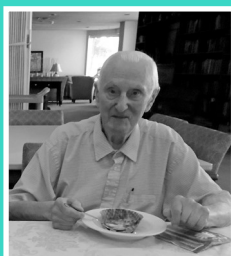


St. Matthew's Bracondale House

Donor Report 2019



Published November 2020

Thank You

A message of thanks from our Executive Director

Although it can feel as though 2019 has been eclipsed by the dramatic challenges brought about by the COVID-19 pandemic, it is important to take stock and celebrate the successful and impressive year 2019 was for our organization.

We are so proud of our donors and partners who helped us make 2019 the success it was. Our work is made possible thanks to the commitment of our donors, funders, volunteers, Board members, and dedicated staff. Thank you all.

In 2019, fundraising efforts and support exceeded those of previous years. This increase was due in part to two notable influences. The first being the integration of Senior Adult Service, our new Active Living Centre program, which added to our community their 200+ members. Many of these members joined the ranks of Bracondale's tenant volunteers, and helped to extend the reach of their fundraising efforts in our annual Toronto Challenge fundraiser and Christmas Appeal.

The other significant contribution made to Bracondale came in the form of a gracious gift of \$50,000 entrusted to us by the estate of Norma Sinclair. A resident of Bracondale for 25 years, Norma served on our Supportive Housing Committee, was involved in many programs such as our book club, and was editor of our quarterly newsletter. She is deeply missed by many in our community. We are grateful for having known a spirit so generous she continued to give even in her passing.

This year, as we all face the challenges brought about by the COVID-19 pandemic, our efforts are directed towards ways we can help fight social isolation, and keep our seniors connected and healthy. Being independent living seniors, social isolation has been a very traumatic and fearful experience for many of them. Thanks to your support, Bracondale was in a position to respond to this challenge. Yet there is still much work to be done. We will continue to work towards adapting and innovating our programs and services, developing new initiatives to better meet the needs of our seniors.

Every day when I interact with our seniors, I see the positive impact your donations have on their lives and how you help shape the wonderful community we have cultivated here at Bracondale. It is truly inspiring. Times are tough for so many Canadians and it may continue to be so for some time. We recognize that for many of our donors, giving might be more difficult than in previous years, so I want to thank you in advance for supporting us during such trying times. Thanks to your support, Bracondale will continue to provide programs and services that enable seniors to live healthy and vibrant lives, living independently, while also living surrounded by the support of a thriving community.

Susan DesLauriers

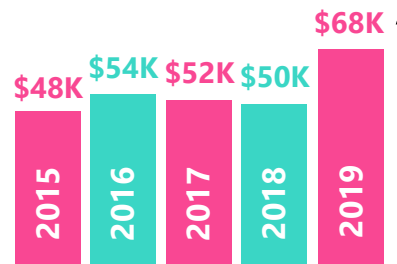
Executive Director

St. Matthew's Bracondale House

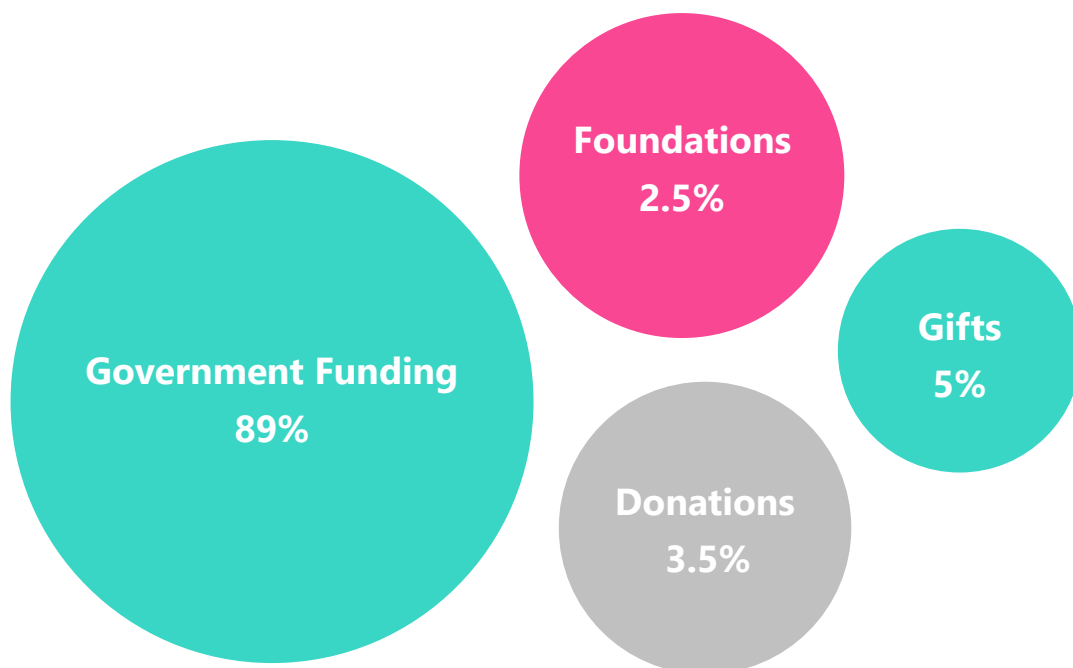
Funding Sources

\$1,101,242

Total funding
for 2019



Last five years
of fundraising



286 donors

\$39,251 in donations

Foundation Grants

Foundation grants strengthen our organization and help make the creation of new innovative programs and services possible.

\$30,000 in grants

\$6,000	Bickell Foundation
\$10,000	Catherine & Maxwell Meighen Foundation
\$1,000	United Church of Canada Mission Support Grant
\$3,000	The Norman & Margaret Jewison Foundation
\$5,000	D.H. Gordon Foundation
\$3,000	Vancouver Foundation
\$2,000	Greater Toronto Apartment Association

Government Funding

Government of Canada

Canada Summer Jobs



Government of Ontario

Ministry for Seniors & Accessibility



Ontario Health:
Toronto Region



City of Toronto

Shelter Housing & Support Administration



Community Service Partnership Program



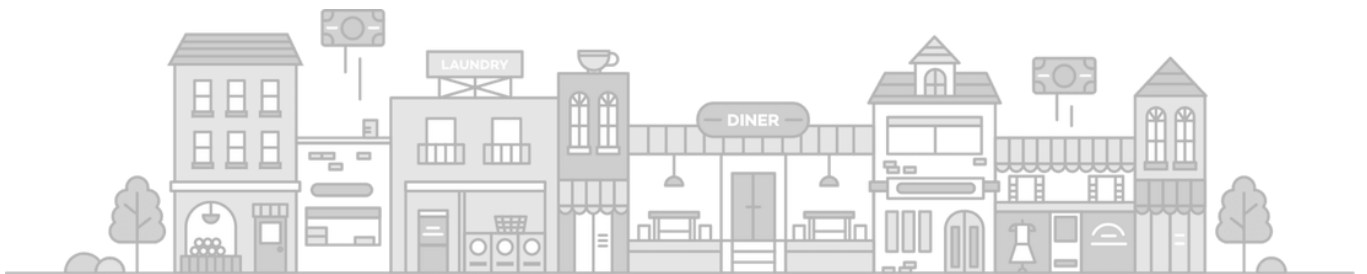
Dr. Claudio Borgono (Family Doctor)
Canadian Hearing Services
Christie Pharmacy
CRA (Income Tax Clinics)
AdvantAge Ontario
Ontario Community Support Association
Ontario Non-Profit Housing Association
St. Matthew's United Church
Sutherland Chan Massage Therapy
Toronto Region LHIN
Wychwood Presbyterian Church

Our Partners

Our **partners** play an important role in making Bracondale the vital community hub that it is. We value their contributions and all their years working with us to help improve the lives of our seniors.

Black & McDonald
Cear Painting
Christie Pharmacy
Crown Industrial Roofing
Easterbrook Brothers Ltd.
Emer Electric Ltd.
Kleanol Distribution Inc.
Midas Auto Service Experts, 85/44/Ontario
Park Lane Plumbing
St. Clair Delicatessen
Canadian Broadcast Sales

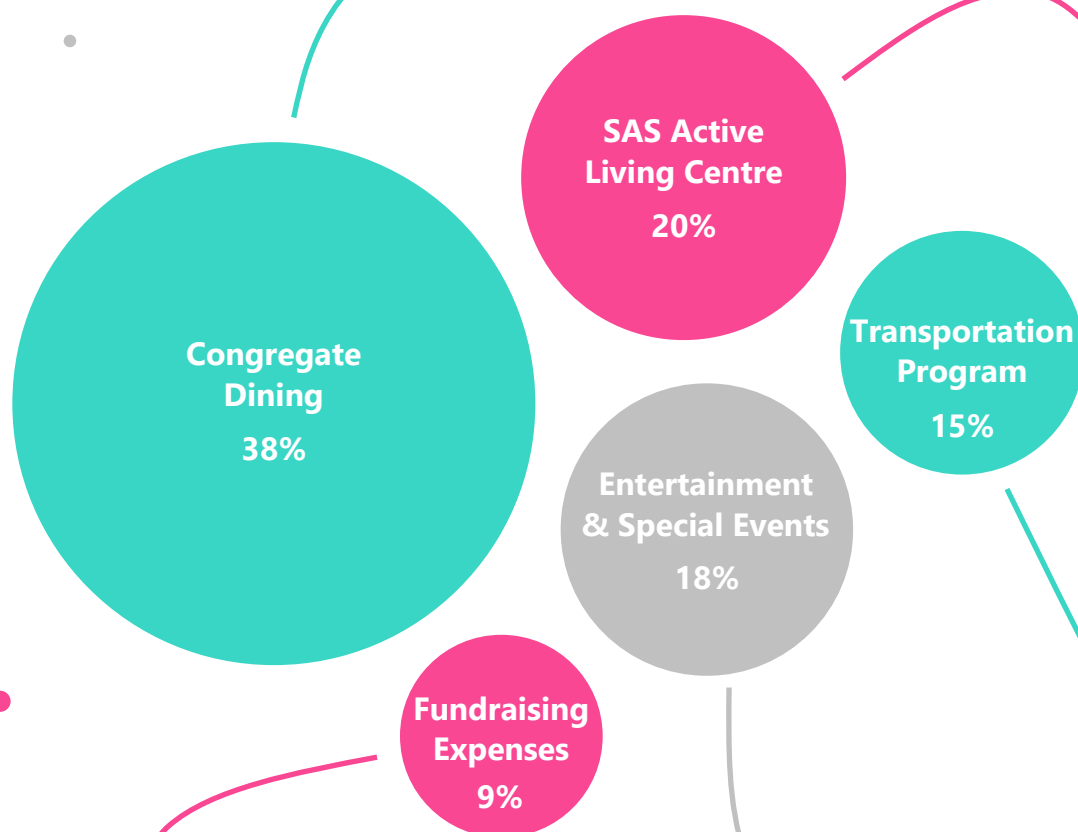
Business Donors



Individual Donors

Habiba Abudu	Annie Cunningham	Dorothy Jackson	Grant Moreau	Ines Serodio
Margaret Ahern	Marie-Therese Curry	Valda James	Jose & Yolanda Moreira-	B.A. Shales
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Jennifer Cowley	Esme Hunte	Pauline Monks	Doris Scicluna	
Brian Crookes	Alexandra Hurtado	Glen Moorhouse	Robert Seguin	

Your **Donations** *at* **Work**



- Promotion of fundraising campaigns
- Donor database subscription fees
- Fundraising research
- Toronto Challenge registration fees

- Bracondale Annual Christmas Dinner
- SAS Holiday Bash
- Winter Soup Warm-up Lunch
- Annual Summer BBQ Family & Friends Event
- Bi-Monthly BBQ for residents and SAS Community Members
- Monthly Lunch & Movie Matinee
- Tea Socials
- Summer Ice-Cream Socials

- *Lunch & Learn:* Women Musicians of The 60's and 70's
- *Lunch & Learn:* Healthy Eating
- *Lunch & Learn:* Sea Sick — Global Warming and our Oceans
- *Lunch & Learn:* Medical Marijuana
- *Lunch & Learn:* Masterworks of The Mayan & Aztecs
- Nordic Pole Walking Class
- SAS Virtual Program
- iPad Loan Program
- Seniors Singing For Joy
- McMichael Art Gallery & Mandarin Buffet Lunch

- Annual Volunteer Appreciation Lunch
- Smile Theatre: Spring Performance
- Smile Theatre: Christmas Performance
- Monthly Madison Pub Lunch Social
- Storytelling

- Weekly grocery shopping
- Shopping trips: Dufferin Mall, Ikea, Walmart
- Day trips

Tenant Snapshot

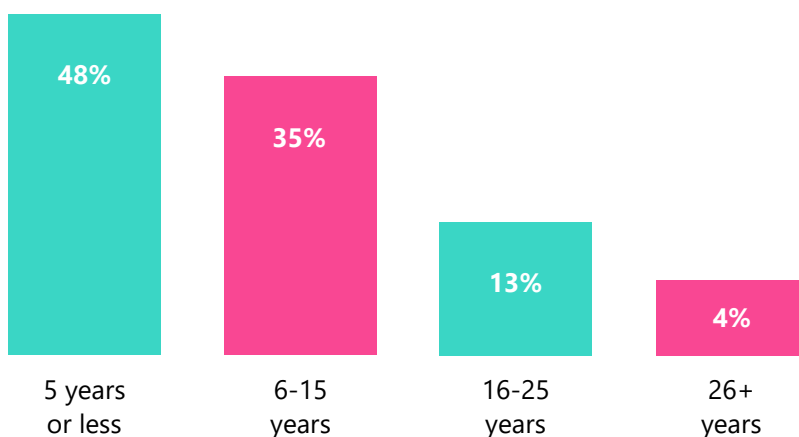
Our **tenants** are seniors who want to retain their independence while living in a supportive community.
75% are low-income seniors.

“

We really enjoy living at Bracondale. Thank you for all the services and activities for us and the seniors here. It really is a big family atmosphere thanks to the hard work and dedication of all of you.

Quong Pham
Bracondale Resident

”



LENGTH OF TIME AT BRACONDAL



Median Income

Seniors: \$21,202 Families: \$16,163

5,628 Lunches



2,492 Dinners



8,120 Meals Served



Congregate Dining

Our **Congregate Dining** program is an affordable alternative to home cooking open to residents and community members. Our program boasts over 45 different menu items and is a great way to meet other seniors and enjoy a tasty meal.

WE'RE GOING FRESH!

We've committed to making all our meals from scratch using fresh ingredients. No more precooked frozen meals.

“

The Supportive Housing Program is a big relief for me.

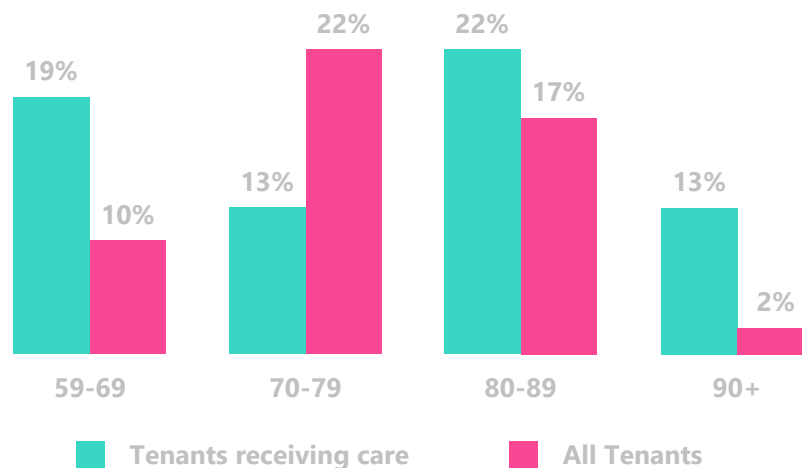
Rosetta Spring
Bracondale Resident

”

Supportive Housing

Our **Supportive Housing Services** help our seniors feel safe and supported while still being able to live independently in their own homes.

AGE OF TENANTS RECEIVING CARE



77 Clients Served



24,160 Resident Days

A **resident day** is when a client receives one or more supportive housing services in the same calendar day.

Supportive Housing Services

- 24-hour emergency response
(coordinated through Philips Lifeline)
- Security checks
- Medication reminders
- Assistance with personal care:
 - Showers
 - Dressing
 - Grooming
- Referral to community services
- Assistance with navigating the
- Health care system
- Light meal preparation (breakfast)
- Meal delivery
- Laundry
- Grocery Shopping

Program Impact

Immediate Impact

- Retain independence while receiving support services
- Age in place
- Maintain quality of life
- Remain socially connected reducing social isolation
- Access to referrals and to information about services in the community

Long-Term Impact

- Prolong independent living
- Age with respect and dignity

“Meet Rosetta”

I’ve been living at Bracondale since 2018 and getting help since I moved in. My mobility reduced sharply when I arrived at Bracondale and I had developed a lot of pain. That’s when the laundry service came in. It allowed me to have clean clothes on a daily basis — the service was a big relief for me. Because of my mobility issues I also rely on the meal program to eat healthy without much strain. I appreciate the PSW’s who deliver my meals and our cook who puts so much care into every meal. Bracondale also helps me with my appointments. The handymen here assist me with tasks that are too difficult for me. They are so helpful and patient. They also help me with my garbage so that I don’t have to leave the apartment. With COVID-19 I am so thankful I don’t have to leave the apartment.



”

Senior Adult Services

Active Living Centre

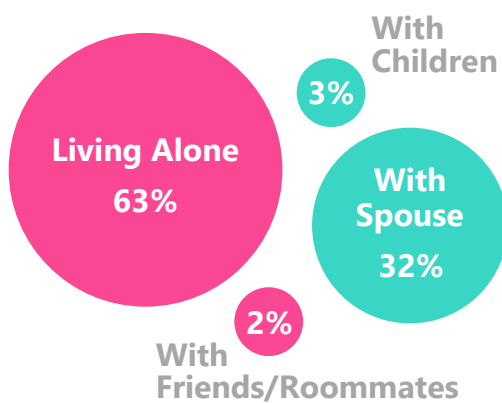


**+200 MEMBERS
IN 2019**

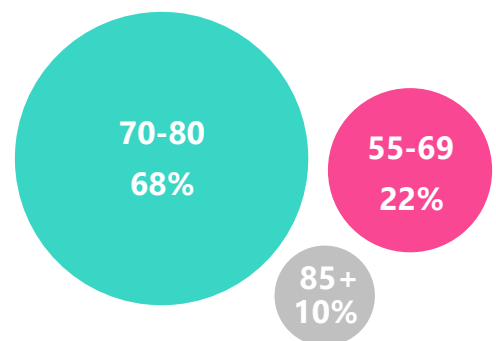


**1,521 PROGRAMS
HOURS IN 2019**

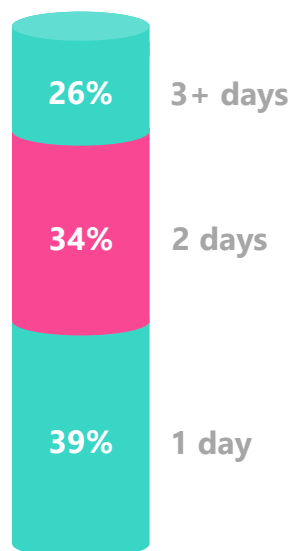
LIVING ARRANGEMENTS



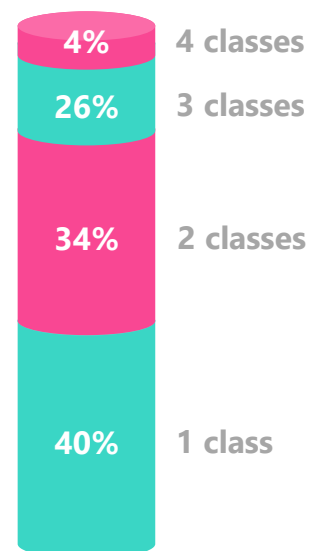
AGE RANGE



ATTENDANCE DAYS PER WEEK



CLASSES PER WEEK



Meet Lynne

I have been attending classes at SAS since 1998. I was diagnosed with osteoporosis some 25 years ago so the exercise classes are essential for me. The instructors have all been good to excellent. We have Julie now, who is wonderful at keeping us working out on Zoom during this time of isolation. I have made friends with other members of the class over the years and I miss seeing them in person these days but at least we can touch base twice a week. I live alone so it is especially important for me to have these regular contacts and I know others feel the same way. Although the exercise is hard work, I look forward to Tuesday and Friday mornings for the human contact the classes bring.



Programs & Services

Recreational Programs

- Zumba
- Tai Chi
- Art Instruction
- Gentle Yoga
- Chair Yoga
- Dancercise Stretch & Relax
- Osteoporosis Fitness
- Functional Fitness (Chair Exercise)
- Gentle Fitness
- BeFit! (Aerobics)
- Duplicate Bridge
- Singing for Joy
- People & Current Events
- Seasonal Bus Trips, Friday Hispanic
- Seniors Club Monthly Madison Pub Lunch

Social Programs & Services

- Friendly Visiting
- Telephone Reassurance

About SAS

In April 2019, Senior Adult Services in the Annex integrated with Bracondale becoming Senior Adult Services Active Living Centre (SAS), a division of Bracondale's Program Department.

SAS offers an array of recreational and social programs that have been a valued addition to the life and culture at Bracondale. Its programs are free of charge for our residents, with the exception of a few specialty programs. Membership extends beyond our residents and is open to Community Members for a fee. Community Members come from all over Toronto.

The programs have been a great way for our residents to stay healthy and challenge themselves while having fun. SAS has also played an important role in our mission to combat social isolation. Through these programs seniors are able to socialize and forge new friendships while keeping healthy.

In June 2020, SAS launched virtual programs in response to the COVID-19 pandemic. These programs allow seniors to continue to stay fit and healthy from the safety of their home by offering a variety of classes via Zoom. These online programs have been so important to our seniors who are experiencing a high degree of social isolation throughout this pandemic.



Toronto Challenge

The **Toronto Challenge** is our largest fundraising event of the year. Staff and volunteers walk or run to raise pledges to support Bracondale's program.

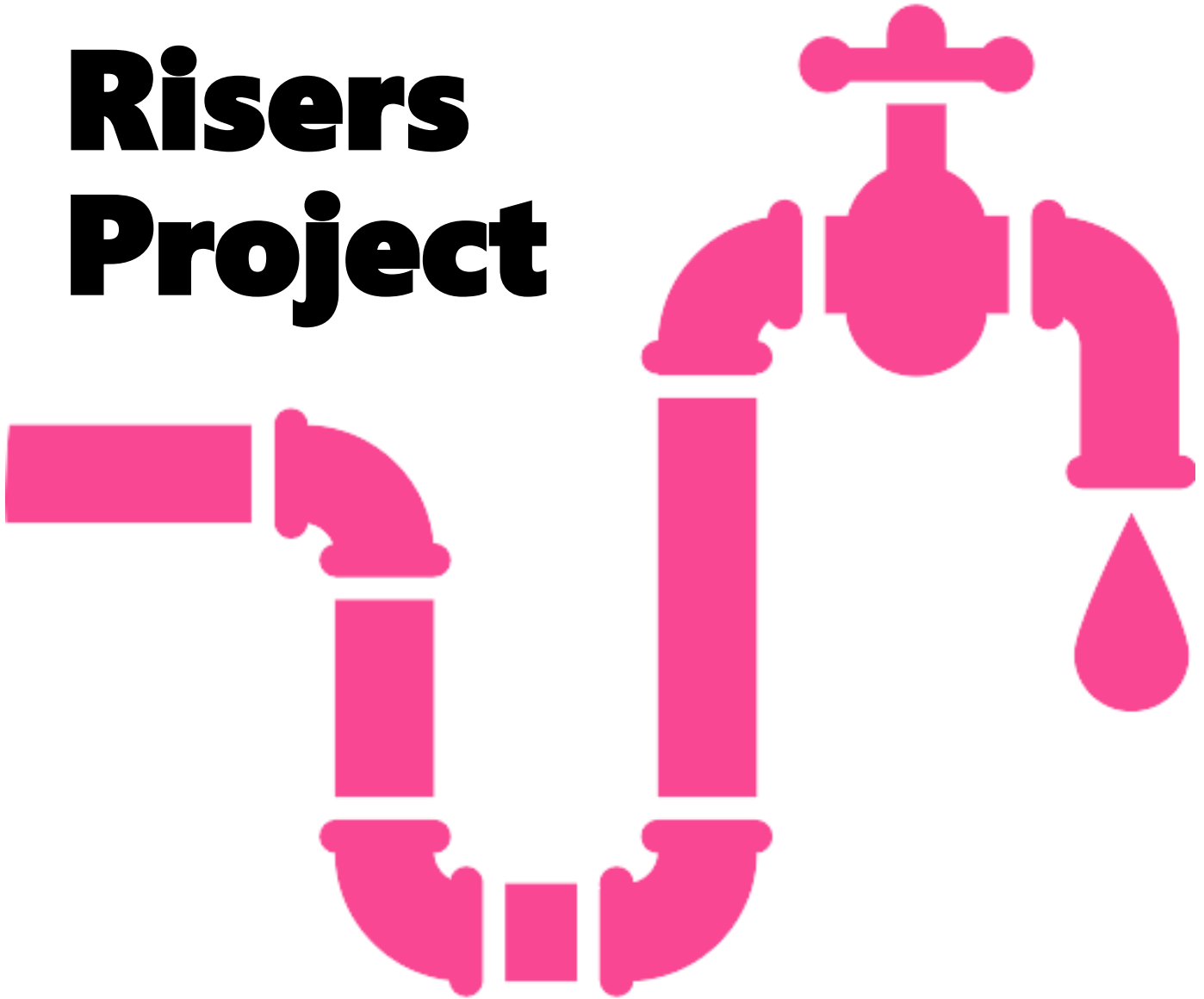
Volunteers are made up of our seniors, as well the family members and friends of staff and residents. This is a highly anticipated event in our community that brings everyone together.

In **2019** we raised **\$12,265** and had **32** participants running or walking to raise funds for Bracondale — one of our best years.

Unfortunately, **2020** saw the event canceled for the first time in its 29 year history due to the **COVID-19 Pandemic**.



Risers Project



From June 2019 to February 2020, Bracondale carried out a major maintenance plumbing project hiring Cooper Gordon to replace the water risers. The building's water risers were dated and required replacing before reaching the end cycle of their lifespan.

Project Cost
\$1,245,772

Looking Ahead

We are always looking for new ways to improve the lives of our seniors, whether that be through new innovative programming, special congregate dining events, or the improvement of our building. Many of these initiatives are only made possible through the support from grants. Here's some of what we're looking to bring to Bracondale.

Enhancing & Innovating Programs

The COVID-19 pandemic has left so many seniors socially isolated in their homes indefinitely. Thanks to our virtual programming, our seniors are able to continue their healthy lifestyle and stay connected to their community safely from home.

Though these programs have been a success, we identified a great need to offer a variety of educational programming.

In response to our seniors' feedback we are seeking additional funding to enhance our existing virtual programs and add several mini lecture series on a variety of topics that are of interest to our members.

Some topics are: Mindful Meditation, The Folk Music Revival, Memoir Writing, Stories of Alice Munro, and Artists of The Italian Renaissance.

These new programs will help us further our commitment to help seniors remain healthy, active, and socially engaged from the safety of their home.

HVAC System for Recreation Room

Our recreation room is one of the busiest spaces at Bracondale. Prior to the COVID-19 pandemic, the space was used virtually every day of the week. Our Senior Adult Services Active Living Centre programs are held there, as are bible study groups, weekend faith services, special events, and on some evenings it is rented out to community Groups.

The COVID-19 pandemic has highlighted the need for more effective air circulation via a new ventilation system. Though the room is equipped with three wall mounted air-conditioning units and ceiling fans, the approximately 5,000 square foot room, though very spacious, is located in the basement and does not have windows.

The installation of improved air conditioning and fans to promote better air circulation and air quality is a priority project we are looking forward to get started.

Thank You

Thank you to all of our donors and funders.

We couldn't have done it without your support!

Contact Us:

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 admin@smbh.ca
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