



Cummings Jewish Centre for Seniors

ANNUAL REPORT 2017-2018



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Director, Volunteer Services

Lynn Gordon

Director, Social Services

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Guila Abecassis

Manager, Marketing, Communications & Membership

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Manager, Claims Conference

Nancy Master

Manager, Human Resources

Kim Morand-Zafrani

June 18, 2018

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

The Cummings Centre has evolved into a multi-dimensional community centre that meets the unique and changing needs of adults age 50 and over, both fit and frail. The Cummings Centre delivers value to its members by offering a wide array of social, fitness, recreational and cultural programs as well as volunteer opportunities and social services, all designed to enhance the quality of life of each individual within a warm and welcoming community environment. Building on its Jewish heritage, the Cummings Centre embraces people from all ethnic and socio-economic backgrounds.

This year, the Board of Directors and the Management Team were committed to the development of a five year strategic plan from 2018-2022. The plan was finalized and accepted by the Board of Directors in December 2017 and includes a revised mission statement, vision, as well as values and key strategic objectives that will guide our efforts over the years to come.

One of many successes this past year was the creation of the new position of Human Resources Manager. The HR Manager started off by reviewing and updating our current policies and has already created new policies and protocols where needed, including a code of conduct. Accessibility to a French conversation course for our staff was promoted in order to create a comfortable environment that supports multilingualism throughout our Centre. We have highlighted and created Management Trainings, whereby a series of training modules have been offered to our Supervisors and Managers.

Our dedicated staff and volunteers are committed to an environment that promotes our values of respect, dignity, diversity, inclusivity, excellence, empowerment and compassion.

We, at the Cummings Centre, are looking forward to the future with optimism and a commitment to excellence.



Roslyn Wiener
President



Pauline Grunberg
Executive Director



Claims Conference ועידת התביעות
The Conference on Jewish Material Claims Against Germany

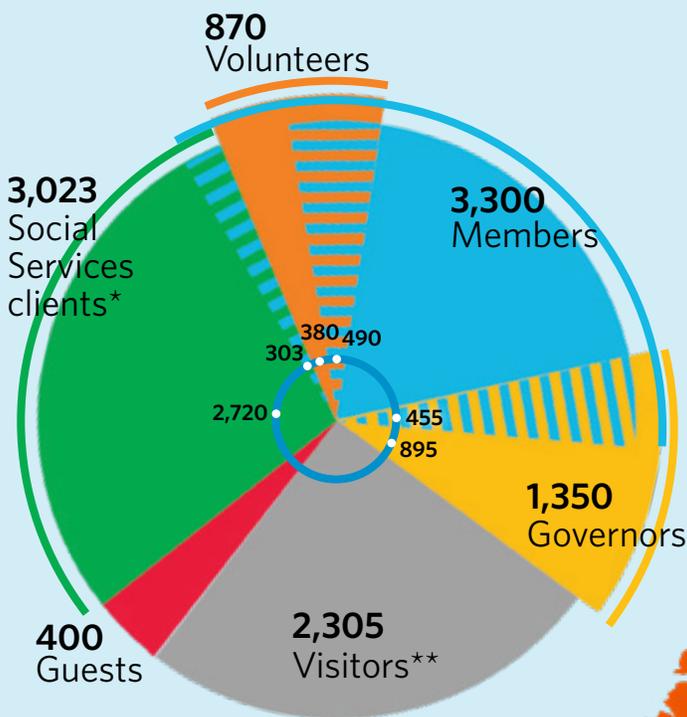
MISSION

To empower and enhance the quality of life of adults age 50 and over by providing dynamic and innovative programs, social services, and volunteer opportunities in a vibrant, respectful, inclusive and compassionate environment. Building on its Jewish heritage, Cummings embraces people from all ethnic and socio-economic backgrounds.

We touch the lives of 10,000 annually

Westbury Campus and locations in and around Montreal

ALL CUMMINGS CENTRE PARTICIPANTS – THE DEMOGRAPHICS



Striped area reflects participants involved in more than one aspect of the Centre

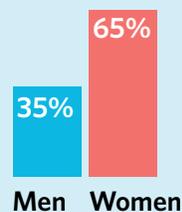
*Some Social Services clients, volunteers as well as Governors are reflected in the membership numbers

**Visitors (Boutique, Café Shalom, Sports Celebrity Breakfast, other)

LANGUAGE

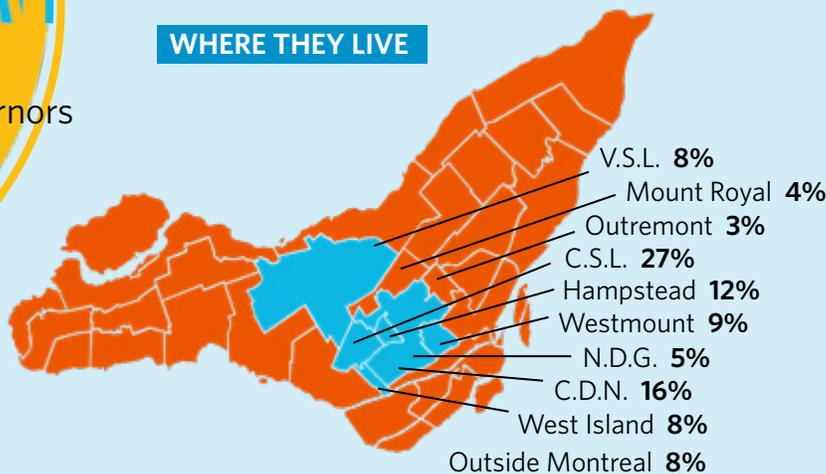
- English 80%
- French 11%
- Russian 6.5%
- Hebrew 0.5%
- Hungarian 0.5%
- Other 1.5%

GENDER



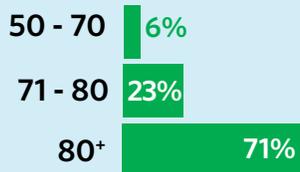
Based on those for whom we have data; other is where language % was below .05

WHERE THEY LIVE



SOCIAL SERVICES

AGE GROUP



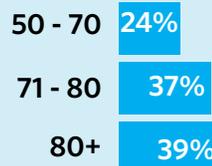
ETHNICITY



69% Holocaust Survivors – 31% Non-Survivors

MEMBERSHIP

AGE GROUP



COMMUNITY PARTNERSHIPS



The Cummings Centre values its involvement in partnerships and advocacy to better the quality of life of Montreal's 50+ community. This listing reflects partnerships for the year and not necessarily a list of funders:

- Alzheimer Groupe Inc.
- AMI-Quebec
- Aphasia Centre of Ottawa
- Arthritis West Island Self Help Association
- Association Québécoise des personnes aphasiques
- City of Montreal
- City of Côte St. Luc
- City of Hampstead
- City of Dollard-des-Ormeaux
- City of Saint-Laurent
- CIUSSS Centre-Ouest
- CIUSSS Sud-Ouest
- Communauté Sépharade Unifiée du Québec (CSUQ)
- Community Council on Volunteerism
- Community Health and Social Services Network (CHSSN)
- Concordia University
- CJCS Foundation
- Dawson College
- Dollard-des-Ormeaux Seniors Club
- Dollard Seniors Civic Centre
- Federation CJA Social Advocacy
- Heart & Stroke Foundation
- Jewish Public Library
- Kehillah Montreal
- MADA
- McGill University
- Parkinson Canada
- SPVM (City of Montreal)
- SPVM (City of Dollard-des-Ormeaux)
- Table des aînés de Montréal - Île de Montréal
- Table des aînés de Montréal - Centre Ouest
- Table des aînés de Montréal - Côte des Neiges
- Table des aînés - Ouest de l'île
- Volunteer Bureau of Montreal
- Volunteer West Island
- West Island Community Resource Centre
- West Island Citizen Advocacy

GRANTS

Many thanks to the following organizations and agencies for their support of Cummings Centre programs and services for seniors.

- Le Centre Intégré Universitaire de Santé et de Services Sociaux du Centre-Sud-de-l'île-de-Montréal (CIUSSS) (PSOC - Programme Soutien aux Organismes) continued to make a major contribution towards Cummings Centre services designed to help seniors maintain their independence in their own homes.
- Human Resources Skills Development Canada Summer Employment Program provided funding for four summer students.
- Health Canada - Official Languages Health Contribution Program provided support for Anglophone clients for the development of the Virtual Learning Program.
- Centraide provided significant support for general operating expenses, volunteer services and advocacy for seniors.
- The ECHO Foundation provided a generous grant for the Community Mental Health Program.
- The Fondation Marcelle et Jean Coutu provided a grant for Meals-on-Wheels.
- Mazon Canada provided a grant for Meals-on-Wheels.
- The Drop-in program for older adults, funded in part by the Government of Canada's New Horizons for Seniors Program.
- Enabling Accessibility Fund - Community Accessibility Funding Stream.

SOCIAL SERVICES

Social Services continues to face a growing number of requests for services. A range of professional services provide case management, emergency assistance to seniors in need, in-home support, assisted transportation, kosher meals-on-wheels, community support to older adults living with a chronic mental illness, tailored services to Holocaust Survivors and a day program for individuals experiencing Alzheimer's and other forms of memory loss.

The department implemented a new structure and model of service supporting older adults living with Alzheimer's disease or other forms of dementia which provided an enhanced therapeutic and recreation program with greater support to caregivers.

Additionally, with the continuous support of the Cummings Jewish Centre for Seniors Foundation and Federation CJA, programs supporting older adults with a chronic mental health diagnosis continue to have a strong positive impact on participants. They succeeded in breaking isolation and reducing stigmatization to enhance significantly the quality of life of older adults living with a chronic psychiatric disorder.

In response to housing needs for older adults in the community, the Cummings Centre participated on the Board of Kehilla Montreal Residential Programs to plan the establishment of a mixed-income apartment building for 2018.

ABOUT SOCIAL SERVICES CLIENTS

3,023	Total number of Clients
2,070	Holocaust Survivors*
953	Non-Holocaust Survivors
766	Cases Processed by Intake
139	Day Program Participants
95	Mental Health Clients
637	Homecare Clients
244	Number of ATASE Clients**
14,592	Number of Frozen Meals-on-Wheels
300	Number of clients who benefit from emergency assistance (Community Assistance Program)

*Data includes Quebec and other Canadian provinces serviced by Material Claims

**Assisted Transportation and Accompaniment Service



CONFERENCE ON JEWISH MATERIAL CLAIMS AGAINST GERMANY

The Cummings Centre is fortunate to be part of the Holocaust Survivor Program established and coordinated by the Conference on Jewish Material Claims Against Germany, Inc. In 2017, the Centre received a total of CAD \$11,122,000 (\$9,756,000 - 2016) which provided much needed assistance to physically and financially vulnerable Holocaust Survivors. All of these funds are managed by the Cummings Centre and benefit the Survivor population in Montreal, Victoria, BC, Calgary, AB, Winnipeg, MB, Hamilton, ON, Windsor, ON and Halifax, NS.

The funding sources included grants from:

- The German Government for the In-Home Services Program and the Holocaust Survivor Emergency Assistance Program;
- The Claims Conference Successor Organization Fund for HSEAP;
- The Harry and Jeanette Weinberg Holocaust Survivor Emergency Assistance Fund;
- The Azrieli Foundation/Claims Conference Holocaust Survivor Emergency Assistance Program;
- The Swiss Looted Assets Emergency Assistance Program;
- Federation CJA for both matching funds as well as additional Emergency Assistance.

With additional funding, 275,000 hours of homecare services was provided, representing an increase of 12.3% from 2016. The financial assistance allocation per client was \$2,100 which was a 17% increase from 2016. These funds were used to cover basic needs such as food, medication and dental services.

In 2018, the Survivor population will further benefit thanks to Federation CJA's The 100 Survivor Fund and the Azrieli Foundation who are committed to improving the quality of life and dignity of Survivors.

VOLUNTEER DEPARTMENT

This past year the Volunteer Department undertook a variety of activities to retain and engage volunteers as well as recruit new volunteers. A big focus was **development and training** which included workshops for Lay Committee and Board members on “Neuro-Leadership” as well as a training workshop for hands-on volunteers entitled “Adapted Exercise Program: Neuroplasticity of the Brain.” In addition, training sessions were held for the Leadership Program graduates and an orientation was held for the new Board of Directors.

Another area of focus was partnerships—a partnership was formed with Concordia University for new training for volunteers and staff in 2018.

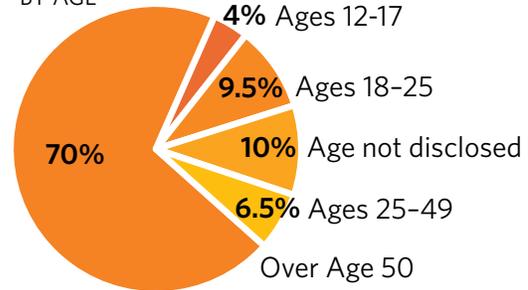
Social Action—The Volunteer Department assumed the responsibility for the Social Action Committee and the planning of a Caregiver’s Conference for Fall 2018.

A new **volunteer computer program** was developed in order to maintain better data on volunteers with innovations including a new touch screen check-in for volunteers and on-line attendance for staff supervisors.

Recruitment—In addition to the Volunteer Department’s bi-yearly open houses for new volunteers and participation in volunteer fairs, a focus group on retirees was held, ads were placed and promotional materials developed to attract new volunteers. Out of the 127 interviews for prospective volunteers that took place, 95 individuals became volunteers representing a 76% conversion rate.

TOTAL NUMBERS OF VOLUNTEERS: 870

BY AGE



NEW VOLUNTEERS BY AGE

Under Age 50	27%
Age 51-70	35%
Over Age 71	38%

PROGRAM DEPARTMENT

The Program Department completed an **Impact Study** to learn from members which program areas are most impactful. Based on the key pillars of healthy living, the questions that were asked related to social engagement, cognitive stimulation, physical activity and emotional well-being. Data collected included 865 surveys, 25 interviews and program statistics.

The areas that showed the most impact for Cummings Centre members were Adapted Programs, the Wellness Centre and the Fine Arts Department. As a result, the Program Department will invest in these areas and put resources towards expansion. The study also showed that for all program areas, the key outcomes that members are looking for include belonging, quality of life, sense of purpose and inspiration.

With the Program Department investing in programs that are most impactful and reinventing the way others are delivered, the coming year will begin with a renewed energy allowing the Cummings Centre to lead the way for engaging older adults.

As the City of Montreal works on its Municipal Action Plan and age friendly policy, one of the highlights this year included a public consultation held at the Cummings Centre, attended by more than 250 seniors.

IMPACT STUDY: MOST IMPACTFUL PROGRAMS

Adapted Programs
Wellness Centre
Books and Writing
Fine Arts / Craft Centre

KEY BENEFITS:

- Sense of Belonging
- Quality of Life
- Sense of Purpose
- Inspiration
- Contribution to Community

ADMINISTRATION

The Building Committee was revived this year with the objective of overseeing all aspects of the Centre’s physical plant. The focus this year was to repair and renovate the second floor washrooms, which was accomplished by March 30. Greater accessibility was also in the plan with the addition of two gender-neutral handicapped washrooms. These renovations were made possible with funding from the Cummings Centre Foundation, the Federal grant Enabling Accessibility Fund—Community Accessibility Funding Stream and Federation CJA.

INFORMATION, RESOURCES AND TECHNOLOGY

This year’s objectives were to continue software automation and improve overall internal processes.

A new point of sale program was purchased for the Boutique to manage sales and enhance the customer experience by handling refunds and credit notes.

A new Help Desk program to manage all IT, maintenance, room booking and purchasing requests was created.

In order to improve the management of subcontracted services for Holocaust Survivors, new reports were developed and integrated into the Qualicode software facilitating reconciliation of these accounts.

New computer screens were developed within the internal software management tool to handle Survivor Emergency Fund and Emergency Fund requests to facilitate the internal process.

In March, the Cummings Centre integrated its IT services with Federation CJA thus allowing the Agency to concentrate on automating and improving the internal processes instead of focusing on infrastructure and security.



COMMUNICATIONS AND MARKETING

In collaboration with Information, Resources and Technology, the Communications and Marketing Department launched in December a new digital platform. Built on Word Press, with e-commerce functionality and responsive for desktop, smart phone and tablet, the aim was to improve online registration and raise awareness to all Cummings offerings. The site also improved the Centre’s ability to market online via social media, and free online listings and digital ads. Preliminary results show an increase in online registrants.