

# Caring for our Community at Home.



**Community  
Support  
Connections**

**2021 Impact Report**

# Our Impact

**2020** was an extraordinary year. We saw challenges and change, but also adaptation and hope. This is as true for Community Support Connections as it is for our clients and community partners.

Faced with the pandemic, and the need to ensure our clients continued to receive the essential services we provide, our volunteers and staff rose to the challenge and adapted our services to meet their needs. When our traditional exercise and fall prevention classes could no longer be held, we launched virtual classes. For clients who needed transportation services, we increased safety in our vehicles with barriers, high-tech sanitation, and personal protective equipment. We innovated to ensure that over 80,000 meals continued to reach those who needed them the most.



Our roadmap through all of this has been our strategic plan and its four pillars — Delivering Exceptional Client Experiences, Developing Sustainable Community Resources, Building A Great Environment For Staff And Volunteers, and Driving Innovation And Adaptation.

While none of us knows what the rest of 2021 holds, Community Support Connections will continue to adapt and innovate to meet the needs of our clients and communities. With the support of our clients, caregivers, volunteers, donors, partners, and staff, we will always strive to enable people to live at home with independence and dignity.

Will Pace, Executive Director

Aran Matier, Board President



## Serving Through The Pandemic

**Over** the course of the pandemic, we’ve steadily adapted to keep our neighbours happy and healthy in the comfort of their own homes. By the end of March of 2020, only our Meals on Wheels service was geared to function in any capacity. By January, each and every one of our services had pivoted to provide critical supports for our community at home. From no-contact delivery protocols to virtual platforms, our commitment to innovation and adaptation permitted us to continue to provide exceptional experiences and meaningful care — even remotely — for older adults and adults with different abilities.

Community Support Connections’ successes in an ever-changing world have not happened without the steadfast support of our volunteers and donors. While not all of our volunteers have been able to serve in their traditional capacities this past year, they have remained a bedrock of the agency, and we’ve endeavoured to reciprocate their dedication in creative new ways. We are also excited by the partnerships we have strengthened or forged anew this past year. Now, we’re looking ahead to how we can continue to enable our neighbours to live at home with independence and dignity, in the pandemic and beyond.





# 2020 By The Numbers

## Nutrition

Meals on Wheels | 80,764 Meals Delivered  
Grocery Shopping | 1,799 Shops Completed



## Physical Health

Gentle Exercise | 14,638 Units  
Fall Prevention | 855 Units



## Social Wellbeing

Caregiver Support | 1,089 Calls and Visits  
Community Dining | 291 Units  
Friendly Calls and Visits | 7,458 Units  
Transportation | 5,883 Rides



## Help at Home

Homemaking and Home Maintenance | 15,135 Visits  
Snow Removal and Yardwork | 4,426 Visits



5,157  
Clients Served



431  
Volunteers Active



18,980  
Volunteer Hours

## Why People Access Our Services



1% Caregiver Relief  
2% Isolation  
7% Nutritional Concerns  
8% Cognitive Impairment  
34% Chronic Illness  
68% Physical Limitations



275 Meals

The average number of Meals on Wheels our kitchen prepares for lunch each day is equivalent to the number a typical American restaurant makes in an 11-hour workday.



475 Clients

The number of virtual exercise clients we currently serve is equal to the number of clients in an average-sized gym.



77 Days

If all our Friendly Visitors stacked their calls end to end, they would have been talking non-stop from January 01 to March 17.



x20

Our Yard Workers and Snow Buddies collectively cleared over 3,300 acres, equivalent to 20 Chicopee Ski Hills.



# Adapting In Service



## Nutrition



When COVID-19 reaching Canadian shores became a distinct possibility in February 2020, our Meals on Wheels service stocked up on frozen meals to preempt any supply disruptions. The contingency proved timely, and when we closed our kitchen for two weeks in March to trial new pandemic protocols, staff were able to continue providing meals for our neighbours daily. Ensuring meal delivery persisted throughout fluctuating pandemic conditions was front-of-mind for our agency, and developing safe, no-contact delivery protocols enabled volunteers to return to this essential service in April. Plastic bags for hanging meals on doors, hand sanitizer, and masks in every route kit helped to ensure safe, effective meal delivery.

More than the needs of our existing clients, our kitchen was able to leverage its expertise and resources to aid other organizations in the community. We prepared meals for partners of the Food Bank of Waterloo Region, as well as a local assisted living residence when they could no longer supply meals for their tenants.

With our scheduling team facilitating online grocery ordering, we were further able to provide access to nutrition for high-risk individuals for whom travelling to a grocery store would present a health liability. With our agency drivers handling the grocery pick-up and delivery with safe, no-contact protocols, we were able to deliver over

**\$148,000**

worth of groceries

to members of our local community.

*“People are at the centre of everything we do, and so we always are happy to be a part of the equation and give when and where we can.”*

Chef Paula Ross



## Physical Health

Of all our services, perhaps none had a larger adjustment that our Exercise and Fall Prevention classes. At the outbreak of the pandemic, the Exercise Team recognised the imperative to keep our clients active, and quickly assembled an exercise-at-home package that was widely distributed, even being picked up by other organisations and agencies internationally. By May 2020, we had implemented our first experiment with virtual services — exercise classes over Zoom. The format proved an instant success.

Beyond keeping our existing clients healthy and moving while at home, these classes provided additional reach beyond all expectations. Partners, spouses, and roommates previously unwilling to participate in gentle exercise at community locations were drawn into the convenience and solidarity of exercising at home. Class sizes have swelled — by March 2021, an average class has over 70 participants.



The ability to stay active together is exactly what John, Jill, and Jean Ann (*left*) find so attractive about the classes, both as a multi-generational family, and as part of a larger community of participants. They cite the personable instructors and incentivising, fun format as what keeps them energised and returning for more — a testament to the quality and importance of these virtual classes during the pandemic.

*“It has definitely added to our life. Especially mine.”*

Jean Ann, Exercise Client







## Social Wellbeing



Pandemic realities posed both fresh challenges and new opportunities for our services dedicated to providing social connection and relief.

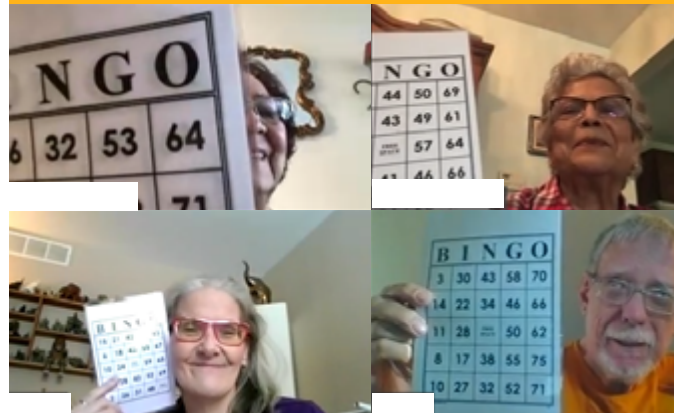
New transparent barriers, personal protective equipment, and enhanced sanitation procedures meant our transportation services could continue to service our clients for their essential in-town appointments — including rides to obtain their COVID-19 vaccines.

Friendly Visitors pivoted to video platforms to continue providing companionship remotely. Some, like Rudy (*right*), found new opportunities to connect and relate with his matched clients as they leveraged the ability to virtually showcase their hobbies and passions.

Our Caregiver Support Groups continued to thrive after the transition to digital space. The ability to meet from anywhere provided added flexibility for those navigating the caregiver experience to connect with Linda, our Client and Caregiver Engagement Specialist.



Our Community Dining service faced one of the most significant challenges to providing exceptional client experiences during the pandemic. However, by January, the service reinvented itself for pandemic conditions as Online Friendly Connections. A casual, virtual social space, Friendly Connections continues to meet our clients' needs for collective social contact, even while everyone remains at home.



## Help at Home

We're proud of our Home Support Workers and Independent Contractors, who have continued to provide outstanding service as genuine front-line workers. As a testament to their service excellence, our Homemakers received a

**95.7%**  
*client satisfaction rate*

in the midst of the most challenging year imaginable. The overwhelmingly positive response to this service in the midst of a pandemic is an indication of the incredible, life-changing value it provides, as well as how our dedication to vigorous no-contact service delivery protocols has enabled our clients to feel safe and put trust in the work we are doing.



*"Everyone wants that  
sense of home."*

**Ted Grudzinski,  
Independent Contractor**

With the pandemic seeing the disruption of many traditional supports, such as family and friends, we foresaw the potential of an increased need for at-home services. Our Help at Home team was diligent to ensure early recruitment of Independent Contractors for yard work demands in the spring, and snow removal needs in the winter. In doing so, we were well-prepared to continue providing much needed supports for our community at home.





# Essential Community Heroes



**Without** a doubt, our services could not run if it were not for the incredible efforts of our volunteers. In this past year especially, the power of volunteerism was on full display, despite pandemic obstacles.

For many volunteers, their own health and safety concerns meant that they could not return to in-person volunteering during the pandemic. Faced with a deficit in available volunteers, we put out the call — and the community answered. In the first two weeks of the pandemic alone, over 100 members of the community stepped up to offer their services to support Meals on Wheels delivery.

Throughout the past year, the volunteer team has worked tirelessly to ensure that our appreciation for our volunteers was known and felt. They partnered with service staff to ensure volunteers were prepared for their duties and felt appreciated through cards, thank-you videos, and gifts of appreciation for their efforts.

Pandemic conditions saw us innovate in extending our gratitude towards our volunteers, too. In place of our traditional Volunteer Appreciation Dinner, a Volunteer Appreciation Online video award ceremony premiered on Youtube, and even received a feature on CTV news. In place of our traditional holiday parties, a volunteer drive-through was set up in Breslau, which saw over 130 volunteers come out to enjoy s'mores, soup, hot beverages, and entertainment provided by our staff.

Whether working on the frontlines, or staying at home to flatten the curve, our volunteers have been essential community heroes, each playing a significant role in our ability to combat the pandemic, and provide care for community at home throughout it.

Ida and Vincent were among the many volunteers recognised for achieving milestones of service at our **Volunteer Appreciation Online** event in October, our singularly most-watched content piece on Youtube.



Jeff Holland and Ted Scharf celebrated **30 years of volunteering** as Meals on Wheels delivery drivers. Pioneers of our corporate volunteering opportunities, their group of realtors were our first-ever Adopt-A-Route partner.



In lieu of our traditional holiday appreciation party, our volunteers were treated to a **holiday drive-thru**, with barbeque s'mores, soup, beverages, and festive cheer!



Beth, an early retiree, sought out pandemic volunteering as a short-term opportunity to nurse her lingering hip injury while providing respite for others. **She's still an active volunteer over a year later.**





# Innovations

**Our** drive for innovation and adaptation was on full display over the course of the pandemic. Throughout the year, our agency was experimenting, testing, and implementing new systems and technologies to enhance our services, both for immediate needs and future gains.

Ensuring clean, sanitary conditions for our clients has always been front of mind, and the pandemic brought with it opportunities to invest in food-safe spray misters to disinfect our Meals on Wheels delivery bags, improving the effectiveness of our cleaning routines. Similarly, we obtained medical-grade in-vehicle misting machines — our agency vehicles now use the same disinfecting equipment as ambulances.

Additionally, our Volunteer Team implemented a new digital volunteer onboarding system through 17hats. Paired with revamped training materials and video orientations, this data tracking and management system has improved the logistics of volunteer onboarding, reducing the time necessary to ready a volunteer for work.

Community Support Connections has also invested in technology to offer virtual services and reduce paper waste. We secured funding to digitise our exercise paperwork, mitigating the potential for clerical errors while also saving over 4,500 sheets of paper monthly. Amalgamating financial software into a single application, Netsuite, has also resulted in noticeable improvements in efficiency.



## A Hybrid Machine

**A** brand-new car is the kind of Christmas gift most only dream about.

But thanks to Toyota Motor Manufacturing Canada (TMMC), it was a dream come true for Community Support Connections. TMMC's donation of a hybrid RAV4 was a gift to our agency in an effort to help realise our vision of greening our fleet of vehicles.

As we look to the future, we are deeply conscious of the long-term impact our operations could have on our local environment. The pandemic has only heightened the demand for our vehicle-based services, putting additional mileage and wear on a fleet of vehicles due for replacement in the next four years.

*"With this vehicle donation we wanted to help Community Support Connections with a safe and responsible way of delivering services we know so many people in our community rely on."*

*Frank Voss, TMMC President*

Being mindful of our carbon footprint when we go out to help our neighbours is all part of our commitment to building sustainable community resources. Through this brand-new hybrid RAV4, we will see a savings of 10,000 kg of greenhouse gas emissions over the next five years.





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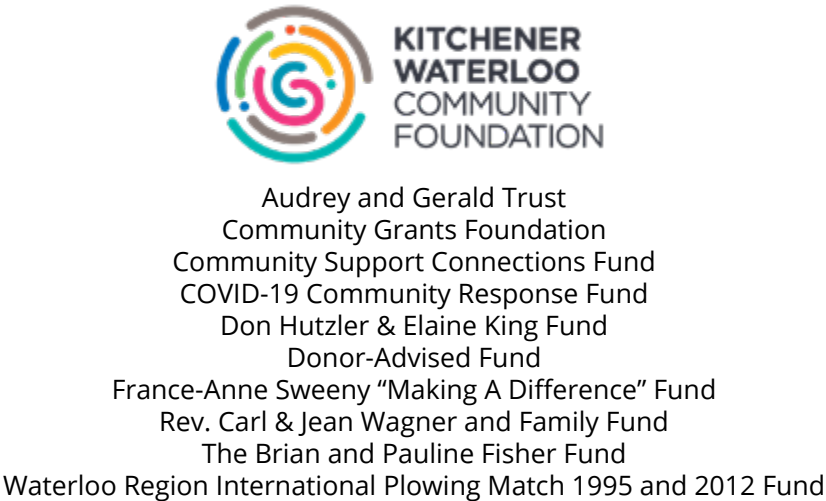
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Community Support Connections



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France-Anne Sweeny "Making A Difference" Fund  
Rev. Carl & Jean Wagner and Family Fund  
The Brian and Pauline Fisher Fund  
Waterloo Region International Plowing Match 1995 and 2012 Fund

*"They help me out quite a bit. I can't lift heavy things and I am immunocompromised. One of the biggest transitional helps I have had in my life."*

*Grocery Shopping Client*



2021 Impact Report



# Our Donors

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***"I think what Community Support Connections does for our community is amazing, and I am always happy to support them to make sure they can keep doing what they are doing!"***

*Michael D. Brewitt, Donor*





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***“Community Support Connections is an essential lifeline to so many in our community. I am proud to support an organisation that helps those who want to stay in their own homes with a way to live safely, independently, and with dignity.”***

*Sandra Muir, Donor*





# Our Donors

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***“Community Support Connections offers services and programs that are critical while allowing members of our community to remain in the comfort and safety of their homes. We are pleased to support the deliver of these services by donating a vehicle, and doubly pleased that the hybrid RAV4 also reduces the environmental footprint of CSC.”***

*Derek Kidnie, VP, Administration, TMMC*





# Changes in Funding Streams

As Compared To The 2019-2020 Fiscal Year

## Grants

2019 - 2020  
Fiscal Year

2020 - 2021  
Fiscal Year

We have seen a **343% increase** in funding received through grants. The majority of grants were COVID-19 relief grants.

## Events

2019 - 2020  
Fiscal Year

2020 - 2021  
Fiscal Year

We have seen a **100% decrease** in revenue from events due to the pandemic.

## Donations from Individuals

2019 - 2020  
Fiscal Year

2020 - 2021  
Fiscal Year

Despite the financial hardship faced by many individuals as a result of the COVID-19 Pandemic, we have seen a **16% increase** in the total value of donations made by individuals.

## Donations from Corporations

2019 - 2020  
Fiscal Year

2020 - 2021  
Fiscal Year

We have seen a **101% increase** in the total value of donations made by corporations.

## You Made The Difference

At a time of so much change one thing remained constant: The support of our community. Throughout this past year, we have seen our community answer every call for help. Through your gifts of time through volunteer work, kind messages to clients and staff, advocacy for your disenfranchised neighbours, in-kind donations, and financial support, you have helped create a community where we can all feel at home. Thank you.



# Statement of Operations

For The Year Ended 31 March 2021

	Operating Fund	Capital Fund	Reserve Fund	2021	2020
<b>REVENUES</b>					
LHIN / MOHLTC (note 8)	\$ 3,175,142	\$ 0	\$ 0	\$ 3,175,142	\$ 3,138,610
Client services	642,327	0	0	642,327	854,338
Government grants	346,507	0	0	346,507	73,378
Donations and fundraising	292,982	0	0	292,982	335,716
Community grants (note 11)	46,730	77,657	0	124,387	69,000
Gain on disposal of tangible capital assets	0	6,250	0	6,250	1,900
Interest income	2,977	0	0	2,977	4,150
	<u>4,506,665</u>	<u>83,907</u>	<u>0</u>	<u>4,590,572</u>	<u>4,477,092</u>
<b>EXPENDITURES</b>					
Salaries and benefits	2,961,700	0	0	2,961,700	2,979,800
Food costs	361,323	0	0	361,323	327,733
Exercise program payments	319,633	0	0	319,633	342,566
Rent and occupancy	173,514	0	0	173,514	186,448
Equipment, repairs and maintenance	168,291	0	0	168,291	109,684
Client transportation and travel	112,904	0	0	112,904	236,252
Amortization	0	100,828	0	100,828	120,348
Professional fees	89,752	0	0	89,752	55,233
Community engagement	67,392	0	0	67,392	38,641
Supplies	35,609	0	0	35,609	41,949
Telephone	35,323	0	0	35,323	23,275
Program supplies	32,803	0	0	32,803	37,786
Insurance	28,424	0	0	28,424	26,650
Volunteer support	12,156	0	0	12,156	24,675
Training	10,443	0	0	10,443	9,814
Bank charges and interest	10,112	0	0	10,112	7,339
Fundraising	0	0	0	0	37,279
	<u>4,419,379</u>	<u>100,828</u>	<u>0</u>	<u>4,520,207</u>	<u>4,605,472</u>
<b>OTHER</b>					
External recovery	147,945	0	0	147,945	0
General sundry	(150,000)	0	0	(150,000)	0
	<u>(2,055)</u>	<u>0</u>	<u>0</u>	<u>(2,055)</u>	<u>0</u>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES for the year</b>					
	<u>\$ 85,231</u>	<u>\$ (16,921)</u>	<u>\$ 0</u>	<u>\$ 68,310</u>	<u>\$ (128,380)</u>





**Community  
Support  
Connections**

**Caring for our Community at Home.**

Charity No. 12962-1298-RR0001