



Annual Report

Cummings Jewish Centre for Seniors
2020-21

OUR IMPACT

OUR 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, cultural and socio-economic backgrounds.

OUR VALUES

Respect and Dignity
Equity, Diversity and Inclusion
Excellence
Empowerment
Compassion



A Message from The President and Executive Director

This past year was a year like no other. The Covid-19 pandemic led to extraordinary challenges throughout the world, driving us to rethink and reshape how we do things. Words like resiliency, adaptability and innovation were prominent throughout the Cummings Centre, resulting in a need for transformation to meet the evolving and unique needs of seniors. We rose to the challenge!

The Cummings Centre closed its physical doors in mid-March 2020 under directives from public health and the government. We had to adjust to a new service delivery model – remote work. A focus was placed on providing emergency services for seniors at large. The Cummings Centre quickly partnered to create a community helpline and various other resources to help seniors, providing them with the human, financial and technological resources they needed to navigate the challenges they faced. As new regulations emerged, PPE (personal protective equipment), technological solutions and other resources were put into place to support and transition our Centre to an online format, delivering social services, programs and volunteer opportunities virtually. Reducing isolation, encouraging virtual connectedness, and caring for one another remained our overarching goal throughout the year. The Cummings Centre held a conference on Aging-Well: Adapting to the New Reality and launched a strategic refresh process to stay engaged with our stakeholders.

It certainly takes a village and together we shifted, pivoted and emerged successfully!

We thank all our dedicated members, volunteers, partners, donors and staff for continuing to journey with us. We appreciate your commitment to helping us overcome so many challenges and achieve so many milestones this year and look forward to reimagining the future together.

Annette Oliel
President

Pauline Grunberg, M.Ed
Executive Director

SUPPORTING SENIORS IN THE COMMUNITY

From the onset of the pandemic, the Cummings Centre quickly put measures in place, organizing staff and volunteers to prioritize the well-being of those most vulnerable. "Our staff is focused on delivering essential social services to clients and addressing concerns about social isolation," says Pauline Grunberg.

Those essential services have included ongoing homecare services, delivering kosher meals-on-wheels, and ensuring that groceries and necessities were available to vulnerable clients.

Community Helpline - The Cummings Social Services team and Agence Ometz worked together with Federation CJA to operationalize a community helpline as an emergency response to the pandemic. Most callers were older adults, thereby generating increased demand on the social services intake team.

Other efforts to stave off social isolation included:

- Social Services case management and community mental health staff worked remotely with their clients offering psychosocial support and direct services such as the Cummings' Shopping Program, provision of 'Activity Kits' and more.
- Staff transitioned weekly Holocaust Drop-in Program group to an online format
- The Centre's Day Services Program staff who work with individuals living with dementia, provided online support groups to clients and their caregivers and provided in-home stimulation kits.
- Case managers pivoted to service clients remotely, providing direct support via telephone contact and online support groups covering topics such as bereavement, caregiving, journaling and well-being.

"Thank you for coordinating my Meals-on-Wheels delivery, it gives me peace of mind to know that I have my weekly meals- I'm so appreciative."
- Rachel, Holocaust Survivor

32,220+

Interventions via the Community Helpline

23,660

Kosher Meals-on-Wheels delivered

9,440

Groceries and food cards delivered



2,730

Social Services clients served

GRANTS & FUNDING FOR HOLOCAUST SURVIVORS

The Claims Conference allocated significant grants to the Cummings Centre to provide assistance to Holocaust Survivors for case management, homecare and cleaning services as well as financial assistance. In 2020, we were granted additional funds to assist with further expenses related to the Covid-19 pandemic. These funds benefit the Survivor populations in Montreal as well as Victoria, BC, Calgary, AB, Winnipeg, MB, Hamilton, ON, Windsor, ON and Halifax, NS.



Grants for 2020/2021 for Holocaust Survivors include funds from the following organizations:

- The Conference on Jewish Material Claims Against Germany funded by the German Government for in-Home services as well as Covid-19 related expenses.
- The Successor Organization (Claims Conference) - Holocaust Survivor Emergency Assistance Program (HSEAP)
- Conference on Jewish Material Claims Against Germany - Holocaust Survivor Covid-19 Urgent Response Fund (EAP)
- Federation CJA
- 100 for 100 Program Federation CJA
- The Azrieli Foundation for HSEAP as well as Covid-19 related expenses
- The Alfred Landecker Foundation Inc. for HSEAP

1,560
Holocaust Survivors

\$14,644,000

Provided by the Conference on Jewish Material Claims Against Germany for Holocaust Survivors

334,280

Hours of
homecare services



\$5,300

Allocated to each survivor in Montreal for food, medication, dental, rent, and other services*

*Funding received from the Claims Conference, Azrieli Foundation, the Alfred Landecker Foundation Inc. and Federation CJA for CAP and 100 for 100 Program.

SOCIAL CONNECTEDNESS AND STIMULATION

+2,200

Participating in online classes



2,780

Virtual Learning Library participants*

690

Seniors maintained their physical well-being through online exercise classes from dance to strength training via Zoom



300

Online programs

OUTCOMES

This year, the Program, Communications & Marketing and Outreach Teams rallied together to successfully transition two-thirds of its program offering to a digital format. To introduce participants to our new online Zoom platform, we offered free programs and training as a pilot test in the summer of 2020. The feedback was so favorable that in the fall of 2020, we launched our first fully virtual semester.

"Without the online exercise classes, I would have lost even more mobility. The encouraging calls and online classes broke my solitude and idleness; while not the same as being there 'in-person', Maria's videos keep me motivated and connected to the Centre." - Nadia

Participants were thrilled to have avenues for creative, intellectual pursuits and social interaction:

- Implemented educational and engaging programs with increased socialization on a virtual platform while providing technical support.
- With the support of grants and community partnerships, French and bilingual programming was further developed, augmenting Francophone participation.
- Increased partnerships and involvement amongst over 55 community organizations.
- Enhanced partnerships with rehabilitation centers and residences across the Island of Montreal to support their clients and residents with Cummings programs.
- Communications & Marketing Department leveraged free PR, database marketing and social media to communicate key messages and online program offering to participants.

*Data is based on results from April 1, 2020- March 31, 2021

VOLUNTEERISM IN ACTION

NOW MORE THAN EVER

The Volunteer Department transitioned 40 volunteer opportunities to a virtual format focusing on helping seniors to stay connected and supported in an effort to decrease social isolation and loneliness.

Here are some of the areas of impact performed by our volunteer corps:

- Intergenerational projects and corporate volunteerism, including pen pals and care calls, helped stave off loneliness amongst seniors
- Volunteer led programs such as leadership development for teens, and clubs connected seniors to seniors
- Advocacy empowering seniors to educate and sensitize fellow seniors and the community at large on issues that affect seniors.
- Volunteer recognition events celebrated their contribution during the pandemic
- Networking with community partners increased awareness and information sharing.

1,200

Seniors trained on Zoom & the Virtual Library*



5,700

Care calls made to isolated seniors



800

Boredom Buster Baskets delivered to isolated seniors

400+

Virtual Volunteers



AGING WELL ADAPTING TO THE NEW REALITY CONFERENCE A volunteer initiative

The Cummings Centre recently held its first-ever bilingual Virtual Conference on aging well that aimed to provide a blueprint to help seniors lead active, meaningful lives during the pandemic and after – regardless of where they are in their lifecycle. With over 450 participants, the conference was heralded a success.

This volunteer driven initiative involving 100 lay leaders and community partners, laid the groundwork to effectively begin to plan and adapt to the needs of the senior adult population in the context of rapidly emerging new reality.

**Funding for the Virtual Learning Library is generously provided by the Leonard Albert Family Foundation*

REWORKED OUR INFRASTRUCTURE

PIVOTED TO MEET THE NEEDS

In March of 2020, our reality as we knew it was thrown into a tailspin. The Covid-19 pandemic, challenged us to innovate in new and unexpected ways. We quickly adapted all our services, programs and volunteer services to meet the needs of the 50+ community as best we could. As a result, HR, IT, and Facilities Management became a priority in order to support the new virtual landscape and to help our employees adapt quickly to be able to work remotely and continue to operate optimally.

Below are just a few of the ways we collaborated to support the Agency and its stakeholders and participants.



TECHNOLOGY

Upgraded our hardware infrastructure to better support 100 staff for telework

Worked with Program Department to improve quality and delivery of virtual programs

Increased our capacity to deploy and manage technology to our staff

Provided staff training remote productivity and cloud services

FACILITIES

Personal protective equipment distribution to staff & volunteers (PPE received through donations, grants & purchased items)

Development & implementation of new Covid protocols and procedures for Cummings Centre facilities, Homecare workers, ATASE drivers, Frozen Meals-on-Wheels volunteers and food card distributors

Ensured the enforcement of social distancing and facilities sanitation procedures in accordance with the Public Health Agency of Canada and Quebec Health measures

HUMAN RESOURCES

Prioritized staffing needs in order to adapt roles to accommodate the reality of the pandemic

Provided professional development and other supports in order to address the additional stresses brought on by the pandemic

Celebrated our staff regularly to thank them for all their hard work and dedication

Communicated to staff on a regular basis and created new initiatives to help staff stay connected remotely

LEADERSHIP

BOARD OF DIRECTORS

Annette Oliel

President

Diane Altman

Annie Benibgui

Allan Chandler

Avner Cobrin

Yaffa Cohen

Nancy Cooperberg

Jack Cooperberg

David Goldsmith

Rochelle Lerner

Joanne Marco

Shelley Paris

Dorothy Reitman

Sandy Rossner

Gloria Steinberg

Roslyn Wiener

Laya Feldman

Board Appointee

Maxine Bloom

Arlene Feigelman

Past Presidents

Ex-Officio Members

GOVERNANCE

To ensure that the Centre is run effectively and efficiently, governance structures and policies are continually reviewed and put into place. The following were prioritized:

- Succession process and protocols created for lay committees including training sessions
- Guidelines for Lay Committees were revised including terms of office

MANAGEMENT TEAM

Pauline Grunberg, M.Ed

Executive Director

Brenda Yuen

Director, Programs and Communications

Beth Fineberg MSW, TS

Director, Social Services

Lynn Gordon, BSW

Director, Volunteer Services

Sandy Jesion, CPA, CA

Director, Finance & Administration

Kim Morand Zafrani, CHRP

Director, Human Resources

Fadi Khalil

Information Technology Manager

Guila Abecassis

Administration and Building Manager

Janice Besner

Marketing, Communications & Membership Manager

Nancy Master

Claims Conference Manager

GRANTS

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

- Federation CJA
- Cummings Jewish Centre for Seniors Foundation
- Conference on Jewish Material Claims Against Germany
- Community Health and Social Services Network (CHSSN) - Partial funding to support the Virtual Learning Library
- Centraide provided significant support for general operating expenses, volunteer services and advocacy for seniors, as well as an Emergency Covid Relief grant
- 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 as well as a Covid Relief grant
- David Birnbaum Community Projects for Training and Information for Seniors to Combat Elder Fraud/Scams
- Employment and Social Development Canada (Canada Summer Jobs) funding for seven summer students
- Jewish Community Foundation Crisis Grant for Virtual Learning, Virtual Socialization Platforms & Senior Activity Kits
- Jewish Community Foundation Nova Grant for the Cummings Centre's Aging Well: Adapting to the New Reality Virtual Conference
- Mazon Canada provided a grant for Meals-on-Wheels
- New Horizons for Seniors Program for a training platform to address seniors' mental and physical needs
- Red Cross PPE Grant
- 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
- The Public Health Agency of Canada funded the Cummings Centre Therapeutic Dementia Care Project under Dementia Community Investment

CONTRIBUTIONS

OMBUDSMAN

The Cummings Centre's Ombudsman is mandated to treat the members' dissatisfactions received. A complaint is a constructive process intended to explore ways to meet the needs and expectations of those involved and when possible, find mutually acceptable solutions to reduce consequences or avoid reoccurrences.

Covid-19's restrictions on activities/services provided this year by the Centre, resulted in the Ombudsman having received no complaint or dissatisfaction from those maintained.

A SPECIAL THANK YOU

To all staff, volunteers, and members for their outstanding commitment to the Cummings Centre this past year.

COMMUNITY PARTNERSHIPS

- Centraide
- Conference on Jewish Material Claims Against Germany
- Cummings Jewish Centre for Seniors Foundation
- Federation CJA

- CIUSSS Centre Ovest
- City of Cote Saint-Luc
- Kehilla Montréal
- Network of Jewish Human Service Agencies (NJHSA)
- Rogers Communications
- Université de Montréal
- West Island Cardiac Wellness Centre

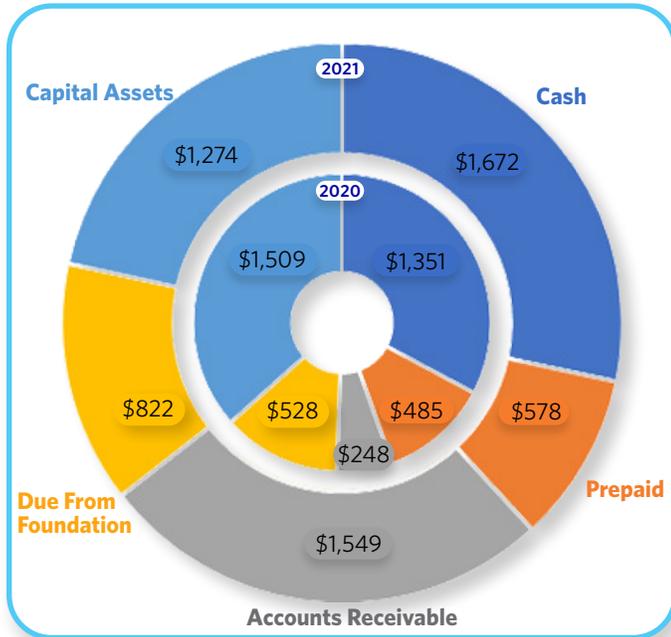
We are grateful for the support of our community partners and acknowledge these collaborations as key to enhancing our program and services delivery to Montreal's 50+ community.

For a full list of community partners visit cummingscentre.org/partners

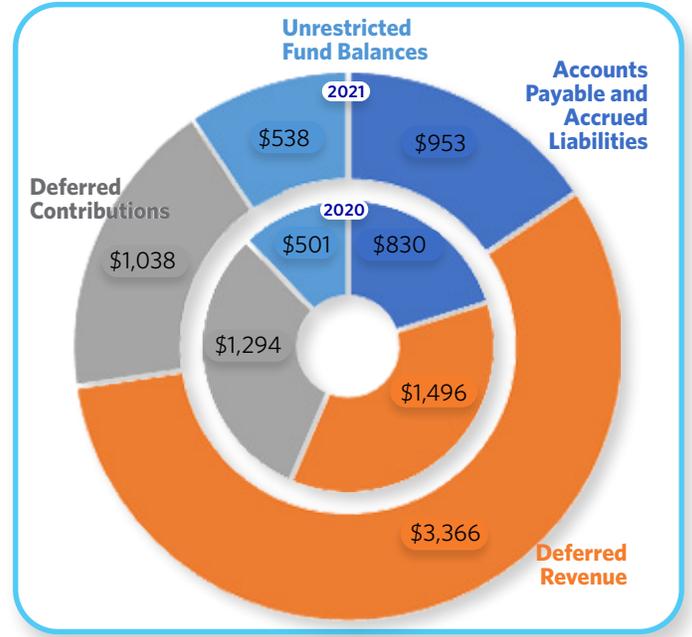
FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

Total Assets (000's)



Total Liabilities & Fund Balances (000's)



STATEMENT OF OPERATIONS

2021 (000's) 2020 (000's) % Change

	2021 (000's)	2020 (000's)	% Change
Revenues			
Subsidy from Federation CJA	\$2,317	3,512	34% ↓
Subsidy from Centraide	142	95	49% ↑
Program and Social Services	13,792	14,062	2% ↓
Government Grants	527	662	20% ↓
Membership Fees	37	110	66% ↓
Donation from Cummings Jewish Centre for Seniors Foundation	1,665	1,887	12% ↓
Expenses			
Program and Social Services	-18,105	-19,935	9% ↓
Amortization of Capital assets	-337	-402	16% ↓
Foreign exchange loss	0	-2	100% ↓
Excess (Deficiency) of Revenues Over Expenses	38	-11	445% ↑