

Our Vision:

A dynamic and vibrant community of healthy, happy and engaged older adults.

Square One Older Adult Centre Staff 2016 - 2017

Linda Salb	Executive Director
Laura Surman	Program Coordinator
Anne Norman	Administration & Facility Coordinator
Lina Zita (to Jan 2017)	Marketing & Community Development Coordinator
Linda Keen Lausberg (Pro-Tem)	Marketing & Event Program Coordinator
Karmela Buzdon	Volunteer Coordinator
Helen Horner	Saturday Receptionist
Carmelle Riendeau	Saturday Receptionist
Marie Stewart	Saturday Receptionist

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Mississauga, On L5B 2C9
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Charitable Registration Number 81959 5893 RR0001

Square One Older Adult Centre Annual Report 2016 - 2017 Anniversary Edition

*... life does not get better by
chance, it gets better by change*

Jim Rohn



Details

Programs:

In 2016-2017 1657 members attended an average of 80 weekly programs including active, educational and multi-cultural programs.



Events:

This year 4500 attendees, including guests, enjoyed special events, shows, community activities, and day trips made possible by volunteers.



Health & Wellness:

The Centre provided 1257 individuals with free and affordable services such as dental cleaning, counselling, clinics, foot care and telephone



Community Support:

Members, Companies, Foundations & Service Clubs gave generously, committing more than \$57,500 to Square One Older Adult Centre



2016-2017 Board of Directors

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Alice Dods

Past President
Esther Williams

Vice President
Joan Crews

Treasurer
Faisal Ghanchi

Secretary
Maureen Phillips

Directors:
Manuel Castellino
Facilities

Nicholas Holmes
Special Events & Fundraising

Catherine Hough
Administration

Narain Motwani
Programs

Gul Paul
Travel

Grace Pastore
Marketing

Kim Prince
Grant Development

Dorothy Zadworny
Volunteers

John Kovac
*Councillor, Ward 4
City of Mississauga
Ex-Officio Director*

Member Feedback

Member feedback/ input was solicited via several surveys, questionnaires and focus groups throughout the past year. For the fourth year in a row, our members have responded positively to our summer Members' survey. 80% of respondents cited that they are more socially and physically active as a result of their participation at the Centre. Overwhelmingly, the key benefits derived, namely improved health and well-being (81%) and socialization with others (84.5%), continue to be vitally important to our members.

Other data includes:

- Overall satisfaction with program quality: 93.1% rated it Good or Excellent.
- 81% Agree that they are more physically active.
- 79% Agree that they are more socially active.
- 72% Agree that they have a more positive attitude.
- 66% Agree that they possess new knowledge on how to manage their health.





11th Annual Seniors' Information and Active Living Fair – March 21st and 23rd

650 attendees over the 2 days including representative from OACAO and OSS

250 participants enjoyed 6 presentations featuring interesting topics from meditation to healthy eating options and government services

Featured 32 for-profit exhibitors; 24 non-profit exhibitors

97% of participants agreed that they received information at the Fair which made them more aware of programs and services to which they are entitled

97% of participants said they would come to another Active Senior's Living Fair

54% of participants rated the fair as Excellent

Ages of participants ranged from 56-75 (representing 67% of all participants)

56 volunteers worked 269 hours on pre event planning and at the



Rebranding our Centre

In anticipation of our relocation in 2017, a new name for our Centre - "Active Adult Centre of Mississauga" - was selected in 2016 based on feedback from members and staff. The rebranding process for the Centre commenced in January 2017 led by a marketing consultant and a volunteer Communications Committee. WHYDEA INC. was selected as our new graphic design company to work on the organization's new logo, collaterals, and website. The logo design went through several iterations prior to being approved by the Board of Directors in April. Together with a newly-created marketing plan, our new look, logo and colour scheme form the basis of our strategy to promote the "Active Adult Centre of Mississauga" widely throughout the community. Our new name will be effect upon our move.



A Message from the President And Executive Director



It perhaps goes without saying, but this past year was an eventful one at Square One Older Adult Centre. We witnessed first-hand change, growth, and the evolution of our unique brand of service to seniors. Throughout 2016-17, many constructive steps were taken to redress past challenges, thus paving the path for the way forward.

We've begun re-shaping our future through the creation of a new Strategic Plan that sees us focusing on ensuring our Centre remains member-centred, enhancing community partnerships, and continuing to provide exemplary customer service to all who pass through our doors, among other key objectives.

The expansion of our current collection of programs and services, most notably in the areas of seniors' socialization, nutrition, health & wellness, and artistic pursuits, has provided excellent points of access for many new members to engage in the life of our Centre.

Behind the scenes, much has been transpiring to get us ready for our upcoming move – from managing relocation logistics, to divesting ourselves of equipment, to keeping our partner groups, members and supporters informed of progress made. SOOAC's newly-forged partnership with the City of Mississauga speaks volumes about the high regard in which this Centre and its members are held.

As the organization prepares to make the move to its new home this Fall, we're working diligently on the fulfillment of a multipronged marketing strategy aimed at rebranding our Centre to appeal to a wider demographic and familiarizing the local community about the plentiful opportunities at our new location.

A sincere thank-you is extended to our funders, members and friends for their continued support and dedication to our cause – you keep our values alive! Together, we will continue our strong tradition of quality programming tailored to today's vibrant seniors and older adults. There truly is (sun)light at the end of the tunnel. Now let's get packing!

Alice Dods

President

Linda Salb

Executive Director

1991 Community, City of Mississauga and Oxford Properties reps meet to confirm the need for a centrally located seniors' recreation centre	1992 Square One Older Adult Centre opens October 2; featuring multi-cultural integration, democratic leadership and volunteer engagement	1993—1994 First staff, Sue Hesjedahl, hired. 1050 members participate in 20 programs 5 days per week, 30 events per year	1998 SOOAC becomes incorporated as a non-profit organization; Ministry of Consumer & Commercial Relations grants Letters Patent
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Highlights 2016 – 2017

Whether we are keeping it moving in chair exercise or leaping after balls at table tennis, singing our hearts out in a Broadway style show or struggling through beginner belly dance, supporting isolated individuals daily, or making the best egg salad sandwiches in the country, our members and volunteers are making great choices which result in very positive changes to their lives.



Attendance at Centre programs is dominated by Fitness and Dance programs with more than 27698 visits this year to just those programs. According to The Public Health Agency of Canada, being active helps prevent heart disease, stroke, osteoporosis, type 2 diabetes, osteo-arthritis, falls and improves balance.

Members and guests gathered to enjoy dinner, entertainment, and fellowship at the Centre's newly-developed Community Cafe program. Generously funded through a *New Horizons for Seniors* grant, over 292 people enjoyed delicious, healthy meals prepared by enthusiastic volunteers in 2016-2017.



Funding from the *Hazel McCallion Fund for Arts, Culture & Heritage* brought new creative programs to the Centre, including ukulele and guitar lessons, visual art workshops, choir and therapeutic colouring sessions. ALCE partnered with the SOOAC to offer an intergenerational instrumental program, and centre dancers collaborated to perform at the Celebrate Family Day event at Mississauga's Living Arts Centre.

Board of Directors Initiatives

In order to focus Centre priorities further, since November 2016 Board members have been working with staff on setting and refining our strategic plan – “*Vision 20/20*” - a comprehensive three-year blueprint which sets out five key goals for achievement. Under the guidance of consultant Kathleen Douglass, the Board coalesced around the future vision of our new Centre as a *community hub* for Mississauga's seniors and older adults. This foresight and thoughtful planning leaves the organization well poised for future growth and stability. Implementation of specific strategies has already begun and will continue throughout the next several years. Further work was also undertaken by the Board in the areas of succession planning and financial management last year. In FY 2016-2017 approximately 39% of the organization's revenue was derived from grants, representing a \$45,449 increase over the previous year.

Staff and volunteers have been working diligently with representatives from the City of Mississauga on the Centre's relocation, targeted for the Fall of 2017. Last December's much-anticipated confirmation of the Centre's new home in nearby Central Parkway Mall came as a welcome relief to our members. Thanks to City Council approval, the City of Mississauga has committed to investing over \$1,000,000 on site renovations to meet the evolving needs of our seniors and successfully relocating our operations. An ongoing, joint management committee has been established to provide strategic oversight and support going forward. Various subcommittees also met over the past year with a view to ensuring that our upcoming move and transition go smoothly.



The amalgamation of SWS and SOOAC in January 2016 meant that the annual Walkathon came back in house in 2016. This popular fundraiser, as well as several other third-party initiatives, propelled our fundraising and special event revenue to increase 46% over the last fiscal year.



<p>2001 Centre operational 7 days per week, cafeteria open weekdays offering tasty affordable meals; 50 weekly programs, 107 events and trips</p>	<p>2004 Lobby and auditorium renovations undertaken thanks to the Ontario Trillium Foundation, Tridel Dorsay and Centre</p>	<p>2005 Members recognize the value of an earlier start to health management and vote to lower the age prerequisite for membership to 50</p>	<p>2007 Centre generates 1400 members with 130 volunteers donating more than 28,000 hours of service to the community</p>
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Thank You to Our Supporters in 2016-2017

- Alex & Ani—Square One Shopping Centre
- Amica at City Centre
- Al-Anon
- Arbor Memorial—Glen Oaks Funeral Home and Cemetery
- Baagwating Community Association
- BMO, Square One
- Chartwell Retirement Residences—Robert Speck, Heritage Glen, Regency, Oakville
- The City of Mississauga
- CIBC Community Investment *Employee Volunteer Program*
- CN Railway *Volunteer Retiree Program*
- Community Foundation of Mississauga - *Hazel McCallion Fund for Arts, Culture and Heritage Grant*
- Cruise Holidays
- The Erinview by Sifton
- F.K. Morrow Foundation
- Green Shield Canada - *Community Giving Program*
- Investors Group
- Liuna Local 183
- National Bank of Canada
- The Mall Walkers
- MedicAlert
- Mississauga Central Lions Club
- Mississauga Civitan Club
- Mississauga Halton LHIN
- Older Adult Centres Association of Ontario
- Ontario Seniors' Secretariat - *EPC Grant & Seniors' Community Grant*
- Oxford Properties
- Peel Senior Link
- Royal Bank of Canada *Volunteer Retiree Program*
- The Region of Peel - *Community Investment Program grants*
- Retire at Home Mississauga
- The Rexall Foundation
- Rotary Club of Mississauga
- Scotiabank *Volunteer Retiree Program*
- Service Canada - *Summer Student Program & New Horizons for Seniors Program*
- Shannex Parkland Retirement Living—Parkland on the Glen
- VIVA Mississauga Retirement Community
- Verve Senior Living—Evergreen Retirement Community
- Walmart Canada—Square One Shopping Centre
- Whole Foods, Square One - *One Dime at a Time Program*

Individual Donors \$250 +

Anonymous

Farida Alexander

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Ben & Sylvia Boelens

Robert & Alice Dods

Anne Goldspink Norman

Dulcie Grant

Noreen James

Hilda Lukovich

Edna Michelin

Sheila Rahim

Linda Salb

Rita Lee & Joe Tenn Yuk

Foutna Thakib

Highlights 2016 - 2017



More than 100 members volunteered in the creation of shows and entertainment throughout the year. These included the annual Broadway style show *Growing Up in The Sixties*, VSTV—our Variety Show, the Centre's yearly Christmas season performance, *Deck the Halls*. Almost 2500 people laughed, danced and applauded at our Special Events.

Beyond Ballroom, dances featuring the sixties sounds of Little Peter and the Elegants, fall and spring fashion workshops with style professional Marilyn Wetson, Games Day and card tournaments were all enjoyed by members in 2016—2017.



The Movers and Shakers Travel Committee sent out 31 trips which carried almost 1500 Centre members and guests off to favourite spots including Port Dover and Casinos. Travellers also discovered new experiences such as a ride on the York Huron Heritage Railway across the Oak Ridges Moraine.

Growing data supports the impact of dental health, nutrition and baseline maintenance on overall wellness for seniors. Responding to these indicators, the Centre, with the assistance of Green Shield Canada, extended our *Saving Seniors' Smiles* program. Congregate Dining, Now We're Cooking lessons, blood pressure, foot care, compression socks and hearing clinics, counselling and support sessions all furthered our health goals for Mississauga's older adults.



2008	2009	2011	2012
Renovations dominate for a two year period resulting in upgraded program room, cafeteria and reception area	Charity, Square One Seniors Wellness Services, created to offer free and affordable services for seniors' health and wellness	Annual Budget exceeds \$500,000. The Centre says goodbye to Sue Hesjedahl and welcomes Linda Salb as Executive Director	Centre achieves 20 years of service to the older adult community in the City of Mississauga—1700+ members served at 2 locations

2013
Ambitious new strategic planned developed, new Mission & Vision created to plan for growth and innovation

2014
Launched new website and MySeniorsCenter sign-in system. Wrapped up Mississauga West site after 3 years' operation

2015
SOOAC amalgamates with Square One Seniors Wellness Services to ensure efficiency and continued focus on seniors' health issues

2016
Centre Transition Team and other committees direct the transformation of our new Central Parkway Mall home



Looking Back, Moving Forward



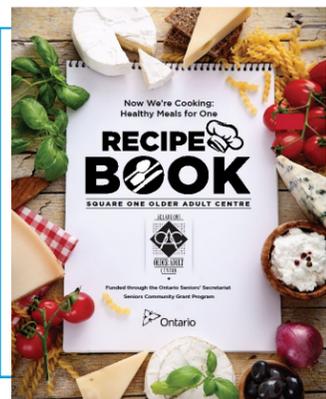
This year 174 volunteers recorded an astonishing 32480 hours of service through leadership and participation in our programs and special events. Twenty—one telephone reassurance volunteers supported individuals at risk, 23 new volunteers were recruited overall, and 36 students participated in gift-box assembly, an intergenerational project. Five Volunteer Retiree grants were secured, and volunteers supported fundraising endeavours including the 2016 Walkathon, Bourbon Street Ball, Whole Foods One Dime at a Time program and our last mammoth Indoor Garage Sale.



The Bourbon Street Ball made for a dazzling Mardi Gras evening. Members and guests donned costumes and masks and enjoyed a delicious Cajun-style dinner, parades, a silent auction, King and Queen contest, fortune tellers and dancing to a live jazz band. Thank you to our sponsors Chartwell Retirement Residences and Liuna 183 for their support.



With a thoughtful grant from the Ontario Seniors' Secretariat, the Centre hosted a series of nutrition and cooking lessons, focusing on the challenge of creating healthy meals for individuals. Demonstrations culminated with the production of a cookbook *Now We're Cooking: Healthy Meals for One*, featuring recipes created by a certified Nutrition Manager.



City of Mississauga community developer Russ Pooley, and Lewis Lawrence of Mississauga Central Lions Club (pictured far right with Mayor Hazel McCallion) worked with Nance McDonald, then Manager for Oxford Properties to lay the ground work for Square One Older Adult Centre in 1991.

At the Seniors Celebration hosted by Square One Shopping Centre in 2003 members played Bingo at Centre Court. The Bingo Board (pictured middle right) has since made way for a newer, more complex system which powers licensed Bingo at the Centre twice weekly.

In 1996 the Chinese Golden Age group began to practice Tai Chi at the Centre. Then, by working with Fung Loy Kok Taoist Tai Chi, we expanded Tai Chi classes. By 2016 4 different Tai Chi programs allowed members to practice forms of this meditative movement (pictured lower right).

Starting in 2001 the Centre developed a tradition of Broadway style shows which delight and surprise more than 450 audience members each year. Members grow into performers through participation in chorus, dance and instrumental programs, then take their bows as part of the cast. (pictured lower far right).



Frank and Dorie DeLeon, (above left) founders of the Silayan Filipino Volunteer group in the early nineties, were often driven to the Centre by their daughter, Tess Buena (above left). "The Centre meant a lot to them so, naturally, I got involved too." Since then Tess has served on the Centre's Board of Directors, with the Silayan group and in Centre Administration.



Long-time member Vilma Rodrigues (above centre) reflects on her time as a Special Events Volunteer: "We got the privilege of organizing events, making things work better, providing better entertainment for the seniors - just to make life happier, more pleasant and pleasing to the members. I loved doing this."

Our Mission:

We are a welcoming place that celebrates individuality and diversity, inspiring older adults to embrace their vitality, optimize their health and well-being, and broaden their horizons.