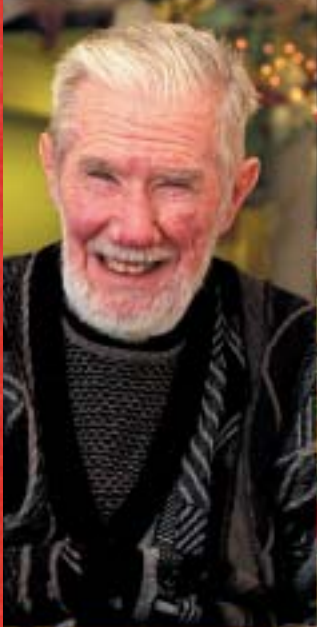


# Moving Long Term Care Forward

*Moving Long Term Care*



*Long Term Care Forward*





*As a sector, we know where we want to go,  
and we know how to get there.*

**W**e are starting from a strong position. Our success in drawing attention to long term care issues, through our relentless media presence, members speaking out locally, meetings with government, support from residents and families and elevated public interest have resulted in a total of \$200 million in new facility operating funding in an eight month period, unprecedented in long term care.

This also means we are more than halfway to our goal: in 2001 we publicly stated that a \$25 per day increase in the government's share of the per diem for each long term care resident was needed. Total new investments since then equate to a \$15 per diem increase. Again, unprecedented in long term care.

This kind of achievement, in this political environment, truly speaks to our credibility and collective power. And it publicly validates our long-standing assertion that seniors' care and services in this province need attention.

But we must not let up now. We must not give the impression that operating funding for long term care is adequate. We must sustain our efforts and continue to build on our momentum.

On the housing front, we secured a big win for life lease providers. As a direct result of the work we began in 2002 and subsequent negotiations with the Ministry of Finance, the government announced in the 2003/04 provincial budget their intention to exempt not-for-profit and/or charitable seniors' life lease projects from land transfer tax. We were the sole voice on this issue that had significant financial implications for residents and member providers.

Looking ahead, our top priority will be ensuring the government makes good on its promise to ensure all long term care facilities are funded equitably. We will be pressing for new dollars for supportive housing and community services, developing tools and resources to assist members in dealing with staffing shortages in our sector and working with government to formulate a capital renewal framework for long term care. We will also continue to enhance and expand the Association's business support services for members, such as our human resource management program that is currently in development.

The Association's new three-year strategic plan, which is in the works and will roll out in 2004, will chart our course and direct our energies.

OANHSS is a unique Association. There is no other group that can match our history, member strength and credibility in representing not-for-profit long term care providers. We should all be proud of our accomplishments in 2002 and our success in moving long term care forward.

**Donna A. Rubin**  
Chief Executive Officer

**Greg Fougère**  
Chair



**Looking Ahead**



# Putting Seniors' Issues Front and Centre

*Moving Long Term Care Forward*

You didn't have to look hard in 2002 to find coverage of seniors' issues. The media took hold of topics such as the copayment fee hike, community service pressures, facility underfunding, food allowance, privatization and profits and nursing shortages, running stories in local papers, major dailies, on radio and television.

We were a driving force behind this wave of elevated media and public awareness – this was the year we brought long term care issues to the fore.

We spoke out in communities, large and small, all across the province. We drew on local examples to push sector-wide issues. We met with politicians to raise awareness of long term care and community services. We gathered support from residents and families, consumer groups and concerned citizens.

As a result of our combined efforts, OANHSS is now well recognized by media as a credible and reliable source to speak on seniors' care, service and housing issues. The coverage we generated has informed public opinion and helped to effect positive changes in our sector.



*Moving Long Term Care Forward*



*Moving Long Term Care Forward*

## Visibility

The year started with the very successful launch of our first-ever public service announcement campaign – newspaper, radio and television ads promoting OANHSS members and not-for-profit options in long term care. To date we have logged hundreds of consumer emails, letters and calls.

This initiative, together with the roll out of our online resource centre for seniors and their families was strategically timed to give members a marketing edge and consumers a much-needed tool for information on seniors' care, services and housing.

## Credibility

An announcement by government to increase the resident copayment by 15% ignited consumers and galvanized the media last summer.

We took the lead in speaking out against the increase and set in motion a ground swell that resulted in one of the largest public outcries on a single long term care issue. The result was a three-year phase-in, easing the burden for seniors and their families (in 2003 the province would further announce that the copayment increase for years two and three would be reduced and capped at the rate of inflation).

This action solidified our reputation as an outspoken and influential advocate for long term care and seniors' issues.

*Visibility. Credibility.*

TOGETHER WE PUT SENIORS' ISSUES FRONT AND CENTRE

*Moving Long Term Care Forward*



## *Moving Long Term Care Forward*

### *Success*

On the funding front, our sustained pressure on government paid off with last summer's announcement of \$100 million in new facility operating funding.

Following that success, we immediately turned our attention to the next provincial budget cycle. Our consistent message was that further funding was critically needed. We mounted an intensive, member-driven pre-budget campaign in late 2002 and early 2003, which laid the groundwork for an additional \$100 million in new operating funding that would be announced as part of the provincial budget in the spring of 2003.

We also succeeded in focusing government attention on the very important issue of facility funding equalization, securing their commitment to resolve the inequity and work towards a level playing field.

### *Growth*

OANHSS members are part of the largest infrastructure program ever in North America; a provincial government investment of \$1.2 billion dollars to add 20,000 new beds and redevelop 16,000 existing beds by 2006.

Close to 100 member organizations are involved in major capital projects, which represents thousands of beds and millions of dollars. Growth of this magnitude is both exciting and daunting and we are supporting members every step of the way. Our Resource Development Service (ORDS) has assisted members in their securing of over \$110 million in financing and is providing a wide range of valuable project planning and operational review services. We are facilitating the sharing of capital project experiences and knowledge between members. And we are continually enhancing and expanding our business support services for members.

*Success. Growth.*

AND WE ARE MOVING LONG TERM CARE FORWARD!

*Moving Long Term Care Forward*



## Board of Directors

### **Greg Fougère**

Perley & Rideau Veterans' Health Centre, Ottawa  
Board Chair, Member-at-Large

### **Gail Carlin**

Sunnyside Home, Kitchener  
Vice-Chair, Member-at-Large

### **Marion Bascom**

Oakville Senior Citizens Residence, Oakville  
Housing Sector Representative

### **Craig Munro**

Maxville Manor, Maxville  
Charitable Sector Representative

### **Shawn Turner**

Regional Municipality of York – Long Term Care and  
Seniors Branch, Newmarket  
Municipal Sector Representative

### **Sarah Phillips**

St. Elizabeth Place, Hamilton  
Member-at-Large

### **Peter Barnes**

Wellington Terrace, Elora  
Member-at-Large

### **Paul O'Krafka**

St. Joseph's Villa, Dundas  
District Representative – Regions 1 & 2

### **Philippa Welch**

Simcoe Manor, Beeton  
District Representative – Regions 3 & 4

### **Brock Hall**

Shepherd Terrace – Long Term Care, Scarborough  
District Representative – Region 5

### **Deborah Hammons**

Fairhaven, Peterborough  
District Representative – Regions 6 & 7

### **Cathy Paroschy-Harris**

Pioneer Ridge Home for the Aged, Thunder Bay  
District Representative – Regions 8 & 9

### **David Hicks**

The Elliott Group, Guelph  
Past Chair

### **Donna Rubin**

Chief Executive Officer  
OANHSS

## OANHSS Staff

Chief Executive Officer

**Donna Rubin**

Director of Communications

**Debbie Humphreys**

Director of Member Relations and Professional Services

**Margaret Ringland**

Director of Operations

**Charlene Lunney**

Accounting Manager

**Jay Gondhalekar**

Administration & Systems Manager

**Vacant**

Coordinator Marketing and Member Services

**Elisa Salmoni Way**

Conference Planner

**Karen Elliott**

Education Coordinator

**Deborah Bradford**

Executive Assistant

**Rose Pace**

Administrative Assistant - Communications

**Grace Montagnese**

Administrative Assistant – Member Relations and  
Professional Services

**Susan Reid**

Administrative Assistant – Operations

**Diane Wideman**

Receptionist

**Diana Zampolin**

## VOLUNTEERS

VITA Community Living Services

## ADVISORS/CONSULTANTS

**Andrew Buckstein** (OANHSS Solicitor)

**Paul Dowling** (Housing)

**Ellen Maracle-Benton** (Marketing)

**Douglas Shinobu** (ORDS Corporate Finance Specialist)

## TRIBUTE TO THE OANHSS PROVINCIAL AUXILIARY/VOLUNTEER PROGRAM

On behalf of all members we wish to express our sincere appreciation to the Provincial Auxiliary/ Volunteer Program for their dedicated efforts as they wind down their operations after 30 years of service. We wish the local Auxiliaries success as they continue their dedicated support to residents in member organizations.

## SPECIAL THANKS TO

Thompson House (The Don Mills Foundation)

Unionville Home Society

York Region Maple Health Centre

## STATEMENT OF FINANCIAL POSITION (000s)

AS AT

DECEMBER 31 2002

DECEMBER 31 2001

### ASSETS

#### CURRENT ASSETS

Cash	\$ 0	\$ 97
Short-term deposits	98	0
Accounts Receivable and prepaids	240	328

#### RESERVE FUNDS ON DEPOSIT

685	647
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#### CAPITAL ASSETS (NET)

43	112
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<u>\$1,066</u>	<u>\$1,184</u>
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### LIABILITIES AND NET ASSETS

#### CURRENT LIABILITIES

Bank Overdraft	\$ 70	\$ 0
Accounts payable and accruals	81	95
Deferred revenue	228	441

#### NET ASSETS

687	648
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<u>\$1,066</u>	<u>\$1,184</u>
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### STATEMENT OF OPERATIONS

YEAR ENDED	2002	2001
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#### REVENUE

Membership Fees	\$1,179	\$1,023
Education	423	410
Project Grants	0	103
Member Services	203	169
Publications and others	98	55
Interest	23	44
	<u>\$1,926</u>	<u>\$1,804</u>

#### EXPENSES

Salaries and benefits	754	715
Consultants	305	386
Education	305	336
Office and general	242	255
Rent and utilities	115	115
Meeting costs	100	87
Amortization	69	98
	<u>\$1,890</u>	<u>\$1,992</u>

#### EXCESS OF REVENUE OVER EXPENSES

36	(188)
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#### OANHSS RESOURCE DEVELOPMENT SERVICES

(20)	119
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#### NET EXCESS OF REVENUE OVER EXPENSES

16	(69)
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#### TRANSFER FROM RESERVE FUNDS

(15)	69
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#### OPERATING SURPLUS END OF YEAR

<u>1</u>	<u>0</u>
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This report is based on the financial statements audited by the firm of Partridge Iggulden LLP, Chartered Accountants.

The audited financial statements are available at the offices of the Ontario Association of Non-Profit Homes and Services for Seniors.



## *The Ontario Association of Non-Profit Homes and Services for Seniors*

*is a provincial membership-based organization that has represented not-for-profit providers of care, services and housing for seniors for over 80 years.*



### *Our Mission*

*The Ontario Association of Non-Profit Homes and Services for Seniors represents and supports the common goals of its members to provide and advocate for quality housing and long term care programs and services.*



### *Our Vision*

*OANHSS will be the recognized leader of long term care, seniors' services and housing in Ontario and the champion of the not-for-profit delivery model.*



**OANHSS**

*Ontario Association of Non-Profit Homes and Services for Seniors  
7050 Weston Road, Suite 700, Woodbridge, Ontario L4L 8G7*

*Tel: (905) 851-8821 Fax: (905) 851-0744*

*[www.oanhss.org](http://www.oanhss.org)*

