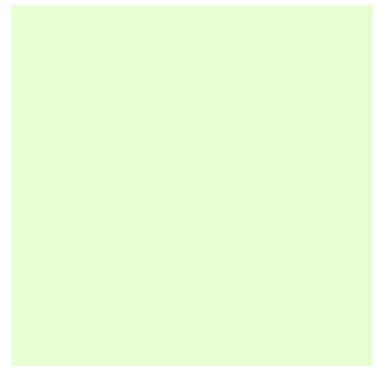
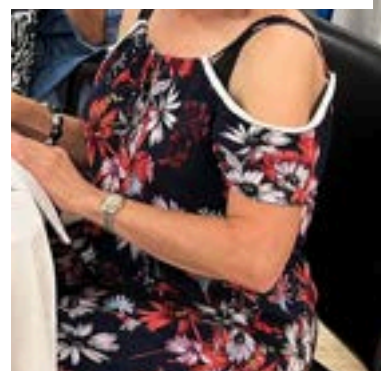
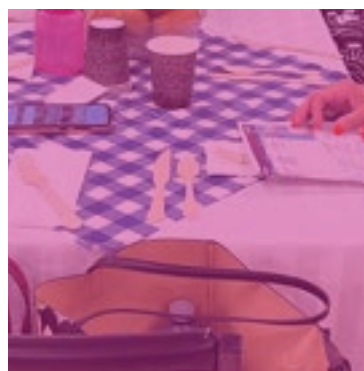

Active Adult Centre of Mississauga

2023 - 2024

Annual Impact Report



Active
Adult Centre
MISSISSAUGA



Mission



We are a welcoming place that celebrates individuality and diversity, inspiring older adults to embrace their vitality, optimize their health and well-being, and broaden their horizons.

Vision



A dynamic and vibrant community of healthy, happy, and engaged older adults.

Values



Inclusiveness

We embrace diversity and our cross-cultural community.



Respect

We promote tolerance and acceptance of individual feelings and views.



Openness

We are receptive to new ideas from members and the community.



Fairness

We deliver programs based on the interests and needs of those we serve.



Family

We promote a family sense of community in a safe, friendly environment.



Leadership

We create meaningful volunteer opportunities and foster leadership potential.

PRESIDENT & EXECUTIVE DIRECTOR'S MESSAGE



The Active Adult Centre of Mississauga has chosen **Positivity, Partnership and Progress** as our mantra to sum up our efforts and achievements in 2023-2024.

We have heard the saying progress for progress' sake is an empty pursuit. Our progress, as always, is mindful, responsive, and determined. Mindful of the needs and well-being of our members. Mindful of and grateful for the amazing partners, funders, and donors that make all we do possible, and mindful of our vital role in the community.

The positive impact our activities have on our members and our community is hard to overstate, but sometimes hard to keep uppermost in mind when doing the work!

We hope these pages remind us all of the incredible progress made this year, from sourcing new funding streams, to engaging with new partners, to improving communications with the creation of a new website, and tirelessly continuing to provide the very best in programming and services geared toward an oft-overlooked seniors' cohort.

Thanking you all for your efforts, and looking forward to continuing to make the AACM a space where getting older truly means getting better!

Joan Crews
Joan Crews
Board President



Linda Salb
Linda Salb
Executive Director



POSITIVITY

The positive impact the AACM has on our Members and Volunteers is the embodiment of our mission, and the driving force in all we do.

Our organization was able to improve members' physical, mental and social well-being in so many ways as a result of funding received through numerous granting bodies.

This year, the Centre's 16 federal, provincial, regional and municipal grants covered such areas as exploring and celebrating different cultures through food and stories, providing dental care to financially challenged seniors, supplying social prescription opportunities, offering a variety of free Personal Empowerment (PEP) Workshops, and the creation of a new AACM website to improve communications, to name just a few.

Our Links2Wellbeing Social Prescription program, providing deserving seniors with the funds to "fill" their prescription of activities at our Centre, was highly successful, resulting in approval for use of surplus funding for the coming fiscal year!

Integral to our efforts is the hard work and commitment of our volunteers. Members are supported, and volunteers benefit from the social connection and satisfaction of a job well done. This year, we celebrated an amazing milestone- our 30th Annual Volunteer recognition event honouring over 140 volunteers on our team! Together we celebrated over 30 years of positive connection, fitness, fun, and friendship brought together at the AACM.



16
GRANTS

11
FUNDED
PROGRAMS
AND SERVICES

POSITIVE IMPACT:

Members

With the effects of COVID-19 gradually waning in the community, and the tireless outreach efforts of staff and volunteers to reassure members and encourage participation, the AACM has joyfully witnessed members return to the activities they love!

New masking and vaccination policies and procedures were shared with members in June 2023, to help ease the transition back.

This year we saw a slow, steady regaining of membership numbers – from 724 to 784 – an upward trend that is sure to continue as we see increased participation. Increasing Centre membership numbers will remain a focus into the next year and have been aided by our recent “Refer a Friend” campaign.

Results from our 2024 Annual Members’ Survey indicated that approximately 80% of members attend the Centre from 1-3x per week, making it a truly important part of their lives. Returning members are engaged members!

Aside from providing opportunities for physical and mental wellness, other benefits seniors said they derived from their participation at the AACM included reduced feelings of loneliness and isolation, being more socially active, feeling more connected to their community, having better information and resources to manage their health and stress, learning new skills, and gaining a more positive attitude.

While the majority of members said staying physically active was chiefly important, an even greater number 73% said they valued connecting with others, and 78% reported having a more positive attitude. The majority of respondents agreed that overall their lives have improved as a result of their participation.

Our Annual Members’ Survey guarantees we are always looking ahead and anticipating members’ evolving needs, key to providing the best in programming and services.

**Steady increase
in members
witnessed over
the last 4 years**

**93% say
programs
affordable**

**80% Attend
classes 1-3x
per week**

**73%
value social
connections
made at AACM**



POSITIVE IMPACT:

Programs

At the core of AACM's mission are the programs and classes that benefit mind, body, and emotional well-being.

Our almost 4,200 annual classes and programs include active classes, arts & crafts, dance, card & game programs, health & wellness, travel, educational, and social programs.

New classes added this year included **Drum Fit**, a fun & easy seated class drumming to great classic rock songs, **Silver Balance**, a standing workout to improve balance and improve mental focus, and **Essentrics**, a standing stretch and strengthening class. All have developed quite a following since beginning.

Other unique programs offered in 2023-24 included:

- "PEP (Personal Empowerment Program)" workshops and volunteer retreat attended by 303 members, sponsored by the Province of Ontario's Ministry of Services and Accessibility, featuring a variety of topics to advance health and wellness from art therapy to beating the winter blues, to self-care and holistic healing.
- "Celebration Kitchen" - a selection of free multi-cultural dinners to socialize and learn about other cultures, with over 520 people served and 12 separate cultural groups recognized.
- "Move and Groove" classes funded through ParticipAction, offering free fitness programming to under-served groups.
- Our "Refer a Friend" program began this year, incentivizing members with free classes to introduce their friends to our Centre as a health resource for the community.
- Links2Wellbeing programming saw close to 30 people referred to our Centre to improve their physical and mental health.



40,288
Drop-In
Visits

4,195
Programs
offered

303 PEP
Workshop &
Retreat
Attendees

520
"Celebration
Kitchen"
Attendees

POSITIVE IMPACT: Volunteers

Our volunteers are the heart and soul of the Centre, dedicating thousands of hours to ensure that our programs run smoothly and our members are well supported. This year, we have seen a remarkable impact on our members' lives, driven by the collective efforts of all involved.

Our volunteer teams of Front-End Workers, Program Leaders, Fundraisers, Special Event Coordinators, Sunlight Cafe staff, Travel Program Team, and Telephone Reassurance Program (TRP) staff create a welcoming environment where everyone feels embraced, valued and included.

From administrative help updating procedures and databases, to teaching French classes, to arranging fun day trips, to cooking nutritious meals and snacks, our volunteers offer a wealth of talents to improve the lives of members and guests.

Our teams are busy all year, but never more so than during the Holiday season - a time of year when many need extra support. This year we paid personal visits to deliver holiday baskets, held cookie exchanges, and held all sorts of seasonal sales and celebrations to brighten the season.



Our 164 strong team of volunteers welcomed 24 new members this year!

TRAVEL & SUNLIGHT CAFE	670 TRAVEL PARTICIPANTS	3,500 MEALS SERVED
FRONT LINE, EVENTS & PROGRAMS	143 VOLUNTEERS	17,328 SERVICE HOURS
TELEPHONE REASSURANCE PROGRAM	21 VOLUNTEERS	1,139 SERVICE HOURS

PARTNERSHIPS

The AACM was fortunate to partner with a host of vibrant organizations in 2023-2024! Through these partnerships the AACM has been able to offer local older adults many more opportunities to enhance their learning and broaden their horizons, far beyond what we could have accomplished alone!

Here is ***just a sampling*** of the wide variety of new, unique and novel programs and opportunities offered by our amazing community partners:

Arts and Culture Programs saw a cross-Canada touring art exhibit “Covid in the House of Old” brought to the halls of the AACM thanks our friendship with Sheridan College.

Our collaboration with Crane Creations Theatre Co. resulted in blogging workshops, ensemble play readings, and tickets to theatrical productions at the nearby Maja Prentice Theatre, and unique volunteer opportunities for our members.

Heritage Mississauga regaled members with tales and fun facts at a “Back in Time Tea”, a chance to learn about the history and heritage of our city.

Stage Centre, a community theatre company, staged its production of “Broadway Lost and Found” last March, and played to a full house at the AACM.

Environmental Opportunities included the Association for Canadian Educational Resources (ACER) “Seniors Measure Up” tree planting, measuring and monitoring program introduced to our volunteers during hosted training sessions.

A “Park Clean Up for Earth Day” at Greenfield Park in partnership with the City of Mississauga, was a chance to give back to our beautiful public spaces.

Our Fall FUNdrive continued this year in partnership with Value Village. A win-win for the environment, and for our Centre.

World Travel included our trip to Egypt and Jordan with Tripoppo, offering a unforgettable experience for members, and a safe way to travel.

Our funded “Shows on the Road” program was performed by AACM volunteers at various retirement residences throughout Mississauga.



PROGRESS:

Fund Development

Making progress on several timely fronts has been a significant focus for our Board of Directors during this past fiscal year. ONCA compliance, strategic plan advancement, financial oversight of bequests, donations, and grant funding were key areas of emphasis, along with obtaining and leveraging new ongoing fund development streams.

Our Fund Development plan included the development of a new “Case for Support”, a foundational document that effectively communicates our mission, impact and funding needs, and improves the application process.

Grants procured during this past year allowed the AACM to:

- Create a new, user friendly website
- Extend our popular free WOW! Workshops and cover such important topics as downsizing, and physical and financial health.
- A grant to replace our Studio Room floor and provide safety, comfort and accessibility for members
- Hire a part-time staff member devoted to fundraising

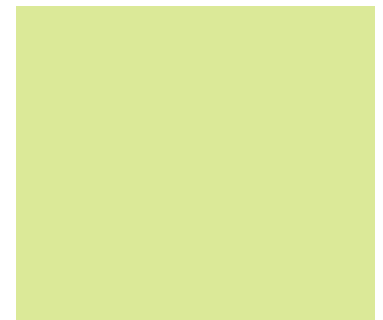
2023-24 Fund Development initiatives:

AACM’s “Nifty 50/50” on-line raffle program. With a dedicated website, the program netted over \$2,000 for the Centre in 2 months. A great first outing that included several separate donations to the AACM, an unexpected result.

Creation of a Legacy Giving Campaign.

Initial planning stages complete for a reimagined Donor Stewardship program to nurture and retain Centre donors and friends.

Over \$615,300 was raised through grants and fundraising initiatives this year.



PROGRESS:

Communications

Website Redevelopment - www.aacmmiss.ca

An important part of the AACM's funded Strategic Communications Revitalization Project, our new website was designed by a team of experts, with the invaluable input of a volunteer advisory committee which assisted staff.

With a clean, more logical and intuitive layout, larger graphics, linked tabs and less non-relevant text to read, visitors will have no trouble finding information on our multitude of programs and classes offered weekly.

Branding

A new aesthetic was developed for the AACM this year, to guide the design of communication and promotional materials. Use of our brand colours at full saturation, allowing plenty of white space around elements, and use of our preferred logo treatment in royal blue/apple green resulted in easily recognizable branding. A tri-fold brochure and pull-up banners were created with the new look, and carried over to our new website.

Social Media

Facebook and Instagram were our primary social channels used in 2023-24. A focus was placed on Facebook content as the *clear leader* to engage our audience, and we saw a 55% increase in reach, and a 273% increase in page visits vs. 2022-23.

In contrast, Instagram saw a 78% decline in reach and a 9% decrease in page visits in the same period, attributed to less content, changing site algorithms preferring "trendy" and video content, and a younger demographic.

E-Mail Marketing

AACM has a robust e-mail marketing program with e-mail open rates 19% above industry averages, and click rates 8% above industry averages. Our e-mail list grew 12% in 2023-24 vs. the previous year.

Empowering Adults 50+ to Stay Active, Engaged, and Inspired

Our primary goal is to provide clear and accessible information on our classes, events, programs, and services to customers and stakeholders, including how to become a member and participate in various opportunities.



Facebook
page visits
+273%

Open &
click rates
+19% / +8%

Our Supporters

Individual Donors \$250 plus

Farida Alexander

Thelma Bauman

Karmela Buzdon

John Callahan

Betty Cole

Joan Command

Joan Crews

Irene Davenport

Alice Dods

Carlos Duarte

The Fung Family

Dorothy Goldspink

Henderson Machinery (Proprietor)

Theresa Kafarowski

Rita Lee & Joe Tenn Yuk

Hilda Lukovich

Corinne McCallum

Edna Michelin

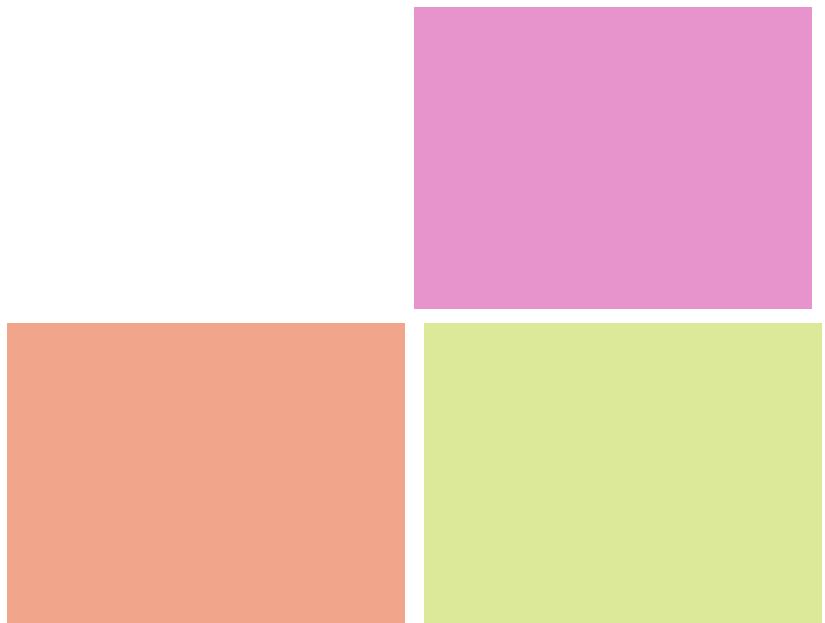
Linda Salb

Susie & Otto Sugiharto

Franca Vettese

Esther Williams

Dorothy Zadworny



Funders & Partners

The Active Adult Centre of Mississauga gratefully acknowledges the support of the following:

Access Abilities

Al Anon

Amica Senior Lifestyles

Anonymous Partnership Program (Seniors' Centres Without Walls)

Bayshore HealthCare

Bilsi Customs Broker

Chartwell Retirement Residence

Employment & Social Development Canada

Erinview Retirement Residence by Sifton

Evergreen Retirement Community by Verve Senior Living

FK Morrow Foundation

HCCSS Mississauga Halton (in conjunction with Peel Senior Link)

Lifestyles Promotions

LiUNA Local 183

Manulife Securities

McDonald's Central Parkway Mall

Mississauga Central Lions Club

Nurse Next Door Mississauga

OACAO in partnership with the Alliance for Healthier Communities

Ontario Ministry for Seniors & Accessibility

Ontario Trillium Foundation

ParticipACTION

Revera Retirement Living

Rexall Central Parkway Mall

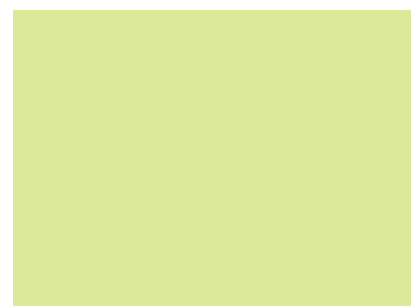
The City of Mississauga

The Mariano Elia Foundation

The Pendle Fund at the Mississauga Foundation

The Region of Peel

Whole Foods Market Canada



Staff & Board

2023-2024 STAFF

Executive Director

Linda Salb

Program Coordinator

Laura Surman

Volunteer Coordinator

Karmela Buzdon

Administration & Facility Coordinator

Anne Goldspink

Communications & Marketing Coordinator

Jen Norman

Virtual Programming Facilitator

Melissa Vuong

Weekend Receptionists

Anne Hines

Helen Horner

Program & Event Staff

David Edralin

Norm Tendall

Shawn Williams

Jack Krznaric

Andy D'Allessandro

Ryan Reis



2023-2024 BOARD OF DIRECTORS

President

Joan Crews

Vice President

Judi Lloyd

Treasurer

Faisal Ghanchi

Past President & Secretary

Alice Dods

Director-at-Large

Jaime Alba

Director, Marketing

Kathryn Bielak

Director, Facilities

Manuel Castellino

Director-at-Large

Joan Granger-Patrick

Director, Special Events & Fundraising

Linda Keen

Director, Volunteers

Hilda Thomas

Ex-Officio Director

John Kovac,

Mississauga City Councillor, Ward 4

Audited Financial Reports 2023-2024

6 Pages to follow



Independent Audit Report

To the Members of
Active Adult Centre of Mississauga

Qualified Opinion

We have audited the financial statements of Active Adult Centre of Mississauga (the Organization), which comprise the statement of financial position as on March 31, 2024, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as on March 31, 2024, and its results of operations and its cash flows for the year then ended in accordance with Accounting Standards for Not-for-profit Organizations (ASNPO).

Basis for Opinion

In common with many not-for-profit organizations, the Organization derives revenue from fundraising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Organization. Therefore, we were unable to determine whether any adjustments might be necessary to fundraising revenue, excess of revenues over expenses, and cash flows from operations for the years ended March 31, 2024 and March 31, 2023, current assets and net assets as at March 31, 2024 and March 31, 2023. Our audit opinion on the financial statements for the year ended March 31, 2024 was modified accordingly because of the possible effects of this limitation in scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the applicable financial reporting framework, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing these financial statements, management is responsible for assessing the centre's ability to continue as a going concern, disclosing, as applicable, matters related to a going concern and using the going concern basis of accounting unless management either intends to liquidate the centre or to cease operations, or has no realistic alternative to do so.

Those charged with governance are responsible for overseeing the centre's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Independent Audit Report

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the centre's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the centre's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the centre to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



Fareed Sheik LLP
Chartered Professional Accountants
Licensed Public Accountant

Mississauga
September 24, 2024

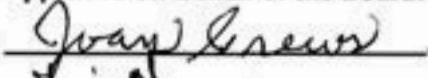

Active Adult Centre of Mississauga

Statement of Financial Position

As At March 31, 2024

	Note	2024	2023
Assets			
Current Assets			
Cash and Bank	2.	\$ 342,252	\$ 216,440
Guaranteed Investment Certificate (GIC)	2.	52,864	117,281
HST Recoverable		-	9,159
Accounts receivable		20,338	12,087
Other current assets		14,489	9,749
Total Current Assets		429,943	364,716
Property, plant and equipment	3.	-	401
Total Assets		\$ 429,943	\$ 365,117
Liabilities and Shareholders' Equity			
Current Liabilities			
Short term debt	4.	\$ -	\$ 40,000
Accounts payable and accrued liabilities		39,999	42,056
GST/HST payable		5,638	-
Deferred revenue	6.	102,131	26,826
Total Current Liabilities		147,768	108,882
Net Assets			
Net assets (deficit)		282,175	256,235
Total Liabilities and Net Assets		\$ 429,943	\$ 365,117

Approved on Behalf of the Board:

The accompanying notes are an integral part of these financial statements.

Active Adult Centre of Mississauga

Statement of Operations

For the Year Ended March 31, 2024

	Note	2024	2023
Revenue			
Grant	5.	\$ 537,179	\$ 631,011
Weekly Programming & Services		106,731	90,241
Fundraising		78,123	76,670
Travel committee		74,010	43,955
Service clubs, corporate donations		37,770	26,757
Other income		25,307	25,378
Membership fees		26,949	22,010
Special events		14,479	11,692
Cafeteria committee		6,184	5,933
Total revenue		906,732	933,647
Operating expenses			
	5.	537,680	631,479
Grant expenses		212,014	219,812
Salaries and wages		56,080	30,527
Travel committee		9,355	17,670
Professional fees		6,703	16,736
Marketing and promotion		3,463	10,045
Special event expenses		9,849	19,503
Administration		22,273	-
Repair and Maintenance		6,545	-
Office expense		1,973	4,23
Program supplies		4,798	5
Fundraising expenses		2,638	3,74
Volunteer development		1,855	2
Interest and bank charges		696	-3,26
Memberships and training		401	1,401
Amortization of tangible assets	3.	4,469	1,594
Insurance			
Total operating expenses		880,792	960,679
Excess (deficiency) of revenue over expenses		\$ 25,940	\$ (27,032)

The accompanying notes are an integral part of these financial statements.

Active Adult Centre of Mississauga

Statement of Changes in Net Assets

For the Year Ended March 31, 2024

	2024	2023
Net assets, at the beginning of the year	\$ 256,235	\$ 283,267
Excess (deficiency) of revenue over expenses	25,940	(27,032)
Net assets, at the end of the year	\$ 282,175	\$ 256,235

The accompanying notes are an integral part of these financial statements.

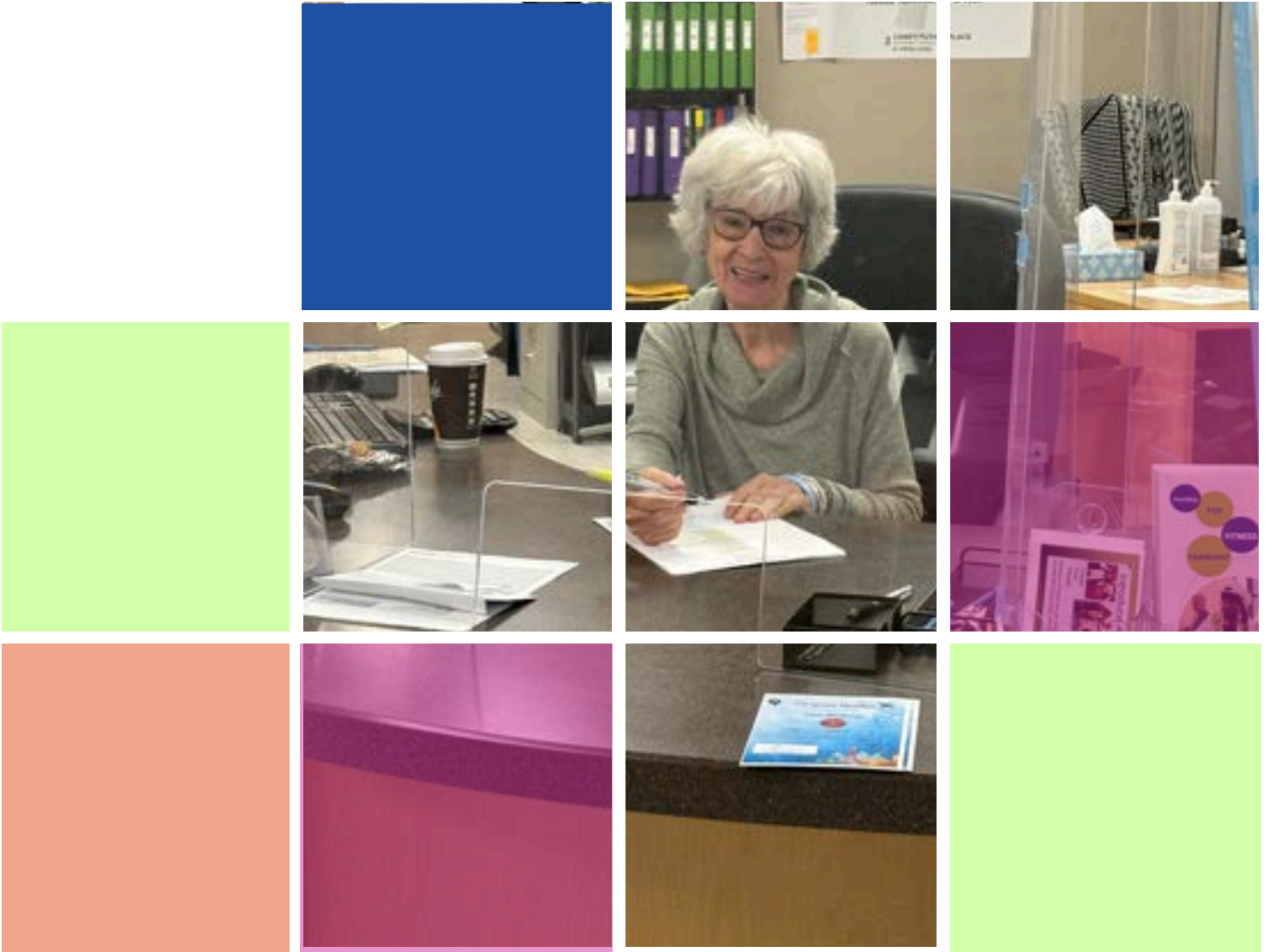
Active Adult Centre of Mississauga

Statement of Cash Flows

For the Year Ended March 31, 2024

	Note	2024	2023
CASH FLOWS FROM OPERATING ACTIVITIES:			
Excess (deficiency) of revenue over expenses for the year		\$ 25,940	\$ (27,032)
Depreciation, depletion and amortization	3.	401	401
Decrease (increase) in receivables		6,545	(13,698)
Decrease (increase) in prepaid expense and other assets		(4,740)	(2,853)
Increase (decrease) in accounts payable and accrued expenses		(2,056)	7,664
Increase (decrease) in deferred revenue and customer advances and deposits		75,305	(18,569)
TOTAL CASH FLOWS FROM OPERATING ACTIVITIES		101,395	(54,087)
CASH FLOWS FROM INVESTING ACTIVITIES:			
Amounts invested in GIC.	2.	(52,864)	(117,281)
Proceeds from maturity of GICs	2.	117,281	115,610
NET CASH USED BY INVESTING ACTIVITIES		64,417	(1,671)
CASH FLOWS FROM FINANCING ACTIVITIES:			
Proceeds from (repayments of) short term debt		(40,000)	-
OTHER ACTIVITIES:			
Net cash increase (decreases) in cash and cash equivalents		125,812	(55,758)
Cash and cash equivalents at beginning of the year		216,440	272,198
Cash and cash equivalents at end of the year	2.	342,252	216,440

The accompanying notes are an integral part of these financial statements.



Thank You

377 Burnhamthorpe Road East, Suite 116
Mississauga, ON, L5A 3Y1

905.615.3207
info@aacmiss.ca

aacmiss.ca

Charitable Registration Number
819595893RR0001



www.aacmiss.ca



@activeadultcentre



@AACMISS