

MEMBERSHIP DRIVE

Spring 2006

Thank You Sue

Sue Finnie is the Past Chair of the Board of Directors of Community Care East York (CCEY). Born in Port Hope, she came to Toronto in 1963 to pursue an education and a career in nursing. In 1974, she completed the Nurse Practitioner Program and has since been employed in this role at Flemingdon Health Centre.

Her passion for giving back to the community has been evident in her involvement with the Board of Directors of the Registered Nurses Association of Ontario and later the Association of Ontario Health Centers.

Recognizing Sue's extensive Board experience and background in community health, she was invited to join the Board of Directors of Community Care East York in 2000. Never one to be passive, Sue launched into her board role with zeal. She accepted a Vice-Chair role in 2001 and became Chair of the Board of Directors in 2002. She has worked tirelessly to support CCEY including active involvement in seven committees, and spearheading a comprehensive Strategic Planning process. Always quick to volunteer her time and energy, Sue worked behind the scene to ensure the success of agency events and fundraisers.



When she talks about her Board experience, Sue shares, "I got back more than I gave. I hope that I've contributed to making CCEY a stronger agency than when I arrived". There can be no doubt that Sue's leadership has contributed greatly to advancing CCEY, including the agency's recent successful accreditation.

In caring for her ninety-four year old aunt, Sue called upon the agency to provide additional supports to keep her aunt safe at home. Sue recounts her aunt's words, "She knew exactly what to do" in referring to the agency's Community Care Worker.

One might ask, how does Sue do it? Juggling her work, volunteer and personal commitments. Every summer, Sue spends as much time as possible at her cottage in Bancroft which she describes as "a little peace of heaven". It's her chance to unwind and escape from the city's frenetic pace.

As Sue ends a six-year term on the Board of Directors, we would like to extend our gratitude for her tremendous support and contribution.

Mission Statement

Community Care East York is an accredited community-based agency committed to providing services that promote independence, good health, and well-being.

Vision

To be a leader in responding sensitively and effectively to community needs.

Message from the Executive Director

The new fiscal year, 2006/07 promises to be an exciting one for Community Care East York (CCEY). Several projects have been initiated which will increase CCEY's capacity to better serve and inform the community. One of the agency's key strategic directions is to increase our response to the diversity of our neighbourhood. In previous newsletters, we have shared our progress towards this goal including the establishment of Chinese seniors programming and participation in the Senior Pride Network. Additionally, CCEY has recently translated its brochures into five different languages; French, Greek, Chinese, Tamil and Gujarati. This will assist in ensuring that our services are accessible and meet the needs of the diverse community living in East York. We look forward to continuing our work in this area.

During the last few months, our website underwent an "extreme makeover". Our previous website had been designed several years ago and by current standards, had become antiquated. Our new website design is more in-

teractive and enables users to have access to more information. Additionally, the site hosts information on health promotion and keeping healthy. Log onto www.ccey.org and check out our new design. Click on "About CCEY" and tell us how we can improve our website. We look forward to your feedback.

Over the years, many clients who have had firsthand experience with the quality services offered by Community Care East York, have suggested that the agency provide a cleaning service. They like the idea of a reputable, not-for-profit organization offering such a service. We are excited to announce that within the next few months, Community Care East York will be launching a cleaning service. Our staff, who will be recruited solely for the purpose of providing cleaning services are insured, bonded and trained to provide a high quality service. So whether you're looking for someone to clean on a regular basis, or on an as needed basis, call us to hear more about this new program.

How to Become a Member

Membership is free

Simply complete the enclosed form and mail to us or register online at www.ccey.org

Membership Means

- ◆ You can vote at the Annual General Meeting.
- ◆ You will receive a **free copy** Annual Report and our bi-annual newsletter, *Caring for Each Other*.

If you are a Current Member

Membership renewal

Please complete the enclosed form, check the box for "Membership Renewal" and mail to us or you can renew your membership online at www.ccey.org.

You can Make a Difference

Donate

Seniors, caregivers, and people with disabilities are often pressured into moving into institutions as their health declines. At a time when they are facing deteriorating health, they are also grappling with the emotional upheaval of leaving their home. Community Care East York provides a wide range of wellness and in-home support services that enable seniors and people with disabilities to continue living in their own homes where they prefer to live. ***Please give generously to Community Care East York, Give choice back to our elderly and help us preserve their right to continue living in their own home.*** To make a donation, please complete the enclosed card. Your contribution makes a difference.

Volunteer

We have many volunteer opportunities. Become a Friendly Visitor. Friendly visitors provide companionship to isolated and frail seniors in the East York area. Join our IT-LC program where volunteers called "grandpersons" share hobbies and craft with grade 4 or 5 students in east Toronto schools. For more information call 416-422-2026.

Program Highlights

Homemaking Services

Through a newly established “Special Needs Program” funded through the City of Toronto and also through increased funding from the Ministry of Health, we are able to provide more subsidized services for individuals who are in need of assistance but cannot afford a full fee. Subsidies are available from \$0 to \$13.50 an hour.

Adult Day Program

We continue to see an increase in clients from diverse communities attending the ADP. The program content is reviewed regularly to ensure that it is culturally sensitive and appropriate. There were 4,500 visits to the program this year and 150 clients participated.

Senior Centre

The Candy Cane Magic Fundraising event was a huge success this year, raising \$17,581. Volunteer awards this year were presented to over 100 volunteers, including 15 seniors who have volunteered for more than 15 years. Seven of these volunteers have been with us since the beginning of the Centre, which was started seventeen years ago, and they remain very active volunteers today. A special thank you was given to all our long-term volunteers. Chinese Programming at Blair Court and The Overlea continues to grow. The newly formed gardening club is enjoyed by all participants.

IT-LC

Results from our focus groups and surveys, show that there is a need to continue to provide the current program and to enhance it to reach older school children into the middle years. In 2005 approximately 100 volunteers “grandparents” participated in the IT-LC program.

Social Work

Social Workers from CCEY are participating in the Community Rounds Project, which is a partnership with COTA Health, East York Access Centre, Neighbourhood Link, Toronto East General Hospital, WoodGreen Community Services, and Wellesley Central Health Corporation. Social Workers, who are assigned to a specific ward at TEGH, are using a single common assessment tool (CAT). The main objectives of the project are to improve communication between TEGH and the community service sector, to improve cross-sectoral knowledge of each other’s role, to measure the gaps in health and social services available for seniors, and to identify the reasons why these gaps exist. The research component of the project will involve analysis of the collected data by Wellesley Central Health Corporation. This will help to provide information about what supports are needed to keep seniors longer in their homes. Data will be collected through the participation in the Community Rounds Project until the end of the summer 2006, with data analysis taking place during the fall.

ANNUAL GENERAL MEETING June 5, 2006

The Board of Directors would like to invite you to join us for **Community Care East York’s 21st Annual General Meeting**. This year our meeting will be held on Monday June 5th, 2006 from 11:15 to 2:00 p.m. at Community Care East York’s Senior Centre located at 1108 Greenwood Avenue (Cosburn United Church). Our guest speaker is Dr. Joseph Wong. A light lunch will be served.

R.S.V. P. by Wednesday May 31st to Louise Lalonde 416-422-2026 ext 222 of llalonde@ccey.org

Board of Directors 2005/2006

Executive

Mr. George Hurst..... Chair
Ms. Suzanne Finnie..... Past-Chair
Ms. Joan Briant..... Secretary

Members

Ms. Gabrielle Bochynek
Mr. Najmudin Esmail
Ms. Mary Floro-White
Ms. Jane Gibson
Mr. James Gilmore
Ms. Sarah Godwin
Ms. Barbara Oyler
Ms. Eleanor Sam
Mr. Norm Smith
Mr. Peter Tonev

Your Feedback

If you have any comments, questions or suggestions we would love to hear from you.

Phone: 416-422-2026
Fax:: 416-422-1513
Email: ccey@ccey.org
Website: www.ccey.org

Planned Giving

Community Care East York has been providing vital services to seniors in the former borough of East York since 1985. We are able to maintain this level of service through the generosity of our donors. We would like to ask you to take a moment and read through our planned giving options. Please consider giving generously to support Community Care East York. Below are some of the ways our clients and their families have chosen to give in the past.

Family and Friends

Many family and friends choose to remember their loved ones through memorial gifts to Community Care East York.

Wills

Less than 7% of Canadians include non-profits in their estate planning. You could use your will to leave a specific amount, a percentage or even leave assets such as bonds, GICs, art or jewellery.

Beneficiary

RRSPs, Pensions, and insurance policies are great ways to make a charitable contribution to Community Care East York. Don't forget any premiums paid may also be tax deductible. It is important when considering a Planned Gift to consult with your family, your lawyer, financial advisor and/or insurance agent.

Community Care East York is funded by:

- Ministry of Health and Long-Term Care
- United Way of Greater Toronto
- City of Toronto



United Way

Community Care East York
840 Coxwell Ave., Suite 303
East York, ON M4C 5T2
t 416 422 2026
f 416 422 1513
www.ccey.org