

P.T.VOT

ANNUAL REPORT FY2020/21



Shifting
strategies
to serve our
community

2021

ANNUAL REPORT FY

April 2020 -
March 2021



ABOUT US

North York Seniors Centre (NYSC) is a not-for-profit organization that provides a broad spectrum of programs and services connecting older adults to their community and assisting them to live safely and independently in their own homes.

Our dedicated and compassionate staff and volunteer teams work tirelessly to meet our clients' needs. We do this through innovative, high-quality programming and services that promote an active and healthy lifestyle to our clients and their families.

OUR MISSION

North York Seniors Centre provides programs and services to promote the physical, emotional and social well-being of adults aged 55 years and older, living in our diverse community.

OUR VALUES

Compassion: We care about our community

Relationships: We build strong relationships through open communication and mutual respect

Integrity: We adhere to high moral principles and professional standards

Safety: We promote a safe, inviting and accessible environment

Innovation: We encourage the development of new opportunities that build service excellence.

OUR VISION

North York Seniors Centre, an accredited organization with a solid funding base, is recognized as a leader delivering quality programs and services through the innovative use of volunteers and strategic partnerships.

PHOTOGRAPHY: FURKAN DEMIR FROM PEXELS (COVER);
RT: STUDIO FROM PEXELS (WOMAN WITH GLASSES)

A MESSAGE

From the Chairperson And The Executive Director

Throughout 2020-2021, the world faced a pandemic that introduced many unknown factors, and which changed our society and our way of life. In Ontario, our healthcare system was faced with challenges it never faced in the past. Healthcare workers and frontline staff laboured in changing environments as the pandemic waves developed and passed. It was a scene out of a movie, and we were living it!

As we reflect on NYSC's reaction and how we faced the challenges of ever-changing information, rapidly adapting public health guidance, scary statistics and case count numbers, our immediate focus was on the health and safety of our clients, members, their caregivers, volunteers and our staff team.

With an unwavering commitment and resiliency, our NYSC team quickly pivoted our approach to programs and services. Our dedicated personal support workers continued their duties providing care and comfort to clients in our community. The Active Living Centre, A Day Away Club and caregiver support programs transitioned to virtual programming to keep our community socially engaged, as our facilities were obligated to close under public health restrictions. Maintaining these programs was crucial in alleviating social isolation. A tablet lending program was developed

to address the connectivity issues faced by many.

The NYSC team quickly identified that food security was a top priority for our clients/members and a shopping program was rapidly designed and implemented to meet the need. This program was supported by our dedicated drivers and frontline staff with the generous support of our local No Frills store and Second Harvest Food Bank.

Wellness calls were implemented on a daily basis to keep in contact


with our stakeholders; offering our assistance and services wherever we could, in order to keep them safe while sheltering in their homes.

NYSC was one of many community services agencies that developed and manned a COVID Hotline for Seniors, in cooperation with North York Toronto Health Partners and North York General Hospital. The hotline was a source of information for all who called looking for COVID information, including assistance with vaccine clinics, booking appointments and other support services.

We couldn't be prouder of our NYSC staff team who rose to the challenge and were redeployed across the organization to keep us running. No one complained; they just did what needed to be done!

Despite the challenges brought on by the pandemic, we can take pride in celebrating how NYSC responded. We continued to develop relationships and partnerships in our community, collaborating through uncharted territory together. We also developed new best practices within the context of the pandemic, and supported the most vulnerable in our communities.

As many in the community are receiving their vaccinations, our eyes are focused on the safe reopening of our facilities and programs. We eagerly anticipate being able to offer a full slate of services and welcoming back clients, members and volunteers through our doors for vibrant programming.

We look forward to welcoming everyone back and enjoying each other's company when it is safe to do so. 



Chairperson Peter Fuchs and
Executive Director Candace Thomson



WE THRIVED

Since April 2020, while Personal Support Workers continued to assist frail seniors in their homes, NYSC's in-person activities pivoted to a 100% online delivery model. All social programs (Active Living Centre, A Day Away Club, and Caregiver Support Groups) went virtual with activities delivered via social media, Zoom and a telephone conference platform. During a time of restricted and limited social contacts, NYSC clients built new connections and friendships through these technological channels. With the support of our core funders, special grants, and generous individual donors NYSC reduced incidents of isolation that was exacerbated by the pandemic. Over 2400 seniors received a variety of support, such as reassurance calls, food and meal deliveries, transportation rides to medical and vaccination appointments, in-home services including meal preparation and personal care.

2020

MARCH 17

➤ First Lockdown - ALC, ADA, and offices closed to the public; all in-person programs suspended

APRIL TO JULY


- Reassurance calls and virtual programs started on social media channels
- Telephone based programs
- "Seniors Without Walls" started
- Grocery shopping and delivery
- Opened COVID-19 Hotline
- Partnership with Second harvest re-instated to help address food insecurities
- Opened programs on Zoom for ALC
- Caregiver Education Workshops went on-line
- Virtual programming for A Day Away Club started

AUGUST TO NOVEMBER

- ALC outdoor activities
- Tablet Lending program launched

2021

DECEMBER TO MARCH

- Facility upgrade
- Holiday meals, hampers & gift donations received
- Hosted Pop-Up Vaccination Clinics in partnership with North York General Hospital 

WE HOLD TIGHT ALC

active living centre

A Place for Energy, Creativity and Community

COVID-19 closure disrupted program delivery in ALC since Spring. A quick maneuver was necessary to reach isolated older adults. There would be no in-person programming for the community, but the staff and volunteers still connected with Seniors. Reassurance phone calls were made to hundreds to maintain their connection to this important facet in their lives. Although it was a challenging time for all, the programming staff focused their energy on how to engage with our member. In May 2020, telephone programming began and in June 2020 Zoom programs started.



“NORTH YORK SENIORS CENTRE has been a light in a dark room during this pandemic. They offer assistance with shopping, transportation and any other help you might need. For me it has been all the wonderful programs they have organized on Zoom and over the telephone. A variety of exercise classes, Ted Talks, coffee and chat, word games, Spanish classes, and a variety of speakers on many different topics. The Centre is a wonderful place for me to socialize, make new friends and a place for me to volunteer when they need me.” –Eleanor Mayne (Member)



“OVER THE COURSE OF THE YEAR,

the staff team provided a multitude of activities that helped to improve the quality of life of Seniors in the North York community. But we have reached farther! We have participants from many places across Ontario actively involved in our programming, enhancing their days. In order to ensure that we satisfy our participants, we actively gather feedback on consistent and specialized programs. We value the suggestions and compliments that we are provided. Technology has been a challenge for some. To help overcome this barrier we provided a Tablet Lending Program. Seniors were better able to connect with the Centre, their friends, their family.

The programming department is proud that we have been able to provide valuable experiences to our immediate community and beyond. The virtual programs that we offer help to combat isolation, depression, and boredom, and offer a place of connection, motivation, and support.” –Bethany Vallentin (ALC Supervisor) ➤

GET TO KNOW THE

14,282

Total number of participants

744

Members

3122

Facebook group
programming views

1747

Telephone programming
participants



5301

Zoom program participants

4067

Wellness/reassurance calls 

PHOTOGRAPHY: RODNAE PRODUCTIONS FROM PEXELS (MAN);
MART PRODUCTION FROM PEXELS (COUPLE)



A DAY AWAY CLUB

FOR THE
MIND, BODY
AND SOUL



96

Clients

3316

Social connections: one on one,
virtual group programming,
wellness & reassurance calls

32

In-home personal visits
& program delivery

“Staying
connected with
the “girls” at the
program was
important.

Leta was happy to actually see them and
to hear their laughter on the computer.
The home visits around special
occasions were appreciated and made
her feel loved.” – Linda Prior (daughter
& caregiver)



“thank you

for the wonderful service from the
wonderful staff at the A Day Away Club”
– from the family of Ken Crafton 

IN-HOME SERVICES

North York
Seniors
Centre
PSWs have
been my
lifeline.



I cannot thank them enough. It is like having a family, and they are my friends. Especially when I get help with shopping, cleaning, shower, It is just so wonderful! I don't know how to thank them enough.” — Airi Bater (Client)

11,759

Rides

3634

Grocery Trips

1394

Special deliveries of treats
& gifts to 150 clients

6650

Meals on Wheels Deliveries

1498

Virtual social connections,
wellness & reassurance calls

46

Educational caregiver
workshops

109

Distinct clients/caregivers



NYSC HELPS SENIORS LIVE SAFELY independently, and comfortably in their own homes. Our professionally trained and caring team of personal support workers (PSWs) provide a variety of services that include: personal care, light housekeeping, meal preparation, escorting to appointments, med-

ication assistance, 24-hour emergency response, and more.

PSWs received additional training and PPE in accordance to COVID-19 protocols to ensure safety. The department added grocery shopping and delivery into its portfolio and wellness reassurance calls.

“During the pandemic, I assisted clients with grocery shopping, cleaning, and much-needed human contact as many of our seniors were very isolated due to COVID. My family supported me, and understood that I had protocols to follow to ensure my, and my clients’ safety and wellbeing. They also understood the importance of providing services at such critical times, so I added more of my time to become available to provide services, on weekends and on weekdays, and NYSC’s clients became my priority.”

— *Susanne Morrissey, PSW* 



NYSC's Client Services team makes it easier and safer for seniors to stay in their homes and maintain their independence. We offer a list of services such as referrals, community dining program, caregiver support and transportation. During the pandemic, we included essential services such as grocery shopping and deliveries, hampers delivery, transportation to vaccination clinics and vaccination booking support.

CLIENT SERVICES

Supporting Seniors and Their Families

224

Clients served

24,291

Hours of service

560

Food security & essential items:
hot meal & food hamper delivery

678

Wellness/reassurance calls

**HIGH
LIGHTS**

98%

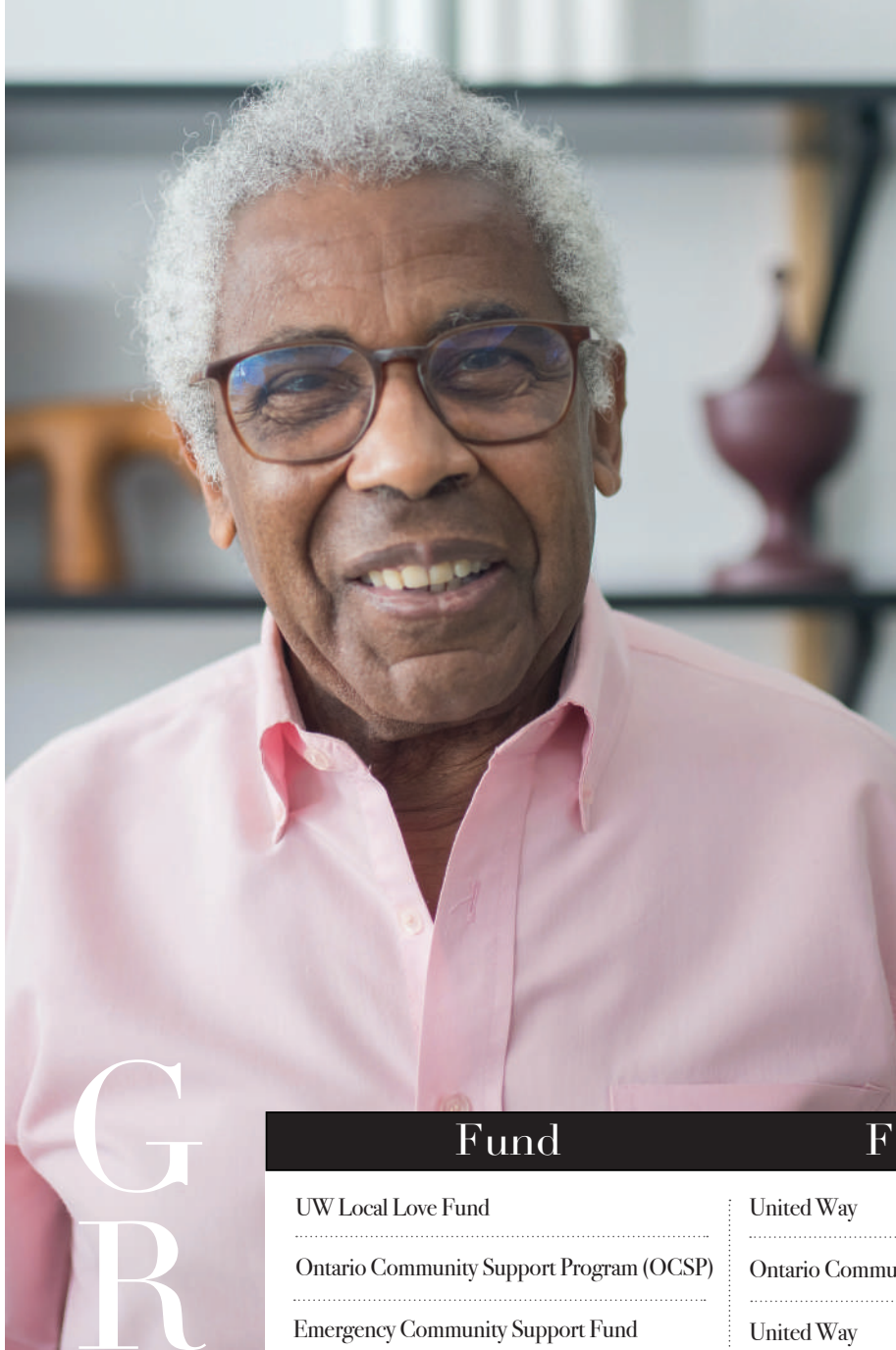
of clients were satisfied with the service provided to them by the NYSC.

96%

of clients who responded agreed that the services offered were helpful, to varying degrees. Of these responses, 85% of the clients considered the service very helpful, while 15% considered the service somewhat helpful.

93%

of clients felt that when they contacted the office for help, they were able to receive a response within a reasonable time.



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FUNDRAISING

Events	Amount
Employee Giving Program	\$500.00
Direct Mail	\$14,547.54
General Donations	\$23,824.46

GIFTS IN-KIND

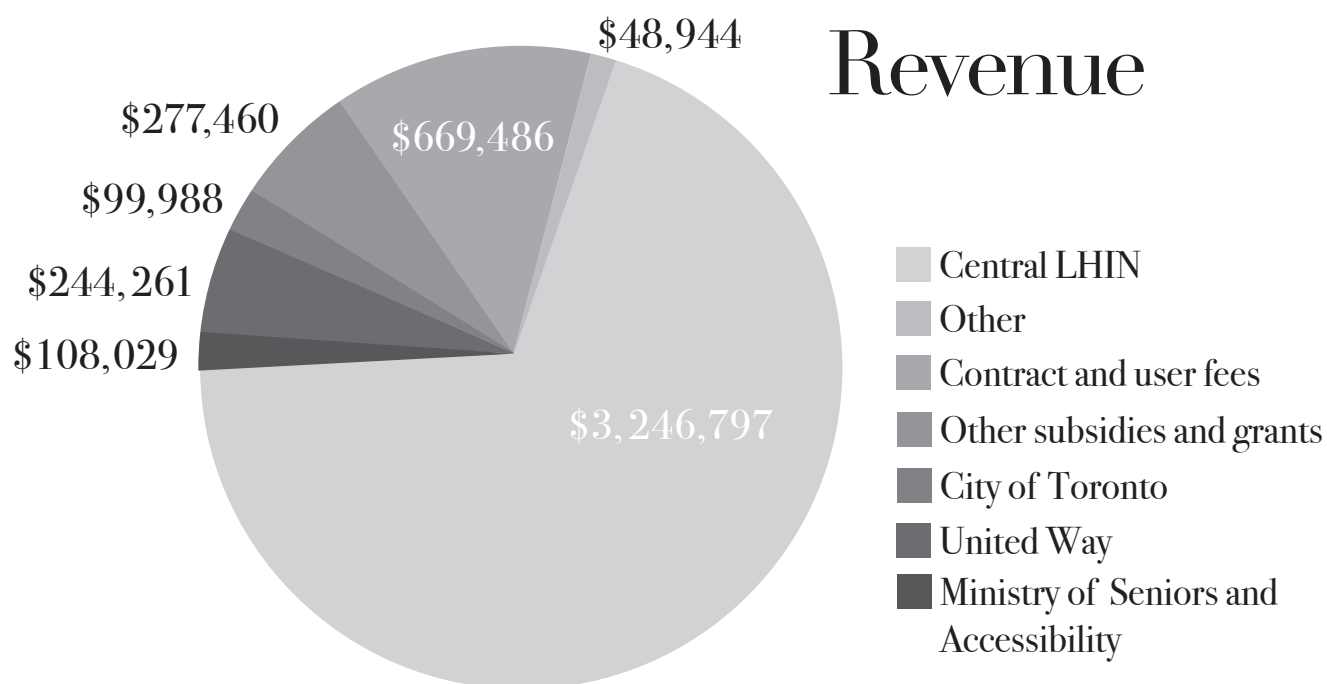
Events	Amount
Impark	\$7,152.00
Second Harvest	\$21,143.74
Sponsorship	\$4,717.25
Corporate Giving	\$20,638.68

Fund	Funder	Amount
UW Local Love Fund	United Way	\$4,050
Ontario Community Support Program (OCSP)	Ontario Community Support Program	\$24,586
Emergency Community Support Fund	United Way	\$20,000
Ontario Community Support Program (OCSP)	Ministry for Seniors and Accessibility	\$26,086
New Horizons for Seniors Program	Government of Canada	\$25,000
Expanding Social Engagement	Central LHIN	\$27,750
Seniors Community Grant	Ministry for Seniors and Accessibility	\$25,000
Supporting Community Service response to COVID	Central LHIN	\$47,160
Ontario Community Support Program (OCSP)	Ministry for Seniors and Accessibility	\$36,372
2020-21 One-Time Funding: Call for Proposals	Central LHIN	\$32,000
New Horizons for Seniors Program	Government of Canada	\$25,000

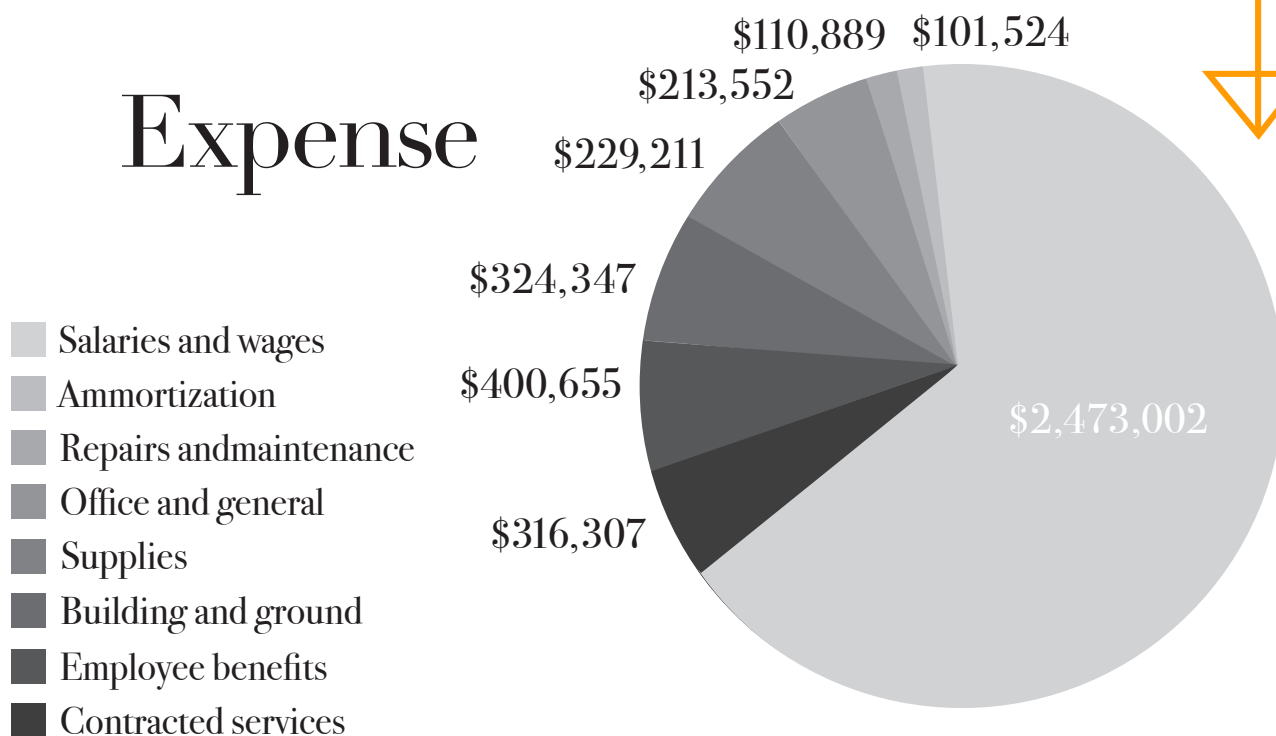
FUNDING OUR WORK

To support our work during the Fiscal Year ending on March 31st, 2021, we raised funds from a variety of sources including donations from generous individuals, corporations and funders.

Revenue



Expense





THANK YOU

to our granters, donors, sponsors, partners,
staff, volunteers, and the community.



YOU MADE

IT HAPPEN.

2020 ONTARIO VOLUNTEER SERVICE AWARDS →

STAFF SERVICE AWARDS

20 years
Mimi Lee

15 years
Stacy Hilliman

10 years
Linda Rataj
Bethany Vallentin
Kamil Novinskiy
Sveltana Kobiashvili

5 years
Shem Shillingford
Maureen Davis
Ruben Harutyunyan



45 years
Fran Graff



25 years:
Annetta
Lau



5 years:
Lorraine
McKee

15 years:
JoAnn Crull

5 years:
Emma Lesser/
Marion Calton

87

Number of
volunteers

6365

Number of
volunteer hours

BOARD OF DIRECTORS

Chairperson: Peter Fuchs

Vice-Chairperson: Andy Kin On Wong

Treasurer: Stephen Steele

Directors: Janice Lai, Jamie Mayer,

Olivia Ng, Rishma Rathoo, Leonard Rudner

Treasurer: Stephen Steele

Secretary: Caterina Valentino

ENHANCING LIVES

▶ facebook.com/NYSCentre

▶ twitter.com/nyscentre

▶ North York Seniors Centre

▶ linkedin.com/company/north-york-seniors-centre/

▶ @NYSCentre

North York Seniors Centre operates with funding from:



OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés



Employment and
Social Development Canada





A Day Away Club & Senior Care
80 Sheppard Avenue Toronto, ON M2N 1M2
Tel: (416) 733-4111 Fax: (416) 225-9867
Active Living Centre & Volunteer Services
21 Hendon Avenue Toronto, ON M2M 4G8
Tel: (416) 733-4111 Fax: (416) 733-1858