

The Active Living Coalition for Older Adults (ALCOA) envisions a society where all older Canadians are leading active lifestyles thereby contributing to their physical and overall well-being.

ALCOA, in partnership with its member organizations, encourages older Canadians to maintain and enhance their well-being and independence through a lifestyle that embraces physical activity and active living.



ALCOA Annual Report 2014

Strengths

- National voice for activity and older adults
- Reach to over 1 million older adults through organizational outreach (allied health, universities, older adult organizations, local community centres, etc.) and strong volunteer commitment
- Publisher of quality, evidence based resources for practitioners and older adults

Areas of Emphasis

- Foster communication, collaboration and coordination for active aging amongst its members and other related organizations and individuals
- Facilitate knowledge translation of research to practice related to older adults and active aging
- Promote older adults and active aging as a priority on the political, health and social agendas within Canadian society by conveying consistent, persuasive key messages developed by its members to prominent and influential individuals and organizations

Goals

- To increase public awareness about the benefits of active living throughout the life span, thus enabling older adults to experience, value, and appreciate the importance of physical activity.
- To strengthen delivery systems and improve levels of cooperation, coordination, and communication among organizations with an interest in active living and older adults.
- To identify, support, and share research priorities and results on aging and active living.



2013–14 Executive Summary

ALCOA is the only Canadian, national, charitable organization providing health promotion resources for service providers and older adults. Our reputation continues to grow across the country as ALCOA is frequently being asked to participate in forums, interviews, symposiums etc. This year was a busy year, as you will see from the long list of requests for ALCOA that is noted in the Executive Directors report.

The ALCOA websites are receiving a large number of visitors each year. The ALCOA site had 1.14 million hits and Silver Times had over 217,000 hits. This year we will be investigating additional digital strategies to reach out to our target audience.

The *Leaders Tool Kit for Healthy Living Workshops for Older Adults* funded by the Public Health Agency of Canada was completed, resources distributed and we are receiving very positive feedback from workshop participants. Funding from the Green Shield Foundation has allowed ALCOA to revise and translate two more *Active Living Tips*, bringing us to a total of six revised documents now available in seven languages.

We continue to investigate all options and opportunities for funding and developing partnerships. Next year we will continue to build on our work of this past year. Our Coalition will be strengthened by our new Champion, Hazel McCallion, who will be retiring in November as the Mayor of Mississauga (ON), a position she has held since 1978. Hazel is a great advocate and role model for seniors, and we look forward to working with her in the upcoming year.

Over the next two years, ALCOA will be developing a structured, leader-led mall walking and wheeling program for the enclosed malls in Toronto. Funding provided by the Ontario Trillium Foundation will allow ALCOA to create the sustainable program and hopefully we will be able to expand the program to other cities and provinces in the future.

The future of ALCOA, although sometimes looks a little cloudy, is looking bright for next year. The support from the Membership is crucial to ensure the successful development and distribution of our resources. We thank you for your continued support of the Coalition and promoting active healthy living to our older adult population.

Members of the Reference Group



L to R: Jim Evanchuk, Peggy MacLeod, Sue Hesjedahl, Wendy Kraglund Gauthier, Sylvie Jacques, Lilisha Burris, Mary MacLellan, Sara MacDougall, Patsy Beattie Huggan, John Kaunds, Patty Clark

Absent: Jamie Dumas, Clara Fitzgerald, Soo Jones, Patrick McGowan, Liz Sajdak, Kimberly Wilson

Chairman's Annual Report



The past year has been one of trepidation, then hope, and eventually exhilaration, as the Coalition has found ways to succeed and survive. Although many of us have been accused of seeing the world through rose coloured glasses, the recent successful three year grant application to The Ontario Trillium Foundation has once again shown our resilience and the fact that there is a great need for the Coalition to continue its highly regarded work on behalf of the aging Canadian population. Indeed, the grant, which will begin in the fall of 2014, encompasses the mall walk theme, but adds a special section which includes those seniors who use mobility devices such as walkers and wheel chairs. The Wheel and Walk Mall project will use the facilities provided by participating malls in Toronto and the GTA. The program will then hopefully gradually expand across Ontario and Canada. What is truly exciting is the opportunity to offer professional leadership for all the participants, and having both groups exercise together. Obviously, this program is a true reflection of the real population base which our seniors encompass.

It is also with great pride that we inform the readers that as of November 1, 2014, ALCOA will have its first Champion, Hazel McCallion. Hazel McCallion was first elected Mayor of Mississauga in November, 1978, and is the longest serving Mayor in the City's history. She is a great advocate and role model for seniors, and has agreed to take on this new role upon her retirement in November. We are so pleased that she will play an active role for the Coalition not only at the provincial level, but nationally as well, and when possible, will make us better known throughout North America. This is another exciting step forward by your Coalition to assist us to successfully carry out our ongoing projects and to add more innovative programs in the future.

ALCOA, under the leadership of Jim Hamilton, has established a Strategic Alliance Group, to facilitate more and better relationships with those Canadian organizations which have similar goals that dovetail with those of our members. Such an alliance will make ALCOA better known, will facilitate grant applications, will strengthen advocacy for Canada's older population, and will assist ALCOA to continue to be a national leader in healthy living for our senior citizens.

With ALCOA demonstrating innovative concepts and meeting the needs of the senior population as well as the granting agencies, it bodes well for the Coalition. Through the strong efforts of the Board, and the membership, ALCOA will continue to grow and offer needed programs for Canadian seniors.

I would be remiss if I did not acknowledge the tremendous work effort put forth by our National Executive Director, Patty Clark, who literally carries the Coalition on her shoulders. On behalf of the Board and the membership I offer sincere thanks to Patty for her continuing support of ALCOA and suggest that she is representative of the goals of the Coalition.

I look forward to another year in the leadership position and the continued success of ALCOA.

Sincerely,

A handwritten signature in black ink, appearing to be 'AT', written in a cursive style.

Albert W. Taylor Ph.D., D.Sc.
Chair, ALCOA



Report from the Executive Director

I am pleased to be able to provide you with an update on the work of ALCOA over this past year. No question, existing primarily on government grants makes it challenging at times, but we are resilient and we continue to be able to develop excellent evidence-based health promotion products and resources for both those working with older adults and older adults themselves. ALCOA is also nationally recognized for its expertise and we continue to receive requests to participate in discussions and projects. I have summarized our accomplishments, and I hope you find this Annual Report both informative and enlightening.

Sincerely,

Patricia Clark
National Executive Director

Over 1 million hits last year!

We recognize that the ALCOA website is outdated and desperately needs a new look. We will develop a 'Digital Strategy' this fall and will investigate options for funding. But even with the outdated look of the ALCOA site, in our last fiscal year, from April 2013 through to March 2014, the ALCOA website had 1.14 million hits; over 17,000 unique visitors; and over 136,000 visits.

We are very grateful for the ongoing support from Pfizer Canada for the Silver Times website. We continue to increase our visitors each year. Last year there were over 217,000 hits to the site; 9,500 unique visitors; and over 14,000 visits to the site in the year. This year, Pfizer has increased their support to ALCOA to allow us launch a small promotion campaign in an effort to continue to increase our readership base.

The ALCOA You Tube presence continues to grow each year. We have 20 videos including interviews, introductions to our products and training podcasts. Last year there were over 2600 views on our site. Certainly this is an area we would like to expand and will consider methods by which we can do so.

Healthy Living Hits

Last year ALCOA worked on and completed two projects promoting healthy active living.

Funding from the Public Health Agency of Canada allowed ALCOA to develop the *Leaders Tool Kit for Healthy Living Workshops for Older Adults*. Produced in a CD format, ALCOA has distributed free of charge, close to 400 CD Tool Kits accompanied by 3500 Passports. We have asked the leaders to send back a short participant survey which will help ALCOA to determine the impact of this resource on older adults. The feedback received to date has been quite positive. The workshop and Passport information have been very helpful, and the process of taking small steps in behaviour modification has proven to be very successful with participants.

As part of the Tool Kit, ALCOA created posters and handouts for the revised *Canadian Physical Activity Guidelines for Older Adults 65+ Years and Older*, which have been designed specifically for older adults, using the new research content provided by CSEP. These can be downloaded from the ALCOA website at:

www.alcoa.ca/e/healthy-living/posters.htm



The *Active Living Tips* documents continue to be in high demand. ALCOA received \$25,000 from the Green Shield Foundation to revise and translate two of the older Active Living Tips documents. We now have six current documents available in seven languages. With the volunteer commitment by our two authors, this past year we revised **Healthy Eating and Regular Physical Activity: A Winning Combination for Older Adults**, by Shanthi Johnson, PhD, RD, FDC, FACSM, University of Regina; and **Preventing Falls in Older Adults** by Mark Speechley, PhD, Western University. We are sincerely grateful to our authors and the ALCOA Research Committee for the time and expertise which was contributed to this project.

All six documents may be ordered from the ALCOA website and are available free of charge. They can also be downloaded from the ALCOA website at www.alcoa.ca/e/research_update.htm.

Financial Support

In an effort to increase funding for ALCOA from non-government sources, ALCOA launched its first donation campaign in December 2013. On-line donations can now be made on the ALCOA site. A mail and e-mail campaign raised just over \$1200 for the Coalition. The costs for the mailing were absorbed by an ALCOA Roundtable Member, Better Living Health and Community Services, Bill Krever, CEO. Through their generosity of volunteer time and postage costs, it allowed ALCOA to put the \$1200 directly into the Coalition products and services. Our sincere thanks to Bill and his group of volunteers. It is our intention to continue with an annual donation campaign each year.

With funding confirmed from the Ontario Trillium Foundation for our Wheel and Walk Mall program, ALCOA is looking forward this year to developing another new and successful program to help encourage older adults to reap the benefits from healthy active aging.



Expertise in Demand

ALCOA is well recognized for our expertise in healthy active aging. This past year ALCOA has been interviewed, asked to sit on several committees, and has made several presentations. Our highlights include the following:

- Active 20/20 ParticipACTION Meeting – invited participant
- Active 20/20 Action Group Member
- Canadian Personal Trainers Network (CPTN) Conference 2014 - invited presenter
- CBC National News - interview
- Centre for Chronic Disease Prevention Public Health Agency of Canada - invited webinar speaker
- Cyber-Seniors - video interview
- “Do Live Well” - McMaster University Research Project Symposium - invited participant
- Flower City – Brampton – guest speaker
- In Sight in Touch Dufferin – guest speaker
- ‘Isolated No More’ Symposium - invited participant
- National Seniors Council - National Roundtable on Social Isolation of Seniors - invited participant
- Older Adults Centre Association of Ontario Conference 2013 - invited presenter
- Positive Active Aging Forum: Defying the Barriers of Ageism - invited participant
- Visitability Project - Canadian Centre on Disability Studies - Advisory Committee Member

I would like to sincerely thank the Guardians, the ALCOA Membership, and our contract staff for their support this past year. It has been busy and productive, and I look forward to the year ahead.

ALCOA Executive 2013/14

Past Chair **Bill Krever** Toronto ON
Better Living Health and Community Services

Chair **Bert Taylor** Barrie, ON
Professor Emeritus University of Western

Vice Chair **Rosanne Prinsen** Edmonton AB
Alberta Centre for Active Living

Secretary **Jim Hamilton** Winnipeg MB
University of Manitoba Centre on Aging

Treasurer **Philippe Markon** Ste. Famille QC
Professor Emeritus University of Quebec
ALCOA Research Chairman

ALCOA Guardians 2013/14

Chair **Bert Taylor** PhD Barrie, ON
Professor Emeritus University of Western

Jim Evanchuk Winnipeg MB
ALCOA MB

Brenda Hajdu Stoney Creek, ON
Canadian Orthopaedic Foundation

Jim Hamilton Winnipeg MB
University of Manitoba Centre on Aging

Bill Krever Toronto ON
Better Living Health and Community Services

Mary MacLellan Stellarton NS
ALCOA Older Adults Advisory Co-Chair

Philippe Markon PhD Ste Famille QC
ALCOA Research Chairman

Peter Nordland Cornwallis Park, NS
Canada 55+ Games

Rosanne Prinsen Edmonton AB
Alberta Centre for Active Living

Holly Schick Regina, SK
Saskatchewan Seniors Mechanism

ALCOA Round Table Member Organizations 2013/14

Alberta Centre for Active Living

ALCOA Manitoba

Alzheimer Society of Canada

Canada 55+ Senior Games Association

Canadian Association for the Advancement of
Women in Sport

Canadian Association of Occupational
Therapists

Canadian Orthopaedic Foundation

Canadian Physiotherapy Association

Canadian Red Cross Society

Canadian Society for Exercise Physiology

Older Adult Centres' Association of Ontario

Reh-Fit Centre

Saskatchewan Seniors Mechanism

Schlegel-UW Research Institute for Aging

University of Manitoba Centre on Aging

VON Canada

YMCA Canada

Corporate Member 2013/14



morethanmedication.ca

Individual Members 2013/14

Margaret Barbour
Sandra Hartley
Charles Keple
Philippe Markon
Bert Taylor
Brenda Wong

Donors

ALCOA is a charitable, not-for-profit organization. Our thanks to the following individuals for their generous donations:

Margaret Barbour
Better Living Health and Community Services
Sue Hesjedahl
Joanne Irvine
Charles Keple
Bill Krever
Mary MacLellan
Philippe Markon
Howard & Sheila Patterson
John Pidwerbesky
Mike Sharratt
Anne Skuba
R.D. Stickney
Margaret Zaitlin
Anonymous - In honour of John & Tara
Anonymous - I believe that we seniors must stand together while promoting an active life style as the surest way of enjoying the twilight of an earthly life.

Corresponding Members 2013/14

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
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
NWT Seniors' Society
Pictou County Council of Seniors / Outreach
Pioneer Club Atikokan #158
Saskatoon Council on Aging
Senior Resource Centre
Saskatchewan Parks & Recreation Association
Square One Older Adult Centre
Swan River & District Community Resource Council
Town of Milton
Town of Whitby Seniors Services
Vintage Fitness
York West Active Living Centre

Committee Members & Consultants

Our Coalition is strong because of the support from our membership and other volunteers. Together individuals have provided hundreds of 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.

Healthy Living Reference Group

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

Lilisha Burris, R.D. Dietitians of Canada – EatRight Ontario (ON)

Jamie Dumas, Huron Park Fitness Centre (ON)

Jim Evanchuk, ALCOA Manitoba (MB)

Clara Fitzgerald, Canadian Centre for Activity and Aging (ON)

Sue Hesjedahl, Older Adult Centre Association of Ontario (ON)

Sylvie Jacques, Bruyère Academic Family Health Team (ON)

Soo Jones, older adult (ON)

John Kaunds, older adult (ON)

Wendy Kraglund-Gauthier, PhD St. Francis Xavier University (NS)

Sara MacDougall, The Quaich, Researcher (PE)

Peggy MacLeod, Community Health Nurses of Canada (AB)

Mary MacLellan, Pictou County Council of Seniors/Outreach (NS)

Patrick McGowan, PhD University of Victoria, School of Public Health & Social Policy (BC)

Liz Sajdak, The Quaich, Researcher, (PE)

Kimberly Wilson, PhD (c) Cdn Coalition for Seniors Mental Health (ON)

Silver Times Editorial Committee

Jim Evanchuk, ALCOA Manitoba (MB)

Donna Fagan, RD, St. Francis Xavier (NS)

Charles Keple, Saskatchewan Senior's Mechanism Rep (SK)

Philippe Markon, PhD, Professor Emeritus University of Quebec (QC)

Bonnie Schroeder, Canadian Coalition for Seniors' Mental Health (ON)

Nominating Committee

Chair: **Bill Krever, Toronto ON**

Better Living Health and Community Services

Research Committee

Heather Keller, PhD University of Guelph

Philippe Markon, PhD Professor Emeritus University of Quebec

Michelle Porter, PhD University of Manitoba

Mike Sharratt, PhD Schlegel-UW Research Institute for Aging

Bert Taylor, PhD Professor Emeritus University of Western Ontario

ALCOA Contract Staff & Consultants

ALCOA continues to work with a variety of contract staff on all its projects. Our consultants bring many years of experience and expertise, and are an essential component to the success of every project.

Patsy Beattie-Huggan, Sara MacDougall, Liz Sajdak – The Quaich

Tonia Hearst, Administrative Assistant

Claire Jobidon, French Translation

Sally Lang, Clear Language Editor

Ward Maxwell, Graphic Designer

Andrew Wilczynski, Web Master

ALCOA Organization Structure

ALCOA Membership
Round Table Members
Corresponding Members
Corporate Members

Executive
Committee

ALCOA Guardians
(Board of Directors)

National
Executive Director

Research
Committee

Nominations
Committee

Editorial
Board

Report Of The Independent Auditor On The Summary Financial Statements

To the Members,

Active Living Coalition For Older Adults /
Coalition D'une Vie Active Pour Les Aîné(e)s

The accompanying summary financial statements, which comprise the summary statement of financial position as at August 31, 2014, and the summary statement of operations for the year then ended, are derived from the audited financial statements of Active Living Coalition for Older Adults / Coalition D'Une Vie Active Pour Les Aîné(e)s for the year ended March 31, 2014.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Active Living Coalition for Older Adults / Coalition D'Une Vie Active Pour Les Aîné(e)s.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Active Living Coalition for Older Adults / Coalition D'Une Vie Active Pour Les Aîné(e)s for the year ended March 31, 2014 are a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Cowperthwaite Mehta

Chartered Accountants June 26, 2014
Licensed Public Accountants Toronto, Ontario

Statement Of Financial Position

As At March 31, 2014

	2014	2013
ASSETS		
Current assets		
Cash	\$ 21,331	\$ 7,201
Accounts receivable	5,039	12,031
Prepaid expenses	<u>3,905</u>	<u>3,905</u>
	<u>\$ 26,370</u>	<u>\$ 23,137</u>
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued liabilities	\$ 8,853	\$ 7,801
Prepaid membership fees	50	1,335
Deferred revenue	<u>9,559</u>	<u>5,395</u>
	<u>18,462</u>	<u>14,531</u>
Net assets		
Designated	8,000	8,000
Unrestricted	<u>(92)</u>	<u>606</u>
	<u>7,908</u>	<u>8,606</u>
	<u>\$ 26,370</u>	<u>\$ 23,137</u>

Approved on behalf of the Board:
Bert Taylor, Director

Patricia Clark, National Executive Director

Statement Of Operations And Changes In Net Assets

For The Year Ended March 31, 2014

	2014	2013
REVENUE		
Government contributions	\$ 73,969	\$ 93,695
Corporate sponsorship	32,441	9,811
Membership fees	6,985	7,990
Donations	6,730	1,555
Interest and other	<u>1,591</u>	<u>1,660</u>
	<u>121,716</u>	<u>114,711</u>
EXPENSES		
Personnel	76,355	85,512
Evaluation and dissemination	17,418	11,826
Materials and office supplies	10,505	12,041
Travel and accommodations	9,560	9,401
Premises	4,838	5,932
Purchased services	<u>3,738</u>	<u>3,514</u>
	<u>122,414</u>	<u>128,226</u>
EXCESS OF EXPENSES OVER REVENUE FOR THE YEAR		
	(698)	(13,515)
Net assets, beginning of year	<u>8,606</u>	<u>22,121</u>
NET ASSETS, END OF YEAR	<u>\$ 7,908</u>	<u>\$ 8,606</u>

**Active Living Coalition for
Older Adults**

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