout the community to inspire others.





Outreach to the community focused in the form of weekly activity packages to keep seniors engaged.

22, 100 activity packages were distributed throughout 2020 and included items such as craft kits, jokes, puzzles, colouring, word searches, community support information, grocery information, exercise packages, bookmarks, and other treats.

OSCC55+ administration staff Cheryl met new member Bill in December 2019. Bill had just lost his lady, Colleen, and was struggling with grief. Bill purchased his OSCC55+ membership, attended a few programs and shortly thereafter the pandemic hit.

Cheryl maintained contact with Bill, calling him every other week to ensure he was ok and to see how he was coping with isolation. The regular contact was very meaningful for both.

Bill writes: "To my surprise, after the OSCC55+ closed, calls from Cheryl came on a regular basis for conversation, helpful hints and what to do for various things. Cheryl's calls and conversation were very helpful in lifting my spirits out of my grief stricken isolated situation.

Through our many talks, I realized Cheryl was intelligent and empathetic by asking me the right questions and suggestions, making me feel better every time we talked. It got me focused on doing something productive, like painting again.

Cheryl's wonderful spirit, lifted mine. Her many calls meant and mean the world to me and I am so thankful to her and the Oshawa Senior Community Centres."

Cheryl writes: "When I make an outreach call to one of our members, I never know where the conversation will take us. It warms my heart to feel a member smiling through the phone.

Little do our members know, how much I learn from them and what they teach me, and how much I enjoy the conversation.

My greatest reward is knowing I have helped a senior have a purpose again, helped them create goals and watched them achieve them.

They truly lift my spirits every day!"

Reaching Out

OSCC55+ staff made **60,504** calls and emails to seniors to ensure their safety and well-being.

"Thank you for all of the calls to check in on how I am doing. I really do appreciate it. It makes me feel that someone is interested in me. You are doing a marvelous job!" - Mary

"I appreciate all of the calls every week, and the efforts by all of the staff to take care of us. I especially liked the exercises provided in the packages." - Iris (caregiver)

"You guys have been so creative. I appreciate all the calls with the staff and students, we have had great conversations and I have heard some horribly great jokes." - Marjorie





COVID-19 – Virtual Connections

OSCC55+'s social media became critical as the primary communication and outreach tool during the pandemic. OSCC55+ staff pivoted to provide engaging content to a seniors' audience in the form of program videos. From baking demonstrations, nature walks, trivia, musical entertainment and more, staff provided 750 posts from March to December of 2020.

The Centres' facebook alone netted 22,304 reactions, comments and shares of posts by year-end.

Highlights included:

- June's OSCC Strong Campaign, featuring a staff video and staff photos all month long showing unity even though we continued to stay apart.
- A summer word scramble challenge that released letters over a week period through a series of videos for followers to unscramble to spell "STAY ACTIVE" and win prizes.
- An 'Ugly Christmas Sweater' contest in December, that shared photos of staff and friends of OSCC55+ wearing their ugly holiday sweaters, encouraging followers to submit their own photos to win prizes.

Facebook - followers doubled; an increase of 620 new followers by year end! Instagram - followers increased by 300 to total 560 by year end.

OSCC55+ staff celebrate holidays and honour days of significance throughout the year with members.

The number of social media followers grew:

This year, special occasions were celebrated virtually and posted on social media for all to enjoy.

The Centre's website-

oscc.ca remained a central hub for pandemic-related information, closure and reopening notices, screening and in-branch program procedures and outreach resources.



A "Stay Active Stay Connected" campaign was launched highlighting the Centre's main Covid programs and services; Telephone Outreach, Social Media, Online Programs, Covid-19 Resources, Grocery Order & Delivery Service and Frozen Food Order & Delivery Program.

E blast communications to OSCC55+ members and partners became a mainstay for communications. More than 45 eblasts were issued between March and December, reaching more than 5,400 people each time.



COVID-19 – Online Programs

Continuing Education

In April, the Continuing Education team set to work planning a wide range of online classes for the zoom platform. Unsure of who would attend the programs, the team moved forward, wanting to support the seniors and ready to adapt the plan.

The first week of April, they offered four sessions of 'Learn to Zoom' free to any senior who could access from the Online Programs page on the website. When **184** participants attended these four sessions, we knew what we were planning for online programs would be successful. The April calendar offered fitness, dance, yoga, general interest, wellness and guest speakers.

11,909 **Total** attendances

Spring/Summer **Online Class** attendances:

7,569

A Conversation with Oshawa Mayor Dan Carter

on COVID-19 and answers questions you may Registration required in advance at:

In September, Continuing Education prepared the fall session offering of online programs that were no longer free; membership and registration were required for the programs:

Fall Online Classes attendances: 4,340 Online Programs On Tuesday, August 25 at 2:00 p.m., join Oshawa Mayor Dan Carter as he returns to address the old adult community, offer updates on the Oty's post oscc.ca 905.576.6712 000

Recreation and Special Events

By the end of April, the Recreation and Special Events team were ready to add free social and recreational offerings to the online programs on Zoom. During the first three days of recreation programs, 183 people attended six programs!

These programs included:

- 'Tea and Talk'
- Trivia
- Bingo
- Sports Talk Round Table
- News and Views and many more.

Staff provided intergenerational programming with 'Virtual visits with Santa' over Zoom.

Free Online Recreation and **Special Events Attendances:**

April: 203

May: 1,226

June: 1,149

July: 976

August: 612

September: 499

November: 695



6,508

Total attendances

October: 508

COVID-19 – Grocery Delivery & Frozen Meals

602

Grocery orders delivered

7,346

Frozen Meals delivered

1,162

Food Boxes delivered in partnerships with Community Care

With many Adult Day Program (ADP) clients remaining at home due to COVID-19 distancing restrictions, staff developed new ways to connect over the phone and through virtual platforms.

"Thank you for including us in your calls and Mercuri programs. We were so eager to get started doing something and this was perfect. We will be calling ourselves into the program now; your help eased us into knowing what we need to do. Thank you from the bottom of our hearts for the services the OSCC55+ provides. I will be ordering groceries soon. " - Judy & Howard

Staff modified face-to-face social and recreational activities to deliver them over Mercuri - a phone based platform allowing staff to provide enhanced customer service by adding each client one-by-one ensuring everyone was able to participate.

27,872Virtual ADP
Attendances

In partnership with Liz's No Frills, OSCC55+ staff shopped for seniors weekly and delivered fresh groceries to their doorsteps free of charge.

COVID-19 created challenges for many

attention on ensuring nutritional needs

would be met by developing a grocery

order and delivery service.

seniors in terms of food security. We

realized many seniors wanted to stay safe, and stay at home. We focused our

The Centres' meal service provider, Pelican Catering increased its frozen food program to assist in providing nutritional meals delivered by our transporation team.

> OSCC55+ also partnered with Community Care Durham (CCD) to assist their staff and volunteers to deliver fresh produce and community food boxes to clients in Durham Region.

Staff made extra efforts to support their clients in person when possible.

Special occasions were celebrated with porch visits, when safety protocols permitted.





Celebrating Seniors' Month -

#OSCCSTRONG

June is Seniors Month

Seniors' Month was celebrated virtually with a campaign entitled OSCCStrong.

Seniors were encouraged to share their stories of strength and resiliency during the pandemic via social media, phone or email. Each testimonial was written on window cards and displayed at the John Street Branch sharing hope and inspiration with the community.

Staff participated in the OSCCStrong initiative by providing chalk messages of hope and strength on the parking lot at John Street and on the sidewalk surrounding the branch. OSCC55+ members and the community were invited to take a socially distanced walk around the branch and through the parking lot to receive the messages of inspiration.





COVID-19 Branch Reopening September - December

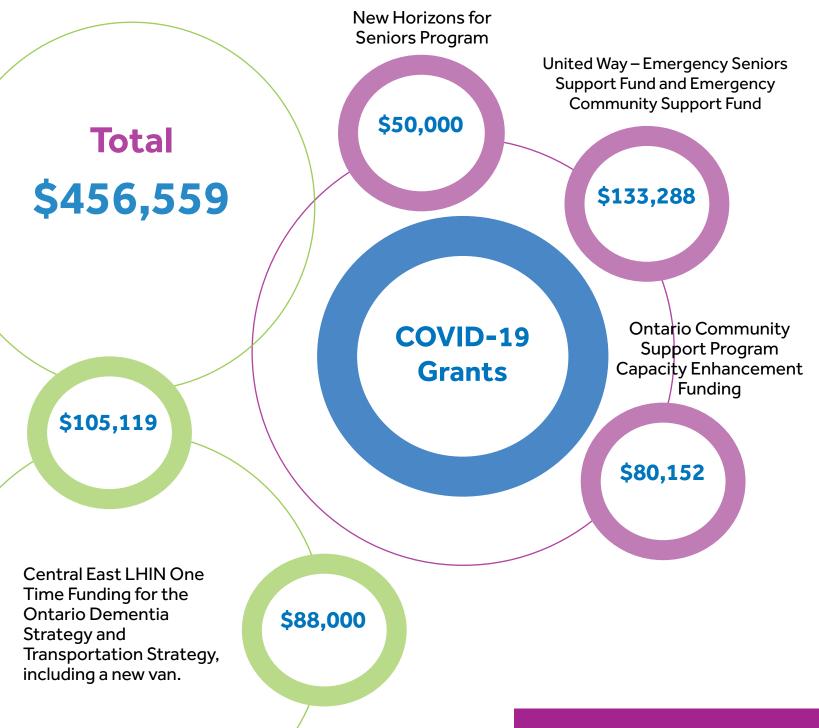
The OSCC55+ reopened its doors in September after a six month closure. Safe 'Return to Play' plans were developed for selected recreation programs with COVID protocols in place including enhanced cleaning, physical distancing and limited attendances. Programs included badminton, table tennis, pickleball, news and views, open crafts, shuffleboard, darts, Welcome Back Socials, and more. Members were happy to get active and regain their social connections.





Grants & One Time Funding

In response to the COVID-19 Pandemic and through the availability of grants and other funding opportunities we pivoted our services to respond to the changing needs of seniors in our community through telephone outreach, virtual programming, food security (groceries, frozen meals) and personal supports, such as Foot Care.



Financials

Statement of Operations for Year Ending December 31, 2020

	Operating Fund	Capital Asset Fund	Internally Restricted Funds	Externally Restricted Fund	2020 Total	2019 Total
Revenue						
City of Oshawa	\$ 1,760,814				\$ 1,760,814	\$ 1,743,380
Seniors Active Living Centres						
grant Community Support Services	213,500				213, 500	213,500
grant	1,342,305				1,342,305	1,395,931
Health and Wellness grants	224,650				224,650	_,555,555_
One-time Grants				96,500	96,500	182,640
Canada Summer Jobs grant						12,086
New Horizons grant						25,000
Enabling Accessibility grant						25,310
Trillium Foundation grant						156, 700
Program fees & sundry grants	399,916				399,916	1,049,481
Interest			2,531	524	3,055	2,521
Fundraising & Donations	32,414		31,028		63,442	194,141
Gain on Sale of property &						
equipment			21,070		21,070	380
	3,973,599		54,629	97,024	4,125,252	5,001,070
Expenses (Schedule A)						
Administration	3,736,048		4,202	183,908	3,924,158	4,349,423
Operations	231,588		11,533		243,121	374,201
Special programs						12,543
Amortization		109,871			109,871	101,354
	3,967,636	109,871	15,735	183,908	4,277,150	4,837,521
Excess (Deficiency) of Revenue over Expenses	5,963	(109,871)	38,894	(86,884)	(151,898)	163,549

Donors & Sponsors

Now more than ever, we appreciate the ongoing support from our donors and sponsors. Thank you for helping us continue to serve seniors in the community.





Thank you to all the donors & sponsors that supported OSCC55+ in 2020.

Allan, Lyla Amica Helping Hands "Thank you Holly and team for all you Armstrong Funeral Home Armstrong, Zelda Arvay, Steven Azzano, Shelley Bagshaw, Steve Ball. Laurie Banerjee, Rima Bartley, Linda Bashir, Shazia Beattie, Annemarie Beattie, Gary Bekefi, Laszlo Bell, Maralyn Bender, Al Bentley, Lynda Bernard, Mary Bickle. Chalkli Bivi, Teresina Black, Patricia Blue Willow Studio Boland, Theresa Bolton, Lill Boone, Req Bouwmeester, Gary Brennan, Margery Brillinger, Lillian Broadbent, Bill Broadbent, Lucy Brock, Georgia Brown, Maggie Brown, Malcolm Brownell. Ron Bryant, Blair Burge, June Butler, Lucy & Terence **CAA Travel** Campbell, Agnes Campbell, Tamara Carnovale, Kathy Caskey, Linda P. Chambers, Kay Chapman-Holder, Norma

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The Charitable Gift Funds Canada Foundation

The Robert McLaughlin Gallery

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Thorkelsson, Lynne

Traditions of Durham Retire-

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Tsirbas, Clara

Visram, Alnoor Walker, C. Lynn

Wayne Marquis, Sarah Nelson

Weatherdon, Don Weller, Sherri

Whelan, Dave Whyte, Lori

Wiggers, Elizabeth Wilkinson, Keith

William, Patricia

Wilson, Paul Wind, George

Young, Donald Zavrel, Colleen

Zimmerman, Horst

"The people of Oshawa have no idea how lucky they are to have a seniors centre that has so much going on during Covid.

All of the phone calls, packages and classes.... I live in Whitby but belong to the OSCC55+ and I've talked to my friends who live in other municipalities and they don't have anything going on like you do. I just can't believe it" – Joyce

"Hello. I just want to thank you very much for the lovely message I received from a lovely person, a female who was so sweet. She just asked how I was doing. That is such a beautiful thing to do. I credit the Seniors' Group and our Mayor for this great City of Oshawa. I have been a resident here for about 1.5 years, I came from Ajax. I have always loved the City of Oshawa. I just want to thank you from the bottom of my heart for your beautiful sentiments and bless you all. I can't wait to get back to the Seniors. You are all doing such a beautiful job, so keep safe and God willing, we'll see you in the near future." - Mary

"I have been taking Grace's Chair Yoga classes for the past year and really enjoy them. The on-line programming is great. We seniors in Oshawa are fortunate to have fabulous programming available to us through the OSCC55+." - Linda

Special Thanks

Thank you to our annual funders:

An annual grant voted by the **City of Oshawa Council**



Seniors Active Living Centres (SALC) designation funding through the Ministry for Seniors and Accessibility.



Central East LHIN funding for community support services.



Above all, thank you to our members for your ongoing support and loyalty. The future at OSCC55+ is bright.

It is the strength and resilience of our organization that will continue to carry us into the future.

#OSCCSTRONG

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

Tax deductible donations may be directed to:
OSCC
43 John Street West
Oshawa, ON L1H 1W8
or may be made online at:
oscc.ca/donate

Charitable Registration #11907 0837 RR0001



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