



# SQUARE ONE OLDER ADULT CENTRE

*Annual General Report 2012 –  
2013: A New Chapter Begins...*

## Our Mission:

We are a Centre, operated by and for Mississauga's Older Adult residents who are 50+ of age, which provides social, health, educational, and recreational opportunities to enhance their quality of life.

## Who We Are:

Square One Older Adult Centre (SOOAC), a registered not-for-profit organization, is one of the largest seniors-dedicated recreation facilities in Mississauga. Governed by a community-based 12-member voluntary Board of Directors, along with the assistance of our volunteer team of 194 dedicated individuals, the Centre works to ensure that the needs of our **1700+** members are met and their expectations, exceeded. For 21 years SOOAC has provided affordable, accessible, appropriate and stimulating programs, services and activities for our many members, supporting cultural integration, and promoting social interaction and engagement for the City's older adults.



## Letter from the President & Executive Director



This past fiscal year has marked a pivotal time for Square One Older Adult Centre (OAC). Not only did we mark the Centre's 20<sup>th</sup> Anniversary last October but, with this celebration, we have unofficially moved from an organization in its learning phase to one which has its eye firmly on the future and to maximizing its successes and opportunities. Last December, the Boards of Directors began a new strategic planning process. Through this exercise, they sought to better articulate out Mission, Vision and the organizational Values that we espouse, ultimately establishing the Centre's new priorities for the foreseeable future.

Over the year we continued our commitment to strengthening our current programming – addressing our members' needs for novel, timely and popular activities and classes. The results have culminated in the continuation, enhancement and expansion of our offerings and in the cultivation of robust partnerships and activities, broadening the scope of our outreach efforts into the community.

As we embark upon a new Chapter in OAC's development, we are poised to take up any challenges that changes to our facility may take. The past year has tested our members' resolve and patience, yet their commitment to our organization as never faltered. They remain resolute in their dedication to the Centre and to ensuring that it remains a vibrant, welcoming and inclusive place. It is this enduring support which has allowed us to continue our programs and fundraising events while endeavoring to meet any obstacles head on.

We sincerely thank our numerous funders and supporters for their genuine commitment and steadfast support of our Centre, its programming and services. **These special partnerships were recognized last October during our 20<sup>th</sup> Anniversary Gala.** We are also appreciative of the efforts of the Board of Directors, our staff, and front-line volunteers who, in their own unique ways, help us fulfill our mission each and every day. We look forward to an exciting year of growth and innovation ahead as we forge new paths together!

Sincerely,

Esther Williams  
President

Linda Salb  
Executive Director

## Programs:

Over the course of the past year, we offered 2452 regular programs at the Square One site, with 37,861 visits by people attending dance and fitness classes, playing cards, learning new languages, shouting “bingo”, drawing, painting, creating music and upgrading their computer skills. The offerings of our program Service Providers extended our hours, our activities and provided an intergenerational gateway for individuals seeking new ways and means of recreation as they mature.

## Special Events & Fund Raising:

Our Special Events Committee continued to provide great events throughout 2012-13. This year’s Broadway show entitled “20th Century: The Musical” featured over 50 dancers, singers, whistlers and stage hands who starred in this great tribute to the last century. All were thrilled to reprise the show twice in February at the Living Arts Centre. Coupled with the Murder Mystery and the Variety Show, our performances brought in almost \$7200 last year. We honored our Centre’s multi-cultural traditions with a unique Chinese New Year celebration last January, featuring a 10-course meal, Chinese horoscopes and lots of musical entertainment. **Over 5900 people attended our events and bus trips demonstrating that these types of activities continued to prove popular.**

Our various sales continued to be strong fundraisers for our Centre raising only necessary funds (over \$7500 in 2012-2013), but also allowing us to help others through the donation of leftover items to organizations like The Open Door and the Diabetes Association. Kudos are extended to all who volunteered for our annual Giftwrap event; this key OAC fundraiser netted \$22,649 last December, one of our best years to date. We also launched a new “Tag Day” with the LCBO and ran the “Get Up and GO!” fundraiser at several GO stations in northern Mississauga.

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## A Year in Numbers

**94** weekly programs; **18** of these occurring at the Mississauga West satellite location;

**XX** special events and trips held throughout the past fiscal year;

**1842** – total membership between the two sites – a **7.2%** rise from 2011-2012;

**XX** website hits to [www.sq1oac.com](http://www.sq1oac.com);

**211** volunteers contributed a total of **43,887** service hours; this represents a **9.6%** increase from the previous year

2012 Annual Giftwrap event raised **\$24,082** – one of our best years yet;

**\$\$** raised in programming and operations grants last year;

## A Year in Numbers Con't

Our evening Service Providers programming boasted **120** classes from September 2012 to March 2013;

A total of **64,989** unique visits to the Centre by individuals in the community – both members and guests;

An average of **216** people attended the Centre every day we were open (**358** days in total);

**460** shifts were covered by volunteers during our month-long holiday Giftwrap last December;

**20** – the number of years that the Centre has been operating successfully within the City of Mississauga

In 2012-13, the OAC was the recipient of grants from the City of Mississauga (with who we have created a multi-year funding agreement), Service Canada, the Ontario Trillium Foundation, the Ministry of Health and Long-term Care, and the OACAO (Older Adult Centres Association of Ontario).

### Preparing for Change:

Oxford Properties' large-scale renovation of the Mall has affected the Centre in numerous ways, most recently in the installation of a new escalator directly above our auditorium. To assist our membership in managing various phases of our spatial transition, the administration team took on a new role as communicators and "couriers of change", ensuring that the most accurate information was dispersed in a timely and courteous manner. The "Town Hall" meeting which we held on November 15<sup>th</sup>, presented members with information on the proposed changes both to the facility and programming, and their potential impact, thereby allowing for excellent dialogue and feedback. Our members and instructors managed well through a complex period of scaffolding, changes to ductwork and electrics, as well as weeks of construction. In addition, our staff resolved storage challenges which presented themselves this year, reconfiguring spaces and their use to best meet our evolving needs.

### **Facility – Adaptation and Growth:**

Despite our physical plant changes in early 2013, we continued to thrive and adapt. Our stage overflowed this year with vivid and diverse performances and presentations, as we played host to Seniors Tamils of Peel, Screen of Peel, Filipino Canadian Seniors, Xin Tian Di Seniors Association, Hula San Village Dance Troupe, Taal Academy of Dance, Sri Sathai Sai Baba Centre, Mississauga Kerala Association and Multicultural Celebration Committee of Ontario. Also in 2012, Square One Older Adult Centre was one of only fifty consulting organizations who played a role in the development of the City of Mississauga's "Culture on the Map" initiative – a unique on-line interactive map of the city's cultural outposts. Our Centre is currently included for dance education and performance.

### **Cultivating Membership:**

Growth is supported by solid roots and in 2012, 1675 individuals renewed their membership. 473 new people connected with the organization and, combined with membership development at our Mississauga West site, our membership expanded to 1842 active and fulfilled individuals.

### **Marketing Initiatives and Community Partnerships:**

Marketing for the Square One Older Adult Centre and Mississauga West continues to grow with regular promotion in newspapers, magazines, community health fairs, presentation at events, Rogers TV, our website and Facebook. Our quarterly brochure was re-named in 2013, the "Activity Guide" **in order to...** We continue to build partnerships through participation in their studies and investigations with organizations such as Ryerson University (Urban Planning Study), university of Toronto (Human Communication Lab studies), York University (Community Advocacy Project) and Ryerson University (Enablers and Barriers to Walking Among Suburban Elderly Project).

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## Celebrating 20 Years of Enhancing Lives:

During 2012, SOOAC culminated its 20<sup>th</sup> Anniversary festivities with a Roaring 20's Gala, truly a feast for the senses. 116 participants enjoyed the 20's inspired event that featured many exciting activities such as the Mississauga Swing Band, period décor, catered lunch, silent auction, photo booth, dance performance by our members, presentations, participant gifts and even **greetings from the Mayor**. The event received coverage in Snap, The Mississauga News and on Rogers TV.

## Seniors Information and Active Fair, March 2013:

This year marked the first time Square One Older Adult Centre, Peel Senior Link and the City of Mississauga teamed up to host a Regional Fair. A total of **641** people attended the fair. At this free two-day fair participants enjoyed 73 exhibitors, numerous timely presentations and clinics. The efforts of OAC Staff and 58 volunteers made this event a huge success.

**Sponsors – how many new? Increase? Decrease?**

**Was it the most ever attendees?**

### Square One Older Adult Centre Board of Directors 2012 – 2013:

Esther Williams	President
Alice Dods	Vice President and Director, Administration
Bob Lomon	Controller
Tessie Buena	Secretary and Director, Programs and Cafeteria
Jean Michaels	Director, Volunteers
Judy Willson	Director, Board Development
Juliet Rebello	Director, Travel
Linda Keen-Lausberg	Director, Marketing
Manuel Castellino	Director, Facilities
Terri-Lynne Rade	Director, Special Events and Fundraising
Clare Santamaria (ex-officio)	Property Manager, Square One Shopping Centre Management, Oxford Properties
Frank Dale (ex-officio)	Councillor, Ward 4, City of Mississauga
Lorena Smith (ex-officio)	City of Mississauga
Theresa Kramer (ex-officio)	City of Mississauga

## **Board of Directors Activities:**

In preparation for its strategic planning process, Board members engaged in conducting environmental scans of eight organizations. The feedback proved invaluable as they provided us a glimpse of how the OAC is regarded by the broader community. Following the preliminary work, in early 2013, the Board embarked upon a process of strategic planning ... (from MAS doc)... Paving the way for...

## **Volunteers:**

The volunteer team at SOOAC remains strong with over 211 adults contributing # service hours with our organization over the past year, some on an ongoing basis and other episodic. Their valuable gifts of time and expertise continue to allow us to provide the high quality of support that our members deserve. We applaud you all for your outstanding service delivery and commitment to making a significant difference in the lives of those we support.

They continue to mentor, guide, lead, support and provide front-line assistance to all who visit our Centre and we applaud their efforts.

In addition to providing direct programming support at the OAC, our Volunteers continue to assist with all our special events, fundraisers, health fair and unique projects scheduled at our Centre on a daily basis.

We were blessed with the help of several corporate volunteers throughout the year who volunteered on mass and provided much needed assistance during some of our busiest times. To ensure that our Volunteers' needs and expectations are met, we have distributed a "check-point" review so that our volunteers can openly share some of their thoughts regarding their experiences, celebrations and perhaps some of their struggles they may be experiencing within the positions they hold. Volunteer Policies and Procedures Manual as well as the Volunteer Handbook were reviewed to ensure best practices are maintained. A successful volunteer appreciation and two volunteer workshops kept volunteers educated, motivated and committed to our Centre.

**Staff 2012-2013**

Linda Salb	Executive Director
Laura Surman	Program Coordinator (with responsibility for Centre Supervision)
Anne Goldspink Norman	Administration & Facility Coordinator
Lina Zita	Marketing & Community Development Coordinator
Karmela Buzdon	Volunteer Coordinator
Ann Langdon	Community Engagement Coordinator, Mississauga West
Joan Crews	Saturday Receptionist
Genni Iwanski	Saturday Receptionist
Marie Stewart	Saturday Receptionist

**Community Outreach in Northern Mississauga:**

The Mississauga West location is into its third year of operation. Over the last year we have kept the commitment to bring quality care programs designed specifically for our members’ needs. Results of regular, local surveys results enabled us to expand on these types of programs such as fitness classes, language classes, art and writing classes, yoga and our newest class, sit and dance. Serving over 200 members throughout the year, running 72 programs per month had variety for everyone. Plans are underway to draw in and offer Men’s groups and programing and with the aid of our experienced fitness instructors and we hope to see more men in the classes. 19 volunteers provided the Mississauga West Centre with much needed support throughout the year, contributing 4,710 hours to our community and enriching our members’ lives.

With strong support and assistance from our community resources and partners we were able to deliver special events and fundraisers such as Open Houses, Strawberry Socials, Teas, Garage Sales, and “Get Up & Go” which were made possible by the incredible generosity and support from our sponsors. There were a number of fundraisers that took place at the Centre such as Bingos, Garage Sales, “Get Up & Go” and Murder Mystery (to name a few).



## **Thank You to our Partners and Supporters:**

Square One Older Adult Centre gratefully thanks and acknowledges the support of the following:

Amica at City Centre

Amica at Erin Mills

A Supreme Nursing & Homecare

AVON

Chartwell Classic Robert Speck

City of Mississauga

Deeth & Co.

Erin Mills lodge

First Class Home Care

Government of Canada: HRSDC – New Horizons for Seniors Program

Government of Canada: Service Canada

Heritage Glen

JTI – Macdonald Corp.

LCBO

Living Arts Centre

Mississauga Central Lions Club

MOSAIC

Nexus Holidays

OACAO

Ontario Government: Ministry of Health and Long Term Care

Ontario Government: Ontario Trillium Foundation

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**Thank You to our Partners and Supporters Con't:**

Ontario Senior Secretariat

Oxford Properties

Palisades on the Glen

Royal LePage

Scott Funeral Home

**In-Kind List:**

Carlton Cards – in-kind variety of celebration cards

Chartwell Classic Robert Speck – in-kind Christmas board luncheon

Design2Decor – Design Twenties

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