

ANNUAL REPORT 2010 – 2011

Executive Director/Board Chair Report



Susan Tremblay,
Board Chair

2010/2011 continued to be a very active time at Community Care East York (CCEY) where we experienced successes in several areas of our organization!

As part of our ongoing commitment to the strategic planning process, Community Care East York had engaged a consultant in the fall of 2009 to design and facilitate the creation of our strategic plan.

A Board–Management Strategic Planning Committee was created to engage the community through holding focus groups, implementing a client survey and interviewing key stakeholders. As well, an extensive environmental scan and internal organizational capacity assessment were undertaken and the information collected helped to structure a day-long planning retreat held in February 2010 with CCEY Board members, management and staff participation. The final strategic plan, which will guide the agency for the next four years, was approved in the fall of 2010.



Barbara Nytko
Interim ED

The Strategic Planning Committee also considered CCEY's mission, vision and value statements. While the spirit of these statements remains, they were revised to bring more clarity to their critical elements and now read as follows:

CCEY Mission: ***Community Care East York is a not-for-profit agency serving seniors, adults with disabilities and their caregivers through quality services that promote independence, good health and wellness.***

CCEY Vision: ***Outstanding leadership and innovation for healthy aging at home.***

CCEY Values: ***Caring for Each Other, Respecting Client Choice, Safety, Diversity and Equity, Accountability, Community Partnerships, Learning and Growth and Volunteerism.***

CCEY's resulting strategic plan is built on eleven core strategies and is visually represented in our strategy map (see back). All organizational operations will be measured in terms of these strategic directions and we will continue to emphasize safety and quality improvement through careful monitoring against benchmarked indicators in all areas of the organization.

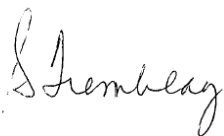
2010/2011 also saw the successful funding of our Aging at Home proposal to the Toronto Central Local Health Integration Network for Assisted Living for Seniors at 1420 Victoria Park. As the official designated supportive housing provider by the Minister of Health, the Honorable Deb Mathews, this project is in partnership with the Toronto Central Local Health Integration Network (TC LHIN), the Toronto Central Community Care Access Centre (TC CCAC) and the Toronto Community Housing Corporation (TCHC). This innovative model of care prevents premature admission to Long-Term Care and prevents emergency room visits and resulting admissions to hospital. The first of its kind in this area, the project will be complemented by CCEY's current health and wellness program offerings.

Staff were also kept extremely busy as they prepared for CCEY's third accreditation on-site survey through Accreditation Canada and our second through the Qmentum program.

CCEY also successfully implemented a new Client Information System (PROCURA) allowing the organization to have all client information in one database. This new system will facilitate better management of client data and coordination of service provision.

We would like to take this opportunity to thank Daphne Doak, CCEY Executive Director from 2006-2011, for all her work and advancement of CCEY during her tenure and wish her continued success in her future endeavors.

On behalf of everyone at CCEY, we look forward to continuing to provide quality services to the clients we serve through innovative collaboration with key stakeholders and the community at large.



Community Impact

In 2010/2011 Community Care offered **22** services and programs, served **7,876** individuals and engaged **310** volunteers.

In-Home Services

Offering services designed to help seniors, caregivers, and adults with disabilities to maintain independence while living safely in their own home.

Supportive Housing/Personal Support & Homemaking :

742 clients served and over **80,000** hours of care provided

Transportation: **1,100** rides per month

Home Maintenance: **813** clients served

Foot Care and Health Promotion:

215 clients served and **995** attendances



Wellness Programs

Promoting good health and well-being by encouraging seniors and adults with disabilities to stay active and engaged in their communities while providing caregivers with relief periods and support.

Adult Day Program - **134** clients/**4,921** program attendances

Senior Centre - **824** members/**10,473** program attendances

Vacation Plus - **566** members/**15,798** program attendances

Chinese Seniors - **145** clients/ **1,773** program attendances

Intergenerational Teaching Learning Communities -

Program offered in **14** East York schools

Friendly Visiting/Escorting - **24,817** visits



Intergenerational Teaching Learning Communities

Social Work Services

Qualified and experienced registered social workers offering one-on-one counselling and referral, crisis intervention and assistance, advocacy, case management and caregiver and bereavement support groups. Full Circle, a partnership program with Toronto East General Hospital and Woodgreen Community Services providing Psychogeriatric Case Management for individuals 60+ with mental health needs and/or changes in behaviours related to aging process.

1,015 clients served

1,400 caregivers supported

5,884 direct client & caregiver contacts

Thank You to our *Volunteers and Staff*

Here at CCEY, staff work closely with over 300 volunteers to ensure the organization's mission is accomplished through the delivery of quality services to the clients in our community. On October 7, 2010 our volunteers joined us in a celebration of their invaluable work where we recognized volunteers who have been with CCEY for 5, 10, 15 and 20 years!

A big **THANK YOU** to all the volunteers who donate their time and energy in many areas of the organization: Board of Directors, Adult Day Program, Intergenerational Teaching Learning Communities, Senior Centre, Monday Lunch Bunch, Candy Cane Magic, Vacation Plus, Chinese Senior programs, Friendly Visiting and Healthy Futures. Our successes could not be achieved without your help.



Wellness Manager, Sarah Hilton (left) and Senior Center Supervisor Lois Scott (right) congratulate Hughina Wilson on her 20 year of volunteering at CCEY.



Candy Cane Magic



Adult Day Program



Friendly Visiting

A big **THANK YOU** also goes out to the wonderful staff at CCEY whose dedication and commitment to their clients is unsurpassed. In 2010/2011 staff worked diligently to prepare for the Accreditation Canada on-site survey as well as the implementation of the new client information system. Your efforts are greatly appreciated.

Officers

Chair - Susan Tremblay
 Vice-Chair - Eileen Ryan
 Treasurer - Barbara Baca
 Secretary - Sarah Downey

Directors

Helen Berezansky
 Doris Ditner
 Carlyne Fowler
 Ron Luciano

Heather Dawson
 Peter Fuller
 Chris Istanbul
 Dianne Neale

Thank You to our *Donors and Supporters*

2010/2011 Fundraising and Donations: \$ 106,459.00

Thank You to our *Funders*

Ministry of Health and Long Term Care

Toronto Central Local Health Integrated Network

City of Toronto

United Way of Greater Toronto

Ontario Trillium Foundation



CCEY Strategy Map 2010 – 2014

CUSTOMER

Service
CCEY will provide a core basket of services and will focus future development on expanding its in-home services, wellness programs, health promotion and education.

Client Safety
CCEY emphasizes client safety as its top priority in service delivery.

Client Experience
CCEY strengthens its customer service to ensure optimal client experience.



LEARNING & GROWTH

Learning and Development
CCEY aspires to be a learning organization by strengthening a shared vision, systems thinking and team learning.

Research and Innovation
CCEY applies evidenced-based best practices and research to achieve excellence in client outcomes, and fosters innovation to explore new practices.

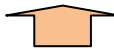
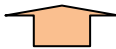
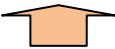


INTERNAL BUSINESS SYSTEMS

Community Engagement
CCEY enhances its community development approach to ensure that it is central to how it works with its community.

Governance
CCEY strengthens its governance processes and systems for leadership to ensure accountability to its community.

Infrastructure
CCEY builds the infrastructure and capacity in skill sets, processes, systems and facilities to support a thriving and growing organization.



STAKEHOLDER

System Effectiveness
CCEY champions system effectiveness to achieve improved health care. Enhanced community and provider collaboration ensures a sustained role for community care.

Branding & Marketing
CCEY will increase its visibility and community awareness so that it attracts clients, the best staff/volunteers and additional funding.

Funding
CCEY ensures that it has sustainable funding to support its community.