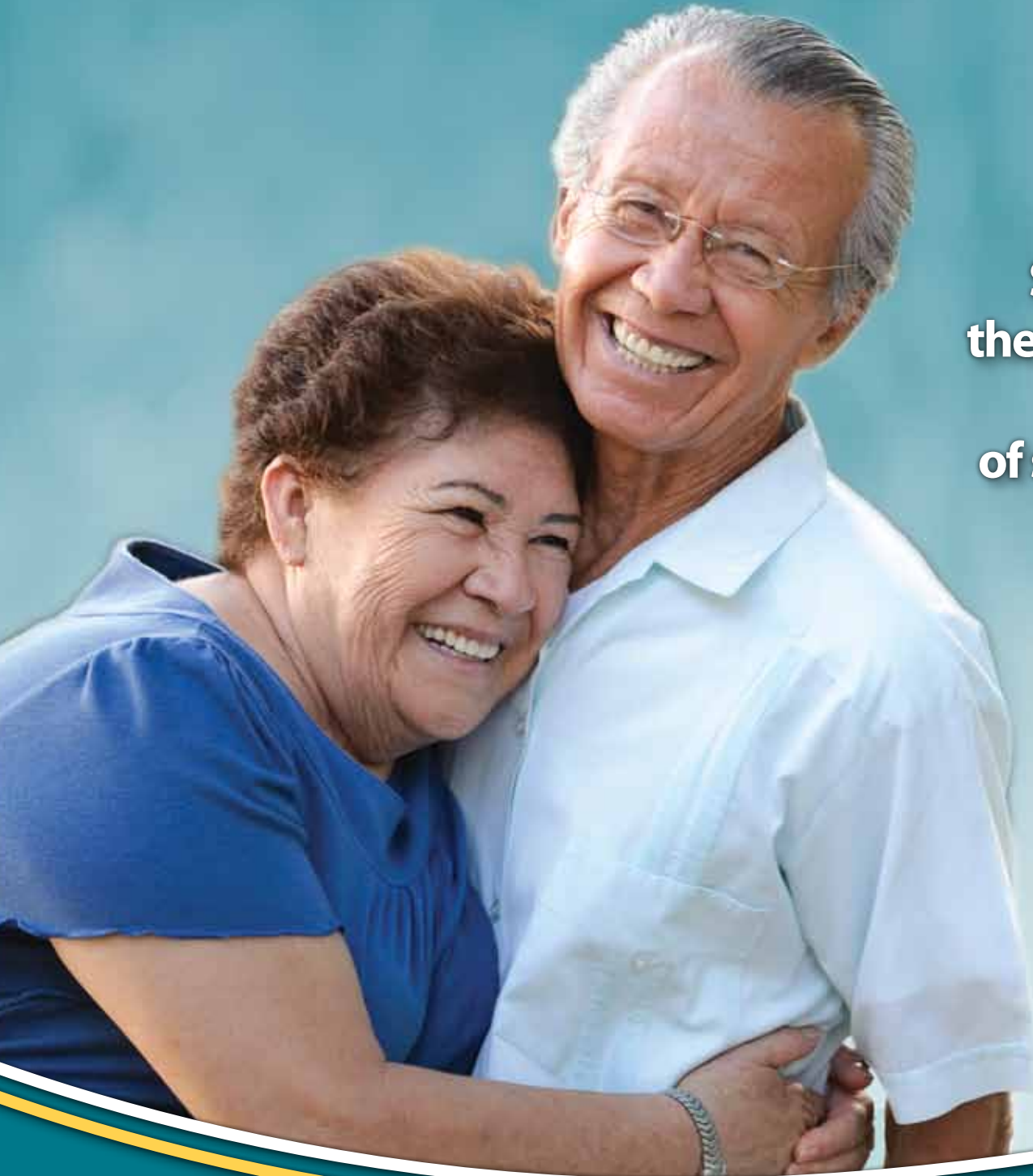




# CHATS

Community & Home  
Assistance to Seniors

# annual report 2010-2011



**Supporting  
the health and  
well-being  
of seniors and  
caregivers**

visit us online today at  
[www.chats.on.ca](http://www.chats.on.ca)

*live well, age well, be well*

## **Our Mission**

To support the health and well-being of seniors and caregivers at home and in the community.

## **Our Vision**

Innovative leadership that promotes optimal health and wellness for seniors and caregivers.

## **Our Values**

Volunteer Contribution • Inclusivity • Healthy Workplace • Collaboration  
Leadership and Innovation • Flexibility and Caring • Client Safety

## **About CHATS**

Launched in 1980 by a caring group of community members, **CHATS** originated as a grassroots charity that provided a few basic services to help seniors to continue living in their own homes.

Over the years, **CHATS** has grown and evolved, and now offers a full range of in-home and community programs that meet the changing needs of more than 6,800 York Region, Bradford West Gwillimbury and New Tecumseth seniors and caregivers each year.

Based on a passion for caring and community, more than 550 volunteers are the heart and soul of **CHATS**.

**CHATS** embraces a unique combination of professional business savvy with caring, compassionate dedication, through the teamwork of its Board of Directors, staff, volunteers, funders and community partners.

**CHATS'** quality achievements and service delivery model have repeatedly been commended by Accreditation Canada.



# Message from the Board Chair and CEO

**CHATS'** passionate volunteers, staff, funders and community partners continue to make such a big difference in the lives of seniors in our community. Last year, more than 6,800 seniors were served, with the support of 550 volunteers.

**CHATS'** volunteer power amounts to the equivalent of 24 full-time positions, roughly valued at over \$1 million dollars.... And you can't even begin to put a dollar value on the impact of the care and compassion that our volunteers and staff extend to seniors every day!

In 2010/11, **CHATS** continued to reach out to as many seniors and caregivers as possible, expanding services to underserved seniors.

We initiated a major expansion into the rural communities of Bradford West Gwillimbury and New Tecumseth, providing a full range of services and a new Home Adaptation and Maintenance Program.

With one of our partners - Social Services Network - we pioneered a "Tool Kit" of information for Tamil, Punjabi and English speaking seniors, unique to their specific needs and in a format that could easily be disseminated to seniors, where and when they needed it. We continued to ramp up new programs - Home at Last, Balance of Care, and Doorways to Care - all providing innovative opportunities to keep seniors safe in their homes and community, out of hospital and emergency departments.

Ensuring quality of care and client safety continued to be a major preoccupation for **CHATS**. We are pleased that Accreditation Canada's assessment in June 2010

**Richard Kinch**  
Chair, Board of Directors

found **CHATS** to meet all the required organizational practices and standards. Equally as gratifying are the results of our client satisfaction survey of over 577 clients and caregivers that shows a very high level of satisfaction with our services - their quality, timeliness, responsiveness, and reliability.

In 2010/11, we "stepped up" as a health system leader applying our experience and knowledge in information systems, human resources and program development. **CHATS** played a lead role helping agencies implement client data management and assessment software. We led a sector-wide PSW recruitment initiative, and spearheaded new services with many health partners - Community Care Access Centre, Human Endeavour, Carefirst, Alzheimer Society of York Region, to name just a few.

Toward our goal of diversifying our funding base, we grew our event (our Walk for Wellness) and opened up new opportunities with the strong support of our volunteer Campaign Cabinet.

Sales are climbing at our MEDiChair **CHATS** home medical equipment and supplies store. Seniors receive excellent service, access to our expertise and the other services we provide - with all proceeds going back to seniors' programs.

**CHATS** owes tremendous thanks to our volunteers and staff, funders and partners whose dedication and spirit make all things possible for seniors in our community.

Thank you for joining us along this exciting path to health and wellness. We know we are in good company!

**Wyn Chivers**  
Chief Executive Officer



## CHATS' Client Satisfaction Survey results are "remarkably high!"

**CHATS** is "excellent," "helpful," "reliable," "wonderful," "caring," and "fantastic," according to a survey of almost 600 clients! The survey, which was conducted in March 2011 by an independent company, asked clients various questions about how satisfied they are with the quality of our services.

"The scores are all remarkably high," said the survey company consultant. **CHATS** scored consistently high across all surveyed programs and services. Not only are

clients satisfied with our services, staff and volunteers, but they are also highly likely to continue using and recommending our services.

Of special note are clients' comments about how **CHATS** has affected their personal well-being: 90% say **CHATS** information and education helps them prevent and avoid infectious disease and falls, and 35% say **CHATS** services have helped prevent hospital stays and visits to the emergency department!

## Fundraising Highlights – 2010/2011

We at **CHATS** are so grateful for the support we receive from our generous donors. Many thanks to all of our seniors, caregivers, volunteers, staff and communities that have responded so incredibly to our appeal for support. Last year saw continued growth in our signature fundraising event, **CHATS** Virtual Walk for Wellness, raising over \$22,000! This event continues to motivate participants to commit to take steps toward improved optimal health and to raising much needed funds to support our programs and services. To keep updated, please visit [www.CHATSwalk.ca](http://www.CHATSwalk.ca).

Volunteer efforts are increasingly being recognized by their past and current employers. Through Corporate Volunteer Grants, our incredible volunteers helped **CHATS** to secure almost \$5,000 in donations this past year.

To find out about how your current or past employer can recognize your volunteer efforts at **CHATS**, email [giving@chats.on.ca](mailto:giving@chats.on.ca).

**CHATS** receives partial funding support from the Central Local Health Integration

Network, Ontario Ministry of Health and Long Term Care and United Way of York Region.

While these levels of government and agency funding are so critical to helping cover the costs of the services and programs that we are currently providing, the increasing demand from our communities, particularly as our population ages, necessitates additional funding.



# 2010-2011 Operational Plan Achievements

## Reaching Out and Supporting More Seniors and Caregivers

Objectives	Measurements	Status
Develop new community capacity building programs that reach out to underserved seniors.	CHATS secures partner and new funding to serve South Asian newcomers.	✓
	CHATS expands full range of services into Bradford West Gwillimbury and New Tecumseth.	✓
Seniors and caregivers facing more serious health issues are supported by CHATS.	CHATS is prequalified and prepared to respond to the next call for proposals to provide personal support workers for seniors requesting service through the Central Community Care Access Centre.	✓

## Demonstrating Continuous Improvement in Seniors' Care through Quality, Safety and Efficiency

Objectives	Measurements	Status
Achieve industry-recognized performance standards.	CHATS is accredited through Accreditation Canada, achieving and exceeding standards	✓
Timely response and access for clients to services.	Assessment / enhancement of call processing / live answer technology.	✓
Comprehensive evaluation to ensure achievement of program/client outcomes.	Client satisfaction survey identifies program/services strengths and challenges. CHATS achieves and exceeds industry standards.	✓

## Collaborating with other Health Providers to Advance Health System Integration

Objectives	Measurements	Status
Community is engaged in the work of CHATS.	Community engagement plan developed and implemented.	✓
Align with health equity system priorities.	Health Equity plan developed and implemented.	✓
Provide leadership with integration of the community support services sector.	CHATS leads the Goldcare client data management project supporting 10 community support agencies. CHATS is a co-lead for the Doorways to Care system navigation project.	✓

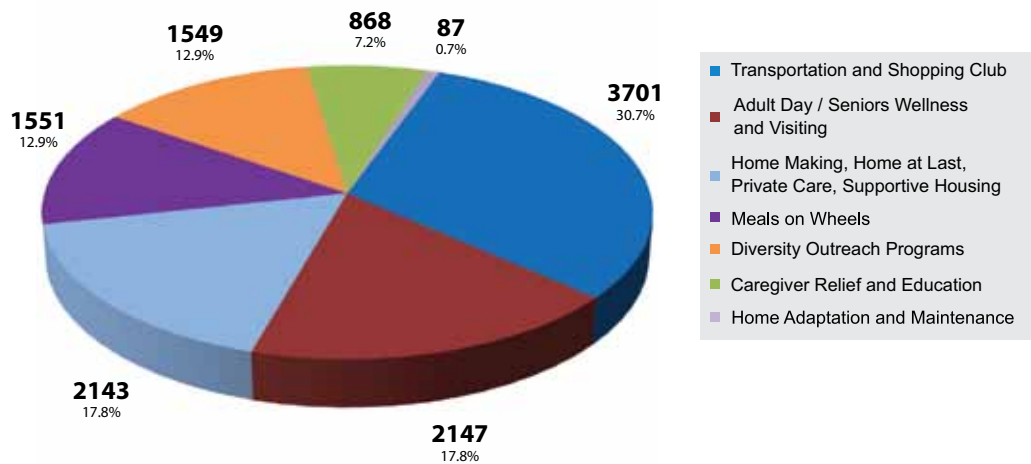
## Developing our Organization

Objectives	Measurements	Status
Personal Support Worker (PSW) capacity is strengthened.	Funding received for expanded training program.	✓
More comprehensive and co-ordinated organizational approach to ensure staff and volunteers receive effective training and orientation.	Assessment and training plan completed, implemented and evaluated.	✓

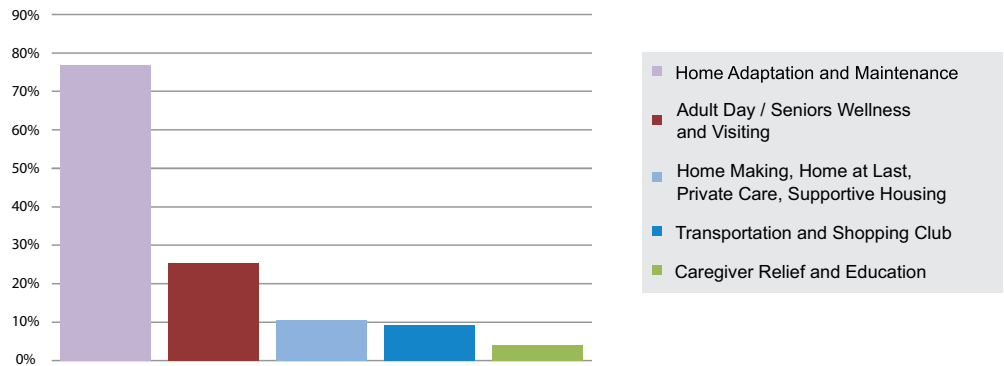
## Diversifying Revenue

Objectives	Measurements	Status
Grow net charitable revenue.	Increase event and individual giving.	✓
Business enterprise achieves break-even target.	Achieve MEDiChair CHATS net revenue targets.	✓

## Client Participation by Program



## Program Growth Over the Previous Year



## Program Highlights

In 2010/11 more than 6,800 seniors and caregivers received care and support from CHATS. (8% growth over last year) through the following programs and services:

Program	Volume	Units	Clients Served
Transportation	68,647	Drives	3,701
Caregiver Relief (Respite Care)	61,745	Hours	464
Meals on Wheels	50,807	Meals	1,551
Supportive Housing	32,365	Attendance Days	144
Homemaking	23,455	Hours	619
Diversity Outreach Programs	22,602	Attendances	1,549
Personal Care	10,071	Hours	114
Adult Day Program	9,547	Attendances	239
Visiting - Social/Safety	8,634	Visits	1,250
Lunch Out/Seniors Wellness Programs	7,676	Attendances	658
Home at Last	1,660	Visits	1,266
Caregiver Support	1,279	Services	404
Home Adaptation & Maintenance	189	Arrangements	87

**Our 550 volunteers contribute 45,000 hours per year to the delivery of CHATS programs.**

# We appreciate our volunteers!

Many thanks to all those who selflessly give their time and effort to enhance seniors' lives.

## 30 Years of Service

Ken Stevens

Margaret Stevens

## 25 Years of Service

Elva Barkey

Vivienne Tod

## 20 Years of Service

Annemarie Powell

Bob Powell

Jean Ireland

Lynn Jordan

## 15 Years of Service

George Shipley

Jim Rattray

June Rattray

Olive Verrico

## 10 Years of Service

Evelyn Poletneff

Giovanni Marchetta

Judith Bialkowski

Kathleen Stubbington

Nadia Ferrari

Nancy King

Nina Cornwall

Norma Dover

Richard Mathieu

Robert Tabone

Ruth Tredgett

S. Wai Yeung

Syd McCullough

Wanda Halliday

Winnie McCullough

## 5 Years of Service

Adel Hamoudi

Anna-Maria Reiff

Antonio Pella

Betty Mitchell

Bonnie Saunders

Brian Armstrong

Brian Shelston

Caryl Grassi

Debra Hayward

Diana Poon

Doris Campbell

Edward Saunders

Elizabeth Northey

Fred Stoneman

Fred Tappen

Jane Deguerre

Johanna Geuzebroek

Karey Dawe

Malek Fattah

Margaret Skinner

Marjorie Carter

Markos Markoulis

Mary Janetos

Mary Kate Saragosa

Mike Hughes

Nahid Masserrat

Patricia Phin

Pauline Alston

Relphe Mitchell

Rita Rossi

Ruth Burkholder

Sandra Smith

Shui Yang Poon

Terri Shapiro

Wilma Kleine

Yasmine Dossal

# Thank you, CHATS Team!

Hats off to our dedicated staff who put so much care and compassion into their work.

## 25 Years of Service

Janice Diamond

## 15 Years of Service

Jeanne Alderton

Julie Carnovale

Beverley Owen

## 10 Years of Service

Gail Moloney-Salvati

Julie Edmunds-McGlade

## 5 Years of Service

Azarnoosh Bassidj

Linda Fletcher

Sara Hooshiyarfard

Svetlana Roufanova

Timothy John Tomlin

Sheri Fiegehen

## 2010-2011 Donors



**Sincere thanks to our generous donors...**

### **Sponsorship**

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David Cohen/Town of Richmond Hill  
Mr. Janitorial Supplies  
Thompson Funeral Home

### **Family (\$500-\$999.99)**

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Benjamin, B.  
Chivers, W.  
FSNA York Branch Members  
Glynnwood Residents Council  
Harrison, D. & D.  
Holy Trinity Anglican Church  
Jenkins, C. & Foster, S.  
Kinch, R. & A.  
Lyon, H.  
Markham District Veterans' Association  
Metro Compactor Service Inc.  
Morrison, S.  
Mortimer, A. (C.M.)  
Osborne, D.  
Pine Tree Potters Guild  
Rossbro Charity  
Roy Russell Memorial Fund at the  
Toronto Community Foundation  
Ryan, J. & King, T.  
Stevens & Black Electrical Contractors Ltd.  
The McAteer Group of Companies  
Tilley, I. & Dunlop, I.  
Williams, J.  
Zahorodny, J. & S.

### **Members (\$1,000 - \$4,999.99)**

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Allstate Insurance Company  
Bell Canada  
Galea, C.  
IBM Employees' Charitable Fund  
Korpikoski, W. & K.  
Markville Shopping Centre  
RBC Royal Bank  
RCL Sutton Branch 356  
Scotiabank Group  
Shugg-Barbeito, B.  
TD Bank Financial Group  
The Junior League of Toronto  
The McLean Foundation  
Thornhill District Lions Club

### **Builders (\$5,000 - \$9,999.99)**

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The Michael Di Biase Charitable Foundation

### **Patrons (\$10,000 - \$49,999.99)**

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Masonic Foundation of Ontario  
Nissan Foundation  
Petro Canada

### **Partners (\$50,000 +)**

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Central Local Health Integration Network  
Ontario Ministry of Health and Long-Term Care  
Ontario Trillium Foundation  
United Way of York Region

We believe this list to be accurate and complete. If we have inadvertently omitted your name, please accept our sincere apology and contact us as soon as possible so we can correct our records.

**Our 140 transportation  
drivers provide 68,647 drives per year.**

# Leadership

## Management Team 2010-2011

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Wyn Chivers, Chief Executive Officer  
Deborah Compton, Director of Operations  
Christel Galea, Director of Client Services  
Carol Edward, Director of Community Programs  
Janet Williams, Director of Human Resources

Colin Jenkins, Director of Fund Development  
Carol Page, Operations Manager  
Katherine Abrams, Acting Client Care Manager  
Lynne Watson, Manager of Finance

## Board of Directors, 2010-2011

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Richard Kinch, Chair  
Jane Casey, Vice-Chair  
Johanna Geuzebroek, Secretary/Treasurer  
Brian Coggin  
Carol Turner  
Catherine Patterson

Christina Bisanz  
Gayle Seddon  
Ghulam Sajan  
Karen Goodale  
Ranjit Kumar  
Vasdev (Dev) Sawhney

## Board Effectiveness Committee

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Brian Coggin, Chair  
Ali Zohouri  
Christina Bisanz  
Vasdev (Dev) Sawhney

Ghulam Sajan  
Karen Goodale  
Wai Yeung

## Planning Committee

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Carol Turner, Chair  
Debra Mortimer  
Ghulam Sajan

Jane Casey  
Lori Yaccato  
Ranjit Kumar

## Business Development Committee

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Catherine Patterson, Chair  
Bill Albino  
Donald Harrison

Johanna Geuzebroek  
Richard Kinch

## Finance Committee

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Johanna Geuzebroek, Chair  
Vasdev (Dev) Sawhney  
Donna Keon

Jerry Hay  
Ken Ng

## Campaign Cabinet

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Catherine Patterson  
Vasdev (Dev) Sawhney

Donald Harrison  
Richard Kinch

# CHATS' Community Partners

## Program Partners

Alzheimer Society of York Region  
Alzheimer Society of Greater Simcoe  
Apetito  
Canadian Red Cross  
Carefirst Seniors and Community Services Association  
Catholic Community Services of York Region  
Central Community Care Access Centre  
Circle of Care  
City of Vaughan  
Community Support Services Network  
COSTI  
Downsview Services to Seniors  
Human Endeavour  
Markham Stouffville Hospital  
MEDlchair  
Philips Lifeline  
Region of York, Long-Term Care & Seniors Branch

Rexall Health Centre  
Richmond Hill Hospice  
Richmond Hill United Church  
Social Services Network  
Southlake Regional Health Centre  
St. Justin Martyr Church  
Sutton Legion  
Town of Aurora  
Town of East Gwillimbury  
Town of Markham  
Town of Newmarket  
Town of Richmond Hill  
Transit Georgina  
York Central Hospital  
York Region Housing  
York Region Transit Mobility  
Welcome Centre

## Educational Partners

Ryerson University  
Seneca College – King Campus

York Region Catholic School Board  
York University

## Other Partners

Health Services Planning Board  
Living in York Region Leadership Council

Neighbourhood Network  
Ontario Community Support Association



### Proceeds support seniors in your community!

We carry a comprehensive line of home medical equipment and products that make living at home easier and safer. Store locations in Newmarket, Richmond Hill and Bradford, and in-home assessments are available.

Visit [www.chats.medichair.com](http://www.chats.medichair.com)

## MEDlchair CHATS Home Medical Equipment is unique!

1-105 Harry Walker Parkway North, Newmarket  
Phone 905-715-7853

10132 Yonge Street, Richmond Hill  
Phone 905-508-0699

448 Holland Street West, Units 8-12, Bradford  
Phone 905-775-1050

**50,807 Meals on Wheels are delivered each year by our volunteers.**



# CHATS

Community & Home  
Assistance to Seniors

**Head Office:**

126 Wellington St. W., Suite 103 • Aurora, Ontario • L4G 2N9  
905-713-6596 or 1-877-452-4287

**Richmond Hill:**

10132 Yonge Street • Richmond Hill, Ontario • L4C 1T6  
905-508-0699

**Bradford:**

448 Holland St. W. (Hakim Optical plaza) • Bradford, Ontario • L3Z 0G1  
905-775-1050

**MEDiChair CHATS flagship store:**

1 – 105 Harry Walker Parkway North • Newmarket, Ontario • L3Y 7B3  
905-715-7853 or 1-866-795-6334



Making health care work for you.  Ontario

[www.chats.on.ca](http://www.chats.on.ca)

[www.weloveseniors.ca](http://www.weloveseniors.ca)

[seniorshelp@chats.on.ca](mailto:seniorshelp@chats.on.ca)

charitable business number: 13209 0978 RR0001