

CENTRE COMMUNAUTAIRE POUR PERSONNES AGEES



# Annual Report 2023-2024

CENTRE COMMUNAUTAIRE POUR PERSONNES AGEES



## PROGRAMS AND SERVICES AT OUR 3 LOCATIONS

### **Almage Community Centre for Seniors**

8680 Hochelaga, Montreal,  
514-355-1712 [www.almage.org](http://www.almage.org)  
[www.info@almage.org](mailto:www.info@almage.org)  
Monday-Friday 8:30AM-4:00PM

### **Rosemont Satellite**

4837 7th Avenue  
Montreal, Quebec H1Y2M8  
Open Mondays 9AM-3PM

### **Montreal Nord Satellite**

11121 av Salk, Montréal-Nord Quebec H1G 4Y3  
Open Fridays 9AM-3PM

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## Vision

Our Community Centre is a home away from home to all, where everyone feels welcome, autonomous, respected, and useful.

## Values

Almage wishes to be known for the values which are an integral part of its philosophy. These values act as a base for moral beliefs which guide human behavior.

At the heart of each intervention within our organization's everyday activities, our goal is to fortify our members' self-esteem, the fundamental qualities at the core of each human being that allows for optimal personal growth.

An individual's self-esteem guides their daily behavior, benefiting both the persons delivering and receiving our services within our organization.

## Mission

Almage is a Senior Community Centre providing diverse social services and programs to adults (50+) throughout the community. Almage is dedicated to enriching the quality of the life of its members by providing an atmosphere of friendship and confidence, where they can socialize with people having similar experiences or interests.

## History

Members of three local parishes in east-end Montreal (St. Aloysius, St. Margaret's, and St. George's) formed a social club to meet the needs of senior citizens in their community. As the need for services increased, Catholic Community Services (CCS) was contacted to study and evaluate the needs of the English-speaking seniors. In June 1982, the Almage Centre was officially founded. What began as a centre offering services two days a week with a membership of 50, is now offering services five days a week to over 180 members. Today, Almage is proud to be fully independent and has extended its services to 2 Satellite Centres (Rosemont & Montreal-North) each offering 1 day per week programs.



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# *A Word From The President*

Dear Members,

When Mirella mentioned to me that I had to submit an article for the Annual Report, I was at a loss for words. Although this was my first year as Board President, it was not my first year on the Board.

In 2016, some of you may remember me at the AGM, along with two of my work colleagues. We were sporting BMO Volunteer t-shirts and being followed around by a film crew. I had won a contest at work whereby, we had to nominate a neighborhood organization that could benefit from a team of volunteers at the event of their choice. Although I was not overly familiar with Almage, other than my grandmother being a member, I thought why not? The centre was close, and she always enjoyed her time there and spoke about it often. The ED at the time, Joanne, chose the AGM as the event where volunteers were needed. We made endless sandwiches, served lunch, and put away all the chairs afterwards. We got to mingle with the members, and I chatted with some familiar faces from when I was much younger.

A few weeks prior to the AGM, I met Joanne to see what was expected of us that day. After that conversation, she said that Almage was recruiting for the Board and asked if I was interested. "Sure", I said. What did I know about being on a Board? It sounded important, so I said yes. I got voted in that day and during the post executive meeting to nominate and vote for the various positions, I came out of that meeting as the Treasurer. I was told that because I worked for the bank, that I must know about money and therefore the position was mine. Little did they know that I worked in HR and not with money.

Fast forward eight years and I now find myself as President. Many changes have happened since 1982, when Almage first started. We have seen the organization go from a centre that was mainly thought of as a social club to what it is today. The social aspect is still very important and now we provide many needed services to the senior and isolated population. It is vital that we keep these services growing. Reflecting back to my experience in 2016, the needs of the community members remain the same today. No matter our titles, the Board is here for you.

We could not do our jobs without the dedicated staff that work tirelessly every day to bring the activities, meals, and services to you. Our Executive Director, a woman who wears many hats, has led us through a challenging year but we came out in great shape. The elevator is working again, no Tuesday or take-out meals have been missed with the resignation of our cook and we look forward to what our new Activity Coordinator has planned.

We are moving in the right direction and hope that you, the members, continue to trust the process.

Sincerely,  
Laurie  
Almage Board President



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# *A Word From The Executive Director*

Dear Members of Almage,

As we reflect on the past year, I am filled with immense gratitude and pride for the journey we have embarked upon together as a community. Our commitment to our mission and vision has been unwavering, despite the diverse challenges we've encountered along the way.

A few of the significant hurdles we faced this year included staffing shortages, members moving away to assisted living residences and some passing away. Increase costs in transportation and food remain difficult for many, but it has been especially difficult for the vulnerable seniors who rely on our meal program for a hot meal. This past year we were faced with a significant reduction in contribution by funders which resulted in organizational and structural changes.

All of these challenges undoubtedly tested our resilience and adaptability. However, through collective efforts we have remained steadfast in delivering our best. The dedication and determination of our team has been instrumental in driving forward our initiatives and ensuring the continuity of our services. The fallout from the pandemic continue to surface, and we remain determined to ensure that we can recover and grow.

In the past year we surged forward, fully emerged in the last phase of the Strategic Plan Process. We heard what members, staff, volunteers, partners, and funders had to say on the direction that Almage needs to move towards, to not only survive but to thrive in the English-speaking community of the east end of Montreal. The work done this year will guide us for the next 3 years. A huge thank you to our talented strategic planning consultant, Griffin Payne.

I want to extend my heartfelt thanks to our hardworking staff, whose dedication has been the cornerstone of our success. Their tireless efforts and passion for our cause have propelled us forward, even in the face of adversity. I am continually inspired by their commitment to making a difference in the lives of others.

I also want to express my deepest appreciation to our invaluable volunteers; your willingness to give your time and energy to support our mission is truly commendable, and we are immensely grateful for your contributions.

To the esteemed members of our board, I extend my sincerest thanks for your support and guidance, wisdom, and commitment to our organization's mission. Your leadership has been instrumental in steering us through challenging times and towards a brighter future.

Lastly, I want to offer a special nod of appreciation to those members who have stood by my side, offering their support and assistance throughout the year. Your encouragement and solidarity have been a source of strength, and I am deeply grateful for your support.

As we look ahead to the coming year, let us remain united in our commitment to serving our community and advancing our mission. Together, there is no obstacle too great for us to overcome, and I am confident that with our collective efforts, we will continue to make a meaningful difference in the lives of those we serve.

Thank you once again for your dedication, support, and partnership. Here's to another year of progress, unity, and impact.

With gratitude and warm regards,

Mirella Castrechini

# Our Team

## BOARD OF DIRECTORS



Laurie Kerr  
President  
Member



Caroline Mrazik  
Vice President  
Community Representative



Shirley Lajeunesse  
Treasurer  
Member



Yolande Zieleinski  
Director  
Member



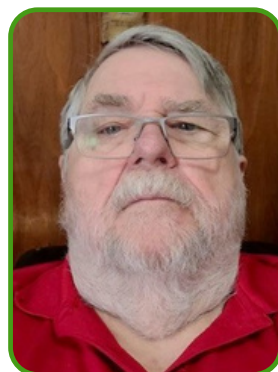
Conception Cueto  
Director  
Member



Maria Maiolo  
Director



Mynor Estrada  
Director



Fr. Paul Pomkoski  
Director



Kim Cannon  
Director (April- November)

# Our Team

## STAFFS



Mirella Castrechini  
Executive Director



Gloria King  
Assistant Executive Director  
(April-October)



Joelle Virgen  
Activity Coordinator  
(October-March)



Nu Xo  
Bookkeeper



Rosanna Padula  
Community Support Coordinator



Lynne Tinman  
Community Support Worker  
(April - October)



Rami Al Kateb  
Cook



# ADMINISTRATIVE SUPPORT

These committees are overlooked by the executive officers of the board and are responsible to members of Almage.

## Nomination Committee

### Preparation for the Election process 2023-2024

Notifications sent to 183 members to include information on:

- The upcoming election
- The number of positions open
- An invitation for all members interested to submit their candidacy

### Interviewed 9 Eligible Candidates

List of candidates sent to 183 members by email and mail.

Caroline Mrazik  
Fr. Paul Pomkoski  
Maria Maiolo

Met 5 times for a total of 20 hours

## Finance Committee

- Monitoring of monthly financial statements, bank statements and extraneous expenses
- Preparation for auditors 2023-2024
- Preparation of a sound and balanced budget for the year 2023-2024.
- Prepare the Donors' Income Tax Receipts
  - (38 donation receipts sent)
- Review of grant proposals (New Horizons, PSOC, Youth Canada, ITMAV. Grace Dart Foundation)

Laurie Kerr  
Shrley Lajuennesse  
Mirella Castrechini  
Nuo XU

Met 5 times for a total of 11 hours

## Bylaws Committee

Revised and updated the bylaws and presented to members at the AGM (June 2023) for approval

Caroline Mrazik  
Mirella Castrechini  
Terrence Meehan (Member)  
Gloria King

Met 5 times for a total of 10 hours

## Human Resources Committee

Over the past year, the Human Resources Committee spent over 14 hours in negotiation with the Union, to ensure a sound and fiscally responsible agreement that maintains a healthy and satisfying work environment.

An agreement was signed on March 20th, 2024.

Caroline Mrazik  
Fr. Paul Pomkoski  
Mirella Castrechini

Met 7 times for a total of 14 hours

# A Small But Resilient Team

## Challenges & Successes

This past year we had the bitter sweet experience of bidding goodbye to our community support worker Lynne Tinman who took her retirement after 20 years at Almage. Equally disappointing was the departure of a well-loved Assistant Executive Director, Gloria King. The Assistant Executive Director position was abolished in order to allocate funds towards direct services to members.

### Challenges:

The position of community worker was vacant for a period of 5 months.

As part of the strategic plan this position is being redefined as Outreach and Community worker. (Intervenante du milieu)

Finally the Activity Coordinator position was filled only after 6 months of searching for the appropriate candidate to serve our members.

### Successes:

The endless energy and dedication of the remaining staff ensured that activities were not greatly impacted. Restructuring and reassigning staff temporarily to other programs allowed Almage members to continue enjoying their favorite activities. We outsourced for 2 activities: Exercise and Yoga. The addition of 2 students to our team, allowed phone calls and visits to be kept at a steady pace.

## Staff Training & Capacity Building



Community Health and Social Services Network (CHSSN)

Program: Wellness Centres

Community of Practice 6 Online Sessions

These are meetings where activity coordinators share ideas and best practices in their field as well as gaining training on various topics that address; planning and monitoring the success of the organizations program, and the importance of designing programs that encompass the cognitive, physical, social, and mental needs of seniors

### **VisAge**

1. Traitant de l'ageism envers les personnes âgées
2. Apprendre à reconnaître les symptômes de détresse psychologiques chez les personnes âgées
3. Le sommeil et L'insomnie

**REISA:** Mental Health Forum

**NHSP:** Information Session

### **La Table de Quartier Hochelaga-Maisonneuve**

Les dispositions de la Loi 25

**Seniors Action Quebec;** Webinar training presentation

1. Covid and its impact on Healthcare System
2. What the Provincial Government has done and still needs to do.
3. What was the Impact on Community Organizations that were identified immediately.

# COMMUNITY ENGAGEMENT

## Participation

Solidarité De L'est: **(SME)**

*Comité de Development Social (4)*  
*Comité de quartier Parc et espaces (2)*  
*Comité Culture , Sports et loisirs*  
*Réunion Assemblé Regulier*

*Le Réseau de l'Est de l'Île pour les Services en Anglais (REISA)*

Member of the Board of Directors (6)  
REISA Strategic Planning committee member  
REISA: Annual General Meeting

**One Voice Coalition** Coalition of organizations from across Quebec serving English Speaking Seniors (4 meetings)

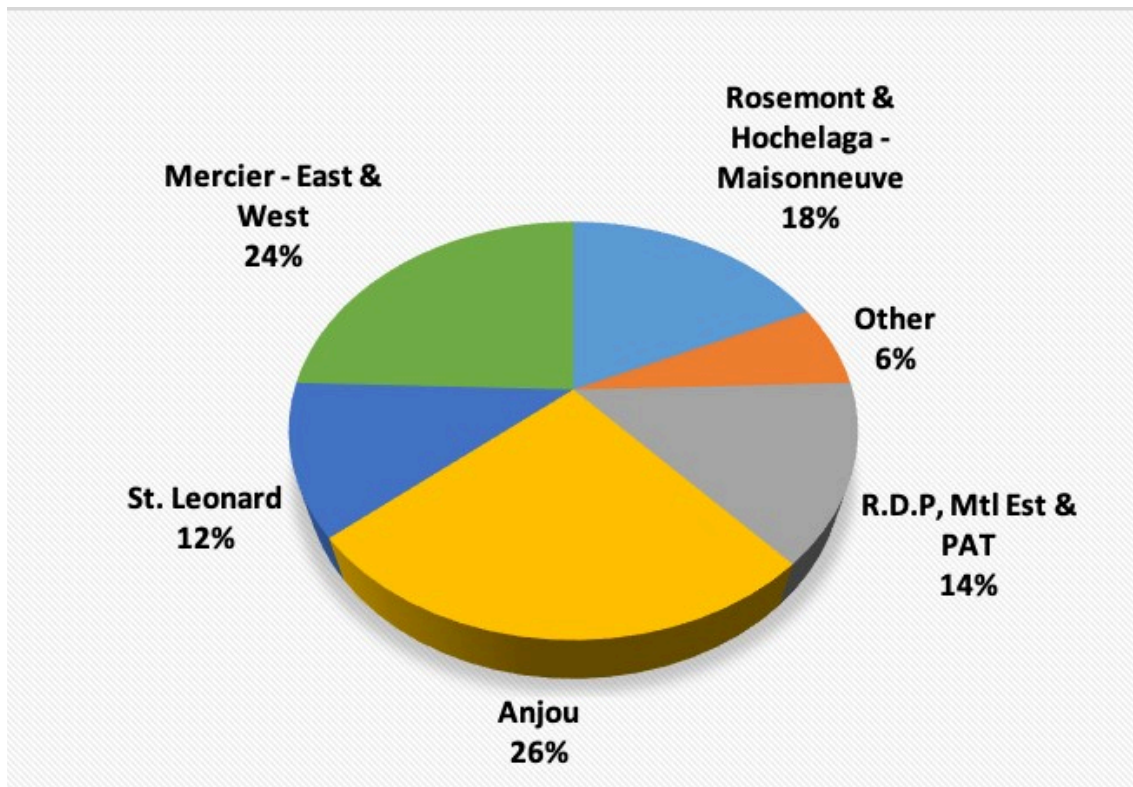
Vivre et Veillier à Rosemont **(VVR)** (2 meetings)

La Coalition pour le maintien dans la communauté **(COMACO)** participation in diverse meetings on current developments regarding the in PSOC program, Law 25 .

Participation in the Annual **Quartier en Fête: Mercier de L'est**



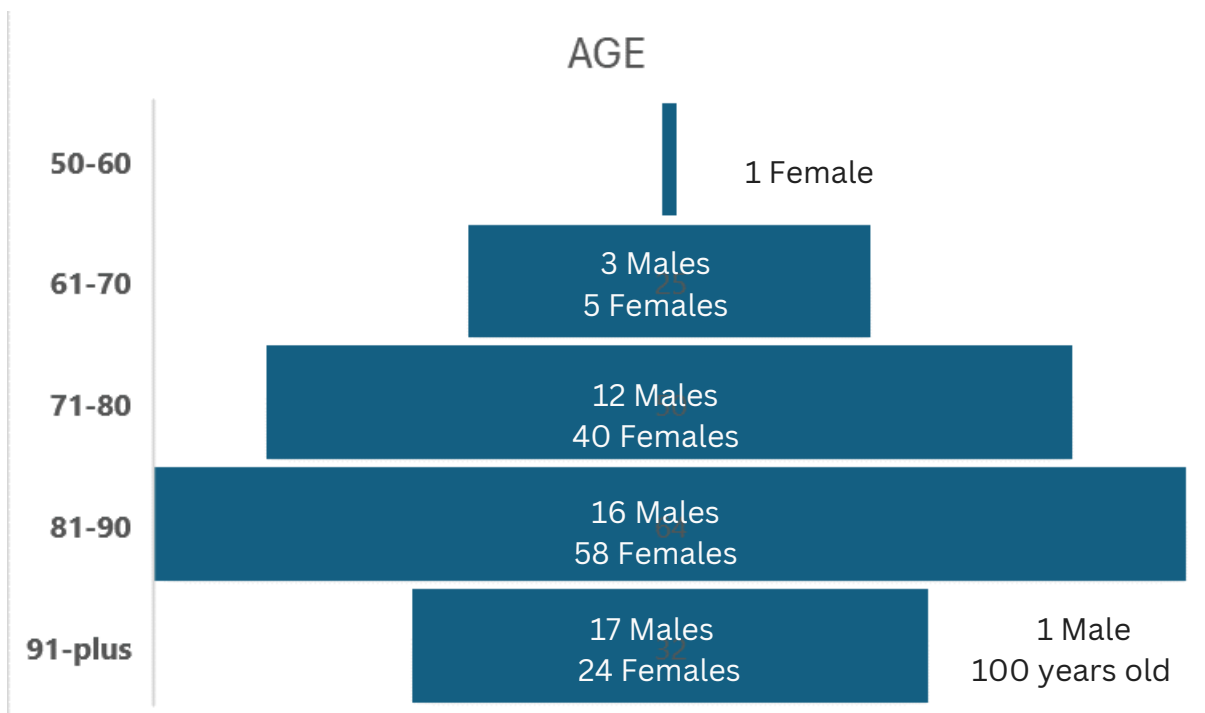
# Demographics



Almage makes its services and programs available to 7 boroughs located in the east end of Montreal. Many of our members are scattered throughout these areas and the most frequent users are residing in the burrough of Anjou & Tétreaultville . Those listed in *Others* may come as far as Verdun or Lasalle. Our boundaries start as far west as St. Michel to Montreal East.

*\*Take out meals and taxi services are restricted from Rosemount to P.A.T*

# Population



**177 Total Number of Members**  
**49 Males**  
**128 Females**

### Key Numbers

**2022-2023 Membership Total: 188**

**2023-2024 Membership Total: 177**

Lost members: **14** Members passed away

**10** Moved into private residences with services

Renewals in April 2023-March 2024: **163**

New Members: **14**

# Community Life

Community life is an integral part of Almage. Members remain both engaged and committed to the mission and values of the organization. To ensure engagement, we organized the following:

**One (1)** Information meeting was held with **32** members in attendance

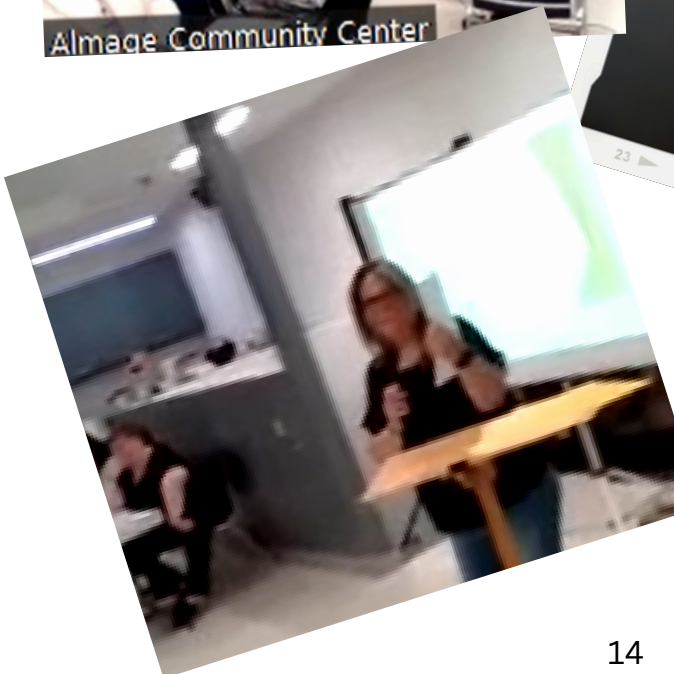
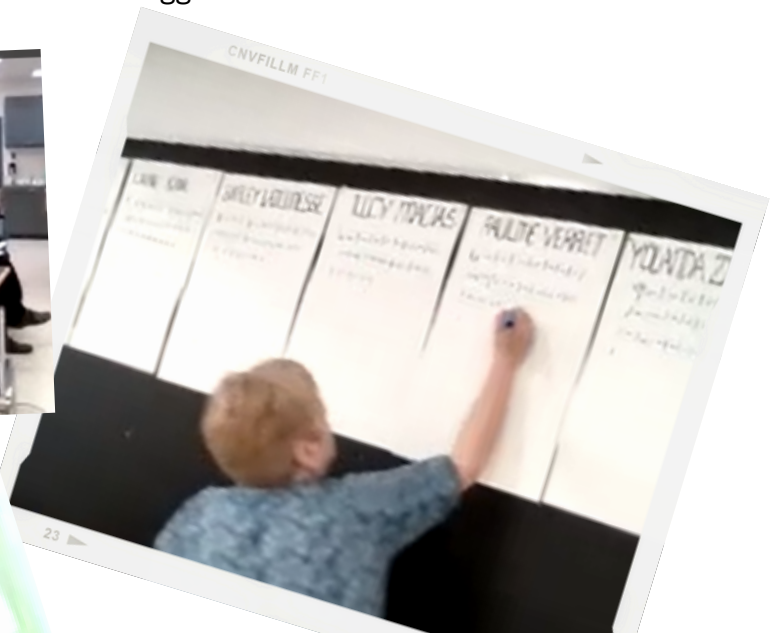
**Two (2)** Strategic Plan Information meeting

**The Annual General Assembly** was also held in June and attended in person by **52** members and **11** members online .

**Elections** were held to replace **4** members of the board.

Additional activities were organized to maintain a spirit of participation and community life.

- **45** weekly updates during Community Luncheons
- **4** Satisfaction Surveys (Community Meals, Take out Meals, Recreational Activities)
- Suggestion Box held **22** suggestions that resulted in changes to activities
- **4** Newsletters were produced, inputting members' suggestions.



# ALMAGE VOLUNTEERS



## KEY NUMBERS

**Volunteers: 45**

**Hours: 3065**

**New volunteers 8**

**Females: 33**

**Males: 12**

**Number of tasks/activities led by volunteers: 19**

**80% increase of male volunteers compared to the previous year.**

The volunteer team is mainly composed of Almage members who are committed to the mission and values of the organization. Most volunteer activities have resumed since the center's post pandemic opening, however volunteers who once accompanied members to medical appointments have not resumed this task. They continue to:

- Assist fellow members through calls and correspondences (5 vol)
- Lead fundraising activities (4 vol)
- Maintain contact with isolated seniors (3 vol)
- Assist in weekly recreational activities ( 12 vol)
- Assist in the weekly community meals and meals on wheels programs (5 vol)
- Participate in Strategic Planning Committee, representing Volunteers (2 vol)

Almage thanked our volunteers by distributing and organizing:

- **52** Thank you Cards and Gifts
- **1** Volunteer Recognition Luncheon: 16 members attended
- Thank you post on Facebook page
- Recruitment efforts yielded 8 new volunteers to our organization.

To Our Volunteers and supporters  
Thank you  
for Making a Difference in the Almage Members Lives!

**Francine Lauze,  
Shirley Lajeunesse,  
Connie Cueto, Mynor Estrada, Fr. Paul Pomkoski, Kim  
Cannon, Maria Maiolo, Mac Circelli, Judy Mariani, Carol  
Doherty, Beverly Baird, Laurie Kerr, Dorothy Letang,  
Terrence Meehan, Stella Buckingham, Rosemary Kelahear,  
Kathleen Lolly, Ruth Keddy, Phyllis Keddy, Eva Nadanyi,  
J.P.Mallet, Joyce Montanaro, Tullio Staccini, Lorraine  
Ford, Jean Cardinal, Edith Lemieux, Frances Delorme,  
Roy Deshane, Linda Palesch, Yolande Zielinski,  
Maria Plante, Mike Scully, John Henry,  
Nancy Desbois, Ronelda Smotrycki,  
Carol Jones, Jennifer Bongiorno,  
Stephanie Gaidica, Tony Ecclissi,  
Carmine Cristofaro,  
Frances Iwanowski,  
Anthony Ecclissi,  
J. Estrada**





## **Collaboration with the McGill Nursing Program and the Dietetics and Nutrition Program**

Almage members had the privilege of receiving McGill University Health students on six occasions. This is a long-standing collaboration with Services Communautaires Canadiens-Italiennes du Quebec (SCCIQ). This program allows Almage members to further their knowledge on age related health issues and get advice on how to manage the problems that can impact their quality of life.

This program responds to Almage’s commitment to enriching the lives of its members through education.

### **MCGILL DIETETICS AND NUTRITION**

April 25, 2023:

**Osteoporosis: Protein & Calcium**

**Number of Participants: 22**

### **MCGILL NURSING COMMUNITY INTERNSHIP**

September 19, 2023:

Visit Almage to have one on one discussions about health concerns and experience with the healthcare services received

**Number of Participants: 20**

October 17, 2023:

Visit Almage. The group conducted a community needs assessment and presented a survey to which the center's elders responded

**Number of Participants: 21**

November 7, 2023: Presentation at Almage: **Chronic Pain and Self-Advocacy**

**Number of Participants: 26**

January 23, 2024 Visit Almage to have **one on one discussions** about health concerns and experience with the healthcare services received

**Number of Participants: 17**

March 26, 2024

Presentation: **Staying Strong & Steady**

**Integrating Adapted Exercises for Fall Prevention**

**Number of Participants: 18**

**Total Number of Presentations 6**

**Total Participants: 124**

# Community Support

The purpose of the Community Support program is to help our English speaking seniors to minimize isolation, navigate the health and social services network, provide transportation, offer affordable and nutritious meals, offer a blood pressure clinic, advocate for the more vulnerable, and answer to referrals from other community organizations and health agencies. Referrals from other organizations such as CLSC, Hospitals, and Mental health agencies tell us that we are an integral part of the community and we continue to partner with them. The need for family caregivers to find services for their parents in decline has also increased in the past year. The relationships developed over the years frequently make us the first stop for help. These can be counted as referrals; however, we cannot dismiss the personal attention that is given to help them through these difficult transitions. We continued to send greeting cards, make weekly phone calls and home visits, as well as provided counselling and support to both members and their families.

## The Challenges we experienced in the past year:

This program was especially taxed during the pandemic, and like many other organizations, we too are still dealing with the fallout of this difficult event. This is reflected in the number of members from our community who have moved to assisted living residences (10), have moved away to join their children (3), or who have sadly passed away (11).

The community support team was also impacted by the retirement of a support worker midway through the year and replacing her has been a challenge. We remain committed to providing adequate resources to our members to increase our impact.

Food prices and transportation costs remained challenging, however thanks to increased funding in this activity, our Takeout Meals program remained affordable for our members.

The numbers are comparable to the previous year however it will be our responsibility and determination to reach out to the 10,000 English speaking seniors needing help and support in the east end of Montreal. We aim to do this by including an outreach worker to our team, increase awareness through publicity in the boroughs we serve and continue collaborating with the CLSCs, local tables, and other community organizations.

The characteristic in all these services is the profound care that our community workers have for the members.

### **TESTIMONIALS:**

“THANK-YOU FOR ALL YOU DO” - Mrs. J.S

Card received from a daughter after their parent died:

YOUR CALLS  
YOUR CARDS  
YOUR CARING  
YOUR FRIENDSHIP...  
WE ARE SO GRATEFUL

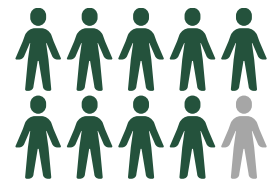
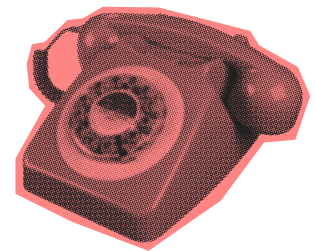
*L.M. Young*



# COMMUNITY SUPPORT PROGRAM IMPACT

## ISOLATED SENIORS CONNECTION & ACCOMPANIMENT

Members Receiving Home Visits	27
Total Number of Home Visits	103
Members Receiving Friendly Calls and Check-Ins	171
<b>Total</b> Number of Phone Calls (Transportation, takeout meals, follow-up)	<b>1654</b>
Number of Families Receiving Family Support Services	12
Support Services Rendered to Members and Families	30
New Members being Integrated into the Organization	5
Services Received to Newly Integrated Members	225
Members Requiring Advocacy Services	4
Services Offered Through Advocacy	25
Members Receiving Blood Pressure Service	25
<b>Total</b> Number of Blood Pressure Services Provided	<b>142</b>



# TRANSPORTATION



The demand for a transportation service for medical appointments increased as members are experiencing more complex health issues. Those requiring repetitive scheduled treatments were among the most frequent users.

We have also observed the demand for transportation to and from long term care centres (LTC) where partners of members have been placed. They will be asked by the LTC staff to accompany their loved ones to medical appointments, but will not be provided the transportation to get to the LTC. While this is a new demand for transport, we expect that this number will grow in the coming years.

80% of the users of the taxi service are over the age of 80. While they are still living at home and remain autonomous they are neither eligible for Adapted Transport or confident to use public transportation. Distance and complicated routes to the centre makes it more likely that they remain isolated in their homes should taxi service not be available to them. We have observed that there is a direct correlation between transportation and the level of participation in activities at the centre.

<b>Medical Transport</b>	
Members using transport service for medical appointments	19
Number of trips	154
<b>Transportation To Centre</b>	
Members using transportation service to the centre	15
Number of trips	354

## ***A Special Thank You!***

*I am writing to you to let you know how we appreciate your senior community centre. It allowed me and my spouse to benefit from your services to get to our medical appointments. The transport system you have really helps us because my husband has a hard time getting around on his own. Each time we have a medical appointment it gives us a sense of security, because we know that there will be someone picking us up for our appointments. The Almage staff are genuinely human and kind with us. They are people that have empathy for us, and we hope that this type of help will be maintained for a long time. Thank you so much for taking care of us.  
-Julien Morin and Gisele Boisclair*

# TAKE OUT MEALS PROGRAM

**MEMBERS SERVED**

**42**



2022-2023

2023 2024

**MEALS SOLD**

**4646**

**4703**

**Deliveries**

**1054**

**1110**

**Client Satisfaction**

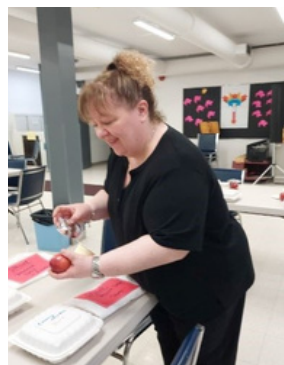
Overall satisfaction 35 respondents



MAIN MEAL OF THE DAY



Satisfaction with delivery service



# OUR IMPACT

## Community Support Programs

Isolated Seniors visited **27**  
 Number of Visits **61**  
 Units of Service **125**



Take out Meals/  
 Meals on Wheels

Users  
**42**

Meals  
**4703**

Deliveries  
**1110**

### GREETING CARDS

Birthday Cards: **178**  
 Get Well Cards: **22**  
 Sympathy Cards: **13**

### TRANSPORTATION

Taxi Service  
 for Medical purpose

USERS  
**19**

Units of Service  
**154**

Taxi Pick up  
 for Activity  
 Participation  
**15**

Number of Trips  
**354**

### INCOME TAX CLINIC

**15 MEMBERS**

### Referrals From

CLSC Mercier East 7,  
 CLSC Mercier West 5  
 Programme ITMAV: 3  
 Geriatrie Sociale 3  
 Hospital Maisonneuve, 4  
 MUHC Social Services 6

### FOR

Support services: **28**  
 Resulting in:  
**20** members using services  
 Generating **14** new  
 members

**40 Referrals** to other  
 agencies or community  
 organizations:  
 Food banks 12  
 CLSC Mercier 10  
 CLSC Rosemont 5  
 Regie de Logement 8  
 Educaloi 5

# OUR PROGRAMS

## Recreational Activities and Special Events

As part of Almage's mission, recreational activities are offered to enhance the quality of life of our members. The program is designed to create a leisure experience as well as a therapeutic one. The program includes cognitive activities such as brain teasers, card and boardgames, current events and puzzles.

The exercise, yoga, darts, and carpet bowling activities address the physical and mental/spiritual needs of our members while the larger group activities such as Community Lunch, special holiday celebrations, and monthly outings address cultural and socialization needs. The latter activities being instrumental to positive aging and to minimizing isolation.

### **Feedback**

Activity satisfaction surveys are conducted periodically to ensure that the activities meet the needs and expectations of our members. The surveys address the quality and frequency of the activities. We conducted 4 surveys this year evaluating Exercise, Yoga, Community Lunch, Take-Out Lunches , and Outings .

Chair yoga showed a satisfaction rate of 93% regarding content and instructors approach ( 8/8 respondents )

Exercise sessions also showed a high satisfaction rate of 95% ( 10/15 respondents)

Community Lunch yielded a satisfaction rate of 87%

Also noted is a 79% overall satisfaction rate regarding leisure activities and outings offered. Those respondents who do not participate in more than 2 activities , cited time and other commitments as a reason for not participating in more activities .

82% (16/28 respondents) reported that the community lunch and bingo are important activities for them to get out of the house on a weekly basis. They also noted that coming to the centre was a place to ask for help to translate documents, information and getting referrals to other sources, such as housing , finances (income tax clinic) or health services (getting appointments online, or applying for Adapted Transport).

# ACTIVITIES

Activity	Number of Participants (unique users)	Total Participation
Yoga	8	360
Exercise	10	450
Bingo	37	1400
Community Lunch	49	<b>1457</b>
Cribbage	8	360
Wednesday Lunch	7	315
Arts & Crafts	15	102
Painting	11	25
Darts	12	57
Knitting	7	150
Carpet Bowling	7	112
Board Games, Puzzles, and Cards	12	70
<b>TOTAL</b>		<b>4858</b>





# OUR IMPACT

## In House Meals

Community Meals served:

**1457**

Members

**49**

Volunteers:

**8**

Volunteer hours:

**480**



## SPECIAL EVENTS

Thanksgiving, Christmas, Valentine's, St Patrick's etc.

Activities: **13**

Participation: **429**

Volunteers: **8**

**34** Hours of Volunteer Service



## Intergenerational Activities

Perspectives High School

Vincent Massey Collegiate

**45** Members

**25** Students

## In-Person Workshops

Fraud and Intimidation  
Presentation provided by  
SPVM (23)

&

Resilience Training for  
Seniors (15)

Total participation: **38**



## Webinars for Members

Topics:

- Men's Health-Taking the Fear out of prostate screening & Follow up
- Covid and its importance on the Healthcare system
- Know your Rights: Rent increases, lease transfers, and Reno Evictions. Understand your options
- Different Types of Housing for Seniors

## Outings:

Cabane à Sucre Constantin (2)

Casino de Montreal (2)

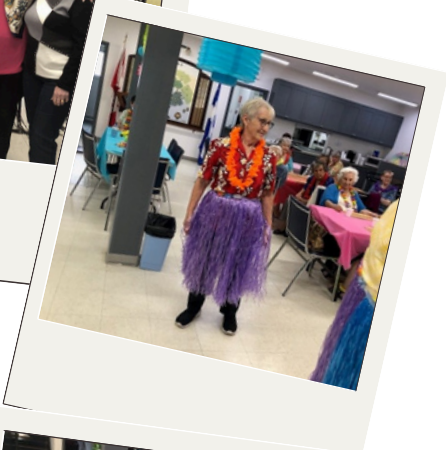
Cinema (1)

Restaurant Ste Anne de Bellevue (1)

Total Outings: **6**

Participation: **85**





# SWEET MEMORIES 2023-2024



# Senior Wellness Initiatives Rosemont & Montreal-Nord

Both satellites are part of the Senior Wellness Initiative (SWI) program of the CHSSN . The aim of the SWI program is to maintain and improve the health and well-being of English-speaking seniors, increase access to knowledge of health and social services, and decrease social isolation through purposeful and informed programming.

Members attending both Satellites customarily stay for the whole day to participate in all the activities, to socialize with other English speaking seniors and gain knowledge on age related health issues. As specified above, SWI funding makes it possible to reach out to seniors to promote health and well-being and minimize isolation.

One satellite is located in Rosemont (South-East of Montreal) while the other is located in Montreal-Nord (North-East of Montreal). This can accommodate residents from either borough to attend programs most convenient to them. The demographics of the east end show that 10,000 seniors identify as English speaking and we aspire to reach out to the younger seniors that need our programs. Not all seniors can afford private residences with activities so we are one of their preferred choices.

## Resources

1 Activity Coordinator

**Montreal North Satellite:** Space provided and in collaboration with the city of Montreal Nord  
Centre de Loisirs de Montreal Nord: Fridays from 10am-3pm. (January-June)  
(September-December)

Summer Hours (July-August) (10-3pm) Location: Local parks and main centre (Hochelaga)

Number of Members: 8-11 (1 male and 10 females)

Activities: cognitive, (card & board games) physical (yoga & exercises), social (discussions, current events) outings, cultural (arts & crafts), education: (webinars and presentations).

Total Participation : 642

Volunteer Hours: 46



## Rosemont Satellite Location

Royal Canadian Legion: rented space

1 Activity Coordinator

Mondays: 9:30-3pm year round

Activities: cognitive, (card & board games, bingo) physical (yoga & exercises), social (discussions, current events) outings, cultural (arts & crafts), education (webinars and presentations).

Number of Members 8-15 (1 males and 14 females)

Total Participation: 999

Volunteer Hours: 15



# Collaboration With Our Academic Partners

Students are of significant value to a community organization. Almage was fortunate to supervise two enthusiastic and ambitious students from Vanier College. One was in her second year, while the other in her third year of the Special Care Counselling Technician program. As the only English-speaking Community Centre located in the east end of Montreal, the students were eager to serve the community in which they reside. In addition to their enthusiasm for learning, they brought forth new ideas and approaches practiced in their field. Together they contributed a total of 220 hours to the centre over a 15 week period. They created, coordinated and facilitated over 15 activities and added 17 new members to our activity program. Moreover, they introduced three special activities that the organization implemented into their program of activities.

## Projects

### BREAKFAST CLUB

- Line Dancing
- Friendly Calls
- Rosemont Activity Program



### FUNDRAISING ACTIVITY: SELF-CARE DAY

Co-animator & coordination of all Recreation Activities at the Centre

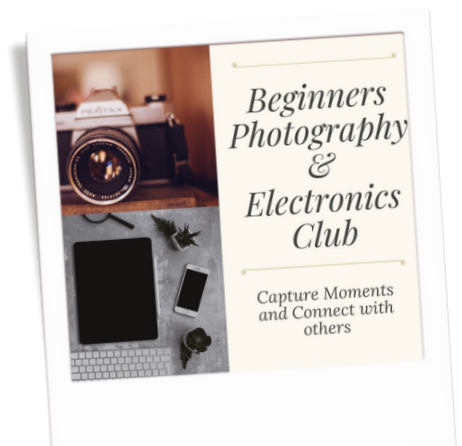
**15 weeks for a total of 300 hours**  
**Total participation: 425**



**Jennifer Bongiorno** 3rd year  
 Special Care Counselling Technician



TECHNOLOGY AND PHOTOGRAPHY CLUB  
 ROSEMONT SATELLITE ACTIVITY PROGRAM  
 Friendly Calls & Visits  
**15 weeks for a total of 300 hours**  
**Total Participation: 144**



**Stephanie Gaidaca** 2nd year  
 Special Care Counselling Technician



# STRATEGIC PLAN 2024-2027 AN UNDERTAKING

In response to the rapidly changing environment, and of the current context, ALMAGE embarked on a journey of reflection and examination on its capacity-building to provide both much needed support to its members and to grow as a strong significant essential part of the community.

Undertaking the Strategic Plan process included listening to and learning from members, partners, and stakeholders in the community.

This year long process has helped Almage to identify 5 priorities and to develop action plans for the next 3 years



## STRATEGIC PLANNING COMMITTEE

### Committee:

The sub-committee met 6 times  
for a total of 14 hours.

# THE PROCESS

## 1. Foundation

October 2022 *Introduction* : Presentation of the Strategic Plan Process to the Board of Directors

## 2. Internal Assessment

January - April 2023 *Visioning*

a) and clarifying the desired outcomes and shared understanding of Almage mission and values

b) Explore and understand the strengths , challenges and priorities related to the dimensions of the internal functioning at Almage

August 2023 *Orientation*

for new Board of Directors members following AGM Election of new members

## 3. External Assessment

December 2023 *Initial priority setting*:

Collecting and summarizing data from Strategic Planning workshops and establishing a list of priorities to begin the work.

February 2024: *Communication*:

Information Meeting with membership to review the process and update members on the principles of the Strategic Plan.

January -March 2024

Consultations, Surveys, and interviews with Members , Community Partners, and Funders.

## 4. Strategic Priorities

Presentation of results of the consultations, interviews and survey to the Board of Directors

March 2024: Community Session:

Presentation of results to the members

Open discussion on the findings and getting a consensus on the priorities that Almage would be working on

## 5. Action Planning

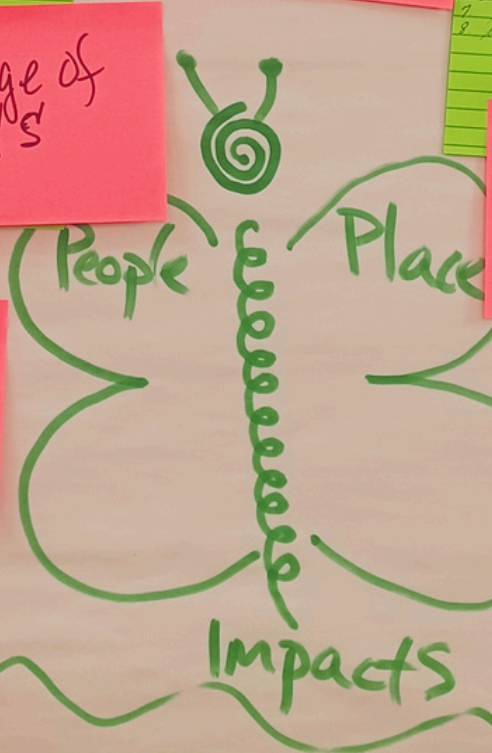
April 2024: Developed a detailed action plan for 2024 and initial drafts of action plans for the following two years , to be revised and updated periodically

**We wish to thank the following partners and funders for taking the time and care to help us complete our process.**

CHSSN, Centraide du Grand Montréal, Solidarité de l'Est, CIUSSS de l'Est, COMACO, REISA

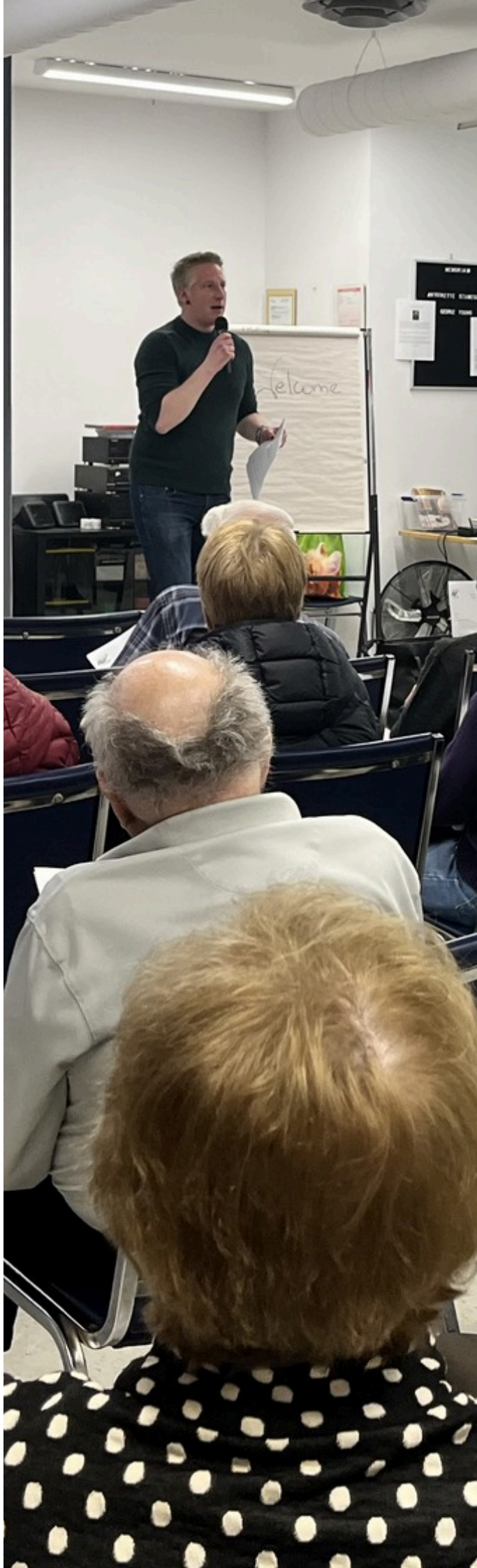
*Outreach*  
evaluations  
increase mobility of storage  
teamwork  
by adapting to other needs  
Communication  
planning  
fundraising  
education  
by sharing

ment  
A Place to  
reflect the needs  
& desires of it's  
members



*Impact*  
1. security  
2. health lifestyle  
3. income  
4. feeling of being welcomed  
5. breaking isolation  
6. feel needed  
7. socialization  
8. respect  
9. well being  
10. mental abilities  
11. preserving cognitive abilities

Voice



# STRATEGIC PLAN 2024-2027

## OUR 5 PRIORITIES

1

### **Financial Stability**

Assuring the financial stability in the changing environment to support Almage to sustain and grow our community

2

### **Governance and Foundations**

Develop a solid governing structure that strengthens and protects the core values and mission of the organization.

3

### **Community Connections & Collaborations**

Identifying and establishing important relationships and partnerships with community organizations that share same concerns.

4

### **Member Engagement & Empowerment**

Foster a spirit of empowerment through the development of member led committees, training and integration of members throughout the

5

### **Marketing and Outreach**

Develop strategies that will increase visibility in the communities we serve and as a result answer to the needs of the English speaking seniors in the east end of Montreal

# Strategic Plan

## ACTION PLAN 2024-2025

### Priority 1: Financial Stability

**Objectives:** Assure the financial stability in the changing environment to support Almage and to sustain and grow our community.

**Action Plan:**

1. Identify and develop revenue streams for existing assets
2. Identify grants and funding sources
3. Create a risk management and contingency plan
4. Conduct a cost benefit analysis

### Priority 2: Governance and Foundations

**Objectives:** Develop a solid governing that strengthens and protects the core values and mission of the organization.

**Action Plan:**

1. Revision of the mission, vision and values
2. Hold board of directors training sessions
3. Review bylaws to increase member representation on the board
4. Appoint an ombudsman
5. Develop and expand professional development opportunities for staff
6. Implementation of Law 25

### Priority 3: Community Connections & Collaborations

**Objectives:** Identify and establish important relationships and partnerships with community organizations that share the same concerns.

**Action Plan:**

1. Reach out to partners and organizations who provide services to seniors living in the East End of Montreal
2. Participate in local community round tables in Rosemount, Mercier Est, and Montreal Nord
3. Seek collaboration with organizations regarding food security.

### Priority 4: Member Engagement and Empowerment

**Objectives:** Foster a spirit of empowerment through the development of member-led committees, training and integration of members throughout the boroughs.

**Action Plan:**

1. Hold quarterly information sessions with members
2. Creation of member-led committees
3. Develop a plan for growing satellite groups
4. Provide capacity building training for volunteers ( Diversity Inclusivity training)

### Priority 5: Marketing and Outreach

**Objectives:** Develop strategies that will increase visibility in the communities we serve and as a result, answer to the needs of the English speaking seniors in the East End of Montreal.

**Action Plan:**

1. Create recruitment and outreach committee
2. Locate and target English speaking seniors in the East End of Montreal
3. Create information tools (brochures, social media posting)
4. Develop marketing and outreach strategies



# FINANCES 2023-2024

The year 2023 was marked with both increase in our core project funding (PSOC) and a reduction of funding from Centraide. Staffing changes and temporary vacancies resulted in a surplus of **\$53 776**.

## REVENUE

Ministère de Santé et Services Sociaux (MSSS) (Ministry of Health and Social Services ) <b>CCSMTL CIUSS (PSOC) - Global Mission</b> .....	\$285 848
<b>Government of Canada</b>	
Centraide .....	\$75 000
New Horizons .....	\$1 349
CHSSN .....	\$24 236
Volunteer Support Program ( Deputy Mercier Est) .....	\$2 000
	\$15 537
Donations and Fundraising Activities .....	\$39 370
Meals .....	\$20 375
Rental .....	\$8 543
Special Events, programs and activities .....	\$4 235
Memberships .....	\$3 070
Medical Transport .....	\$1 709
Interest and other .....	
	<b>TOTAL : \$481 272</b>

## Expenses

	\$258 982
Salaries and fringe benefits .....	\$55 987
Activities and auto-financing activities .....	\$39 487
Building expenses .....	\$24 909
Professional Fees .....	\$20 935
Amortization of capital assets .....	\$8 726
Interest on long term mortgage .....	\$2 905
Representation Expenses .....	\$2 757
Telecommunications .....	\$2 201
Office expenses .....	\$1 930
Volunteer expenses (mileage) .....	\$5 740
Advertising and promotion .....	\$1 008
Insurance .....	\$860
Office equipment .....	\$747
Maintenance and repairs .....	\$322
Interest and bank charges .....	
	<b>TOTAL : \$427 496</b>

# Fundraising Activities



In an effort to repair our Elevator, Almage held fundraising activities to raise enough funds that would get the elevator up and running.

- A Community Garage Sale served to raise funds and participate in a Community Event yielding \$1300.00
- A hair care fundraising event organized by our stagiaire Jennifer, also served to provide an affordable haircut to members while raising over \$250.00 towards the elevator repair

The efforts and other events yielded over **\$3000.00**

# Giving Back To Community



**Coat Drive for Accueil Bonneau**  
for the Homeless in Montreal  
Members donated gently used and new coats for the drive held in November 2023

**A Christmas Basket for Families in Need**  
Perishable goods were donated by Almage Members to St Brendan's Parish in Rosemount over the Christmas Holidays



Members donated over \$150 during the Cure Foundation Drive in May

## *Donations From Our Members*

We are immensely grateful for all of the donations we received in 2023-2024

In total, Almage was gifted \$15,537



## *In Kind Donations*

### **Our Donors:**

Edith Lemieux  
Phyllis Keddy  
Ruth Keddy  
Carol Doherty  
Lorraine Ford  
Nancy Desbois  
Vincent Massey Collegiate  
Shirley Lajeunesse  
Antonio Leone  
Gloria King  
Rosemont Technology  
Frigo de L'est  
O'Sole Mio  
Tom Ornawka  
Jean Cardinal  
Natasha Paradis  
Francine Lauzier  
Caisse populaire Canadienne Italienne

# COMMUNICATION

## Social Media

Website [www.almage.org](http://www.almage.org)



Our Facebook page ; **ALMAGE COMMUNITY FOR SENIORS**

Account changed in November 2023

Instagram

48 posts



Newsletter : 3 Quarterly Newsletters were produced and posted on website  
Distribution: 125 via email , and 10 copies mailed, 35 picked up at centre.



## Newsletter

JULY & AUGUST 2023

### CENTRE NEWS:

#### Centre Hours:

The Centre hours are between 8:30 AM to 4:00 PM

#### Centre Closed:

Monday, July 3<sup>rd</sup>, 2023 - CANADA DAY  
Monday Sept. 4<sup>th</sup> 2023 - LABOUR DAY

**Almage would like to introduce our new Board of Directors for 2023-2024**

### BOARD OF DIRECTORS:

President: Laurie Kerr



Brochures distributed throughout the community.

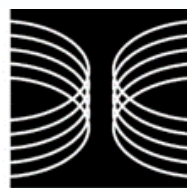
# Our Funders



# Our Community Partners



SOLIDARITÉ  
**Mercier-Est**



CLSC Mercier de l Est  
CLSC Hochelaga  
CLSC Rosemont  
CLSC Montreal Nord  
CLSC PAT  
CLSC St Leonard  
CISC Olivier Guimond

AQCCA  
QASC



# Our Partners



**DALKEITH**  
Elementary School École primaire



Commission scolaire English-Montréal  
English Montreal School Board



St. Brendan's Parish

Serving the Roman Catholic Community of the  
Rosemont District since 1928



CENTRE DE TECHNOLOGIE ROSEMONT  
ROSEMOUNT TECHNOLOGY CENTRE