



TRUE DAVIDSON MEALS ON WHEELS (EAST YORK) INC.
ANNUAL GENERAL MEETING
Thursday June 19, 2008, 1:00 p.m.
St. Clair O'Connor Community Centre
2701 St. Clair Avenue East

Highlights of 2007-2008 operations

Funding:

Over the past year, we received \$142,300 from Ministry of Health; \$18,045 from City of Toronto; \$7,998 in donations from Royal Bank, Scotiabank, East York Rotary Club, East York Kiwanis, East York Lions Club; as well as some monies from volunteers, clients and fundraising.

This year we were successful in securing \$69,000 from the Ontario Trillium Foundation towards our Grocery Shopping Assistance Project. Valu-mart is involved in the program to meet client grocery needs.

Clients:

We delivered 30,363 meals to 298 clients of which about 2/3 were hot meals and 1/3 were frozen meals. There were 10 clients on subsidy. We also delivered 150 holiday baskets in December with cards created by students from Victoria Park Public School

Staffing:

Joyce Ford has been hired as our new backup office/delivery coordinator. Ramola Anandarajah has been hired as Grocery Shopping Project Coordinator.

All staff job descriptions were updated. A pay equity consultant was hired to update the pay equity plan.

Volunteers:

We recruited 16 new volunteers in the past year, 7 from information booth. Three information sessions were arranged on the topics of Lifeline, identity theft and fall prevention. The volunteer satisfaction survey was completed and the volunteer guide updated.

The driver mileage allowance will be increased to \$5 effective July 1st. We are working with Harmony Hall and St. Clair O'Connor Community Centre on volunteer recruitment to assist with the shortage of volunteers.

Promotion:

The redesigned logo used in our written communications. Over the past year we participated in 9 public events with our information booth (East York Day, Crescent Town Festivals, Canada Day, Senior's Fair, Meals on

Wheels Week in October at Eglinton Square and Golden Mile shopping centres, Presteign Woodbine and St. Columba holiday bazaars).

The updated agency brochures were distributed to 13,294 homes in our delivery area; as well as local churches, doctors, hospitals, community agencies, grocery stores, Community Access Centres and other businesses and stakeholders.

A revitalized quarterly newsletter is distributed to volunteers, clients and community partners. Ed Thorne was interviewed on Rogers Cable to discuss the importance of volunteering. The East York Mirror and the East York Observer both published articles on the agency and the need for volunteers.

We had a successful inaugural year of website www.tdmow.ca with 31,937 hits. Web traffic is increasing monthly. Online donations facilitated through canadahelps.org. We registered with Charity Village to increase awareness and solicit volunteers.

Fundraising:

We sold 1,837 tickets for last year's raffle and raised \$3,160. There are new 'in memoriam' cards available for families and friends that wish to donate for clients that have passed away.

Operational:

The diversity and complaint policies were updated; as well as general forms used by the agency. We initiated quarterly meetings with the food suppliers regarding the feedback on menu and to improve the quality of the meals. We collaborated with Community Care East York to deliver meals to clients under their Supporting Housing program and Adult Day Program.

Currently we are working with Harmony Hall, East York Meals and Wheels, Meals on Wheels East Toronto, Community Care East York to explore cooperative partnerships as encouraged by Local Health Integrated Network (LHIN). Over 10 meetings were held with other agencies regarding the discussion on LHIN's priority, volunteer management and other issues. We also met with other Meals on Wheels agencies to discuss service planning and improvements, as well as client referrals.

New Initiatives

For the upcoming year (2008-2009), we will find an appropriate food supplier for ethnic meals; solicit gas or gift cards as part of volunteer recognition. A revitalized staff performance management process will be instituted as well as a revision of balance of policies and operating guidelines. The board will undertake a strategic assessment to operate more effectively and efficiently. New fundraising initiatives such as the sale of Shoppers Drug Mart gift cards will be investigated.