



Annual Report 2009 / 2010

Active Living
Coalition
for Older Adults





Report from the ALCOA Chair

Healthy, active and engaged citizens are contributing citizens!

The health benefits of physical activity and good nutrition, has been well documented not just physiologically, but psychologically, and socially as well. We know that physically active people tend to have more energy, more positive outlooks on life, and are more socially involved. This is but one of the pillars towards a healthier

society. Having older adults engaged in the social and political processes that affect them is another.

It has been stated that in 2017, there will be more Canadians over the age of 65 than children under the age of 15. There are some who will view this coming age wave as a burden to society; that the looming health care issues alone will be unsustainable. Indeed with current health care costs rising at twice the rate of GDP they could very well be right, if action is not taken now.

For the past several years, ALCOA as one organization, has been trying to shine a light on the issues related to healthy active aging ...from project work on specific issues of activity and chronic disease (most notably Cancer, Heart Disease and Diabetes), to refuting ageism and to encouraging partnerships with others towards more Age Friendly Communities. All of this is good, useful and purposeful activity... yet our resources are limited and insufficient alone to meet the fast growing needs within this country.

I believe that Canada, as a civil society, (one in which government, business and the voluntary sector work together towards solutions of common concern), can take on the challenge of this "tsunami" and can also demonstrate to others in the western world how we can resolve the apparent coming issues. We have, within Canada, the human, the economic and the physical resources to ensure that the age wave does not engulf and drown our society. However we need leadership, co-operation, partnerships and the political will of all elements of our society to get engaged. A fundamental aspect in this process will be the need to engage older adults themselves in the life and living processes that affect not just them, but all Canadians.



It continues to be vitally important for all the current, and future member organizations of ALCOA, to find the resources to work collectively towards a more widespread and proactive strategy in the issues of healthy active aging. The sooner this occurs, the better.

In closing, my sincere appreciation is extended to our tireless Executive Director, Patty Clark, the Guardians, the Roundtable members and all ALCOA supporters, both in government and in business, for their efforts in working towards a healthier, more actively engaged older adult.

I remain, sincerely yours,

Don Fletcher,
Chair, ALCOA





ALCOA Executive Director's Annual Report

It has been such a positive year for ALCOA.

We have been working on some exciting projects and have taken some time to plan for our future. One of the challenges I find is that much of the project work, which

provides most of the funding for ALCOA, is obviously driven by the interests of the funders, mostly through government contributions. Although the projects are all relevant to ALCOA's mission and our Blueprint, it does not allow the Coalition to strategically plan its own future direction. Seeking out ongoing sustainable revenue is certainly a challenge for all organizations, including ALCOA. This past year a few opportunities have arisen that may assist ALCOA with developing some ongoing revenue for future operational costs. More information on those plans follow in this report. But first, I would like to share with you our successes from this past year.

1. Projects

Knowledge Translation and Evaluation Strategy

ALCOA received \$10,000 in funding from the Canadian Institutes of Health Research (CIHR) to allow us to complete three objectives:

- 1) To develop a knowledge translation strategy for dissemination of current and future documents
- 2) To develop an advanced method of ongoing evaluation of the information exchange and transfer within the ALCOA network
- 3) To develop mechanisms for distribution of information to media and government and other related organizations

This was a very rewarding project as I was able to meet face to face with most of the ALCOA Roundtable member representatives, while I was in their province attending other meetings. It allowed us to discuss how we can better work together and share information to both of our memberships. Some changes have already happened as ALCOA information is being shared



through association newsletters and ALCOA updates are sent electronically to other practitioners within their individual organizations. Of course there is lots more work to do but this is a start.

We also gathered together individuals for a one-day meeting, who had expertise in communication and marketing. Our thanks are extended to the committee members, who are noted at the end of this report. The meeting culminated in a report entitled, "Development of a National Communication and Evaluation Strategy" which included 23 recommendations. Some of those recommendations have been implemented, and the document has become part of our ongoing communication strategy for ALCOA.



Development of Measurement and Evaluation Tools for Community-Based Primary and Secondary Diabetes Prevention Programs

ALCOA received \$75,000 in funding from the Public Health Agency of Canada for Phase 1 of this project, and has also been awarded \$330,000 for Phase 2 of the project for 2010 – 2012.

In 2008, ALCOA completed a diabetes project with one of the end results being a document which provided national recommendations for action. It is from this document that this new proposal evolved. The development of an evaluation process to determine the success of both the participants and of the community-based diabetes program was a key component in the 2008 recommendations. By spring 2012, it is planned to have a self-assessment tool checklist available for the older adult participant and a "User Guide" for use by a community leader. The Reference Group has been meeting since December 2009, and will continue to work on this project until it's completion in March 2012. Our thanks again are extended to those on this committee. Please see the list of members at the end of this report.

Age Friendly Community Provincial Forums

With funding provided by the Public Health Agency of Canada, I was able to travel to 9 provinces and territories to make a presentation about ALCOA, and participate in the Age Friendly Community meetings. It was also during these meetings, that I was able to meet face to face with many of the ALCOA members.



2. Membership and Committees

ALCOA Membership

For the 2009 -2010 year we had 100% retention of our Roundtable membership. We lost two of our Corresponding Members, but gained two new ones. We also have a new Corporate Member, Seabridge Bathing. Renewals for 2010-2011 are proceeding well.

Research Committee Reinstated

Towards the end of the fiscal year, ALCOA reinstated the Research Committee to help assist with developing research ideas for future funding opportunities. The committee has already been busy with possible future requests for proposals.

3. Funding Sources

Foundation Funding

ALCOA was fortunate to receive \$3,000 in funding from the Canadian Bridge Federation Charitable Foundation. This money was allocated to publication expenses. ALCOA received \$4,000 from the Foundation for 2010-2011.

Unsuccessful Applications

Much time is spent on writing and submitting applications. ALCOA did very well last year, but there were a few submissions that were not successful:

- i) Lawson Foundation – A diabetes proposal. There were 136 applications and only funding available for 8 projects.
- ii) Trillium Foundation – Funding for Ontario Age Friendly Community meetings. This was a submission in partnership with others, to assist with funding for a provincial forum to discuss AFC. We were unsuccessful with this proposal; however, funding did become available from the Ontario Senior Secretariat to fund the 6 regional forum meetings.
- iii) CIHR – A meeting to revise the ALCOA Blueprint document. There were 64 proposals in the competition and 11 approved. The comments from the reviewers were very useful in highlighting the weaknesses in the proposal. This is still a necessary and worthwhile project and may be reworked and submitted for future funding considerations.



4. Future Directions

As noted earlier, ALCOA will be very busy with the evaluation / assessment tools for the diabetes project for the next two years.

HealthWorks is a new opportunity that will be launched on July 1, 2010. It is a web based, personally managed data repository that retains health and medical information for an individual. It will provide record keeping for medical/history records, family health history, vaccination records, tracking records (e.g. blood pressure), prescription records, emergency information, etc. This data bank storage web site is provided free of charge. Funds are generated should the individual wish to use any of the other services offered through the site. This revenue generation project opportunity will be shared with and through any interested ALCOA members. Full details on the site will be announced in July 2010.

A new consumer publication, *Silver Times*, is currently in the design phase. Funding for the cost of the publication is covered by Seabridge Bathing. This will be an opportunity for future revenue for ALCOA, as we will eventually include additional advertisers. It will also allow ALCOA to start to build relationships with other corporations.

As you can see it has been a very busy year for me and the ALCOA Guardians. I look forward to another exciting and productive year ahead of us. My sincere thanks are extended to all the members of ALCOA for their ongoing interest and support of the Coalition. You are the strength of the organization and it is both a privilege and an honour to work with such a dedicated group of individuals.

Patricia Clark
ALCOA National Executive Director
June 24, 2010



ALCOA Executive 2009 / 2010

Past Chair — **Jack Brownell** — Quispamsis NB
Canada 55+ Games Association

Chair — **Don Fletcher** — Winnipeg MB
Canadian Association of Cardiac Rehabilitation

Vice Chair — **Clara Fitzgerald** — London ON
Canadian Centre for Activity and Aging

Treasurer — **Bill Krever** — Toronto ON
Better Living Health and Community Services

Secretary — **Mike Sharratt** — Kitchener ON
Schlegel-UW Research Institute for Aging

ALCOA Guardians

Chair — **Don Fletcher** — Winnipeg MB
Canadian Association of Cardiac Rehabilitation

Jack Brownell — Quispamsis NB
Canada 55+ Games Association

Clara Fitzgerald — London ON
Canadian Centre for Activity and Aging

Bill Krever — Toronto ON
Better Living Health & Community

Mike Sharratt — Waterloo ON
Research Institute for Aging

Mary MacLellan — Stellarton NS
ALCOA Older Adults Advisory Co-Chair

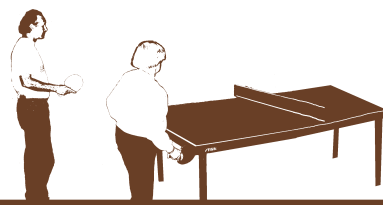
Brenda Wong — Edmonton AB
ALCOA Older Adult Advisory Co-Chair

Carol Miller — Gloucester ON
Canadian Physiotherapy Association

Charles Keple — Regina, SK
Saskatchewan Seniors Mechanism

Bert Taylor — Winnipeg MB
ALCOA Manitoba

Denise Desautels — Ottawa ON
Canadian Healthcare Association



Committee Members

Our success this past year is due not only to the time and effort devoted to ALCOA by the Guardians, but also to those who have volunteered to share their wisdom, time, and expertise to be a member of a committee. ALCOA sincerely thanks the following individuals for their contribution to the success of the Coalition:

Nominating Committee

Chair — **Jack Brownell** — Quispamsis NB
Canada 55+ Games Association

Don Fletcher — Winnipeg MB
Canadian Association of Cardiac Rehabilitation

Research Committee

Philippe Markon — U. of Quebec

Michelle Porter — U. of Manitoba

Mike Sharratt — Schlegel-UW Research
Institute for Aging

Bert Taylor — U. of Manitoba

Communications and Marketing

Linda Bain — VON

Sheila Schuehle — VON

Bill Krever — Older Adult Centres'
Association of Ontario

Bert Taylor — U. of Manitoba &
ALCOA Manitoba

Bianca Spence — Canadian Institute of Planners

Charles Keple — Saskatchewan Seniors Mechanism

Don Fletcher — ALCOA Chairman &
Cdn Assoc. of Cardiac Rehabilitation

Mike Sharratt — Schlegel-UW Research
Institute for Aging



Diabetes Reference Group

Patsy Beattie-Huggan — The Quaich, Facilitator (PE)

Susan Brown — Schlegel-UW Research Institute
for Aging (ON)

Lilisha Burris — Dietitians of Canada (ON)

Jan Cochrane — FNIA Home and
Community Care Program (SK)

Don Fletcher — ALCOA Chair &
Cdn Assoc. of Cardiac Rehab (MB)

Sylvie Jacques — Bruyère Academic
Family Health Team (ON)

Jeff Johnson — School of Public Health,
U. of Alberta (AB)

Sara MacDougall — The Quaich, Researcher, (PE)

Sarah Merkel — Canadian Centre for
Activity and Aging (ON)

Michelle Porter — U. of Manitoba (MB) &
Cdn Society for Exercise Physiology

Alexa Roggeveen — Sheridan Elder Research Centre
(ON)

Thomas Spence — National Indian &
Inuit Community Health Rep. Org. (MB)

Kimberly Wilson — Cdn Coalition for
Seniors' Mental Health (ON)



ALCOA Round Table Member Organizations 2009 / 2010

Active Living Alliance for Canadians with a Disability

Alberta Centre for Active Living

ALCOA Manitoba

Alzheimer Society of Canada

Canada 55+ Games Association

Canadian Association for the Advancement of Women and Sport

Canadian Association of Cardiac Rehabilitation

Canadian Association of Occupational Therapists

Canadian Centre for Activity and Aging

Canadian Healthcare Association

Canadian Institute of Planners

Canadian Orthopaedic Foundation

Canadian Physiotherapy Association

Canadian Red Cross Society

Canadian Society for Exercise Physiology

Manitoba Cardiac Institute – (Reh-Fit Centre)

National Indian & Inuit Community Health Representatives
Organization

Older Adult Centres' Association of Ontario

Osteoporosis Canada

Saskatchewan Seniors Mechanism

Schlegel-UW Research Institute for Aging

VON Canada

YMCA Canada



Corresponding Members 2009 / 2010

Aïnes en Marche/Go Ahead Seniors
Better Living Health & Community Services
Cambridge 50+ Recreation Centres - Allan Reuter Centre
Centres for Seniors Windsor
City of Barrie 55 + Centres
City of Campbell River Parks & Recreation
City of Regina
Cummings Jewish Centre for Seniors
Elder Active Recreation Association
Good Neighbours Senior Centre
Greater Edmonton Foundation: Housing for Seniors
Horton Street Seniors Centre
Inglewood Silver Threads Association
Jewish Child and Family Service
Kingston Community Health Centres
Minoru Place Activity Centre
N.B. ExtraMural Program
North Edmonton Senior Association
NWT Seniors' Society
Pictou County Council of Seniors / Outreach
Pioneer Club Atikokan #158
Rutland Senior Centre Society
Saskatoon Council on Aging
Seniors Association of Greater Edmonton (SAGE)
Seniors Resource Centre
South Granville Seniors Friendship Centre
Saskatchewan Parks & Recreation Association
Square One Older Adult Centre
St. James Assiniboia Senior Centre Inc.
St. Joseph's Community Health Centre

Stony Plain Family & Community Support Services
Swan River & District Community Resource Council
Town of Milton
Town of Whitby Seniors Services
Vintage Fitness
Water Street Senior Centre Society
West St. Catharines Seniors



Corporate Members 2009 / 2010

Seabridge
BATHING



Working for a healthier world™


sanofi aventis
Because health matters

ACTIVE LIVING COALITION FOR OLDER ADULTS / COALITION D'UNE VIE ACTIVE POUR LES AÎNNÉ(E)S

FINANCIAL STATEMENTS MARCH 31, 2010

AUDITORS' REPORT

To the Members,

Active Living Coalition for Older Adults / Coalition d'une vie active pour les aînné(e)s

We have audited the statement of financial position of Active Living Coalition for Older Adults / Coalition d'une vie active pour les aînné(e)s as at March 31, 2010 and the statements of operations and net assets and cash flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the organization as at March 31, 2010 and the results of its operations and its cash flows for the the year then ended in accordance with Canadian generally accepted accounting principles.

Cowperthwaite Mehta

Chartered Accountants
Licensed Public Accountants

April 22, 2010
Toronto, Ontario

STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2010

	2010	2009
ASSETS		
Current assets		
Cash	\$ 43,889	\$ 119,991
Accounts receivable	7,583	9,989
Prepaid expenses	<u>2,248</u>	<u>1,075</u>
	<u>\$ 53,720</u>	<u>\$ 131,055</u>
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued liabilities	<u>\$ 17,412</u>	<u>\$ 50,501</u>
Net assets		
Designated (note 5)	20,000	53,530
Unrestricted	<u>16,308</u>	<u>27,024</u>
	<u>36,308</u>	<u>80,554</u>
	<u>\$ 53,720</u>	<u>\$ 131,055</u>

STATEMENT OF OPERATIONS AND NET ASSETS

FOR THE YEAR ENDED MARCH 31, 2010

	2010	2009
REVENUE		
Government contributions (note 6)	\$ 84,450	\$ 199,332
Membership fees	9,550	13,035
Interest and other	<u>8,808</u>	<u>7,240</u>
	<u>102,808</u>	<u>219,607</u>
EXPENSES		
Personnel	95,905	135,884
Travel and accommodations	26,051	18,647
Premises	7,581	5,800
Evaluation and dissemination	7,500	14,535
Materials and office supplies	6,265	43,087
Purchased services	<u>3,752</u>	<u>2,114</u>
	<u>147,054</u>	<u>220,067</u>
EXCESS OF EXPENSES OVER REVENUE FOR THE YEAR	(44,246)	(460)
Net assets, beginning of year	<u>80,554</u>	<u>81,014</u>
NET ASSETS, END OF YEAR	<u>\$ 36,308</u>	<u>\$ 80,554</u>

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED MARCH 31, 2010

	2010	2009
OPERATING ACTIVITIES		
Excess of expenses over revenue for the year	\$ (44,246)	\$ (460)
Net change in non cash working capital items		
Decrease in accounts receivable	2,406	3,135
Increase in prepaid expenses	(1,173)	(1,075)
Increase (decrease) in accounts payable and accrued liabilities	(33,089)	13,535
Decrease in deferred revenue	<u>(76,102)</u>	<u>(24,337)</u>
	(76,102)	(9,202)
FINANCING ACTIVITIES		
Decrease in term deposits	<u>(76,102)</u>	<u>61,036</u>
NET INCREASE (DECREASE) IN CASH FOR THE YEAR	(76,102)	51,834
Cash, beginning of year	<u>119,991</u>	<u>68,157</u>
CASH, END OF YEAR	<u>\$ 43,889</u>	<u>\$ 119,991</u>

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2010

1. THE ORGANIZATION

Active Living Coalition for Older Adults / Coalition d'une vie active pour les aîné(e)s (the "organization") is a not for profit organization incorporated under the laws of Canada without share capital.

The organization's goals are to undertake public education, communicate research and study results in plain language, to train community based volunteer presenters and to hold education events and activities regarding the health benefits of active living for older adults.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared by management in accordance with Canadian generally accepted accounting principles on a basis consistent with prior years and include the following significant policies:

Investments

The organization classifies its equities, money market funds and fixed income securities as held for trading. Held for trading securities, which are purchased for sale in the near term, are reported at estimated fair value. Realized and unrealized gains and losses are recognized as investment income when they arise. Transaction costs related to financial instruments classified as held for trading are expensed as incurred.

Capital assets

Capital assets individually in excess of \$5,000 are recorded at cost. Amortization is provided annually at rates calculated to write off the assets over their estimated useful lives.

Revenue recognition

The organization follows the deferral method of revenue recognition. Its principal sources of revenue and recognition of these revenues for financial statement purposes are as follows:

- i) Project funding related to current expenditures is reflected in the accounts as a revenue item in the current period. Project funds received in the year for expenses to be incurred in the following fiscal year are recorded as deferred revenue. Funding related to the purchase of capital assets is recorded as revenue in the same period the related capital assets are charged to operations.
- ii) Membership fees are recorded when received. Prepaid fees are recorded as payables and deferred to the next year.
- iii) Interest is recognized when earned.
- iv) Contributions are recorded when funds are received. Donated materials and services which are normally purchased by the organization are not recorded in the accounts.

Expenses

Expenses are recorded when goods or services are consumed.

Use of estimates

The preparation of these financial statements requires management to make estimates and assumptions that affect the reported amount of assets, liabilities, revenues and expenses. Specifically, significant assumptions have been made in arriving at deferred revenues. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in the period in which they become known.

3. FINANCIAL INSTRUMENTS AND RISKS

The organization classifies the financial assets and financial liabilities into one of the following categories:

Held for trading — This category comprises term deposits held at a major Canadian Chartered bank. The fair values of investments are the year end quoted prices. The cost of short term term deposits maturing within a year, plus accrued interest income, approximates the fair value of these instruments.

Other financial assets and liabilities — Other financial assets and liabilities are carried at cost, which approximates their fair value due to their short term nature.

It is management's opinion that the organization is not exposed to significant interest, currency or credit risks.

4. MANAGEMENT OF CAPITAL

In managing capital, the organization focuses on liquid resources available for operations. The organization's objective is to have sufficient liquid resources to continue operating despite adverse events with financial consequences and to provide it with the flexibility to take advantage of opportunities that will advance its purposes. The need for sufficient liquid resources is considered in the preparation of an annual budget and in the monitoring of cash flows and actual operating results compared to the budget. As at March 31, 2010, the organization had met its objective of having sufficient liquid resources to meet its current obligations.

5. DESIGNATED NET ASSETS

The Guardians (Board of Directors) of the organization have established a reserve of \$20,000 as at March 31, 2010 (\$53,530 as at March 31, 2009) to cover expenses in the event of an interruption in funding or an income shortfall. In 2010 the Board reduced the designated reserve to approximately 2 months operating expenses.

6. GOVERNMENT CONTRIBUTIONS

Government funding recognized in the year was as follows:

	2010	2009
Public Health Agency of Canada		
Diabetes Strategy	\$ 74,450	\$ 24,337
Fitness Unit		174,995
Canadian Institutes of Health Research	<u>10,000</u>	<u> </u>
	\$ 84,450	\$ 199,332

7. INCOME TAX STATUS

The organization is exempt from income tax in Canada as a registered charitable organization under the Income Tax Act (Canada).



Active Living Coalition for Older Adults

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