



MUSKOKA SENIORS Annual Impact Report



2022-2023

A Message From Our Executive Director

With great pleasure and a heart full of nostalgia, I welcome you to our Annual Impact Report - memories and achievements embodying the spirit of reunion. As you turn the pages of this report, I invite you to witness the resilience, renewal, and togetherness that has defined our organization over the past year (April 1, 2022-March 31, 2023). This year has gathered familiar faces, rekindled friendships, and reawakened a shared purpose. Muskoka Seniors triumphed over challenges that tested our resolve and creativity. I am delighted to say we have emerged stronger and more dedicated to our mission than ever before.

When the pandemic forced us to adapt our programs, it felt like we were separated by time and distance. But we held onto hope, knowing that one day, we would gather again. I am thrilled that we have experienced the long-awaited reunion of our community. It is a testament to the unwavering commitment of our staff, volunteers, and community partners that we stand today, making a difference in the lives of those we serve.

In the following pages, you will witness the effect of our programs reopening, volunteers returning with renewed enthusiasm, and the beautiful impact we have collectively created. You will see the smiling faces of individuals whose lives have been influenced by our efforts and the countless hours of hard work and dedication that have gone into this past year.

Thank you for being an integral part of Muskoka Seniors; for your unwavering support, and standing by our side through it all.

With heartfelt gratitude,



Jenn Pfrimmer, Executive Director

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About Muskoka Seniors

Muskoka Seniors is a not-for-profit charitable organization providing vital community support services to seniors living in the Muskoka area for over thirty years. From door-to-door transportation, regular in-person visits and social events, and meal delivery services, our volunteers and staff supply a robust set of services that encourage Muskoka's seniors to remain independent, safe, and connected while living in their homes. Our clientele continues to grow year after year. We are now supporting over 900 individuals, and in 2022 we welcomed 342 new clients to Muskoka Seniors. Many clients use more than one of our services at a time.

Effective March 31, 2023

OUR BOARD MEMBERS

Alex Dussault
Chair

Lori Beecroft
Treasurer

Kate McLaughlin
Secretary

Deirdre Broude

Susan Devins

Andrea Fisher

Linda Hurlbut

Tammy Lomas-Jylha

Paul Stueck

Jane Tideman

OUR STAFF MEMBERS

Jenn Pfrimmer
Executive Director

Michele Cutler
Meals on Wheels Coordinator

Wanda Lumley
Transportation Coordinator

Andrea Monahan
Social Connections Coordinator

Kassandra Smith
Office Administrator

OUR DRIVERS

Janet Boon

Guy Goodwin

Sandra Hardy

Rick Hofstetter

Jaime Honderich

Robert Madeley

Rick Pierce



Our Volunteers

Volunteers at Muskoka Seniors embody the essence of reunion, rekindling a sense of togetherness and compassion within our community. Like old friends, they bring selfless acts of kindness and unwavering support and create moments of joy and connection. Their dedication makes seniors feel valued, cherished, and never alone. We currently have over 100 active volunteers. These volunteers contributed 4,684 hours of their time this past year with an estimated value of \$126,468, which is not recognized in the financial statements.

Our Impact

Throughout this report, you will read real stories and heartfelt testimonies from people impacted by the work of Muskoka Seniors. Each story serves as a reminder of the positive impact Muskoka Seniors has on the community.

“ ”

I feel good about contributing my time to a very worthwhile cause. We will all need a helping hand at different times in our lives. I enjoy the personal connections the most. Volunteering connects me with so many different people. I'm grateful to have the opportunity and the resources to volunteer.

B.B.

I enjoy meeting with people in the community. I strongly believe that with the proper resources in place, seniors should be able to stay in their home for as long as they wish. Unfortunately, that is not possible for everyone due to both physical and financial constraints. I hope that my volunteer work can help to keep someone in their home. The cheery hellos I receive as I deliver meals are priceless.

B.M.

Our Services



Hot Meals on Wheels

Daily hot meals are prepared fresh and delivered Monday-Friday. They are well-balanced, flavourful meals that are convenient and can accommodate various dietary needs.

Age restrictions do not apply.



Frozen Meals on Wheels

Meal preparation made easy. Our frozen meals are prepared by Apetito-HFS, offering a wide variety of menu options.

Age restrictions do not apply.



Grocery Delivery

Free delivery is available to clients who place an online order with select local grocery stores. Our friendly volunteers will pick up and deliver your groceries to your door.

Conditions apply.



Social Connections

A balanced and fulfilling life includes healthy social connections. We have a variety of programs available to connect with one another, whether in groups, 1:1, virtual or in-person.



Friendly Visiting

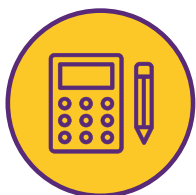
Whether it's a phone call to check in, a companion for a walk, a visit or a game of cards, we aim to match clients and volunteers based on shared interests and personalities.



Transportation

We provide door-to-door local and long-distance transportation for our clients to get groceries, fill prescriptions, go to medical appointments, and conduct day-to-day business with ease.

Advanced booking is required.



Income Tax Services

Free tax clinics are available where a volunteer will file tax returns for eligible individuals.

Meal Delivery



In the spirit of reunion and collective effort, Muskoka Seniors and Huntsville Meals on Wheels joined forces on April 1, 2022, becoming the sole Meals on Wheels provider in the Huntsville Area.

Muskoka Algonquin Healthcare prepares our hot meals, which volunteers pick up daily Monday - Friday and deliver to clients at lunch. This merger has allowed us to learn and adapt together, refining our routines and processes to efficiently deliver nourishing hot meals to our clients.

Muskoka Seniors participated in a month-long awareness campaign called March for Meals in March. The campaign activated community champions and local restaurants to help draw attention to the importance and essential needs of the Meals on Wheels program. Our community champions included Dara Howell – a Canadian freestyle skier and gold medal winner at the 2014 Winter Olympics in Sochi; Grant Nickalls – a long-time local resident and professional actor; and Huntsville Mayor Nancy Alcock.

Our Meals on Wheels volunteers hold various roles. The tasks involve taking client orders, calling volunteers and driving hot meals, frozen meals, and grocery delivery to our clients.

66 99

I had a wonderful time volunteering for Muskoka Seniors' Meals on Wheels. They gave me the opportunity to deliver meals and visit with community members who rely on the program, and it is easy to see how important this service is to Huntsville and the surrounding area. I want to give a huge thank you to everyone who supports Muskoka Seniors' Meals on Wheels program, whether through volunteering or donations.

N.A.

Your service has helped supply us with tasty, nutritious meals without the worry of having to prepare a meal.

Client



Social Connections



During the ongoing recovery from the pandemic, the year 2022-23 marked the re-establishment of Muskoka Seniors' Social Connections.

Despite initial concerns about larger gatherings, we gradually reintroduced more diverse programs. It has been so enjoyable to see clients reuniting with one another and new clients being met and welcomed to social events by others eager to make a connection. These evolving programs reflect growth over the past years. Muskoka Seniors now offers three weekly programs—a social event, a luncheon, and a walking social—allowing clients to engage as they wish.

Volunteers in the Social Connections embody the spirit of reunion where connections thrive. They participate in the monthly luncheon program, can be event hosts, and assist with administrative tasks.

66 99

I love walking outdoors and usually walk alone. This program is nice to chat with others.

D.S.

After we lost my mom at Christmas 2021, Dad had no socialization and just sat in his chair and never got out. By going to the senior luncheons, he has really perked up. Thank you so much.

Family Member

It allows me to get out of the house, gives me a chance to look forward to outings, meeting people and having a good time.

B.B.



Transportation



We provide door-to-door local and long-distance transportation for our clients to easily get groceries, fill prescriptions, attend medical appointments, and conduct daily business.

Over the last year, we were pleased to ease restrictions, remove vehicle barriers, and transport more than one client at a time. Medical appointments that were postponed or virtual began being rescheduled and in-person once again. The need for transportation services began to increase. Before the pandemic, we counted on around ten volunteer drivers, some of whom have shifted roles or relocated. However, the importance of volunteers remains unchanged, and they can support the program by using their own vehicle and offer monthly availability. Volunteer drivers receive mileage reimbursement.

In March 2023, funding was received from Ontario Health to support the acquisition of a 5th vehicle, allowing us to provide volunteers with a company vehicle. This vehicle enables even more volunteers to partake in this program, especially those whose vehicles may not be suitable for senior transportation. As we continue to expand, these transportation services are critical for our community's well-being.

66 99

Not only was the driver helpful, polite, and safe - he was a pleasant companion, allowing me to forget about my doctor's visit and made me feel like I was on a trip. Thank you for making some difficult situations manageable and more pleasant for seniors

K.L.

If Muskoka Seniors weren't here to provide me with transportation, I wouldn't know what to do. I gave up driving because of the busy traffic on the highway. The only reason I felt comfortable doing that was because of the transportation service. I am so grateful!"

R.L.



Friendly Visiting



Our Friendly Visiting program matches clients and volunteers based on shared interests.

Volunteers connect with clients through phone calls, in-person visits, or social activities. Simple things like a stroll, a drive, or sitting for a coffee can brighten someone's day.

With further development of this program, Muskoka Seniors is excited to add more options for clients over the year ahead to help them achieve their goals. We want our volunteers to be able to help clients who may have a hobby they want to learn, be a friend to someone new to the community, work on a project together, and so much more.

The annual Income Tax Clinics were a great success and supported over 140 clients this year. The clinics are run by volunteers who commit many service hours to keep this much-needed program running.

66 99

We've really become friends. She has met my family, and they are very happy that I have her (volunteer) now. I'm very happy that we met because sometimes it gets lonely, and you need someone you can talk with.

A.K.

Intergenerational interactions are so important. We can learn so much from each other. It's not just a one-way street, it is a privilege to be able to serve and establish connections and relationships with people in our community.

L.S.

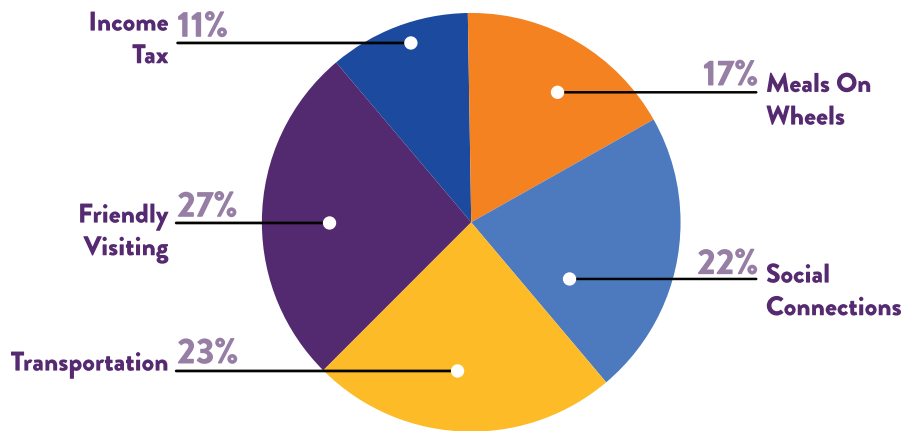


Service Statistics

Clients Who Received Service:	1,230 Total*
Meals On Wheels:	212 = 17%
Social Connections:	273 = 22%
Transportation:	294 = 23%
Friendly Visiting:	339 = 27%
Income Tax:	141 = 11%

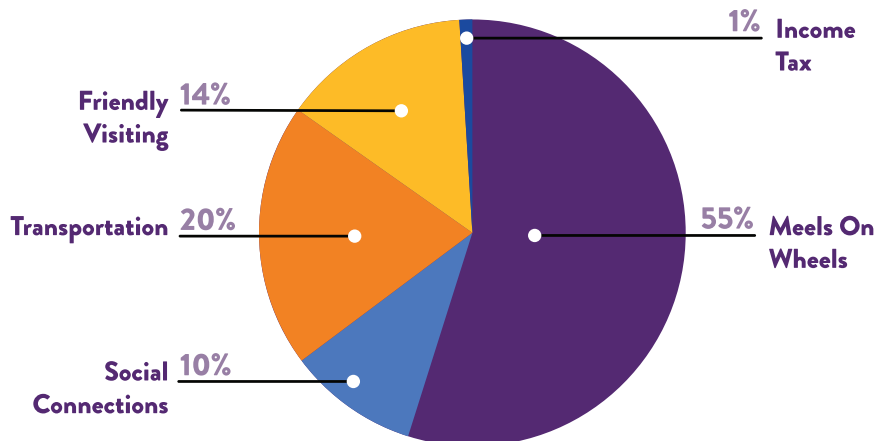
*Many clients utilize multiple services.

CLIENTS REGISTERED



Units of Service Provided:	26,317 Total
Meals On Wheels:	14,509=55%
Social Connections:	2,651 = 10%
Transportation:	5,162 = 20%
Friendly Visiting:	3,563 = 14%
Income Tax:	432 = 1%

UNITS OF SERVICE PROVIDED



Annual Overview



Muskoka Seniors welcomed **342** new clients

Meals on Wheels delivered **14,509** meals to **212** clients

Social Connections provided **2,651** units of service to **273** clients

Transportation served over **294** individuals with almost **5,162** drives

Friendly Visiting performed **3,563** visits (either face-to-face or phone calls) to **339** clients

Income Tax had **432** visits by **141** clients



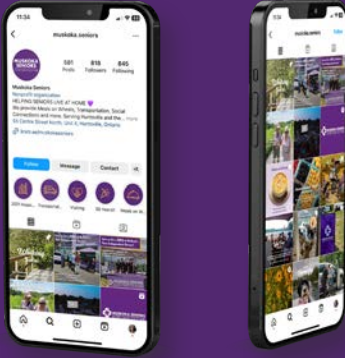
66 99

Having been placed in a sudden position that requires my husband and me to seek assistance with an elderly family member, I can genuinely say Muskoka Seniors has given us hope, a clear path forward and peace of mind. Their team of professionals is compassionate and incredibly supportive. Thanks to them, we are no longer feeling overwhelmed and uncertain. But, more importantly, our loved one is thriving in her new situation and looking forward to creating a life in Huntsville, which includes Muskoka Seniors!

K.W.



Our Digital Community



771

**INSTAGRAM
FOLLOWERS**

689

**FACEBOOK
FOLLOWERS**

746

**EMAIL
SUBSCRIBERS**

2K

**MONTHLY
WEBSITE
VISITORS**

TEAM TRAINING



GAMES DAY

ART WORKSHOP





BINGO

CHARITY BBQ



LUNCHEONS

PUZZLE PARTY



MARCH FOR MEALS

PIE IN THE FACE



Annual Survey Results

As part of our mandate to Ontario Health and our commitment to continuous improvement, Muskoka Seniors conducts an annual client survey.

84%
return rate.

93%
of survey respondents would choose Muskoka Seniors if they needed additional services.

96%
of survey respondents would recommend Muskoka Seniors to their family or friends.

3.2 out of 4
was the average rating for care and services.

TOP 3 Reasons why respondents continue services with Muskoka Seniors:

- 1** The programs I use help me to live independently and support my health.
- 2** Staff and volunteers are friendly, courteous, and respectful.
- 3** My privacy and dignity are respected.

“ ”

I live by myself, and I attend the restaurant luncheon program. I'm able to meet people there.

Client

As a senior who doesn't get out a lot, the interactions with staff and volunteers brightens my day. They talk and joke and bring brightness to otherwise dull days.

Client

I am very grateful for the transportation service. I feel more independent knowing I can look after all of my out-of-town appointments.

Client

Financial Highlights

The increasing need for our services requires financial support to ensure these resources remain available in the future. Muskoka Seniors receives limited funding through Ontario Health, which requires us to rely heavily on the support of our community.

THANK YOU to all our corporate supporters and community partners!

- Ontario Community Support Program Grant - \$16,280
- District of Muskoka's Community Enhancement Grant - \$9,100
- Ontario Health One-time Funding - \$81,300
- Celebrating Seniors Month with Annual Donation Drive - \$7,515
- Bullock's Independent Grocer Charity BBQ - \$2,300
- National Giving Tuesday Campaign - \$16,540
- Puzzle Party Community Event - \$856
- HANDS (Helping to Achieve Needed Donor Support) monthly giving program. The HANDS program now has 24 donors/per month.



Muskoka Seniors was able to directly benefit the District of Muskoka Community Paramedicine Program throughout the fiscal year by sharing funds received through Ontario Health. The goal of this program is to keep people in their homes longer by assisting to keep them healthy and connect them with services that were otherwise unknown to them. This may include home visits, telephone visits, Community Paramedicine Remote Patient Monitoring (CPRPM) and OTN visits.

“ ”

Our family wanted to remember the wonderful service Muskoka Seniors provided to my grandmother during her retirement years. She always enjoyed the social gatherings and appreciated the support getting to specialist appointments out of town. Muskoka Seniors improved her quality of life, and for that, we are grateful.

S.B.

Statement of Financial Position

For the year ended March 31

2023

2022

Assets

Current

Cash	\$704,174	\$255,162
Short-term investments	\$50,257	-
Accounts receivable	\$16,331	\$242,605
Prepaid expenses	\$10,196	\$3,913
	<u>\$780,958</u>	<u>\$501,680</u>

Capital assets

	<u>\$107,958</u>	<u>\$91,940</u>
	\$888,916	\$593,620

Liabilities

Current

Accounts payable and accrued liabilities	\$546,727	\$303,400
Government remittances payable	\$15,597	\$3,761
Unexpended specific grants	\$72,635	\$72,635
	<u>\$634,959</u>	<u>\$379,796</u>

Unamortized capital grants

	<u>\$107,958</u>	<u>\$91,940</u>
	\$742,917	\$471,736

Net Assets

Unrestricted net assets

	<u>\$145,999</u>	<u>\$121,884</u>
	\$888,916	\$593,620

Statement of Operations & Changes in Net Assets

Audited financial statements completed by Dave Stevenson, CPA, CA
 Statements are extracted from the complete audited financial statements, which are available at the Head Office.

For the year ended March 31

2023

2022

Operating Revenues

Government base funding	\$413,426	\$387,421
Government one-time funding	\$184,148	\$281,195
Less Government funding deferred for the purchase of capital assets	\$(48,473)	\$(25,000)
Recoveries - other one-time grants	\$41,332	\$31,104
Client fees	\$155,350	\$106,405
Donations and fundraising	\$102,850	\$102,218
	<u>\$848,633</u>	<u>\$883,343</u>

Other

Gain on disposal of capital assets	-	\$18,955
Proceeds on sale deferred for the purchase of capital assets	-	\$(15,225)
	<u>\$848,633</u>	<u>\$887,073</u>

Expenses

Compensation	\$337,653	\$298,604
Minor equipment	\$40,634	\$49,696
Other expenses	\$273,864	\$189,394
Program supplies	\$44,492	\$32,019
Travel	\$15,901	\$8,896
	<u>\$712,544</u>	<u>\$578,609</u>

Excess of revenues over expenses before the following

Government one-time funding repayable	\$136,089	\$308,464
	<u>\$(119,375)</u>	<u>\$(229,895)</u>

Excess of revenues over expenses for the year

Net assets - beginning of year	\$16,714	\$78,569
Net assets transferred from Huntsville	\$121,884	\$43,315
Meals on Wheels	\$7,401	-
Net assets - end of year	<u>\$145,999</u>	<u>\$121,884</u>

On behalf of the Board of Directors and staff, we want to thank you for standing by Muskoka Seniors.

In conclusion, this Annual Impact Report has celebrated reunion and resilience, and we are thrilled to invite new clients and volunteers to join our Muskoka Seniors community. As we move forward, we embrace the opportunity to welcome fresh faces and kindred spirits eager to make a meaningful impact in their community. Whether you seek companionship, support, or a chance to give back, there's a place for you here. Your involvement will add to the community of Muskoka Seniors, and we are grateful for the continued support that makes our reunions all the more uplifting. We extend our heartfelt thanks to all who supported us in the past year, as your dedication has made our reunions even more meaningful.

For those feeling inspired to contribute further, we invite additional support through a donation to Muskoka Seniors. Your financial contribution will empower us to expand our reach, enhance our programs, and create even more meaningful reunions for the seniors we serve. We've developed some easy ways to contribute financially, allowing you to pick the option that suits you best. Learn how to donate at www.muskokaseniors.org or scan the QR code below.

Thank You

Connect with us!

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www.muskokaseniors.org

 [muskoka.seniors](https://www.instagram.com/muskoka.seniors)

 [muskokaseniors](https://www.facebook.com/muskokaseniors)

you make it
possible

LEARN
HOW TO
DONATE



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Health Ontario