



**Community
Support
Connections**

2020 Impact Report



Our Impact



A white ink signature of Will Pace on a purple background.

Will Pace
Executive Director



A white ink signature of Anne Tinker on a purple background.

Anne Tinker
Board President

Working with our many community partners, Community Support Connections made great strides over the last year in providing improved services to our clients and becoming more effective and responsive to their needs. We have ensured the provision of quality services and positive experiences every time our clients interact with our staff and volunteers, under the guidance of our Strategic Plan and its four pillars –

**Delivering Exceptional Client Experiences
Developing Sustainable Community Resources
Building a Great Environment for Staff and Volunteers
Driving Innovation and Adaptation**

We have continued to embrace technology and innovation as a means of providing better services both in person and virtually. Through the essential services we provide, we enable people to stay in their own homes as long as possible, alleviating the strain on long-term care facilities and hospitals.

While there is always more work to do, we are on the right track, and will continue to be a leader and advocate in the provision of home and community care for our 6,600 clients. We thank all of our employees for their unwavering efforts and commitment to improving the lives of our clients. However, we owe our greatest thanks to you; volunteers, donors, and other community partners, for your generous support in all that we have achieved.

We look forward to building on this progress, together, in 2020 and beyond. 




Our Brand



We have worked diligently on a brand refresh for the organization that helps clients and the community to better understand our services, as well as increase the opportunity for funders and volunteers to identify how they want to support our community efforts.

Our new visual brand reflects who we are in a simple, clear, and inclusive way. The four brightly-coloured leaves of our logo represent our four umbrellas of service, and pay homage to the four founding organizations that merged to become Community Support Connections over a decade ago. The leaves also allude to our growth and progressive mindset.

In addition to our main visual brand, our four service umbrellas permit us to bring special focus and equal attention to every one of the programs and services we offer, their colours shared with our main logo strengthening our brand identity.

We have a fresh new look, but maintain the same dedication to our clients, volunteers, donors, and staff, as we continue to care for our community at home. 



Nutrition



Physical Health



Social Wellbeing



Help at Home



2019 at a Glance



6,620
Clients Served



712
Volunteers



67,667
Volunteer Hours



Nutrition

77,510 Units of Service

- 75,921 Meals on Wheels
- 1,589 Grocery Shops



Physical Health

139,114 Units of Service

- 132,629 Exercise Units
- 6,485 Falls Prevention Units



Social Wellbeing

39,969 Units of Service

- 714 Caregiver Support Calls and Visits
- 1,491 Community Dining Units
- 8,155 Friendly Calls and Visits
- 29,609 Transportation Rides



Help at Home

24,802 Units of Service

- 20,349 Homemaking and Home Maintenance Visits
- 4,415 Snow and Yard Visits
- 38 Seasonal and Heavy Clean Visits

Did You Know?

...That the 67,667 hours our volunteers donated is equivalent to:

37 Full-Time Staff!

...Or that amongst our 6,620 clients:

2,232 are over 80

744 are over 90

16 are over 100!

93.5%

of respondents to our Help at Home survey indicated that the service improved their quality of life!





x10

Our agency vehicles drove
over 200,000 km.
That's like making a round trip from
Kitchener to Tokyo ten times!

We delivered almost
76,000 Meals on Wheels.
That's equivalent to the number of
annual international students
in Ontario!



x76,000



x16

Our exercise clients collectively walked
640,337 km.
That's the same as walking
around the globe 16 times!

Our volunteers made
over 8,000 friendly visits and calls.
That is equivalent to the number of
logged flight hours needed to be an
airline pilot five times over!



Our homemakers cleaned
52,907,400 sq. ft.
That's equal to the volume of
two Pyramids of Giza!



"Meals on Wheels help me stay focused. I don't think I'm old. My doctor is always so surprised; he says to me, 'You have more energy than I do!'" — Margaret, Meals on Wheels client



After extensive testing on-site, with food scientists, and via a sample group of clients, our Meals on Wheels program officially launched our own, in-house menu of convenient frozen meals.

Met with overwhelmingly positive feedback, each meal is an adaptation of one of our kitchen's hot, homestyle recipes, providing clients the same professional quality, taste, and nutrition. With an initial offering of 11 entrees, the kitchen continues to develop new frozen menu items, with the goal of supplanting outsourced frozen meals from expensive external suppliers entirely.


It's an exciting first step towards mobilizing our social enterprise initiative, which will eventually see us supplying our healthy, nutritious meals to partner agencies across Southwestern Ontario. 

11 Meals

Introduced to our frozen menu

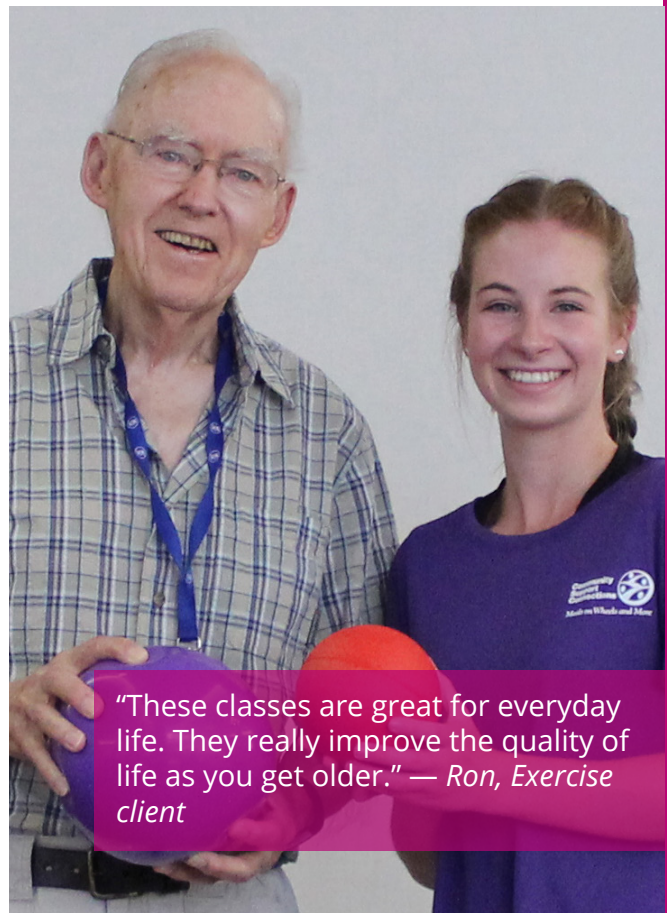


Our Exercise Team focused on improving the efficiency of its operations. Through a dedicated effort, we effectively eliminated the wait list for our FabFit classes, and expanded the number of class locations to over 100 sites throughout Waterloo Region.

Through these classes, we continue to realize health and independence in the lifestyle of our clients, such as Keith (*above*), who celebrated his centennary birthday, or Walter and Diane, who are able to live together at home and continue their life-long travel adventures together. We're especially proud of volunteer Facilitators John and Rozie, whose quick-thinking helped stabilize a client who collapsed while exiting a building. Our exercise programs are helping keep our community healthy and active, one step at a time. 

2,653 Falls

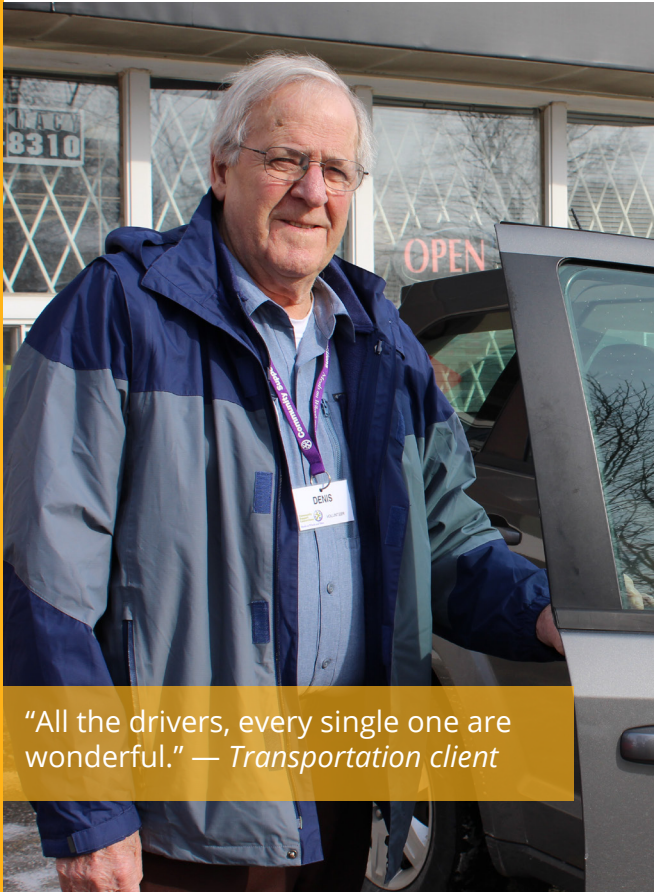
Prevented through our free classes



"These classes are great for everyday life. They really improve the quality of life as you get older." — Ron, Exercise client



Social Wellbeing



"All the drivers, every single one are wonderful." — *Transportation client*



Environmental concerns are a prime focus of our transportation services. As we look ahead to the sustainability of our fleet of agency vehicles, we are mindful of our carbon footprint.

In partnership with Heffner Toyota and support from The Kiwanis Club of Kitchener-Waterloo and United Way Waterloo Region Communities, we have begun the process of upgrading our fleet to newer, greener vehicles. In July 2019, we obtained a brand-new, fuel-efficient RAV4, the first in a series of standard-fuel and hybrid vehicles. Through them, we will greatly reduce our environmental impact, while continuing to provide affordable, accessible transportation services throughout Waterloo Region and beyond. 🌱

77 Barrels

Number of barrels of crude oil saved over five years from switching to a RAV4



Community Support Connections



With the new role of Manager, Home Help Services (*above, right*) joining our staff team, we have improved the effectiveness of our engagement with our Help at Home clients and brokered workers. An extensive Homemaking survey yielded insightful responses that have allowed us to respond even more sensitively to the needs of our Homemaking clients. As well, improvements have been made to the application and on-boarding of brokered workers, streamlining these processes.

We were excited to hear firsthand how impressed our clients were with our homemakers. Our Help at Home services are making a positive difference for community members, as we continually strive to provide a standard of quality and service excellence. 🏠

92.5%

Percentage of surveyed clients who said our homemaking contributed to their independence



"It just takes a lot of pressure off when I'm not feeling well, and just knowing that my house will be clean makes me feel better." — Homemaking client



Innovations



Throughout the year, we implemented initiatives to realize the four objectives of our strategic plan. In pursuit of providing a great environment for volunteers and staff, our Volunteer Team began revising our onboarding processing, reducing the turnaround time from application to active service. In keeping with our commitment to diversity, equity, and inclusion, our new, gender-neutral washroom signage helps reinforce our office as a welcoming workplace.

Ever focused on delivering exceptional client experiences, we have implemented a new internal database system, AlayaCare, to coordinate client and service information. Our Manager, Quality developed a new ethical decision-making framework, to provide all our team members with a concise reference for approaching everyday challenges. Lastly, we created a new position for a Human Resources Manager, who is ensuring our policies and procedures remain ever comprehensive and reflective of our values. 🌱



Community Support Connections

Community Champions




Every day, our volunteers, donors, and staff touch the lives of our clients and make positive contributions to our community. Their tireless efforts were highlighted numerous times by the media throughout the year, underscoring the importance of our work amongst our neighbours. Volunteer Ruth Hall (*left*) was featured in Waterloo Region Record for her work in our on-site garden, which in turn received airtime on CTV Kitchener. Likewise, volunteer Robert Pham was included in a holiday-season CTV feature on our Meals on Wheels program. Both the regional paper and the regional newscast put a spotlight on the legacy of care carried forth by the four daughters of Paul Stumpf (above), who honour their late father's 30 years of service by delivering meals every holiday season.

These features recognize only a handful of our team, but each person interviewed reflects the compassion and dedication of everyone at Community Support Connections. We do more than good deeds — we are champions of our community. 🌱



Waterloo Region Tacofest



"We love being part of such a well-organized festival, one where everyone has an important role to play."
— Aleksandra Szaflarska,
TWB Co-operative Brewery



On June 7th, 16 restaurants and 16 brew vendors joined with us and 15 sponsors to deliver good beer, good food, and good times, for the 7th year in a row. And that we delivered! Over \$52,000 were raised in support of our programs, with every vendor donating 100% of their materials so that every dollar raised could go towards our cause.

With Gilt Restaurant crowned victors by both judges and attendees, Cafe Pyrus defending their Vegetarian Victor title, and newcomers Von Bugle Brewery and Jackass Brewing winning The Best Brew and People's Brew, respectively, there were plenty of celebrations from supporters new and old, without whom, we could not have made this event happen! 🎉

"When you connect with folks like these, you don't let go."
— Nick Benninger, Fat Sparrow Group



Community Support Connections

Mayor's Souper Sampler



More than 500 people joined us at Cambridge City Hall for the 10th Annual Mayor's Souper Sampler on October 26th. Sampling from 13 different local restaurants and caterers, Cambridge Mayor Kathryn McGarry and two contest winners joined the panel of judges to award the Souper Sampler trophy to The Old Marina Restaurant. Honourable mentions went to The Bruce Craft House and Little Mushroom Catering. Chartwell Queen's Square Retirement Home was awarded The People's Choice, which attendees voted for with their spare change.

The real winners, of course, are our clients: Over \$7,500 was raised by the event to support our programs and services. We are very thankful to all of our event vendors and sponsors, whose participation directly benefits neighbours in their Cambridge community. 🌱



Funding and Grants



"We applaud the efforts of Community Support Connections and were happy to be able to provide a grant to support a positive new initiative."

— Rotary Club of Kitchener-Westmount

As we moved forward with the development and implementation of our Social Enterprise initiative, we received generous support from foundations and fundraising groups across the province.

Excited by our creative approach, the Westminster College Foundation provided financial support to our kitchen for the development and implementation of our new frozen meal line, enabling food testing and consultation, design standard-compliant nutritional labels, and installation of new digital infrastructure for handling supply chain logistics. Likewise, the Rotary Club of Kitchener-Westmount provided us with a capital investment for a new meat slicer and ice machine, improving our kitchen's work efficiency and capacity.

These organizations recognized our dynamic and innovative approach to serving our clients, and we are grateful for their support! 🌱



Partnerships



"By working together, we can achieve what one person cannot accomplish alone. It just seems fitting to offer support to an agency with a like-minded community approach."
— *Kiwanis Club of Kitchener-Waterloo*



We are proud to belong to a network of agencies and socially-conscious businesses who are committed to improving our shared community.

The Kiwanis Club of Kitchener-Waterloo was foundational in launching our initiative to green our fleet, providing funding for the first of our new vehicles. This represents the third installment of their multi-year investment in improving client service. In addition, local businesses continue to seek us out as an avenue to give back meaningfully to our community, such as Brick & Co., whose staff volunteer in our kitchen, and MTE, one of six organizations whose staff volunteer with our Adopt-A-Route program to deliver Meals on Wheels. They are joined by other organizations, such as Heffner Toyota, Veriform, and Freedom 55 Financial, in recognizing the mutual value that comes from supporting fundraising efforts like Tacofest. Through them, we continue to fulfill our mission and vision. 



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"I appreciate all that you did for my mother when she was in need. I appreciate all that you continue to do." — *Community Support Connections Donor*

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"[We were] pleased to provide assistance to Community Support Connections with their unique initiative to develop, test, and launch their very own line of frozen meals." — Westminster College Foundation



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**"I am very happy I can stay in my own place, and it is all because of
Community Support Connections." — *Community Support Connections Client***

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YWAR Library & 2nd Hand Store



Our Funders



United Way
Waterloo Region
Communities

Ontario



Kiwanis
KITCHENER-WATERLOO



THE CITY OF
Waterloo

Rotary
Kitchener-Westmount



CCFOWR



Westminster College Foundation


Cambridge & North Dumfries
Community Foundation

 **Cowan**
Foundation

 **KITCHENER
WATERLOO
COMMUNITY
FOUNDATION**

Community Support Connections Fund
J.D. Walden Family Fund

Community Grants Foundation
Community Support Connections Fund

"There will come a time when my parents, loved ones, and even myself will need this type of organization and I am grateful for its existence!"
— Sylvia Pond, Sylvia Pond Photography



Community Support Connections

Statement of Operations

For year ending March 31

				2020	2019
	Operating Fund	Capital Fund	Reserve Fund	Total	Total
Revenue					
LHIN / Ministry of Health	\$ 3,138,610	\$ -	\$ -	\$ 3,138,610	\$ 2,874,280
Client services	854,338	-	-	854,338	893,914
Donations and fundraising	322,595	13,121	-	335,716	395,085
Government grants	73,378	-	-	73,378	76,243
Community grants	69,000	-	-	69,000	137,749
Interest income	4,150	-	-	4,150	4,414
Gain on disposal of tangible capital assets	-	1,900	-	1,900	-
	4,462,071	15,021	-	4,477,092	4,381,685
Expenditures					
Salaries and benefits	2,979,800	-	-	2,979,800	2,830,586
Exercise program payments	342,566	-	-	342,566	342,406
Food costs	327,733	-	-	327,733	401,369
Client transportation and travel	236,252	-	-	236,252	280,000
Rent and occupancy	186,448	-	-	186,448	162,749
Amortization	-	120,348	-	120,348	172,722
Equipment, repairs and maintenance	109,684	-	-	109,684	91,679
Professional fees	55,233	-	-	55,233	23,347
Supplies	41,949	-	-	41,949	53,841
Community engagement	38,641	-	-	38,641	22,052
Program supplies	37,786	-	-	37,786	29,207
Fundraising	37,279	-	-	37,279	51,492
Insurance	26,650	-	-	26,650	26,271
Telephone	23,275	-	-	23,275	20,129
Volunteer support	24,675	-	-	24,675	19,432
Bank charges and interest	7,339	-	-	7,339	5,980
Training	9,814	-	-	9,814	8,885
	4,485,124	120,348	-	4,605,472	4,542,147
(Deficiency) of revenue over expenditures for the year	(23,053)	\$ (105,327)	\$ -	\$ (128,380)	\$ (160,462)





**Community
Support
Connections**

**Caring for our
Community at Home.**

Charity No. 12962-1298-RR0001