



Cummings Jewish Centre for Seniors

ANNUAL REPORT

2015-2016

The **Cummings Jewish Centre for Seniors** is committed to enhancing the quality of life of the 50 plus community.

The Agency acknowledges the dignity and self-worth of the individual and promotes positive attitudes about ageing. It emphasizes volunteer involvement in all aspects of Agency life.

Cummings Centre

5700 Westbury Avenue
Montreal, Quebec H3W 3E8

Tel.: 514.342.1234

Fax: 514.739.6899

www.cummingscentre.org



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Message from the President and Executive Director

This year, our message highlights new beginnings. The Cummings Centre welcomed new leadership in both roles, incoming President and Executive Director. The Cummings Centre, a second home to many, geared towards the 50+ community, is designed to offer programs and services promoting positive attitudes towards aging. Areas of focus touch the arts, education, health & wellness, social services, adapted programs, as well as highlighting volunteer engagement. Our volunteers range in age from their teens to their 90's. Our professionals and volunteers work together to shape the future of our agency.

We are extremely proud of the work that has been accomplished in the past year. We have built and strengthened ties with our community and public partners; expanded our homecare and transportation services to meet the demands and needs highlighted this past year; expanded the number of programs offered to our members and the number of volunteer opportunities; prioritized professional development and best practices; and revised policies, protocols and procedures to improve services in all areas.

Together, we make a difference in the lives of over 10,000 people over the age of 50 every year. The Cummings Centre is unique. We provide a multicultural and multilingual environment which integrates the needs of many generations of people. We cater to the active boomer, as well as the older senior. Thanks to our committed lay leadership, our dedicated and loyal staff and volunteers.

We can all be thankful for the excellent work that has been done by the Cummings Centre.



Arlene Feigelman
President



Pauline Grunberg
Executive Director

Communications & Marketing

The Communications & Marketing Department continues to play a critical role in promoting the Agency's 200+ programs and services, as well as the Cummings Centre Foundation, to the community's 50+ population and its stakeholders.

As the Agency takes on more initiatives and partnerships to meet the ever-growing needs of the increasing 50+ population, the department's resources have expanded. The team completed more than 800 projects, an increase of 23% versus last year resulting in an increase in graphic design, French translation and project management resources.

Key performance indicators are favourable showing increases in the areas of program and social services uptake, membership and volunteerism to name a few. Most encouraging is the increase in Francophone participation, now at 8.5% versus 6.5% one year ago. This is due to an investment in staff and marketing dollars for media, including La Voix Sépharade, Radio Shalom and the Canadian Jewish News, as well as direct marketing, such as e-mail, care calls, word of mouth and a solid partnership with the Communauté Sépharade Unifiée du Québec (CSUQ).

A digital marketing and media preferences survey was created and completed by 1,500 respondents (50+ Montrealers both English and French). This provided insight into the community's preferred newspaper, radio and online news sources as well as respondents' digital savviness and social media habits. The data is being used for a website project which is currently underway.

Community Relations and Research

The Cummings Centre strongly values being involved in community discussions, advocacy and partnerships to better the quality of life of people over the age of 50. By partaking in networking tables, involving partners and incorporating a vision that highlights community relations across the region of Montreal, the Cummings Centre is able to prioritize common issues and work together towards common goals. Some of the partners include both public and private agencies: CIUSS Centre-Ouest, CIUSS Sud-Ouest, Community Health and Social Services Network (CHSSN), Table des aînés du Montreal-Centre Ouest, Table des aînés du Montreal - Côte des Neiges, Table des aînés - Ouest de l'île, City of Montreal, City of Côte St. Luc, City of Hampstead, City of Dollard-des-Ormeaux, MADA, Kehillah Montreal, Federation CJA Social Advocacy, Communauté Sépharade Unifiée du Québec (CSUQ), Jewish Public Library, West Island Professional Table, West Island Resource Centre, Dollard Seniors Civic Centre, SPVM (City of Montreal), SPVM (City of Dollard-des-Ormeaux), AMI-Quebec, Clean Sweepers, Parkinson Quebec, Parkinson Canada, Alzheimer's Society, Heart & Stroke Foundation, Association Québécoise des personnes aphasiques, Aphasia Centre of Ottawa, Community Council on Volunteerism, Volunteer Bureau of Montreal, synagogues, high schools, CEGEPs and universities. The Cummings Centre reviews requests for participation in research projects from universities and hospitals that are in line with the values of the agency and for the betterment of users.

Conference on Jewish Material Claims Against Germany

As in past years, the Agency received a generous allocation from **The Conference on Jewish Material Claims Against Germany, Inc.** These funds, which increased substantially in 2015, allowed the Cummings Centre to provide much needed assistance for physically and financially vulnerable Holocaust Survivors in Montreal and across Canada.

Funding sources included grants from the German Government for the In-Home Services Program and the Holocaust Survivor Emergency Assistance Program, the Claims Conference Successor Organization Fund, the Harry and Jeanette Weinberg Holocaust Survivor Emergency Assistance Fund, the Swiss Looted Assets Emergency Assistance Program and Federation CJA.

In 2014, the Centre received approximately USD \$2,800,000 to provide services to survivors. In 2015, due to the increased needs of the Survivor population, the allocation jumped to almost USD \$7,400,000.

The increase in funds was used for homecare and cleaning services, as well as additional emergency assistance. As a result of these increased funds, the Cummings Centre was able to provide services to over 2,500 Holocaust Survivors.

During the first quarter of 2015, the Centre focused on increasing its client base as well as increasing the amount of services provided to current clientele. Additional homecare hours were offered to the most frail and vulnerable survivors, providing them the benefit of staying in their home longer and enjoying a better quality of life. The Centre was also able to offer significantly more financial emergency assistance, primarily in the area of food, dental and medical services for many of its clients. By the end of December 2015, although the Centre was not able to spend the entire allocation, the value of services to clients increased by over 233%.

The allocation for 2016 remained the same as 2015, except that the majority of the funds are now being allocated in Canadian dollars. As per the results of the first quarter ended March 31, 2016, the Centre is well on its way to fully utilize all the funds provided by **The Conference on Jewish Material Claims Against Germany, Inc.**

The Cummings Centre continues to manage Survivor funds for eligible recipients living in other Canadian cities such as Victoria BC, Calgary AB, Winnipeg MB, Hamilton ON, Windsor ON and Halifax NS.

Grants

Le Centre Intégré Universitaire de Santé et de Services Sociaux du Centre-Sud-de-l'île-de-Montréal (CIUSSS) (PSOC – Programme Soutien aux Organismes) continued to make a major contribution towards Cummings Centre services designed to help seniors maintain their independence in their own homes. **Personnes âgées en perte d'autonomie (P.A.P.A.)** funding also helped support Cummings Centre seniors in remaining autonomous. **Human Resources Skills Development Canada Summer Employment Program** provided funding for three summer students. **Health Canada – Official Languages Health Contribution Program** provided support for Anglophone clients, for the development of the

Virtual Learning Centre. **Centraide** provided significant support for general operating expenses, volunteer services and advocacy for seniors. **The ECHO Foundation** provided a generous grant for the Community Mental Health Program. **The Fondation Marcelle et Jean Coutu** provided a grant for meals on wheels. Many thanks to these organizations and agencies for their support of Cummings Centre programs and services for seniors.

Information, Resources and Technology (IRT)

In August of 2015, a scheduling feature was implemented in the Social Services software for Assisted Transportation and Accompaniment Service (ATASE), Frozen Meals-on-Wheels and Day Services Departments. An interface to ACCPAC was created allowing for invoicing of services.

Due to the increased demand for homecare services, the Cummings Centre hired a consultant to help the Homecare Department restructure its service delivery. The consultant recommended that the Qualicode software be purchased to handle homecare scheduling. A software gaps assessment was completed in December 2015 and development began to link the Registrar software, an internal database program, with Qualicode and ACCPAC. The Qualicode software will have a phone punch element that will record time of visit and exit to and from clients homes for all Cummings Centre homecare workers. Projected target date for implementation is August 2016.

The Virtual Learning project is in year two of the Health Canada grant with a 134% increase in participation. This year there were 99 live webcast views and 271 video on demand views. Forty lectures are now available online in a virtual learning library.

DonorPerfect announced that it was no longer supporting the installed version and thus the Foundation migrated to DonorPerfect online in December 2015.

The online membership program was updated and will be running live this July 2016. New features include simpler login for members, new communication preferences and enhanced search for course codes and purchasing of events for guests.

SQL Reporting, a server-based report generating software system, was developed in social services, volunteer and membership programs to allow for dashboard reporting.

Fifty training sessions were provided to 60 staff and 14 volunteers on Outlook, file management, Registrar, DonorPerfect online, webcasting and BrightSign programs.

Membership

Membership remains a priority of the Cummings Centre with more than one-third of participants paying members*.

For the period April 1, 2015 - March 31, 2016, membership saw an increase of +6% over the previous year and +19% for new members over the previous year. A strong spring and fall coupled with a growing French membership resulted in notable results.

More specifically, French speaking members saw an increase of +42% over last year. Additional staff, a new Francophone committee, more programs, partnerships with CSUQ and local synagogues along with targeted marketing dollars for French media such as La Voix Sépharade and Radio Shalom, facilitated the growth.

Changes to membership procedures/policies:

- Non-member programs and guest policy - In the fall of 2015, the guest policy was changed so that non-members can take an unlimited amount of non-member programs versus only one per annual membership year. The objective was to reduce barriers for non-members who wanted to participate at the Centre and increase program revenue. A decrease in the number of new members for the 2016 membership year was seen. The policy is being revisited.
- To date one-quarter of those individuals who took any non-member program converted to members. This includes not only new and lapsed members but returning members as well.
- Membership, in partnership with the Information, Resources and Technology Department, completed phase one of the CRM (Customer Relationship Management) module. Updates to Registrar, the membership database, will help data collection including e-mail and postal address capture and ultimately improve the ability to market to members in a more cost effective way. By updating members' e-mail and postal preferences, reductions on ever-increasing postage and printing costs for Guide, letter and receipt mailings are anticipated.

*Notes:

1. The annual membership year is August 1 to July 31. This report is based on fiscal reporting numbers.
2. The Cummings Centre touches the lives of 10,000 individuals: members who pay a membership fee, governors, social services clients, volunteers under 50 and guests.

Membership Data, Year on Year Comparison:

Category	April 1 - July 31, 2014	August 1, 2014 - March 31, 2015	April 1 - July 31, 2015	August 1, 2015 - March 31, 2016
Year	2014	2015	2015	2016
Total members	245	3,140	377	3,217
New members	101	419	141	411
French members	13	199	37	265

Program Services

Participation in programs increased over the last 12 months. This is due to the creative and exceptional programs that the Cummings Centre is able to offer, such as:

- In spring 2015 an innovative series of programs were offered under a *Sex, Drugs and Rock 'n Roll* theme, including thought-provoking lectures on *Sex & Aging*, *Medical Marijuana* and a film about the history of music through the 60's and 70's.
- In fall 2015 a fantastic Besner Family event was held, entitled *Music of New York City*. The musical performance by Craig Morrison & Friends, with special guest Gideon Zelermyer was sold out and showed that, in addition to offering an exciting array of weekly programs, the Cummings Centre can also be a place to find high quality, reasonably priced entertainment events.

Percent Change in Key Performance Indicators:

Key Performance Indicator	April 1, 2014 - March 31, 2015	April 1, 2015 - March 31, 2016	Percent Change
Number of unique program-takers	3,175	3,386	+6.6%
Number of overall program registrations	10,076	10,453	+3.7%
Number of unique program-takers between 50 and 69 years of age	928	1,113	+19.9%
Number of unique program-takers who were men	874	954	+9.1%

Note: In the fall 2015, Program Services began to integrate weekly club participation within its database. The statistics presented above have been corrected to account for an estimated weekly participation in clubs within each year so as to provide a meaningful comparison.

Participants also came from various age groups:

Age Group	April 1, 2015 - March 31, 2016
50-64 years	13%
65-79 years	53%
80+ years	34%

Participants came from different regions across Montreal:

Region	April 1, 2015 - March 31, 2016
Laval	1.89%
Mount Royal	2.51%
Saint-Laurent	5.14%
Hampstead	11.52%
West Island	14.97%
Côte Saint-Luc	23.92%
Other	40.05%

2015/2016 has been a sensational year and the Program Department is well-positioned to continue serving the on-going and emerging needs and interests of the 50+ in Montreal.

Social Action

The Social Action Committee has spent some time reviewing the committee’s objectives and mandate. Among the areas of major concern touching seniors in the community are issues surrounding health care, transportation and social housing. Speakers were invited to provide and clarify information on a range of issues. The committee members also worked with seniors’ organizations to assist in highlighting some of these issues to various levels of government.

Social Services

The mission of the Social Services Department is to “enhance the quality of life of older adults and their families through the provision of personalized, high-quality programs and services that support aging with dignity and choice, maximizing independence and embracing Jewish values.” These values are based on **respect, empowerment, accountability, diversity, innovation and collaboration.**

The department currently has a team of 38 core staff, 145 homecare workers and 32 Assisted Transportation and Accompaniment Service (ATASE) drivers while managing over 3,500 clients this year.

- Intake processed over 1,000 cases this past year which necessitated the hiring of additional professional staff.
- The Day Services program continues to provide therapeutic activities to older adults experiencing varying levels of memory loss such as Alzheimer’s disease and other forms of dementia. These small groups are professionally facilitated and highly structured in activities designed to enhance cognitive and emotional well-being. Ninety seven older adults currently take part in this program and an expansion is being evaluated given the waitlist and need for such therapeutic activity which benefits not only the participant but provides respite to the caregiver as well.

- The Mental Health Team provides services to older adults with a diagnosis of mental illness and helps them enhance their quality of life. This past year, a designated fund from the Cummings Jewish Centre for Seniors Foundation was received which allowed for the implementation of two weekly day programs specifically for this population allowing them to participate in stimulating activities, music and drama therapy and wellness exercises. This program continues to provide educational talks and outreach in the community about mental health awareness and stigma.
- Homecare recipients benefited from over 100,000 additional hours of service this year which resulted in an expansion within the department.
- Due to a significant increase in funding from The Conference on Jewish Material Claims Against Germany, Inc. the Cummings Centre was able to provide over 2,100 Holocaust Survivors with a wide range of specialized services and programs to meet their unique needs and improve their quality of life.
- Thanks to additional funding from Federation CJA this year, 30% more clients were able to benefit from ATASE, the assisted transportation and accompaniment service.
- This past year, the Cummings Centre provided over 13,000 frozen meals-on-wheels to both Survivor and non-Survivor seniors.
- Social Services continued to provide support to low income seniors by offering emergency financial assistance to cover basic and medical needs. The number of older adults living in poverty in the community keeps growing each year and the Senior Support Grant program is one response to improve their quality of life in the community.

Volunteer Department

Volunteer Outreach Efforts

The Volunteer Outreach Committee embarked on a campaign to outreach to retirees. Relations were established with the Concordia University Human Resources Department, which will be promoting the idea of volunteering at the Cummings Centre as part of their message to retiring professors and staff members. New promotional materials have been prepared to encourage volunteerism for retirees with the slogan *Retired from Work, Not from Life, Volunteer*. A promotional video was created to attract volunteers of all ages.

Volunteer Fairs / Open Houses:

Location	Date	Number of Prospects
Cummings Centre	April 29, 2015	30
Cummings Centre	September 10, 2015	25
McGill	September 17, 2015	30
Concordia	October 1, 2015	86
McGill	January 19, 2016	81
Total		252

New Volunteers:

Age Group	Number of New Volunteers
20-29	32
30-39	3
40-49	2
50-59	9
60-69	47
70-79	21
80-89	5
90 and over	1
TOTAL	120 (29 men / 91 women)

Adapted Exercise Program	34 interns and 40 students
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There was an increase in the number of younger volunteers referred by the Montreal Volunteer Bureau. The affiliation from corporate volunteers remains strong, with four companies returning for another year of volunteerism with their staff members.

Volunteer Recognition

In appreciation of the dedication and contribution of Cummings Centre volunteers, the following events were held:

Event	Attendance
Annual Party	350
Honouree Tea: Volunteers serving from five through 25+ years	84 honourees recognized
2015 Movie Matinée	120
2016 French Movie Matinée	40
2016 English Movie Matinée	82

Volunteer Enrichment

Professionally led educational workshops offered Cummings Centre volunteers the opportunity to enhance their experience as well as benefit their everyday life:

- *What Lies Beneath - Understanding Different Personalities and Why People React the Way They Do* with Corrie Sirota - 90 attended.
- *Mission Possible - Increase Your Problem Solving Skills* with Monique Caissie - 63 attended.

An enrichment survey was carried out as one of the objectives of the Strategic Planning Committee. They asked the Volunteer Department to evaluate the effectiveness of the educational workshops offered to volunteers. The Volunteer Enrichment Survey Committee designed a questionnaire to learn about volunteer participation and interest in educational workshops. There were 194 respondents of whom 63% responded that they would attend future workshops. When asked to rate the workshops 75% said that what they enjoyed most was the interaction with their fellow volunteers.

Orientations

There were six orientations for new volunteers held between April 1, 2015 and March 31, 2016 with 46 volunteers in attendance.

LEDA

The “LEDA” program (Leadership, Education, Development, Action) graduated 13 students from Herzliah and Bialik High Schools. The students attended six leadership workshops and volunteered in different placements throughout the Centre from October 2015 to April 2016.

Learning and Development

The Learning and Development Committee planned and implemented three successful training sessions with an aim to further develop and enhance the skills of members of the Agency’s lay committees and Board of Directors:

- *Where We Fit In...and How to Work Effectively as a Lay Committee*, April 28, 2015
- Board of Directors Orientation, August 25, 2015
- *How to Influence Change...from Idea to Pitch*, October 8, 2015

The committee also created and launched a Leadership Development Program for future leaders of the Centre with 12 participants. The remainder of the program will be given in the fall of 2016.

Guide for Front Line Volunteers

The Volunteer Department, in collaboration with the Service Excellence Committee, created a Guide for Front Line Volunteers, establishing norms and procedures for providing quality customer service. Volunteer training will begin in the summer.

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Annette Oliel

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Executive Director Pauline Grunberg

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Abe Gomel	Freda Rashkovan	
Jack Gottheil	Cyril Reitman*	

*deceased

COMMITTEE CHAIRPERSONS

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Human Resources	Annette Oliel
Information, Resources and Technology	David Goldsmith
Integration through Adaptation	Dr. Patricia McKinley
Membership	Morris Stelcner
Program Services	Nancy Cooperberg
Social Action	Annette Rudy
Social Services	Joanne Besner
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