

*Caring for
Our Communities
since 1974*



2010 2011 Annual Report

Planning

Reflection

Growth

Celebration

Planning



Board Committee Planning Meeting

Reflection



Board Member Gabriella Fasciani
with Diners Club Client Innes P.

Growth



Customer Service Integrated
Intake Department

Celebration



Conga Line at BOOST Event

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Front Cover:

Diners Club Clients - Doris S. (left), Rosie M. (right)

Mission

DSS aspires to meet the needs of older adults and their caregivers in our diverse community by providing equitable, accessible, high quality services to support and foster independent living.

Vision

We will be life changing and make a difference to both individuals and the community we serve. We will recognize “the tipping points” of older adults and caregivers in our community and help put supports in place so they are able to live well at home. We will champion the needs of older adults and caregivers, and develop partnerships in our diverse community that capitalize on our strengths and those of others to do even more.

Values

Compassion

Genuine concern and attention giving older adults and caregivers whatever support they need and striving to help regardless of obstacles.

Integrity

Being honest, doing what we say we are going to do, and being accountable.

Respect, Inclusion and Dignity

Respectful of all persons and appreciating their differences, sharing resources with partners, facilitating positive, affirming relationships amongst the staff and Board and with each other, recognizing the work of staff and volunteers.

Person Focused

Putting the older adult and caregiver first, taking a “whole person” approach to our care and support, supporting and fostering their quality of life, honouring preferences and the clients’ knowledge of what works best for them, also recognizing the “whole person” in our staff and volunteers.

Quality

Being the best we can be, valuing the ability to listen, learning from each other and continuously improving, aiming to meet and exceed standards, recognizing that safety is a necessary foundation of quality.

Innovation

Welcoming change and new ways of doing things, having the courage to try new things.

Board Members 2010-2011

Gavin McIntosh • Marcel Beals • Marie Bova (Vice Chair) • Frances Chapkin • Marissa Colalillo
Gabriella Fasciani • Bob Sowards • Gary Schecter • Beverley McClelland • Anita Verma (Chair)
Alex Remedios • Lorne Shapiro • Haroon Gafur (Treasurer)



Message from the Board Chair and Executive Director

Planning, Reflection, Growth, Celebration

It is with great pleasure that we submit this message for our 2010-2011 Annual Report. It has been a time of growth for us this past year but also a time of reflection, planning and celebration. We have worked diligently, directing our focus on our future, and creating a plan to improve the services we provide to the older adults of our community.

This year we have begun the first of our 3 year Strategic Plan. The Plan sets out the vision of Downsview Services for Seniors (DSS) from 2011-2014 and was developed with the intention of preparing our organization for its future of service to the seniors and their caregivers of our community. **Through the visioning process of creating this Plan we have developed our key areas of focus for the coming 3 years. They are as follows:**

- *Celebrating the diversity of our population while providing or connecting older adults and their caregivers with the care and support they need to maintain independent living.*
- *Partnering with other organizations in order to allow our clients seamless access to necessary resources, programs and services.*
- *Facilitating community awareness and engagement, thereby fostering innovative solutions, and obtaining feedback on our programs and services.*
- *Developing and demonstrating program quality and safety to improve outcomes and maintain the confidence of our funders, stakeholders and clients.*
- *Embedding evidence-based health equity and cultural competency in all aspects of the organization.*
- *Creating aspiration for life-long learning within our workforce - people who strive to develop effective skills within a high performance organization.*

Defining these areas of attention has helped us to focus our efforts more precisely. It has helped us re-define who we are as an organization and, more importantly, it has helped us to remember who we are serving and why we are here.

There have been many aspects of our Agency that have continued to grow and develop over the past year. Here are just a few:

- *We have begun the important process of moving towards full accreditation of our Agency. We have learned quickly how involved this process will be for us, but we remain dedicated to the idea that accreditation will prepare us to serve our clients more effectively.*
- *We have opened a new Elderly Persons Centre, an expansion of our existing Healthy Living Centre.*
- *We have led a Doorways to Care Pilot Project. This is a program designed to optimize the flow of clients from hospital to the various community support agencies. If this project is approved for final implementation, DSS will be positioned to accept a lead role for this program throughout the entire southern portion of our Local Health Integration Network (LHIN).*
- *We have begun a new, and more efficient, Meals on Wheels delivery system. This system has already shown to improve delivery, quality of product, and ease of operation. It has also demonstrated an enhanced overall experience for the client and volunteer alike.*

These program enhancements have been carefully considered, and advice has been sought through multi-dimensional community engagement processes. Our clients are often the marginalized and non-engaged members of the community. We are continually attempting to find ways to increase their awareness of our programs and to amplify their facility to participate. With the help of our partners, and ongoing feedback from our clients, we feel confident that our program improvements are in line with the current caregiving needs of our community.

An important element of our vision at DSS is to bring together the full spectrum of our community of seniors, and to encourage celebration of their lives and accomplishments. Being that there is such a diverse mixture of ethnicities, faiths, traditions and levels of affluence in our community, we are continually challenged to find ways to effectively integrate the clients we serve – and to allow them to celebrate in a manner that is consistent with their heritage and abilities. All of our events and programs are created with this objective in mind and we continue to discover new methods of celebrating each others diversity as a community of partners, colleagues and friends.

Anita Verma, Board Chair
Joanne Jasper, Executive Director



Partnerships

Integration and Partnerships

The Ministry of Health and Long-Term Care and all Local Health Integration Networks promote service integration. The goal of integration is to improve the health of Ontarians through better access to high quality health services, coordinated health care, and effective and efficient management of the health system resources. Services should be organized in a way that best meets individual needs and maximizes the resources in the system.

A truly integrated health care system would be characterized by:

- *providers working closely together to provide clients with timely access to services*
- *merging back-office functions to create efficiencies and minimize duplication*
- *the elimination of gaps, fragmentation and duplication*
- *seamless coordination and transfer between services (from hospital to home)*
- *equitable access to services*

For older adults, this means a system that is responsive to their needs and to those of their caregivers. It must be coordinated and easy to navigate, and should provide a range of quality and timely services across the continuum of care. By working with our partners DSS is moving towards integration.

Our Partners

- Community Support Services (CSS) Network
- Central Local Health Integration Network (LHIN)
- Unison Health Care – Bathurst Finch Hub
- Central Community Care Access Centre (CCAC)
- Toronto Civic Action and Maytree Foundation
- Bernard Bethel and York West Active Living Centres
- Toronto Elderly Persons Centre Network
- Organization of the Seniors Coalition of Ontario
- Ryerson University Department of Politics and Public Administration
- International Federation on Aging
- North York Elder Abuse Network
- George Brown College
- Jane-Finch Community and Family Services
- Ontario Community Support Association
- Grant Thornton
- York University:
 - Faculty of Health
 - Faculty of Social Work
- LOFT Community Services
- Villa Columbo
- St. Clair West Services for Seniors
- Circle of Care
- CHATS – Community and Home Assistance to Seniors
- University of Toronto:
 - Faculty of Health Policy, Management & Evaluation,
 - Faculty of Medicine
- Altruvest
- Jamaican Canadian Association
- United Way Toronto:
 - Community Advisory Committee
 - Speakers Bureau
- Canadian Research Network for Care in the Community
- City of Toronto:
 - Social Development, Finance and Administration
 - Forestry, Parks and Recreation
- Downsview Park Sports Operations
- Human Endeavour Organization
- North York General Hospital
- St. Johns Rehabilitation Hospital
- Humber River Regional Hospital – Church Street, Finch Avenue and Keele Street sites
- Toronto Community Housing Corporation
- North York Seniors Centre
- Black Creek Community Health Centre
- Ontario Gerontology Association
- Ontario Association of Coalition of Adult Centre (OACAO)
- Older Women’s Network
- Toronto Council on Aging
- Ministry of Health Promotion and Sport
- Toronto West Stroke Network
- Ministry of Citizenship and Immigration
- Carefirst Seniors and Community Services Association
- Etobicoke Support Services
- Better Living Health and Community Services



Program Highlights

New Meals on Wheels Delivery System



In January 2011 we launched our new Meals on Wheels delivery system – it focused on a person-centered approach to quality improvement. The new Apetito Chefmobil has provided innovative solutions to the Canadian meal delivery system and has been widely applauded for its higher efficiency and improved delivery functions. With this new system we:

- Allow our clients more choice in terms of types, cost and delivery timing of meals
- Can be more culturally specific in meal choices offered
- Can provide en-route heating of meals so they arrive at the homes of our clients at optimal temperatures

Best of all, the system is easy to use and is fully automated, saving valuable person hours for us to focus on timely delivery.

We have been extremely satisfied with the program improvements and expect to see continued growth in the future.

Interlude Program

The Interlude Program is a joint enhanced program of Downsview Services for Seniors and St. Clair West Services for Seniors respective Adult Day Programs. The goal of this program is to provide respite care to caregivers and a stimulating retreat for our joint Adult Day Program clients in a safe environment that respects the special needs of each client. The Program provides:



- Overnight services
- Supervised social and recreational activities
- Professional, nurturing and knowledgeable staff
- Home-style meals, nutritious snacks and special diets
- Medication Assistance
- Assistance with personal care and feeding
- Flexible and affordable transportation may be available upon request

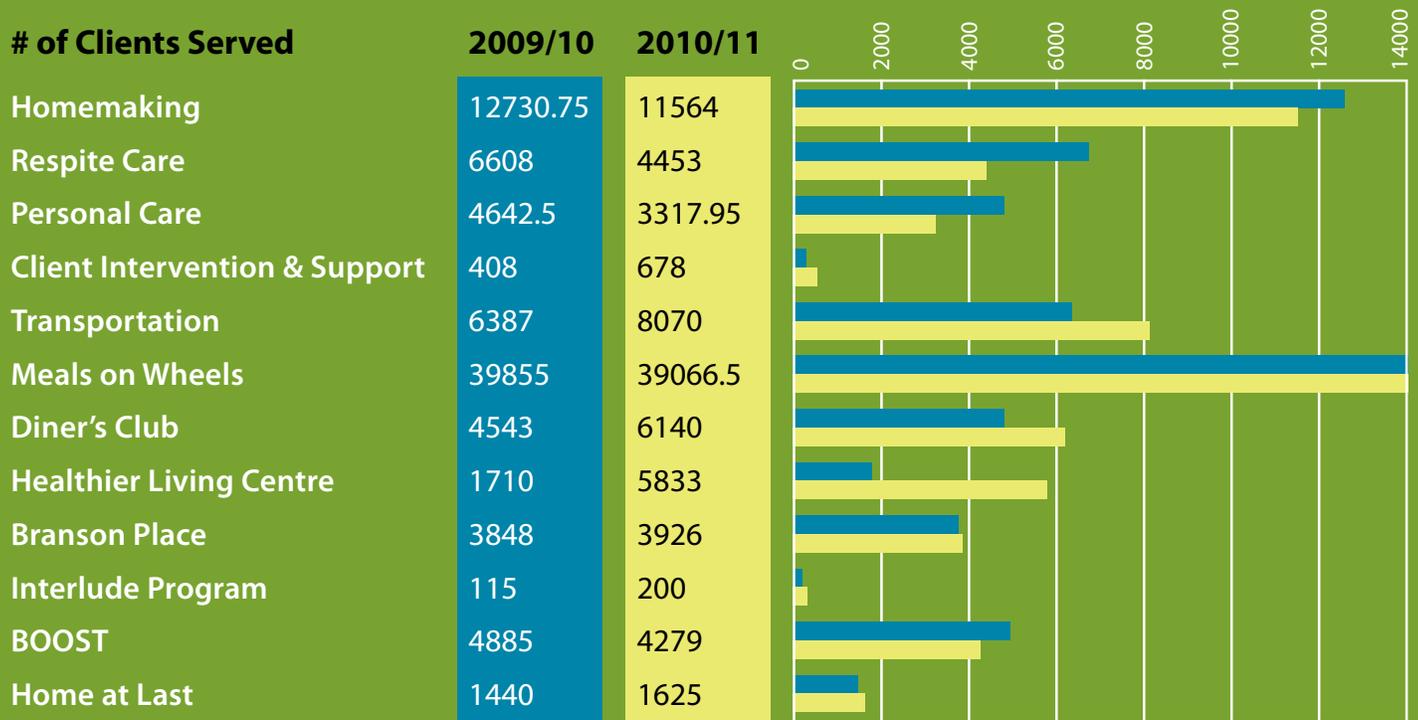
Doorways to Care Pilot Project January-March 2011

The Pilot Project for our Doorways to Care service took place between January – March of 2011. It was created to complement our Home at Last Program. The key focus is to entrench quality person-focused services at the key transition period from hospital to successful integration of life at home. This program provides seniors with quick and easy access to a range of community support services essential to them maintaining safe and independent living conditions. It brings together 14 Community Support Agencies and offers over 175 services for seniors to access. The most common services requested tend to be for transportation, housekeeping, personal support/respite care and Meals on Wheels.

This service has been recognized provincially as a service that demonstrates integration of care in the community. We quickly realized how valuable a service this could become for our clients as they approach transition periods in their lives, when support may be needed for common daily tasks. We anticipate full activation of this program for 2011-2012.

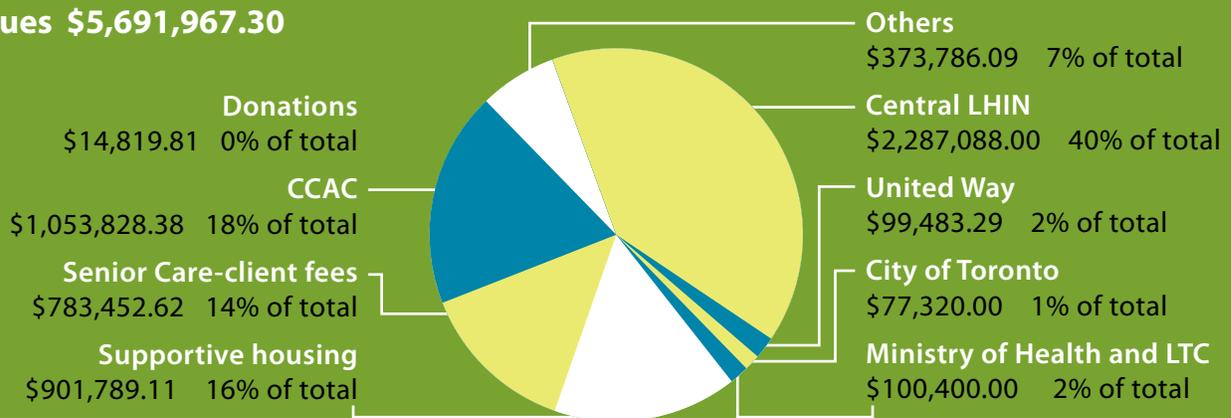


Our Services

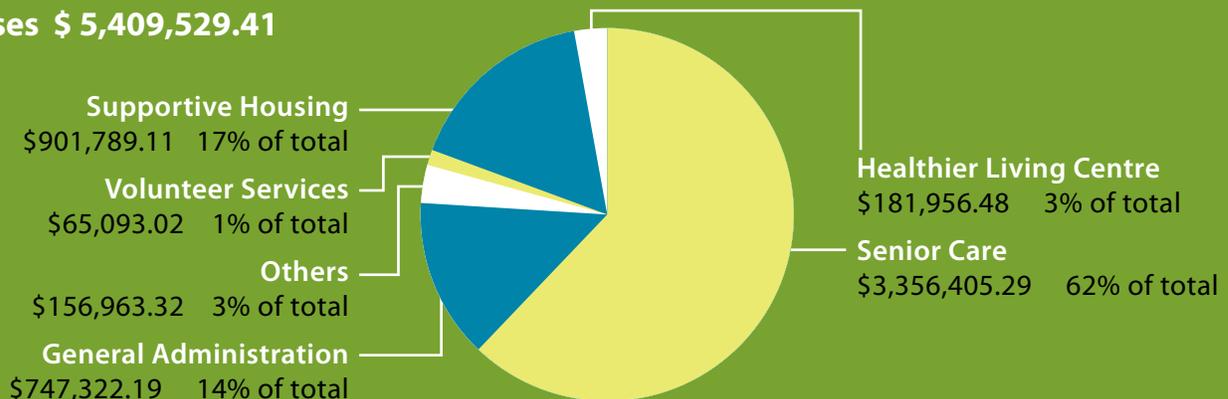


2010 – 2011 Budgeted Revenue/Expenses

Revenues \$5,691,967.30



Expenses \$ 5,409,529.41



Special Events with Our Clients



Downsview Seniors' Celebration Walk

On June 10, 2010 Downsview Services for Seniors hosted a Seniors' Celebration Walk for community members along with Healthier Living Centre (HLC) and BOOST clients. The event was created in recognition of some very worthy causes:

Seniors' Month and World Elder Abuse Day

It is conservatively estimated that up to 10% of seniors living in private homes encounter some form of neglect or abuse. Building awareness in our community of Elder Abuse is a part of Downsview Services for Seniors' advocacy as we hope to raise the profile of this serious problem.

The celebration walk began at Northwood Community Centre and took the large and enthusiastic group of clients, neighbors and staff around the neighborhood, with banners in hand. We had contingency plans in place in case of inclement weather, but the day turned out bright and sunny - a great day for the walk and for allowing us to bring attention to some worthwhile causes.

Healthier Living Centre Canada Day Celebration

On Tuesday, June 29, 2010 our Healthier Living Centre program at Northwood Community Centre hosted a celebration of Canada Day with our Healthier Living Centre clients, Healthier Living Centre Diner Club clients, our BOOST clients, along with many invited guests. This was a particularly poignant event for those who were newly arrived to Canada, and helped foster the feeling of belonging and a sense of pride in their new-found home.

We truly believe that celebrations such as these help create the substance of what we are doing at Downsview Services for Seniors. We work diligently to provide a sense of community and belonging for our clients. The fun and laughter experienced at these events make what we do worthwhile and provide lasting memories that we share and remember together.



Special Events with Our Clients

Occupational Health and Safety Staff Wellness & Staff Recognition Day Friday, October 1, 2010



On October 1, 2010 the Downsview Services for Seniors staff hosted their own Staff Wellness Day at Northwood Community Centre. The event was titled “Healthy Bodies – Healthy Minds” and focused on drawing the staff’s attention to the importance of staying healthy in all aspects of life.

The event included Team Building exercises and was also a chance for us to recognize the contributions of various Downsview Services for Seniors staff members who have made significant contributions in the area of health and wellness.



Walking Club

At Downsview Services for Seniors we are committed to providing seniors with opportunities to experience both physical activity and social engagement on a regular basis.

The walking club began as a result of an on-going partnership between Downsview Services for Seniors, York West Active Living Centre and Parc Downsview Park (home of the “Hangar”, formerly an aircraft hangar and now serves as an indoor recreational facility).

The program is open to everyone 55 years or older. Participants meet every Thursday morning and a certified walking instructor leads an hour of physical activity in a social setting. This program is free of charge and accessible to older adults from a wide geographic area - since the TTC service comes directly to the door of the Hangar.



Special Events with Our Clients

Handful of Memories



The Handful of Memories Project was a collaborative effort involving supportive staff, dedicated caregivers, a wonderful volunteer and, most importantly, our amazing clients. The project aimed at highlighting clients' hands holding their favorite object - possessing or doing an activity that was very important to them. The project was a main focus at our annual Art in the Park special celebration.

Each year various art forms are put on display while family and friends gather to celebrate the artistic endeavors of each participant. The unveiling of the photography on July 4 was a very moving and emotional

event. After the pictures were displayed at our client event, the Toronto Star took interest in the project and decided to do a feature article. It was printed on September 19 and was titled "Clues to the Past". It showcased 8 Branson Place client photos and, with the assistance of the families, a background story was provided. The article was a beautiful way to share the stories of our clients.



Falls Prevention Fair September 15, 2010

Northwood Community Centre hosted an Agency-wide event promoting fall prevention for seniors. This very informative event welcomed Sandra McKay, PhD who spoke on the current research and statistics of falls along with their effects on the older adults way of life. She also provided realistic strategies useful for fall prevention.

It is surprising for many to discover that research indicates that:

- Falls are the most frequent cause of injury-related hospitalization for Canadian seniors and account for 78% of injury-related deaths
- A full one-third of individuals over the age of 65 will typically fall once or more per year
- Canadians spend approximately \$3 Billion on treating senior fall injuries

This is a serious problem for all Canadians and we at Downsview Services for Seniors continue to do our best to educate and inform our community on the prevalence of falls and on ways to prevent them from occurring.



Member Focus

A Special Client



“My mother Elizabeth Z. came to this club in 1998. She had left the club in 1999 due to an illness. I, Magdelene N., came to this club on February 1, 2009. I enjoy coming to this club several days a week. It helps me and motivates me in many ways. In 2005 I was diagnosed with cancer. Since then I have learned how to walk and tend to myself after having been limited to doing simple daily duties for myself. This club has helped me with arranging therapy and assistance with my daily duties, and I like to water the plants.

Magdelene N.

”

Volunteer Focus

Two Special Volunteers

Helping others through volunteering has been Carolina Iannicelli's calling for many years.

While supporting her husband during his hospitalization a number of years ago, Carolina began volunteering by helping other patients. After the passing of her husband, she began to look for other volunteer opportunities. Carolina found a chance to assist a close neighbor who was a participant of the BOOST Program, and in 2007 she began accompanying her neighbor to the program. While there, she began helping the BOOST team with various tasks such as, facilitating programs, serving snacks and helping with various kitchen duties. Carolina continued to accompany her neighbor until the day of her neighbor's passing in September of this year.

Carolina's dedication to the BOOST Program has not ceased - in addition to volunteering twice a week, she helps at every special event. Carolina has built a special rapport with the many clients she has supported over the years. When asked what she likes about volunteering at the BOOST Program she states that she loves to help people and it makes her feel good when she sees the smile of a client.



Fred Black – Dedicated Meals on Wheels Volunteer of 16 Years

Shortly after Fred's retirement, Anne (his wife) was offered a job to teach English full time. That was when Fred began to stay and take care of the home. With his mornings free, Fred found his way to Downsview Services for Seniors and we have been blessed with his unwavering commitment ever since.



In recent years, Fred's been doing the same Meals on Wheels route every Tuesday, Thursday and Friday. When we were short volunteers, he was always willing to go the extra mile whenever he could. When asked if he could point out one memorable moment in all his years of volunteering, Fred mentions a current client who is also a veteran. Every Remembrance Day, he would make sure that he gets to the client's home to watch the 11 o'clock Remembrance Day ceremonies on TV. Although Fred did not serve in the military, he did serve with the reserves for twenty years. In fact, Fred flew out of the Downsview Airport! Fred looked forward to sharing that special moment every year with someone who understood his military ethos.



Art Therapy at Branson Place

In Spring of 2011, Branson Place clients were hard at work creating their own, personal masterpieces of art. They made paintings on canvas; constructed jewellery trees as woodworking projects; and crafted bracelets and necklaces at our jewellery workshop.



The program began as a way of helping participants connect with their artistic sides, but we also hoped to help them express some of their deeper emotional experiences externally. Overall, the program has been a wonderful success as the participants wholeheartedly have embraced the opportunity, and have even sold numerous pieces of art at the various charitable events we have hosted since then. All proceeds have gone back into Branson Place program development.

*Caring for Our Communities
since 1974*

Our Service Area



- ① Main Office, Healthier Living Centre, Branson Place Day Program
- ② BOOST Day Program
- ③ Valleyview Day Program
- ④ Supportive Housing – a partnership with LOFT Community Services
- ⑤ Supportive Housing – a partnership with LOFT Community Services

We would like to thank our many donors who so generously help support the ongoing needs of our various programs.



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