



# SQUARE ONE OLDER ADULT CENTRE

## Our Seniors' Centre: *Moving Forward...*



### Our Mission:

We are a welcoming place which celebrates individuality, inspiring members to embrace their vitality, optimize their well-being and broaden their horizons.

### Vision:

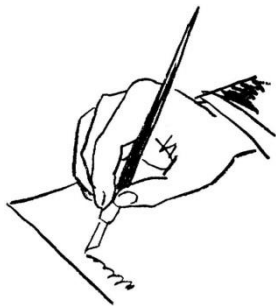
A community of dynamic, healthy, happy and involved older adults.



### Who We Are:

For over 22 years Square One Adult Centre (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. The Square One Adult Centre, a registered not-for-profit organization, is one of the largest senior's dedicated recreation facilities in Mississauga. Governed by a community-based 13-member volunteer Board of Directors, along with the assistance of our volunteer team of 205 dedicated individuals, the Centre works to ensure that the needs of our 1761 members are met and their lives enriched.

MESSAGE FROM THE BOARD PRESIDENT & EXECUTIVE DIRECTOR



***“Life is like a bicycle – to keep your balance you must keep moving.”***

***~ A. Einstein***

We took this thought to heart last year as our Seniors' Centre moved forward in its plans for the future. We asked a lot of you in 2013/14 -- your patience during our renovations, your understanding as we managed space restrictions, and your support for our various fundraising campaigns, especially the new Buy-A-Brick appeal which channeled funds into much-needed Centre refurbishments. As well, we made a concentrated effort to pursue your ideas and suggestions through two Town Hall meetings, focus groups and a summertime survey -- all of which firmly confirmed the positive impact that our Centre has on people's lives.

In a reflection of our newly-adopted mission statement, we continued to move forward and remained resolute in our commitment to ensuring that our 22-year-old Centre remained a welcoming place which celebrates individuality, inspiring our members to embrace their vitality, optimize their well-being and broaden their horizons.

Throughout the year we progressed in myriad of ways -- whether it was our membership recruitment drives/initiatives at both Centres, our newly-developed marketing strategies, or our signed multi-year funding agreement with the City of Mississauga. We had new fundraisers, new neighbors, and even new intergenerational programming which cultivated close ties between the participants who met regularly to both share and learn.

With the support and involvement of our membership we have developed a resilient community which manages change well and thrives in a dynamic environment.

Special recognition and thank you goes out to our generous partners, sponsors and donors whose support this past year enabled our outstanding programming, events, top-notch customer service and facility improvements to continue. We are honored that Square One Older Adult Centre continues to be your choice for seniors' recreation & social programming, and we look forward to serving you well in the coming year.

Sincerely,

*Alice Dods*

Alice Dods  
President, Square One Older Adult Centre

*Linda Salb*

Linda Salb  
Executive Director

**CENTRE ACTIVITY HIGHLIGHTS - 2013-2014:**

**EPC Impact Survey - what we learned about ourselves:**

During June and July, 240 of our members participated in our Centre's 2013 EPC Impact Survey. Created by the OACAO, the survey tool helped Older Adult Centres across Ontario compile information and statistics used for both improving current programming and for demonstrating the true impact that each facility is having on its membership and on the community they serve. **Our results proved telling and impressive.** Of members responding, 50.9% had been members for over 6 years, most attending the Centre at least weekly (many [63.2%] 2-3 times weekly). As a result of coming to the Centre: 92.3% felt more connected to people; 90.2% were more socially active; 82.9% reported improved health; 82% had bettered their ability to handle stress and 87.6% reported having a more positive attitude -- further proof that attending our Centre is good for you in so many ways!

**Active and Educational Programming:**

As in years past, **our 1761 members** continued to thoroughly enjoy participating in our Centres' activities and presentations in 2013/14. Our members visited the Centres 39605 times to attend 2795 regular programs. The dance and fitness classes once again proved very popular, but the varied interests of our members include cards, languages, bingo, drawing and painting, creating music, and upgrading their computer skills. This year, **we added Flamenco and Clogging** classes to our selection of dance classes and a Fusion class to our fitness lineup, **in addition to Spanish, Beading and Bow-Making Workshops** to prepare for our gift wrap fundraiser. Focusing on the development of new neural pathways through dance and music, our evening programming continued to serve as a gateway through which maturing but pre-retirement adults have access our Centre.

Our new **Mind, Body and Soul sessions** added a great intergenerational flavor to the Centre! Therapeutic Drumming on Tuesday nights now has over 25 new drums and percussion instruments, and our Intergenerational Craft Class has created some wonderful items for our craft sales, as senior and student volunteers learned to sew, paint, crochet, knit, rug hook, embroider and bead together. Our thanks to the New Horizons for Seniors program for funding these popular classes.

As always we are indebted to members for their creative program suggestions. This year we enhanced our offerings with **eight new programs** despite our decreased programming space.



*Zumba Gold*



*Intergenerational Craft Class*



**Nurturing Volunteerism:**

This year our volunteers journeyed together with us in our mission towards improving the lives of our members and those we service through our Centres. The aim at both Centres continues to be ensuring that our volunteers' experiences with us are truly meaningful and rewarding.

**Our Team of 205 volunteers contributed an outstanding 43,232 hours of service** to the advancement and successful operation of our two sites. Over the past year, we have striven to cultivate strong supportive volunteer teams and have placed 26 new individuals in unique positions. We continued to cultivate a life-long love of volunteering by mentoring seven students from high schools and colleges in the community. In collaboration with the City of Mississauga, our volunteers were further educated about the accessibility standards & practices required when supporting individuals within our organization, thus ensuring an atmosphere that welcomes diversity and offers a safe, respectful and inviting Centre. In addition, more than 185 volunteers participated in **workshops which focused on team building** and the social benefits of volunteerism.



*Our Friendly Volunteers*



Our volunteers generously share of their time, boundless energy, commitment and expertise. Their contribution, years of service, efforts, hard work and dedication are the roots that nurture and ground our Centres. They are our heroes, advocates, administrators, leaders, supporters, friends, guides, fundraisers, champions, front-line customer service providers, and ambassadors...essentially **the pulse of our Centre!**

**Growing Mississauga West:**

The past year has seen **much change and metamorphosis at Mississauga West.** We have bid farewell to two beloved Coordinators as they continued on their journeys, and welcomed a new one in December with open arms and the anticipation of a vibrant future.

Conducting fundraising initiatives which were innovative, attention-grabbing and **revenue generating was the focus** in bringing events to Mississauga West this past year – from *tried and true* Garage Sales, Murder Mystery luncheons and bake sales, to a ground- breaking Seniors' Information & Active Living Fair last September, Valentine's live-music dance, and a free Seniors' Appreciation BBQ set for June – all generating income in the effort to support the activities of this growing Centre.

Surveys to gain critical feedback and establish members' needs were conducted throughout the year; town hall meetings were headed by members of the Board of Directors, Executive Director and staff in which **volunteer-based sub-committees were formed** to aid in the research and establishment of further programming at this Centre.

Relationships have been built and continue to be nurtured with local area businesses that find the Mississauga West Centre a tremendous value and continue to generously support our fundraisers with great enthusiasm. Unbounded interest from dedicated volunteers and members continues to flourish as progress toward introducing new cutting-edge programming, partnerships and fundraising initiatives are ignited at Mississauga West.

**Promoting Special Events and Fundraising:**



*Open Ballroom & Line  
Dancing*



*Louisiana Royale  
Masquerade Ball*



*Fiesta Filipino*



In 2013/14 **we hosted over 90 special events, trips and fundraisers** which truly offered a “little something” for all tastes, at all price points, **and raised \$101,000** for the Centre, representing an increase of \$13,114. Along with our popular annual events like Beyond Ballroom, the Lewis Lawrence International Luncheon, and our New Year’s Eve Party, **we added a Fiesta Filipino cultural extravaganza** this year which featured fabulous Filipino food, songs and dances.

For our fall variety show, **we went on a “South Seas Cruise”** and featured the talents of 52 singers, dancers, whistlers and back stage helpers, bringing in over \$3,500. This great show was reprised at the Living Arts Centre in February. We took our new **Art Gallery Murder Mystery** “on the road” to two retirement residences and not only raised funds but also spirits. Our thanks to all who volunteered their time to us during our busy gift wrapping season; **this annual project brought in \$20,106 in 2013** because of your patronage and ongoing support. A special thanks to Oxford Properties for its kind donation of both booth and space.

Our popular international travel program continued to thrive in 2013/14. This year’s premiere trip saw 36 members and friends, taking a **spectacular Russian River Cruise** in September.

**Diversifying our Fundraising Initiatives:**

***Louisiana Royale Masquerade Ball:***

The brainchild of Board Director Terri-Lynne Rade, who also acted as event Committee Chair, the **Louisiana Royale Masquerade Ball** proved to be a significant fundraiser for our Centre in November 2013 – one which reached out to a new audience with our message of vitality, fun and well-being. A feast for the senses, the Mardi Gras-inspired fundraiser included various wandering entertainers, a silent auction, and a Jazz Band who **delighted the 100+ guests**, many of whom donned glittering costumes and masks to celebrate **an evening of all things “N’awlins”!** Our thanks to numerous corporate sponsors, fronted by Amica at Erin Mills, which made the whole evening possible, as well as the volunteer Committee and day-of Event Team who orchestrated this colorful affair, which **raised a total of \$12,271** for SOOAC’s programs and services. Based on this successful first foray, we plan to make this Ball an annual event.



*Capturing the spirit of  
Mardi Gras*



***Buy-A-Brick Campaign:***

On April 29<sup>th</sup>, **the Centre launched its first Buy-A-Brick campaign** “as an investment in our future” with our members and close friends in the community. The direct mail appeal, which ran until June 21<sup>st</sup>, **raised \$12,006 for renovations and improvements to the Centre’s primary programming spaces** including the Auditorium, stage, and Program Room. These raised funds were channeled into identified priority renovation projections undertaken in early 2014, and its donors commemorated in perpetuity on our website. Heartfelt thanks to all who contributed to this worthwhile project, which beautified our space immensely.

***Grants:***

The past fiscal year was **a positive one for grant securement** at the Centre, increasing our grant funding by \$3573 to \$209,709. We were delighted to receive funding from the following organizations throughout 2013/14: Ontario Trillium Foundation, Service Canada, the Ministry of Health and Long-term Care, the Ontario Seniors Secretariat, HRDC (New Horizons for Seniors Program), the City of Mississauga, and the OACAO (Older Adult Centres’ Association of Ontario), as well as special consideration from Green Shield Canada’s Community Investment Program for an additional \$15,000 towards the continuation of our growing intergenerational activities in 2014/15.

**BOARD OF DIRECTORS ~ 2013-2014**



Alice Dods*	President
Esther Williams*	Past President
Bob Lomon*	Controller
Tessie Buena*	Secretary; Director, Programs & Cafeteria
Jean Michaels	Director, Volunteers
Grace Pastore	Director, Marketing
Juliet Rebello	Director, Travel
Manuel Castellino	Director, Facilities
Terri-Lynne Rade	Director, Special Events & Fundraising
Aloysius Vaz	Director-at- Large
Michael Balaban (ex-officio)	Square One Shopping Centre Management/ Oxford Properties
Frank Dale (ex-officio)	Councillor, Ward 4, City of Mississauga
Lorena Smith (ex-officio)	City of Mississauga

\*Comprise the Executive Committee

**Improving Our Space:**

Over 75 people attended **two “Town Hall”-style meetings**. Held on April 30<sup>th</sup> and December 19<sup>th</sup> respectively, both events met our members’ need for information about a range of timely issues, including how proposed Centre renovations would impact programming.

In January, we put our shoulders to the wheel and rolled forward to complete renovations in our Auditorium, stage, and Program Room, complimenting earlier work accomplished in July on our Library/Resource Centre. Walls were painted, new cabinetry hung, lighting installed, and floors refinished creating a pleasant and renewed space for our members to enjoy. In addition, **Oxford Properties refurbished the elevator and staircase** securing a safe, attractive entry to the newly-named “Square One Resource Centre” which hosts both the Square One Older Adult Centre and The Open Door charity.

**Developing Community Partnerships & Outreach Initiatives:**

We cultivated several **new partnerships and sponsorships** throughout 2013/14 including Motion Signature Analysis, A Supreme Nursing and Homecare, Comfort Keepers -

South, Dr. Neene D’Souza, Excel Care Nursing, Royal LePage – Louise Cote, and the University of Toronto Mississauga. **Seventeen different companies sponsored our special events** last year; 26% of these sponsor being new to our organization. In addition, **23 different organizations advertised** in our seasonal *Activity Guides* throughout the year - 24% of these advertisers were new to us as well.

As a part of its community outreach measures, our Centre hosted its **8th annual Seniors Information and Active Living Fair** on March 20<sup>th</sup> and 21<sup>st</sup> featuring 60 exhibitors, 4 speakers and 3 health clinics. Much to our delight, Voices 4 Ability (an internet radio station), broadcast from the Centre on both days. We estimate more than 650 people attended this two-day event, with the efforts of staff and 62 volunteers ensuring its success



*Active Living Fair*



once again. In 2013/14, SOOAC manned **17 unique displays** at diverse community events such as the Health, Safety and Wellness Fair, The Bread and Honey Festival, Summer fest, Neighbour's Night Out, and the Golden Years Expo, to name but a few.

Our **Community Connections program** picked up momentum this year as our members were invited to a variety of events and programs within our Centre including a Canada Day celebration presented by Seniors Tamils of Peel; Nrithyaksheta Dance Academy's Bartha Natyam recital; the premiere of a seniors' services information video produced by Spectrum Health Care; Hula San's typhoon relief fundraiser; Mississauga Mandarin Association's intergenerational choir performance; Tong Le Seniors Club's Chinese New Year at the Centre; and the North American Scrabble Association's all-ages scrabble tournament. In addition, **our partner groups** participated in a variety of social programming.

### **Increasing Marketing/ Communications:**

Throughout the year, our Centre's **marketing strategic plan was further developed**, aimed at rebranding the Older Adult Centre to better reflect the facility, its services and programs and to achieve a higher community profile, with implementation expected in 2014/2015. The Plan's tasks to include a revising of the Centre's branding standards documents, updating our website, revising our sponsorship package, revising the advertising rate card, developing a new Centre brochure, branding our organization's Vision, Mission and Values, and improving the esthetics of our community booth.



*Community Booth*

### **Information Technology and Growth:**



While our Website hits were slightly down from last year's record high of 13,793, our Facebook likes were up significantly. As part of its On-line Marketing course requirements, a team of post-graduate students from Sheridan College generated a broad "**on-line presence**" plan for our organization in April 2014. This year we also purchased **My Senior Centre, a new software/hardware point of entrance system**, to be used for managing membership and program participation data and finances. This system will create super accurate profiles and reports for use in trend tracking, planning and forecasting. Its implementation later in 2014 will mark the first time our members will be using touch screen technology on a daily basis.

#### **SOOAC Staff ~ 2013-2014**

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, Miss West (April- June)
Melissa Watson-Whaites	Community Engagement Coordinator, Mississauga West (July-Nov)
Diana Ingram	Community Engagement Coordinator, Mississauga West (Dec - )
Joan Crews, Genni Iwanski, Marie Stewart	Saturday Receptionist



**THANK YOU TO OUR PARTNERS & SUPPORTERS**

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

Amica at Erin Mills  
Bilsi  
Chartwell Classic Robert Speck  
Cooper & Co.  
Deeth & Co. LLP  
Dulux Paints  
First Class Home Care Inc.  
General Electric  
Government of Canada: HRSDC- New Horizons for Seniors Program  
Government of Canada: Service Canada  
Heritage Glen Community for seniors  
Jack Astors- Square One  
Johnny Bower  
JTI Macdonald Corp.  
King Medical Arts Pharmacy & Home Health Care  
LCBO  
LIUNA! Local 183  
Living Arts Centre  
Maxima Tours  
Mississauga Central Lions Club  
Medical Mart  
Molson/ Coors  
Nexus Holidays  
Older Adult Centres' Association of Ontario  
Ontario Government: Ministry of Health and Long-Term Care  
Ontario Government: Ontario Trillium Foundation  
Ontario Seniors Secretariat  
Oxford Properties  
Qualicare Family Homecare  
Regency Retirement Residence  
Right at Home Realty  
Solutions to Organize U  
Sunrise of Mississauga  
The City of Mississauga  
The Estate of the Late Betty Mortimer  
Walden Circle Retirement Community

**AUDITOR'S REPORT**

**Deeth & Co. LLP**

Chartered Accountants

**INDEPENDENT AUDITOR'S REPORT**

To the Members of

**SQUARE ONE OLDER ADULT CENTRE**

We have audited the accompanying financial statements of Square One Older Adult Centre which comprise the statement of financial position as at March 31st, 2014 and the statements of operations, changes in net assets, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

**Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence that we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

**Basis for Qualified Opinion**

In common with many not-for-profit organizations, the Centre derives a portion of its revenue from donations and fundraising, the completeness of which is not susceptible to satisfactory audit verification. Our verification of these revenues was limited to the amounts recorded in the records of the Centre. We were not able to determine whether any adjustments might be necessary to donations, fundraising revenues, assets and net assets.

**Qualified Opinion**

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of Square One Older Adult Centre as at March 31st, 2014 and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

*Deeth & Co. LLP*

Deeth & Co. LLP  
Chartered Accountants  
Licensed Public Accountants

Mississauga, Ontario  
June 11, 2014

**Mississauga**  
89 High Street East  
Mississauga, Ontario L5G 3E7  
Tel. (905) 278-7206 Fax. (905) 278-7227  
www.deethco.com info@deethco.com

**Burlington**  
460 Brant Street  
Suite 9, Upper Canada Place  
Burlington, Ontario L7R 4B6  
Tel. (905) 333-1775 Fax. (905) 333-1055

**SQUARE ONE OLDER ADULT CENTRE  
STATEMENT OF REVENUE & EXPENSES  
YEAR ENDED MARCH 31, 2014**

**AUDITED**

April 1, 2012- March 31, 2013 2013 Act.		April 1, 2013- March 31, 2014 2014 Act.	Variance - unfav to
	<u>Revenue</u>		
37,022	Room Rentals	-	-37,022
197,106	Grants	209,709	12,603
130,414	Weekly Programs	122,963	-7,451
28,036	Special Events	21,228	-6,808
39,920	Memberships	37,416	-2,504
3,152	Partner Groups	2,573	-579
15,000	Movers & Shakers	7,350	-7,650
10,768	Cafeteria Committee	9,146	-1,622
45,283	Fundraising	72,855	27,572
20,533	Serv. Club/Corp Donations	29,217	8,684
22,605	Marketing & Promotion	17,503	-5,102
25,806	Donations in Kind	17,974	-7,832
33,381	Senior Wellness Services	35,667	2,286
2,861	Bank Interest	2,709	-152
611,887	Total Revenue	586,310	-25,577
	<u>Expenses</u>		
434,686	Salaries & Benefits	443,408	-8,722
29,172	Rent	24,334	4,838
22,189	Cleaning Services	13,114	9,075
21,603	Marketing and Promotion	17,748	3,855
18,206	Program Supplies/Special Events	18,185	21
12,319	Bldg supplies and repairs	13,277	-958
31,106	Fundraising Exps./DIK	31,714	-608
2,239	Training/ Memberships	3,725	-1,486
8,081	Volunteer Development	7,415	666
26,420	Administration	27,190	-770
6,893	Legal & Audit	7,238	-345
(1,050)	Capital Reserve	(21,050)	20,000
611,864	Total Expenses	586,298	25,566
23	Total Surplus (Deficit)	12	-11

**SQUARE ONE OLDER ADULT CENTRE**

**STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2014**

***AUDITED***

**Assets**

<b>General Bank Accounts</b>	<b>80,490</b>	
<b>Investments ( GICs )</b>	<b>160,000</b>	
<b>Receivables</b>	<b>20,787</b>	
<b>Grant Receivable</b>	<b>10,229</b>	<b>271,506</b>
<b>Capital Assets</b>	<b>51,166</b>	<b>51,166</b>
<b>Total Assets</b>		<b><u>322,672</u></b>

**Liabilities**

<b>Accounts Payable</b>	<b>19,480</b>	
<b>Deferred Revenue</b>	<b>78,638</b>	<b>98,118</b>
<b>Deferred Capital Contributions</b>	<b>33,638</b>	<b>33,638</b>

**Equity**

<b>Invested in Capital Assets</b>	<b>17,528</b>	
<b>Capital Reserve</b>	<b>7,906</b>	
<b>General Fund</b>	<b>165,470</b>	
<b>Net Income</b>	<b>12</b>	
<b>Total Equity</b>		<b><u>190,916</u></b>

<b>Total Liabilities and Equity</b>		<b><u>322,672</u></b>
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## **Square One Older Adult Centre**

100 City Centre Drive, P.O. Box 2214

Mississauga, ON L5B 2C9

Telephone: 905-615-3207

Fax: 905-615-3455



## **Square One Older Adult Centre – Mississauga West**

6945 Meadowvale Town Centre Circle

Mississauga, ON L5N 2W7

Telephone: 905-363-0123

Website: [www.sq1oac.com](http://www.sq1oac.com)

Email: [squareoneoac@rogers.com](mailto:squareoneoac@rogers.com)