



Empowering you to live at home
in the City and County of Peterborough

Impact Report 2021 – 2022



www.commcareptbo.org

A Message from Beth Steinmiller, Board President and Danielle Belair, Executive Director

BUILDING ABUNDANCE

I am reminded of one of Charles Dickens opening lines: It was the best of times, it was the worst of times. For Community Care Peterborough (CCP), this past year has certainly been more good than bad.

CCP was resilient and continued to be a light throughout the pandemic, never missing a day of service to clients. While we will remain COVID aware and vigilant, we, like our communities, are moving forward from crisis to recovery. We have an ongoing commitment to our clients, employees, volunteers, and stakeholders to strive for excellence in the delivery of services and programs.

The fiscal year started with CCP continuing to cope with the COVID 19 pandemic and its restrictions. Throughout this past year, CCP has never missed a day of being here for those in need of service. Some services such as Foot Clinics, Diners' Clubs were not able to operate but CCP found a way to safely continue to not only meet other mandates but to exceed them.

Funding challenges including fund raising activities have also been affected. The Board of Directors at CCP has been well-informed of the everyday challenges faced by the staff and community and supported Danielle and her management team to embrace the mission, vision and values, without compromise.

This is also the first full year of working with our new Strategic Plan. It has brought focus for the board and highlighted how and where the agency is headed. **One of the strategic goals: Diversify Funding to Sustain and Grow the Organization led to the creation of a Resources Strategy Working Group.** In these "best" and "worst times" this group is proving to be of great value as we look at funding options to sustain and grow the organization.

The Board of Directors is privileged to be in the leadership position it is as we move through changing political times and the increasing needs by our aging community and



Beth Steinmiller,
Board President



Danielle Belair,
Executive Director

clients. CCP is recognized as a critical community service agency empowering people to live at home. And we can do this because we are powered by an amazing and growing group of volunteers helping us achieve our mandate, our strategic plan and continue to have a respected and important role in our community.

As we continue to use our Strategic Plan as our framework and prepare for Accreditation, we will also be working with the new Not-for-Profit Act. As we begin our next fiscal year, we want to thank the Board members for their commitment and dedication to our mission, vision and values. We also want to thank the staff who have worked tirelessly this past year, and over 700 Volunteers who do "Empower you to live at home in the City and County of Peterborough."

Special thanks to the Management Team for your support and guidance throughout these changing times. We made significant accomplishments and we couldn't have done it without your leadership.

CCP will continue to seek out partners, develop collaborations, and cultivate innovation to enhance its impact and build a flourishing organization, while preparing to foster a sustainable, resilient operation in the longer term. Thank you for supporting Community Care Peterborough.



VISION

Communities where every person’s health, wellness and independence is deeply valued and fully supported.

MISSION

Powered by volunteers and staff, Community Care Peterborough supports the health and well-being of individuals, caregivers and communities. As a trusted health care partner, our high-quality programs allow people across our rural and urban region to maintain their independence and dignity.

VALUES

Respect, Collaboration, Accessibility and Leadership.

Community Care’s Management Team

- Danielle Belair Executive Director
- Nancy Frankish Director, Finance & Administration
- Catherine Pink Director, Support Services
- Aja Bax Manager, Care Navigation
- Alicia Vandine Donor Relations and Communications Lead
- Darci Maude Volunteer Development Coordinator



Community Care

Empowering you to live at home in the City and County of Peterborough

2021/2022

Board of Directors

Officers

- Beth Steinmiller – President
- TBA – Vice-President
- Dave Stevenson – Treasurer
- Susan Wood-Bohm – Past President

Directors

- Debbie Anderson
- Gerry Bleau
- Louise Campbell
- Karen Hicks
- Adair Ireland-Smith
- Dr. Janet Kelly
- Beth Malcolm
- Ramesh Makhija
- Anda Rungis
- Michael VanderHerberg

We would like to extend a special thank you to retiring board member Doug Downer.

Strategic Directions 2021–2026

Building Abundance

We are pleased to share through our 2021/2022 Impact Report, the exciting work we have been leading and the progress we have achieved in each of our four key strategic directions. Here are a few of these highlights:

1



Be recognized as a service leader in our community.

- ❖ Very successful “Be a Lifeline Campaign” for our Apsley office, after the loss of their only grocery store. Together over \$70,000 was raised to support food and transportation needs for the residents of North Kawartha.
- ❖ Successful and seamless transition of Personal Distress Alarm program to new personal emergency response provider - Lifeline
- ❖ New sub-lease agreement with VON and other organizations at the new Havelock hub
- ❖ Active Formal Alliance Partner and member of the Steering committee at the Peterborough Ontario Health Team

2



Strengthen infrastructure to support excellence in client services.

- ❖ Modernization of IT Systems and Processes
 - Implementation of new SUMAC donor database
 - Looking at a new client information management system database- AlayaCare
- ❖ Expansion and enhancement of social media communication platforms
- ❖ Recipient of Canada Helps’ Great Canadian Giving Challenge to support our Give A Meal - Meals on Wheels and Specialized Transportation programs

3



Invest in human capital.

- ❖ Successful review of staffing model/structure to increase capacity
- ❖ Norwood service office relocated in the new Havelock Hub
- ❖ Hiring of new internal Database and IT Systems Coordinator
- ❖ Positive responses from Volunteer and Employee Engagement Surveys

4



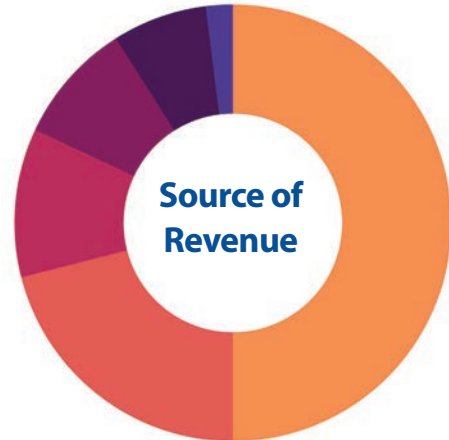
Diversify funding to sustain and grow the organization.

- ❖ Establishment of new Resources Strategy Working Group
- ❖ Successful in receiving one-time funding for vehicle replacement, transportation and HISH from Ontario Health East.
- ❖ “Community Kindness Fund” established in honour of a donation made by the Warsaw United Church Pastoral Charge.
- ❖ Successful “Leading Forward” campaign raising over \$75,000
- ❖ Successful in securing additional resilient funding of \$91,500 from Ontario Trillium Foundation
- ❖ 95 clients access subsidy fund for meals, transportation, and home help

2021/2022 Community Care Financial Highlights

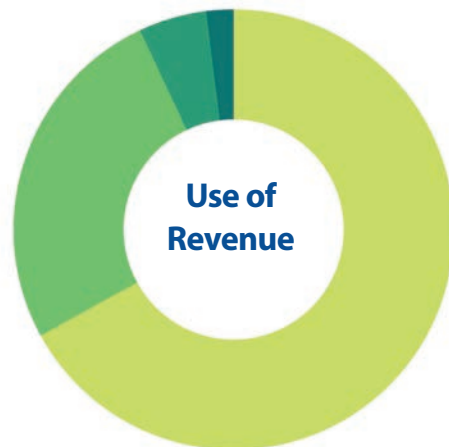
Source of Revenue for Agency Activities \$3,644,428

Ontario Health East	50%
Donations & Fundraising	21%
Service Revenues	11%
Bequests	9%
City & County/Grants	7%
United Way	2%



Use of Revenue for Agency Activities \$3,087,958

Direct Client Service	67%
Indirect Client Service	26%
Other (Volunteer)	5%
Fundraising	2%



Audited Financial Statements available on request



Community Care Services



Community Care Peterborough is very well established throughout the City and County of Peterborough. We deliver a basket of services that supports the health and well-being of individuals, caregivers and communities.



Healthy Eating

Hot Meals on Wheels
Frozen Meals on Wheels
Grocery Shopping/Delivery

Transportation

Volunteer Drivers
Specialized Transportation
Caremobile
Shopping Buddy or Attendant
Access to Primary Care

Health and Wellness

Exercise, Falls Prevention, and
Wellness Classes
Blood Pressure Clinics
Foot Care Clinics

Help and Support at Home

Brokered Home Help & Home
Maintenance
Friendly Visiting – In-home
or Telephone
Medical Equipment

Safety at Home

Telephone Reassurance Calls
Lifeline

Hospital to Home

Home at Last (HAL)
Home First
High Intensity Supports at Home (HISH)

Social and Diner Events

Diners' Clubs
Coffee, crafts, and various groups

For more information about our supports, contact your local service office:

Apsley: 705-656-4589	Lakefield: 705-652-8655
Buckhorn: 705-657-2171	Millbrook: 705-932-2011
Chemung: 705-292-8708	Norwood: 705-639-5631
Havelock: 705-778-7831	Peterborough: 705-742-7067

peterborough@commcareptbo.org
www.commcareptbo.org

Impactful Stories and Testimonials at Community Care



Healthy Eating & Transportation

"Thank you for Meals on Wheels. Having them delivered makes me feel that I am not alone."

"I can't thank my volunteer driver enough. She drives me to my dialysis appointments at PRHC, 3 times a week, through rain, shine or through snow!"

Health and Wellness

"I had a serious stroke paralyzing my right side. I was recovering very well until I had a colon surgery in April and lost all my muscle and strength, producing two weak sides rather than one. The online classes have been a lifesaver for my morale though I am still limited in the degree to which I can participate. Thanks for all you do for the community and for me personally."

Help and Support at Home

"My volunteer is the best in the world! Their help around the house allows me to stay right here, in my own home!"

"The volunteers that answer the phones are so kind and efficient. Wonderful service – I am so lucky."

Safety at Home

"Kathy is the daughter of Betty, one of our meals on wheels volunteer who is 86 years young. Kathy wanted to extend her heartfelt thank you to Community Care for setting their volunteers up with the vaccine. The family has been so concerned for Betty throughout this pandemic, and now feels a huge sense of relief that she will have her vaccine and the family will not have to sit and try to book on the website. Kathy was almost in tears, she was so grateful!"



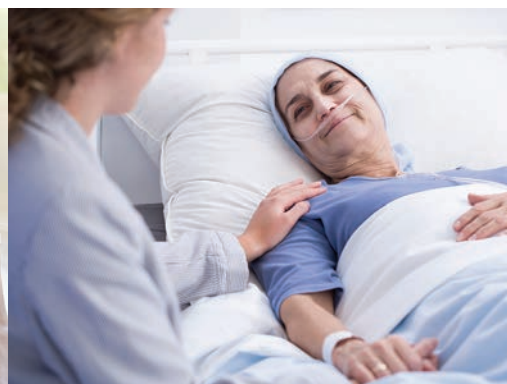
Hospital to Home

"Thank you for providing six weeks of respite care to my mother. Your organization is godsend – professionally run and very accommodating to our family's needs. Your PSW is a personable and compassionate caregiver. She quickly understood the specific care needs of our mother and made everyone feel comfortable with her in our home. In addition to the physical care provided, your PSW also demonstrated the ability to manage cognitive and mental wellbeing for a person dealing with a life changing debilitating illness. We wish this service, and more specifically your PSW presence in our home, could continue. All the best."

Havelock Health and Community Services Hub

"I love being able to go downstairs, visit the volunteers and get help when I need it."

*Names of volunteers and clients changed to protect privacy.



Community Care Promotes Sustainability



Havelock



Apsley



Millbrook

As a proud member of Sustainable Peterborough, Community Care's vintage and thrift stores have not only provided an affordable method of shopping but they also encourage the reduce, reuse and recycle lifestyle. By purchasing clothing and other items in our shops that were previously owned by someone else, our store's clients help to decrease the carbon footprint and support our cause at the same time.

Did you know that the average person in North America throws away at least 81 pounds of clothing and household goods every year? It's a lot easier on the environment to donate and purchase suitable items that to increase landfills. So while thrifting is more environmentally friendly, how does it help Community Care?

We operate three stores in Peterborough County, Apsley, Millbrook and Havelock and two more in Ennismore and Bridgenorth, in partnership with another community organization. As health restrictions allowed us to reopen

our locations, these stores generated over \$48,000 for Community Care in 2021 - 2022. The proceeds that each store makes goes directly back into the community, supporting our local service offices deliver programs and services offered there.

We couldn't do it without our volunteers.

Our stores are powered by volunteers who staff the stores, provide the day-to-day customer service, sort donations and re-stock our shelves.

Want to join us and be more environmentally friendly? Consider making a donation of suitable items for our thrift stores to sell and when you visit the communities of Apsley, Ennismore, Bridgenorth, Havelock and Millbrook, stop in, find a treasure, and say hello to our volunteers. Every sale helps us to empower seniors and adults with disabilities remain independent in their own homes.



Ennismore



Bridgenorth

Community Care Communication Channels Increase



Community Care has wonderful relationships with all the traditional media outlets of newspapers, radio, online news sites and TV. This year, Community Care has also been updating its internal communication and social media channels to increase its reach.

Channel	Followers April 1, 2021	Followers March 31, 2022	Percentage Increase
E-Thread Newsletter	1,339	2,383	78%
Facebook - Apsley	277	295	7%
Facebook - Buckhorn	583	629	8%
Facebook - Chemung	262	308	18%
Facebook - Havelock	176	369	52%
Facebook - Lakefield	252	344	37%
Facebook - Millbrook	194	282	45%
Facebook - Norwood	111	154	39%
Linked In	51	83	63%
Thread Magazine	6,237	8,409	35%
Twitter	1,944	1,979	2%
YouTube	15	37	146%

Community Care is committed to increasing its reach within our communities and will also update its current website design into 2022.



Our Thanks to...

Community Care receives a significant financial contribution from the Ontario Health East. We would like to acknowledge and thank them for their financial support to our services. Community Care a funded partner agency gratefully acknowledges the partnership with the United Way and the financial support received.

Community Care would also like to thank the City of Peterborough, the County of Peterborough, all Township offices, individuals, the media, service clubs, churches and businesses who have provided financial contributions, encouragement and gifts in kind which assist Community Care with the many programs and services.

Sincere thanks to our many business partners who donate supply, or work with us to provide services.

Enhanced Funding

Community Care would like to acknowledge the following organizations who provided us with enhancement funding and grants during this past year:

- City of Peterborough
- Community Foundation of Greater Peterborough
- County of Peterborough
- Millbrook & District Food Share
- Municipality of Trent Lakes
- Ontario Community Support Association – Ontario Community Support Program
- Ontario Trillium Foundation – Resilient Communities Fund
- Township of Asphodel-Norwood
- Township of Havelock-Belmont-Methuen
- Township of North Kawartha



Please Donate

As we are not a fully-funded government agency we rely heavily on community support in the form of donations, service fees, partnerships and grants to balance our funding model so that we can continue to service our clients in the City and County of Peterborough.

By supporting Community Care, you're making it possible for our clients to stay independent and in their own homes and communities – where they want to be!

If you would like to help support the vital services provided by Community Care, please contact Alicia Vandine, Donor Relations & Communications Lead at 705-742-7067 ext. 224 or visit www.commcareptbo.org



Empathy in Action

A total of 131 new
volunteers joined the
agency during fiscal year
2021/2022



2022 Volunteer Service Awards

25 Years:

Rita McKeown
Jack May
Brenda Nea

20 Years:

Terry Baker
Pat Burnside
Wayne Halstead

15 Years:

Larry Bell
Gordon Dunford
Mary Hay
Mary Killen
Lorna-Ann Le Lagadec
Bonnie McKinnon
Nancy Morton
Mike Pratley
Evelyn Wilson

10 Years:

Margaretta Atkinson
Ellen Dumas
Joan Duncan
Lynda Prieur
Joe Rees
Susan Streefland
Chrissy Wilson
Dale Wood
Candice Woodcock

**650 Volunteers worked together to
contribute 91,023 volunteer hours!**

**5 Years:
37 Volunteers
2 years:
62 Volunteers**

Staff Years of Service Awards

In recognition of dedication and outstanding
service given to Community Care Peterborough.

Five Years: Steve Burnett
Rosemary Davidson
Brenda Twaddell

Ten Years: Denise Gould



A Year at a Glance at Community Care



Served over
6,233
individuals



Hard work and dedication
of **47**
employees



541
Access to Primary
Care Assignments



43,377
Falls Prevention &
Exercise Classes



757 volunteers & brokered helpers
contributed **91,023** hours of service
– the equivalent of **50** full time employees



45,186
Meals Delivered



4,962
Grocery Deliveries



32,300
Drives Provided



39,713
Reassurance
Calls & Visits



418
Personal Distress
Alarms Installed



305
Home at Last
Settlements



15,279
Information &
Referral Calls

Community Care Peterborough



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Administration Office:

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www.commcareptbo.org

   @CommCarePtbo

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