

Reaching

ONE

MILLION

Canadians



ALCOA
Active Living Coalition
for Older Adults

CVAA
Coalition d'une vie
active pour les aîné(e)s



Reaching

ONE

MILLION

Canadians

1 million older adult Canadians
can be influenced when all ALCOA
members reach out to their members.

Let's build on this strength and commit to
sharing the knowledge of the importance of
active living for optimal aging.



There **is**
no **one**
grand
stroke
that does it.

It's a lot of little steps.

Peter A. Cohen

Report *from* the **ALCOA** Chairman

The past year was an exciting year for ALCOA and we continued with many of our exciting projects along with embarking on new ventures. Our Guardians continue to focus on our core mission of “envisioning a society where all older Canadians are leading active lifestyles thereby contributing to their physical and overall well-being”.

One of our key projects for the past year was the development of the Diabetes project through a grant from the Public Health Agency of Canada. Over the past year, the *Personal Passport to Healthy Living* continued to be developed, and four pilot projects were implemented across Canada including the introduction of the Leaders Manual. This year, we will focus on finalizing, translating, promoting and disseminating these two new resources.

The *Silver Times* magazine was one of our new and exciting projects over the past year. The first edition of the magazine reached more than 30,000 seniors across Canada and the response was outstanding. ALCOA has identified this initiative as a key priority moving forward and we are hoping to secure sponsorships to continue creating *Silver Times* in the future.

With support from the CIHR, ALCOA convened a Think Tank session of fifteen people; five representatives from ALCOA and ten experts in varying fields and advisory committees. The purpose of the meeting was to discuss the feasibility and opportunities for developing a web based process to engage Canadians on issues relating to healthy active aging and refuting ageism. It was considered that four main thrusts of such a web based process be considered:

- a) broad issues of public concern with respect to healthy active aging
- b) opportunities for professionals to share insights, data, program and in service development

- c) opportunities to highlight promising practises across the country
- d) helpful tips for the older adults themselves related to specific topics

ALCOA also received funding from Environment Canada, to conduct focus groups and gather research to determine national user requirements for seniors, as it relates to the Air Quality Health Index. The final report included the current research on the most effective communication methods for older adults, and a summary of the results from the focus group discussions, which were held in Manitoba (1), Ontario (2), and Nova Scotia (1).

With the assistance of our Guardians, Round Table members and community members, ALCOA continues to develop new and innovative project ideas for the future, to encourage and promote active living for older adults. For the past number of years, ALCOA has struggled with the issue of sustainability from a financial perspective. With no core funding available for ALCOA, we continue to devote much of our energy to project based activities. Financial stability will continue to be a key priority over the coming year for the Guardians. I would like to take this opportunity to thank our Guardians for their commitment and support within ALCOA. We are very fortunate to have many of the top leaders in active living for older adults within our organization. I would also like to thank Patty Clark, our Executive Director, for her guidance and hard work throughout the year. Patty truly captures both the vision and passion for what ALCOA represents – past, present and future.

William Krever
 ALCOA Chairman
 June 21, 2011





It's not
the years in
your life that
COUNTS, but rather
the life in your
years.

Abraham Lincoln

ALCOA Executive Director's Report

As the Chairman's Report highlights the work and projects of ALCOA this past year, I would like to focus my report on our Coalition members and our strength in numbers. We have increased the Roundtable Membership base this year, and have just recently welcomed in The University of Manitoba Centre on Aging. This provides a Round Table Membership of 24 national organizations. Our 29 Corresponding Members remain strong and are also crucial to helping us reach older adults in our communities across Canada. The pilot testing of our diabetes project, *Your Personal Passport to Healthy Living*, and the focus groups for the Air Quality Health Index project with Environment Canada, would not have been successful without the support of our membership. Our sincere thanks are extended to all those members who were able to assist us with those projects.

The success of the inaugural issue of our *Silver Times* magazine, and the positive responses to the pilot testing of our "Passport", reinforces the important need to continue to reach out to older adults to inform, educate and motivate them in making small changes in their lifestyle towards a more healthy, active living philosophy. We are optimistic that *Silver Times* will continue to be published, in some format in the upcoming year. We are also looking at sponsors and advertisers for the "Passport", to keep it sustainable once the PHAC grant is finished March 2012.



ALCOA continues to seek out new revenue sources to assist with our future financial sustainability. The HTHealthWorks™ web site is one such initiative, whereby ALCOA and the membership organizations, can benefit from clients and members utilizing the health services provided on the site. Individuals have free access to keeping an on-line record of their vital medical information, medications, etc., in addition to being able to purchase health and fitness services. Several Round Table members have already participated in meetings and/or webinars with ALCOA to discuss how the website can be promoted directly to their members, and the revenue generation associated with the site. We hope to continue to meet with more ALCOA members in the upcoming year.

ALCOA has been successful in the past and will continue to grow and thrive in the years to come. Our past and future success was, and will be, due to the support of our membership, through your volunteer efforts, assistance with projects, dissemination of information, and the ongoing support for optimal aging. Through our recent polling of the membership, we can confirm that through the ALCOA membership, we have the capacity to reach over 1 million older adults in Canada. That is spectacular! But this reach is only possible if all the membership continues to spread the word from ALCOA and our membership, to their respective members. So I would like to encourage you all to make a commitment to ALCOA to share our resources and research with your colleagues, board members, clients and members. Also, I would ask you to consider how ALCOA can assist you in sharing your organization's information and resources to the other members. We are only as strong as our membership, and there is no question that there is strength in numbers. I sincerely thank you for support in the past, and I look forward to working with you all in the future.

Patricia Clark
ALCOA National Executive Director
June 21, 2011

You
can't help
getting older,
BUT
you don't
have to get old.

George Burns

ALCOA Round Table Member Organizations 2010/11

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
 University of Manitoba Centre on Aging
 VON Canada
 YMCA Canada

Individual Members 2010/11

Sandra Hartley
 Philippe Markon
 Brenda Wong

Corporate Members 2010/11



Corresponding Members 2010/11

Aines 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
 Jewish Child and Family Service
 Kingston Community Health Centres
 Minoru Place Activity Centre
 N.B. ExtraMural Program
 NWT Seniors' Society
 Pictou County Council of Seniors / Outreach
 Pioneer Club Atikokan #158
 Saskatoon Council on Aging
 Seniors Resource Centre
 Saskatchewan Parks & Recreation Association
 Square One Older Adult Centre
 St. James Assiniboia Senior Centre Inc.
 Stony Plain Family & Community Support Services
 Swan River & District Community Resource Council
 Town of Milton
 Town of Whitby Seniors Services
 York West Active Living Centre

Thanks to our Donors

ALCOA is a charitable, not-for-profit organization. This year we were very grateful to receive donations from the following organizations:

Canadian Bridge Federation Charitable Foundation	\$4000
Seabridge Bathing	\$2000

Our sincere thanks for your donations to our Coalition.



ALCOA Executive 2010/11

Past Chair	Don Fletcher	Winnipeg MB Canadian Association of Cardiac Rehabilitation
Chair	Bill Krever	Toronto ON Better Living Health and Community Services
Vice Chair	Bert Taylor	Winnipeg MB ALCOA MB Chairman
Treasurer	Philippe Markon	Ste. Famille IO ALCOA Research Chairman
Secretary	Mike Sharratt	Kitchener ON Schlegel-UW Research Institute for Aging

ALCOA Guardians 2010/11

<i>Chair</i>	Bill Krever	Toronto ON Better Living Health and Community Services
	Sue Boreskie	Winnipeg MB Reh-Fit Centre
	Clara Fitzgerald	London ON Canadian Centre for Activity and Aging
	Don Fletcher	Winnipeg MB Canadian Association of Cardiac Rehabilitation
	Mary MacLellan	Stellarton NS ALCOA Older Adults Advisory Co-Chair
	Philippe Markon	Ste Famille IO ALCOA Research Chairman
	Carol Miller	Gloucester ON Canadian Physiotherapy Association
	Rosanne Prinsen	Edmonton AB Alberta Centre for Active Living
	Holly Schick	Regina, SK Saskatchewan Seniors Mechanism
	Mike Sharratt	Waterloo ON Schlegel-UW Research Institute for Aging
	Bert Taylor	Winnipeg MB ALCOA Manitoba

Committee Members

Our Coalition is strong because of the support from our membership. Individuals have provided numerous hours of volunteer support to sit on committees, organize events, and share their wisdom and knowledge. ALCOA sincerely thanks the individuals for their contribution to the success of the Coalition.

Nominating Committee

Chair	Don Fletcher	Winnipeg MB Canadian Association of Cardiac Rehabilitation
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Research Committee

Heather Keller	U. of Guelph
Philippe Markon	U. of Quebec
Michelle Porter	U. of Manitoba
Mike Sharratt	Schlegel-UW Research Institute for Aging
Bert Taylor	U. of Manitoba

**Can-Do Meeting Think Tank Delegates**

Peter Broadhurst	Advisory Board Member at Sheridan Elder Research Centre	Mike Sharratt	Schlegel-UW Research Institute for Aging
Don Fletcher	Cdn Assoc. of Cardiac Rehabilitation	Pat Spadafora	Sheridan Elder Research Centre
Tonia Hearst	ALCOA Administrative Assistant/Researcher	Jennifer Stevens	National Association of Federal Retirees
Bill Krever	ALCOA Chairman & Older Adult Centres' Association of Ontario	Laura Stokes Crane	Oakwood Retirement Communities/Schlegel Senior Villages
Tom Love	Health & Technology International Inc.	Bert Taylor	U. of Manitoba & ALCOA Manitoba
Ward Maxwell	Graphic Designer	Kaye Wylie	Advisory Board Member at Sheridan Elder Research Centre
Paul Oh	Toronto Rehabilitation Centre, Cardiac Rehab Program		

**Diabetes Reference Group**

Patsy Beattie-Huggan	The Quaich, Facilitator (PE)	Sara MacDougall	The Quaich, Researcher, (PE)
Susan Brown	Schlegel-UW Research Institute for Aging (ON)	Sarah Merkel	Canadian Centre for Activity and Aging (ON)
Lilisha Burris	Dietitians of Canada (ON)	Michelle Porter	U. of Manitoba (MB) & Cdn Society for Exercise Physiology
Jan Cochrane	FNIA Home and Community Care Program (SK)	Alexa Roggeveen	Sheridan Elder Research Centre (ON)
Don Fletcher	ALCOA Chair & Cdn Assoc. of Cardiac Rehab (MB)	Thomas Spence	National Indian & Inuit Community Health Rep. Org. (MB)
Sylvie Jacques	Bruyère Academic Family Health Team (ON)	Kimberly Wilson	Cdn Coalition for Seniors (ON)
Jeff Johnson	School of Public Health, U. of Alberta (AB)		

FINANCIAL STATEMENTS

MARCH 31, 2011

INDEPENDENT AUDITOR'S REPORT

To the Members,
Active Living Coalition for Older Adults /
Coalition D'Une Vie Active Pour Les Âîné(e)s

Report on the Financial Statements

We have audited the accompanying financial statements of Active Living Coalition for Older Adults / Coalition D'Une Vie Active Pour Les Âîné(e)s, which comprise the statement of financial position as at March 31, 2011 and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

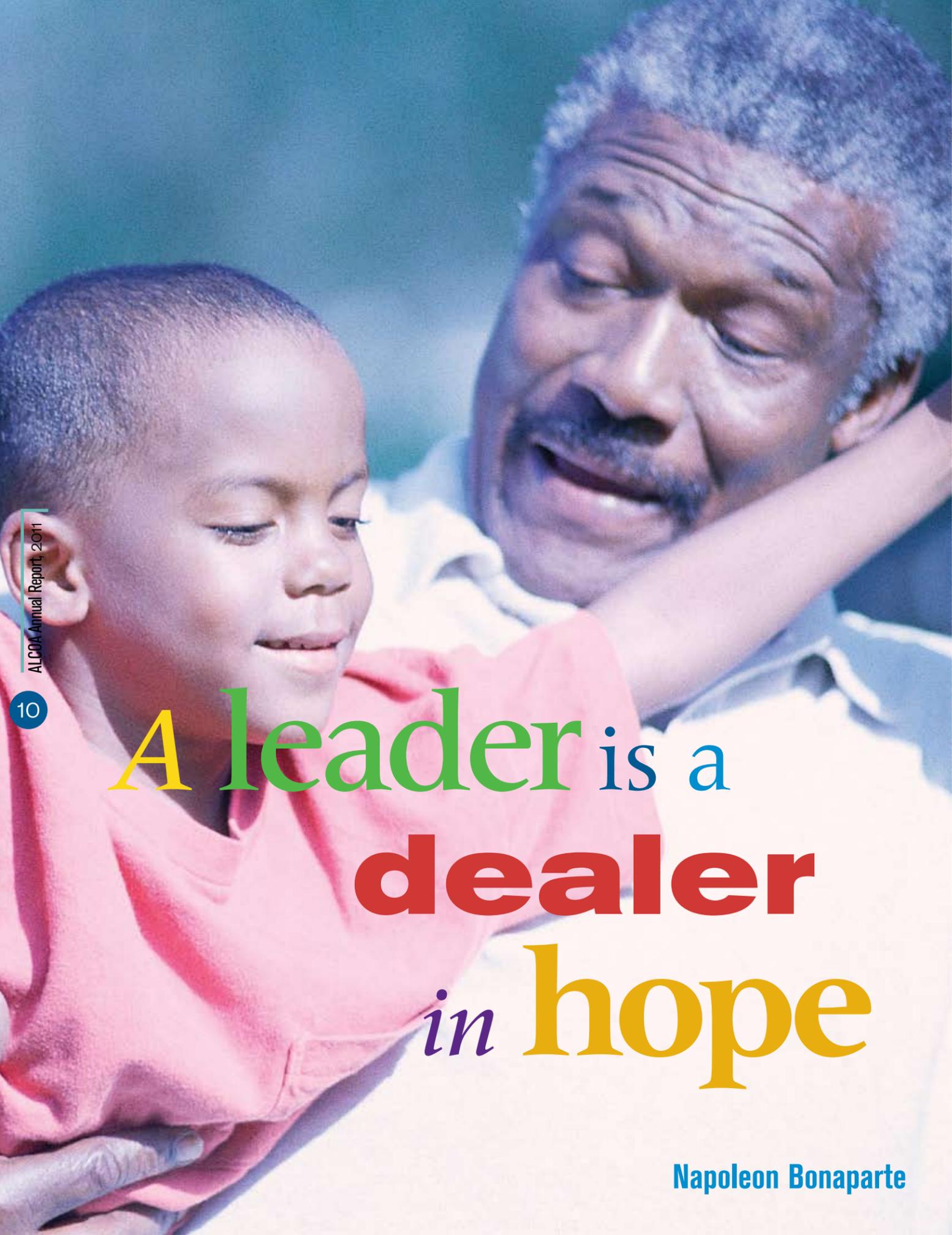
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Active Living Coalition for Older Adults / Coalition D'Une Vie Active Pour Les Âîné(e)s as at March 31, 2011, and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Cowperthwaite Mehta

Chartered Accountants
Licensed Public Accountants
May 31, 2011
Toronto, Ontario



**A leader is a
dealer
in hope**

Napoleon Bonaparte

STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2011

	2011	2010
ASSETS		
<i>Current assets</i>		
Cash	\$ 43,692	\$ 43,889
Accounts receivable	3,642	7,583
Prepaid expenses	<u>711</u>	<u>2,248</u>
	<u>\$ 48,045</u>	<u>\$ 53,720</u>
LIABILITIES AND NET ASSETS		
<i>Current liabilities</i>		
Accounts payable and accrued liabilities	\$ 9,900	\$ 13,312
Prepaid membership fees	1,670	4,100
Deferred revenue	<u>5,029</u>	<u> </u>
	<u>16,599</u>	<u>17,412</u>
<i>Net assets</i>		
Designated (note 5)	20,000	20,000
Unrestricted	<u>11,446</u>	<u>16,308</u>
	<u>31,446</u>	<u>36,308</u>
	<u>\$ 48,045</u>	<u>\$ 53,720</u>

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

FOR THE YEAR ENDED MARCH 31, 2011

	2011	2010
REVENUE		
Government contributions (note 6)	\$ 175,331	\$ 84,450
Membership fees	10,220	9,550
Donations	6,000	3,000
Interest and other	<u>793</u>	<u>5,808</u>
	<u>192,344</u>	<u>102,808</u>
EXPENSES		
Personnel	141,918	95,905
Travel and accommodations	18,564	26,051
Materials and office supplies	11,412	6,265
Evaluation and dissemination	10,741	7,500
Premises	8,326	7,581
Purchased services	<u>6,245</u>	<u>3,751</u>
	<u>197,206</u>	<u>147,053</u>
EXCESS OF EXPENSES OVER REVENUE FOR THE YEAR	(4,862)	(44,245)
Net assets, beginning of year	<u>36,308</u>	<u>80,553</u>
NET ASSETS, END OF YEAR	<u>\$ 31,446</u>	<u>\$ 36,308</u>

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED MARCH 31, 2011

	2011	2010
OPERATING ACTIVITIES		
Excess of expenses over revenue for the year	\$ (4,862)	\$ (44,245)
Net change in non cash working capital items		
Decrease (increase) in accounts receivable	3,941	2,404
Decrease (increase) in prepaid expenses	1,537	(1,173)
Increase (decrease) in accounts payable and accrued liabilities	(3,412)	(35,504)
Decrease in prepaid membership fees	(2,430)	2,415
Increase in deferred revenue	<u>5,029</u>	<u> </u>
NET DECREASE IN CASH FOR THE YEAR	(197)	(76,103)
Cash, beginning of year	<u>43,889</u>	<u>119,992</u>
CASH, END OF YEAR	<u>\$ 43,692</u>	<u>\$ 43,889</u>

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2011

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

Management is responsible for the preparation of these financial statements in accordance with Canadian generally accepted accounting principles applied on a basis consistent with prior years. Outlined below are those policies considered particularly significant:

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, 2011, 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, 2011 (\$20,000 as at March 31, 2010) to cover expenses in the event of an interruption in funding or an income shortfall.

6. GOVERNMENT CONTRIBUTIONS

Government funding recognized in the year was as follows:

	2011	2010
Public Health Agency of Canada		
Diabetes Strategy	\$ 153,331	\$ 74,450
Environment Canada	14,500	
Canadian Institutes of Health Research	<u>7,500</u>	<u>10,000</u>
	<u>\$ 175,331</u>	<u>\$ 84,450</u>

7. INCOME TAX STATUS

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

Strive

not to be

a

success,

but rather

to be

of value.

Albert Einstein

designed by: Ward Maxwell
ward.max@primus.ca



Active Living Coalition for Older Adults

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