



APPLEGROVE COMMUNITY COMPLEX

60 Woodfield Road, Toronto, Ontario M4L 2W6

Tel: 416-461-8143 Fax: 416-461-5513

www.ApplegroveCC.ca

“TOGETHER, BUILDING OUR COMMUNITY”

Board of Directors Meeting AGENDA – Monday, January 30, 2012

If you cannot attend, please call the office with your regrets.

A neighbourhood partnership fostering community
through social and informative programs for individuals and families.

6:45 Optional Light Supper

7:00

1. Welcome/Call to Order/Adoption of Agenda
2. Declaration of Conflicts of Interest
3. Timekeeper
4. Volunteer Hours
5. Donation Envelope

7:05

6. Minutes of the November 28, 2011, Board of Directors Meeting (*White*)
7. AGM (see Executive Director's Report)
 - 7.1. Annual Report
 - 7.2. Agenda/Format
 - 7.3. Volunteer and Other Awards
 - 7.4. Board Changes (*Goldenrod*)
8. Finance and Fundraising
 - 8.1. Year-to-Date (November) Summary Financial Report (*Large Green*): for information

7:15

- 8.2. Preliminary 2011 year-end Financial Report (*to be distributed at the meeting*)
- 8.3. Fundraising Plans for 2012 (*Green*): confirm recommendations of Fundraising Task Force; identify activities that individual Board members want to work on.
9. March Break Program (*Yellow*): for information

7:40

10. Grant Endorsements
 - 10.1. Endorse Rec Grant (*information to be distributed at the meeting*)

On behalf of, and with the authority of the organization named above, we hereby declare that the organization has adopted and upholds equal opportunity and non-discrimination policies by which discrimination on the grounds of race, creed, colour, national origin, political or religious affiliation, sex, sexual orientation, age, marital status, family relationship and disability is prohibited by and within the organization.

We certify that, to the best of our knowledge, the information provided herein is accurate and complete and that if funds are awarded, we accept responsibility for the use of the funds in accordance with the Terms and Conditions as set out in the Recreation Partnership and Investment Program. We also acknowledge our responsibility to inform the City of Toronto in writing if there are any changes to the programs and its finances.

10.2. Endorse Applicable Grant (*budget to be distributed at the meeting*)

On behalf of, and with the authority of the organization named above, we hereby declare that the organization has adopted and upholds equal opportunity and non-discrimination policies by which discrimination on the grounds of race, creed, colour, national origin, political or religious affiliation, sex, sexual orientation, age, marital status, family relationship and disability is prohibited by and within the organization.

We certify that, to the best of our knowledge, the information provided herein is accurate and complete and that if funds are awarded, we accept responsibility for the use of the funds in accordance with the Terms and Conditions as set out in the Community Festivals and Special Events Investment Program. We also acknowledge our responsibility to inform the City of Toronto in writing if there are any changes to the project and its finances.

10.3. Endorse Drug Prevention Grant (*outline to be distributed at the meeting*)

8:00

Motion needed to discuss the next 2 items *in camera* (without guests or staff other than the Executive Director and Program Director), as they deal with identifiable individuals or confidential information.

11. Admin Budget (*see confidential report sent by e-mail*): for information and to confirm decisions of the Budget Group
12. Recreation Option: next steps

Motion needed to return to the public meeting.

8:35

13. Directors' Concerns (see Executive Director's Report for Complaints report)
14. Adjournment



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Board of Management Meeting AGENDA -- Monday, January 30, 2011

8:40

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of November 28 Board of Management Meeting (*White*)

8:45

Motion needed to discuss the next 2 items *in camera* (without guests or staff other than the Executive Director and Program Director), as it deals with identifiable individuals or confidential information.

- D. Labour Relations Update: for information
- E. Administration Budget

Motion needed to return to the public meeting.

8:55

- F. Executive Director's Report (*Pink*): for information.

8:58

- G. Correspondence/Information (*Cream*)

8:59

- H. Adjournment

Next Meetings

February 27

March 19?

AGM March 26



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Minutes of the Board of Directors Meeting November 28, 2011

A neighbourhood partnership fostering community
through social and informative programs for individuals and families.

Present: Natalie Coulter, Alana Honsch Carmita Magnaye, Ann McKechnie, Throy Ross, Neil Sinclair (Chair), Pierre Trudel.
Regrets: Ben Chong, Sydney Schultz, Mary-Margaret McMahon,
Staff: May Seto (Recorder), Susan Fletcher, Renate Schober

Next Meetings

Tuesday, January 17, 2012 – Fundraising Joint Staff/Board Committee

Monday, January 30, 2012 – Board Meeting

1. Call to Order/Adoption of Agenda/Introductions

At 7:25, as Vice-Chair, Neil called the meeting to order in the absence of the Chair. Quorum of 5 Directors was achieved. By consensus, the agenda was adopted as amended.

2. Declaration of Conflicts of Interest

None were declared.

3. Timekeeper

Assigned timekeeper for meeting – Throy

4. Volunteer Hours

Members provided their volunteer hours.

5. Donation Envelope

The donation envelope circulated.

6. Program Presentation: Seniors Program Worker

Renate Schober who is the new Seniors Program Worker provided Board Members with an overview of the program and answered any questions.

7. Minutes of the October 24 Board of Directors Meeting.

MOTION (McKechnie/Trudel)
To accept the minutes of October 24.
Carried.

MOTION (Coulter/Ross)
To discuss items 8 & 9 in camera.
Carried.

8. Confidential Recreation Report

Susan provided an update on the recreation option.

9. Admin Budget

Susan circulated the Analyst Notes regarding the Admin Budget and provided an overview. Susan will keep the sub-committee up to date as new information is available.

MOTION (Magnaye/Ross)
To return to the public meeting.
Carried.

MOTION (Trudel/McKechnie)
To approve and endorse the recreation option as tabled to the Board and empower the sub-committee to proceed with the finalized proposal to the Budget Committee or other City committees as appropriate.
Carried.

MOTION (McKechnie/Ross)
To allow the sub-committee to address budget issues, implement actions as needed, and report back to the Board.
Carried.

MOTION (Ross/Trudel)
To approve the 60-month Kyocera photocopier lease as discussed.
Carried.

10. AOCC Program Review

The first draft was not available. Deferred to next meeting.

11. Board Mini-survey on Social Media (added to agenda)

Susan distributed a mini-survey on social media and asked members to fill it out.

12. Finance and Fundraising

12.1. Year to Date (October) Financial Report
Susan distributed the report.

MOTION (McKechnie/Coulter)
To accept the draft Year-to-Date financial report.
Carried.

12.2. Fundraising Plans for 2012 for discussion and direction to staff.

The Board directed Susan to move forward with the calendar fundraiser. Alana will see if her printer contact can offer a lower price; if not, printing will be done Guerilla Printing. Pierre provided an overview of the Mysteriously Yours Fundraiser. Natalie suggested that a board/staff joint fundraising sub-committee be formed to include new ideas. The first meeting will be on Tuesday, January 17th and fundraising recommendations will be brought to the January 30th Board meeting. Items such as the Mysteriously Yours and Swag sisters proposal will be discussed at the sub-committee meeting.

13. Complaints and Directors' Concerns

No directors' concerns. One verbal complaint but resolved.

14. Adjournment

The meeting was adjourned on a motion by Natalie Coulter, seconded by Ann McKechnie.

Chair

Secretary



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Board Members – Time Served

January 2012

Name and position on the Board	Date came on board (D/M/Y)	Time completed (at the AGM)	Term	Renew?	In catchment?
Mary-Margaret McMahon (City Council Rep)	1/12/10	N/A 1 year		N/A	
Sheila Cary-Meagher (TDSB Rep on Board of Management)	27/03/02	N/A 10 years		N/A	
Ben Chong	30/03/11	1 year	1 st year of 2-year term ending March 2013		✓
Natalie Coulter	31/03/10	2 years	2 nd year of 2-year term ending March 2012		✗
Alana Honsch	25/03/09	3 years	1 st year of 2-year term ending March 2013		✗
Ann McKechnie	31/03/10	2 years	1 st year of 2-year term ending March 2013		✓
Carmi Magnaye	31/03/10	2 years	1 st year of 2-year term ending March 2013		✗
Throy Ross	30/03/11	1 year	1 st year of 1-year term ending March 2012		✗
Sydney Schultz	31/03/10	2 years	2 nd year of 2-year term ending March 2012		✓
Neil Sinclair	30/03/11	1 year	1 st year of 2-year term ending March 2013		✓
Pierre Trudel	28/03/07	5 years	2 nd year of 2-year term ending March 2012		✓

Terms are staggered so that about half expire each year. Terms exist independently of the person filling them, so some Board members who started in 2011 had 1 year terms. A majority of community Board members must live within the catchment area.



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Fundraising Task Force Notes

January 17, 1:30 to 3:30

Participants: Natalie Coulter (Fundraising “Champion” for the Board), Jen Young (amazing volunteer), Erin (Swag Sisters), Sydney Schultz (Board Chair)

Staff: May, Aida, Gulmira, Louise, Claudia, Susan (recorder)

1. General Issues

Natalie opened the meeting by identifying the need to involve and engage the energy of participants. Ideas included:

- identify distinct, achievable tasks that individuals can take on to contribute to successful events/activities
- think about how fundraising ties into programming
- ensure participants know specifically what money is for, by breaking down budgets into tangible representations, e.g., \$150 buys snacks for a month. One reason the Edgewalk was successful was that it was for Edgewood’s rent of \$5,000 for the September to June year.
- get children involved.

General principles:

- ✓ plan a mix of small and big events
- ✓ identify what the money is for
- ✓ get participants involved, recognizing that some individuals are not able to sell.

In a more general discussion, participants noted the following issues regarding caregivers:

- the importance of helping them engage the families of the children they care for.
- how to show nannies and home daycare providers that our programs make their jobs easier.
- the need for Applegrove to have the names, addresses and other contact info for the parents of **all** the children who attend our family resource programs, both for administrative and fundraising, but more importantly, for safety if something happened to the caregiver.

One way to start to engage the families (and possibly connect to their workplaces) is an evening open house specifically for parents of children who attend with caregivers. Program staff can show off the space, run some circle and craft activities, etc. Admin staff or Board members can talk about the value of the program and the cost of providing it.

Applegrove should also identify funding goals, costs and achievement (thermometers) for programs.

In addition, an Admin staff or Board members should attend advisory meetings, discuss the program statistics, value, budgets, etc., including a contribution per family to cover the program cost.

2. Fundraising Ideas (numbered for identification, not priority)

- a. 50/50 draws: everyone likes the prize! We can run several throughout the year, getting a license for each. The first will be for a draw at the AGM.
- b. Children's art calendar for 2013: all the projects need to have more participant engagement, with adults helping to select and design projects, children being able to point out their contributions. Applegrove program staff will start working on the plans soon. We can recruit a volunteer graphic designer, possibly get printing donated. What about a partnership with a real estate agent who might contribute printing cost in exchange for having their name on the calendar as a sponsor?
 → Ideas from Staff Meeting later in the day:
 - add quotes from participants.
 - maybe put Applegrove special events on last page (dates subject to change).
 - what about a coupon/business card page for advertisers who pay for the privilege (and support the printing cost).
 - give a free copy of the 2012 calendar to the big funders and key decision-makers to remind them about Applegrove throughout the year.
 - think about making a "family" calendar with more space (squares/lines) to add family members' activities (see example)

17	18
library books due <i>Ellen Dentist 9:30</i>	<i>Mom works late</i> <i>James Soccer at 7</i>

- c. Christmas cards of children's art: probably an in-program activity
- d. Family photography (like fundraiser at Rainbow Songs): recruit skilled volunteers or professionals for about 2 hours to take digital pix. Families pay \$50 or \$75 for digital pix that they can use for their own greeting cards, etc. Plan for early October, maybe an evening or Saturday.
- e. Movie night at a theatre (Beaches, Fox, or on Gerrard) and include other activities: probably would not make enough. Agreed not to proceed on this. Instead, what about a family movie night, in PC during the school year, outside at the Ashbridge Estate in warm weather. Perhaps the City Councillor could help with equipment
- f. Theatre Night or Variety Show. We have a contact at Mysteriously Yours which offers options of either dinner & show or show & reception. Theatre holds about 120 people. As an alternative, we may be able to host a dinner (find location, arrange food, advertise and sell tix) and our contact can arrange for actors. OR a variety show (see next item). A location might be the Zero Gravity Circus on Gerrard (a venue, maybe a performance?)
- g. The Grove's Got Talent, Apple Idol or the A Factor! In July or August when campers can perform in a children's category, with other talent recruited from our participants. Maybe at Baron Byng? Or somewhere that we can have a barbecue.

- h. Pasta Fest replacement in a different venue (spring 2012). See SPA Night
- i. Raffle (ideas on Pinterest) of “a thing that only works together” e.g. each child makes a tea cup for a tea set that is auctioned off with each child’s parent competing! This would be an add-on to another event. Could be theme gift baskets made up within each program area, e.g., a beach theme, coffee theme, etc.
- j. Silent auction and art show: this makes sense as an add-on to another event such as Pasta Fest. It could include a participant-initiated group art piece.
- k. Soup or chilli fundraiser: children (and/or “celebrities) decorate soup bowls, participants use bowls to sample several different soups or chilli recipes, keep bowl. There is a pottery place near Danforth which might help. Agreed that this sounded like more work than it might be worth, so we will not proceed on it at this time.
- l. Swag Sisters: Erin described her business of high quality loot bags and her wish to support the local family resource programs. She showed samples that wowed the participants! She outlined opportunities such as an “add-on” to loot bags (a \$3 loot bag and a \$2 gift to the designated charity) or a donation instead of a loot bag or instead of birthday parties. She can arrange for Applegrove labels for loot bags as well. Although she cannot provide charitable receipts to purchaser/donors, she has used this model very successfully in support of Sick Kids Hospital. Participants were enthusiastic about an ongoing partnership, as well as a demonstration at the Open House identified in item 1.
- m. Work with local business, e.g., Boston Pizza or Columbo, within a program or in the evening. (See Date Night below)
- n. Applicious: likely that we will not receive a City grant for 2012. Participants were enthusiastic about holding it on the Ashbridge property – maintains visibility, no PFR fees, allowed to have balloons, would have to arrange for toilets. The 3rd Saturday of September is the 15th which seems early; the alternative date would be September 22.
- o. Pasta Fest: our preferred date would have been October 20, but that is the Duke of Connaught 100th Anniversary event. What about November 17 or November 3? Participants supported trying to hold the event at Corpus Christi Church; Louise will follow up on this.
- p. SPA Night: Jen Young offered to be in charge of organizing a different kind of spa sampler event (SPA = Spring Pampering for Applegrove) at Corpus Christi Church. It would have fewer services and no VIP tickets but a discounted price for early sales. Assuming that a school of massage and a school of esthetics would each provide 10 or more students, each client could receive a massage and mini-facial or manicure from the students. There could be group classes to start and end the evening (past participants always loved belly-dance!) The café would operate near the kitchen. Services like henna tattoos and paraffin hand treatments would be available without appointments.

Task Force participants discussed the following and suggested exploring the idea with the church and massage/esthetics schools

- the challenge of recruiting practitioners
 - avoiding a sign-up process would shorten and streamline the event.
 - the possibility of getting a liquor license for wine
 - the amount of work such an event requires
 - the target audience
 - possible layout.
- q. "Frequent Donor" or donation binder within programs. Some HAIG participants have asked Claudia to divide the monthly expense by the number of participants to identify a target donation per month.
- r. Friday Date Night: volunteers and 1 or 2 staff baby-sit (movie and activities) for a group of children in PC while the adults go out. Building on this concept, participants suggested working with local restaurants (such as Le Papillion, Queen Margherita Pizza, Pertino, etc) to offer a discount to people bringing an Applegrove Date Night receipt. "Eating for Charity" could be a regular monthly activity.
- s. Corpus Christi craft fair (and other similar events?): seniors and after-school participants make items for sale. Could have adult craft workshops for other people to make items for sale.

3. Next steps

- a. who wants to work on which events?
- b. what actions should volunteers or staff take?
- c. when should the next event/activity-specific meetings happen?
- d. Open House: after the meeting, May and Susan looked at possible dates and suggested a 4 to 6:30 event on the same day as the Applegrove/Duke volunteer recognition (and that the volunteer recognition run from 6:30 to 8!) Using the 2 PC rooms and the Archive room, plus the foyer and the long corridor to the pool, have family resource activities (circle, craft), an introduction to Therapeutic Play, pre- and post-natal info, snacks/appetizers, Swag Sisters demo, art display on long corridor. Date allows us to publicize day camp as well as possibly offer a simple spa service (paraffin hand treatment?) to build excitement for that event.

4. Two Perspectives on Event Planning

(after calendar)

Fundraising Task Force Notes

January 17, 2012

5

5. Updated Applegrove Event/Fundraising Calendar 2012

*New Events

Month	Event	Date	Description	Results
January	January Mailing	early January	Save the date for AGM, advertises Yoga-Thon, membership update form	
February	Yoga-Thon	February 4		\$1,000 or more
	HAIG event	Feb. 17		To be determined
March	AGM Mailing	Mar 1 (3½ weeks before AGM)	Official invitation to AGM. Now includes camp registration info	
	Winter Door-to-Door	Mid-March to early April (have not done for several years)	Volunteers deliver about 1,000 info packages (newsletter, letter and donation form) door-to-door on selected streets. Outreach and fundraising. Possibly have teens/after-school/March Break do a delivery, as well as Outreach/Involvement staff and any interested volunteers	One or 2 donations totalling perhaps \$50. Usually there was an increase in new program participants afterwards
	AGM	March 26	Annual Meeting (advertised in local papers). Sometimes includes 50/50 draw	About 50 members and guests attend.
April	Spring Mailing	early April	Camp registration info and advertised SPA	
	Theatre Night	April 8, 2010	Jim Dalling put on benefit performance	About 200 people
	Beaches Easter Parade	Sunday, April 8, 2012	Volunteer organized. Costs \$45 before March 1, \$65 after.	About 20? participants in 2009 and 2010, fewer in 2011. Handed out about 500 Applegrove info sheets.
	Volunteer Week	April 15-21 2012	Planning a joint on-site event	
	* Open House	Same day as Volunteer Recognition	(see notes item 3 d)	
	Camp Registration	Wednesday, April 25, 2012		Up to 100 families register for camp and leadership

Fundraising Task Force Notes

January 17, 2012

6

Month	Event	Date	Description	Results
May	*SPA Night (Spring Pampering for Applegrove)	Week after Mother's Day	Spa sampler night (up to 2010).	About \$3,000
	EdgeWalk	Thurs May 3 or 10, 2012	Thurs, May 5 2011, 6:30-7:30 to raise Edgewood's rent	
June	Earl Haig School Fun Fair		Thurs, June 2, 2011	
	Duke of Connaught Fun Fair	Saturday in early June	Started in 2010	
	Toronto Challenge Run/Walk	June 10, 2012	Organized by Toronto Homes for the Aged. Raises money for older adult programs only.	About \$600 in 2010 and 11
	HAIG Garage Sale	?	HAIG organizes multiple garage sales on neighbouring streets; vendors donate to HAIG	
July	* Talent Show		See notes item 2 g	
August	Camper Parent Mailing	End of August	Most years, parents of all campers are mailed a personalized request for donation	
September	Fall Mailing	Mid-Sept.	Each of the 1,000+ members and prior donors is mailed a personalized request for a donation, together with the newsletter.	Only a few new donations.
	Applicious	Saturday Sept. 14 or 22	Fall fair	1500 people and net of \$3,000 in 2010, \$4500 in 2011
October	* Family Photography	Saturday, Oct. 13?	See notes item 2 d	
	Duke 100 th Anniversary	Oct. 20, 2012	Big special event for the neighbourhood	

Fundraising Task Force Notes

January 17, 2012

7

	Pasta Fest	November 3 or 17 2012 Preferred date is in October	About 200 guests.	Net proceeds about \$3,000 in 2010 and prior years.
November	Corpus Christi Church sale	mid-November	Nov. 12 2011	
December	December Mailing	Early December	Previously mailed a newsletter in December. Suspended in 2010 to save printing and mailing costs Mailed donation request in Dec 2011 to FRP parents.	Served as determination of "in good standing" of membership status for AGM

Lotteries and galas and radiothons - oh my!

<http://www.charityinfo.ca/articles/lotteries-and-galas-and-radiothons>

Fact: a special event can be one of the least cost-effective methods to raise funds, with as much as 50% or more of gross revenue of the event going toward expenses. However, says **Hala Bissada**, events are very useful to achieve specific goals and objectives and are often an integral part of an organization's overall annual fundraising plan. At the very least, an event always provides an opportunity to raise awareness for the charity and its cause.

Before creating a new event, or to evaluate the growth potential of existing special events; Bissada recommends starting with an audit of your organization.

- Review your mission and your organization's goals. The event should complement and further these objectives.
- Assess your organization's capacity - which could dictate the size and scope of your event. Be sure to consider the size of the existing donor base, the board, (do you have a fundraising board or dedicated committee?) volunteer base, and internal resources in your analysis.
- Determine the audience that you want to access. If you already have a high-end gala in your annual mix, you may want to think about a sporting event to reach and engage new supporters.
- What is your annual budget? Many events have up-front costs - do you have the financial resources?
- Do you have a strong case for support? Can you create a case for support that would marry well with an event?
- Does your charitable organization have high visibility in the marketplace?

After completing an organizational audit, Bassada checklists seven more steps in the process of creating a fully developed event concept. These include:

1. Researching the event landscape
2. Determining the event parameters
3. Identifying event considerations
4. Conducting a brainstorming session
5. Analysis
6. Developing a concept
7. Conducting a feasibility study

Hala Bissada is an international award-winning event-producer who has managed many complex and high profile events. You can read her full chapter on special events, in **Excellence in Fundraising in Canada**.

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How to Throw a Party Everyone Wants to Attend

<http://www.gailperry.com/2011/12/how-to-throw-a-party-everyone-wants-to-attend>

One of my favorite holiday traditions is a really big family party. I mean a big one.

Happy guests make a happy party!

Last night I had about 150 people at my house, (can you imagine!) and it was a blast.

Somehow over the years, this party has become an institution.



My friends tell me that they actually schedule their holiday travel around the date of this party.

They say it's the party of the season for them. I have some ideas why this event is such a favorite.

So today, while I'm in post-party recovery mode, I want to share the things I try to do to make this party so very special to so many people.

Remember, as a fundraiser, you are in a social business.

Like it or not. So much of fundraising happens in social situations.

I have long recommended that every nonprofit should aim to throw the best party in town. Because if you do, you'll raise TONS more money.

See if you can turn your fundraising event into a fabulous party.

The difference between an event and a party?

At an event, you put people in a room, give them something to eat and drink, and hope they survive.

At a party, you put people in a room, give them something to eat and drink, and actually CARE about the experience they are having.

Raleigh's top fundraisers: Hope Hancock of the SPCA and Kathryn Yandell of the NC Museum of Art

Secrets to Throwing a Fabulous Party

1. Have interesting guests.



It's NOT about the food, drink, house, location, flowers, etc.

It's about the people in the room. I'm picky about my guests. I like to have interesting people who are doing interesting things.

People all say that my crowd is eclectic.

There are bankers, lawyers, soccer moms, lots of nonprofit leaders, education leaders, real estate folks, artists, elected officials, tech gurus, college kids, 20 and 30 somethings. It's not just one social group – which makes it more interesting.

My friends tell me that they meet so many interesting people at my parties. And I love that. I love introducing people to each other who would enjoy meeting.

It's like Forrest Gump's box of chocolates. You never know what you'll get when you introduce two folks – invariably they find common ground and become friendly.

2. Actively introduce people to each other.

I absolutely will not abide people standing by themselves looking and feeling awkward.

So I go all out to make introductions all over the place. I am playing “hostess” much more than worrying about the food or the napkins.

If I see a guest standing alone, I'll grab whoever is standing close to me and say, “Tom doesn't know anybody here, can you please go over and talk to him. He is the new director of the Opera.”

And it's funny, but when someone gets an assignment like that – they are off and running to meet and greet that person. It's a happy thing to watch.

People at your party have feelings. Help them have a wonderful experience. They will appreciate you forever.

3. Be casual, not prissy.

A quirky centerpiece sets a fun tone.

Be informal, not formal.

Formality is boring. It's stiff, unpleasant, and can make you feel trapped.

Informality is welcoming. It's easy. It's happy.



Prissiness is never welcome in my house – or with my clients.

I am always trying to get people to loosen up and relax. I try to make people feel comfortable and welcome. When they relax, they can have a lovely time.

4. Welcome guests like they are your long-lost brother.

How you welcome people has a lot to do with their experience.

I will greet someone: “I’m SO GLAD you could come! It’s GREAT to see you!” And of course I mean it!

And when I am staffing or hosting a fundraising event for a cause, I greet people the exact same way.

And if someone arrives who’s not invited, welcome them as graciously as anyone else.

5. Welcome guests of all ages.

I was raised in the rural south, where we all socialized together from age 9 to 99.



LOVE it when the young folks come!

I was used to attending parties with the old and the young, and becoming friends with them all.

So when I moved to Raleigh and started having this party, it was my girls and me. All three of us were the hostesses.

We had an “all-family party.”

My daughters’ friends have been coming to this same party for 15 years. They look forward to it as much as the older folks. Now that they are all in their 20s and scattered around, it’s sort of a reunion for them.

6. Abundant food and drink.

I never want it to be said that I ran out of anything at my parties. I like a sense of abundance.

But I can’t afford to cater a party for that many people, so I hit Costco hard. I also buy barbecue and food from various places and set it out myself. It’s more work but it’s much less expensive.

I don’t have fancy food – but I do have a lot of it.

Last night I splurged on oysters. We FRIED several gallons of oysters on the back deck. Wow they were good.

Bartender Anthony Quiller, the life of any party!

We put the beer in my downstairs bathtub. I always enjoy saying “the beer’s in the bathtub!” It just sounds fun.

I have the world’s most wonderful bartender, Anthony Quiller, who has such an inner spirit of joy that he shares with the guests.

Sometimes when I invite people, they say, “Will your bartender Anthony be there?”

Bottom Line:

Make your parties – and your fundraising events – all focused on your guests.

Make them happy and comfortable. You’ll have more fun – and you’ll raise LOTS more money!

Wishing you lots of joy and happiness – and some fun parties – in this special season!





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Minutes of the Board of Management Meeting November 28, 2011

A neighbourhood partnership fostering community through social and informative programs for individuals and families.

Present: Natalie Coulter, Alana Honsch, Carmita Magnaye, Ann McKechnie, Throy Ross, Neil Sinclair (Chair), Pierre Trudel.
Regrets: Ben Chong, Sydney Schultz, Mary-Margaret McMahon, Sheila Cary-Meagher
Staff: May Seto (Recorder), Susan Fletcher

A. Call to Order/Adoption of Agenda

As Vice-Chair of the Board, in the Chair's absence, Neil called the meeting to order. Quorum of 5 members was achieved. The agenda was adopted as circulated by consensus.

B. Declaration of Conflicts of Interest

None were declared.

C. Minutes of the October 24 Board of Management Meeting

MOTION (Magnaye/Coulter)

To accept the minutes of October 24.

Carried.

D. Hiring Report: Afterschool, Teen, Seniors, and Therapeutic Play Staff

May provided an overview of the hiring report and answered any questions. Hiring reports are filed with the Personnel Committee or Board as part of the accountability and control processes

MOTION (McKechnie/Magnaye)

To accept the hiring reports.

Carried.

Because no guests were present, there was no need for a motion to discuss the next item *in camera*.

E. Labour Relations

Susan provided an update on bargaining.

F. Executive Director's Report

Susan reported on suggestion that school and Applegrove cooperatively report the archive room as a parent resource room. Susan distributed disposal options for EW cupboards.

MOTION (Coulter/McKechnie)

To authorize the Executive Director to dispose of cabinets as per board discussion.

Carried.

G. Correspondence/Information

The correspondence list was distributed.

H. Adjournment

The meeting was adjourned on a motion by Ann McKechnie, seconded by Carmita Magnaye.

Chair

Secretary

Next Meetings:

January 17, 2012 Joint Board/Staff Fundraising sub-committee meeting
January 30, 2012: Board meeting



APPLEGROVE COMMUNITY COMPLEX

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Executive Director's Report

January 20, 2012

This is an extra-long report, most of which was completed before City Council passed the budget – it focuses on information that is not impacted by the budget.

Community Involvement and Visibility

I attended Councillor McMahon's Town Hall meeting on the City Budget and Affordable Housing on Jan. 5. It was exciting to see so many people come out and be so passionate about the city they love. It also let me connect or re-connect with

- a former PC participant who is a housing advocate (Joy Connelly)
- the former Executive Director of another AOCC who lives nearby
- the dad of a former PC and Camp participant (the dad is also the husband of the union president)
- the reporter for the Beach Mirror.

To support the community in efforts to keep the pool open, I arranged for Applegrove's after-school program to attend the S.H. Armstrong/Duke Pool Party on January 13. At the event, I was happy to see Claudia, Louise, Sydney and Ann, plus a pool full of children and adults, less happy to wear a wet bathing suit for 2 hours! Although SNAP took a photo, I think it was just a head shot.

New Photocopier

The 2011 budget included a plan to replace our expensive and old copier, and the November Board meeting considered several alternatives. The selected one was installed before the holiday. It is huge and quiet and quick and cheaper than the old one! It even folds documents!

Renovations

Renovations to the Lounge Kitchen and to the Parent/Child room took place over the Christmas Break. As with any reno, activities did not quite go as planned. However, the new floor, counter, cabinets and dishwasher in the PC room look wonderful, as do the cabinets and counters in the Lounge Kitchen. Feel free to visit the Lounge before the Board meeting and admire the kitchen!

AOCC Program / Governance Review

I have previously reported on the AOCC review started last June and conducted by City Staff. We had expected a report on the first phase (the "back office efficiencies") in September. The draft report came to Executive Directors in late November. My colleagues and I met with the staff in charge, Natalie Latyshko; the AOCC Liaison, Denise Campbell; and her boss, Chris Brillinger, in December. The draft report was to be revised with input from the 10 centers, although the timeline for this was not specified.

In addition, we discussed the second phase which was to look at governance. The original review had been required as part of the 2011 City Budget process. Its terms of reference and the data collection had been started before the results of the KPMG review were known. Now that the City has committed to a larger study of community infrastructure (recreation centres, AOCC's, libraries, community hubs, etc.), the second phase may be rolled into this larger study.

Documents presented to the Budget Committee recently reported that an external consultant would be retained to conduct the community infrastructure study but again, no timeline was specified.

AGM

Applegrove's Annual Meeting has been an opportunity to recognize outstanding contributions to the organization, to socialize with other members, and to do the work of the Annual Meeting, including accepting the Annual Report.

Annual Report

For some years, our Annual Report has been formatted as a calendar. With the new Fundraising Calendar, a second Applegrove calendar does not make sense! Options include a booklet or a pamphlet. I have asked other AOCC's to give me their recent Annual Reports. As well, any Board members that have useful reports from other organizations should bring these to the meeting. The Board should give direction on format and style.

We have always printed the report on site. With our new copier, this will be even easier!

I need a decision by mid-February to ensure that all program reports and other information can be compiled in time for the AGM.

Meeting Format

For nearly 20 years, we have had dinner, a formal meeting for about an hour (awards and prizes take the majority of the time), and dessert at 8 p.m. Over the past couple of years, the Board has talked about the importance of connecting family resource program participants to the cost of providing the service and the importance of their donations. Recently, there was a suggestion of having a speaker about children's development, followed by an Applegrove person speaking briefly about the support for development that happens in our family resource programs and the cost of providing that support.

An alternative idea could be a talk on the impact of the City Budget, either on residents generally or on Applegrove specifically.

In either case, having a speaker would take at least ½ hour. If it makes sense to have a speaker, but not add extra time to the meeting, we have an opportunity to shift our volunteer awards to Volunteer Week, April 15 to 22. Applegrove is going to work with the school to launch a joint volunteer celebration.

Like the Annual Report format, I need a decision fairly soon, especially if the decision is to have a speaker.

Awards

If the volunteer awards move to April, should we still have our "Golden Apple" award (for an outstanding contribution to the organization from a donor, funder, volunteer, staff, Board member or friend) at the AGM? If so, we need to identify the recipient.

Board Members

The Board package includes a summary of time served and the opportunity for current Directors to let the Board know whether they will continue for another year or resign at the AGM. This lets us begin the recruitment process for new Board members. We always hope that prospective Board members can attend a meeting to see how this Board works and what issues the Board and the agency are facing. This year, the February meeting provides a special opportunity to

help define the organization's direction and to meet some staff and participants as well as Board members. OR an opportunity to approach some participants and volunteers who attend the February meeting and recruit them for the Board (or for fundraising or other involvement).

February Special Meeting

In November, I circulated a recommendation for the February meeting that included the information below. The meeting would include Board members, as many staff as possible, and selected participants and volunteers.

Information about the City budget impact and the City reviews would be outlined in item 2. My intention was to complete item 4 and start item 5 at the February meeting, then for the Board and staff to continue the discussion and identify action items through March and April.

. . . a session focussed on the future. Together, we can discuss values and together, we can work on a shared vision for what the organization will be like in 5 years.

1. Welcome and Icebreaker
2. Outline of organizational issues/directions
3. Summary of mission, vision and values
 - a. Mission: a neighbourhood partnership fostering community through social and informative programming for individuals and families.
 - b. Vision: Together, building our community.
 - c. Values (to be discussed at a staff meeting) that might include
 - We value excellence
 - We value communication
 - We value integrity
 - We value diversity
4. Building a shared vision: discussion around some of the following questions for what this organization will be like in 5 years. Answers should be projections, not the current situation.
 - what are clients getting from us?
 - what do our clients look like?
 - what has happened as a result of our work?
 - what new needs are we meeting?
 - where are we spending our time?
 - where are we spending our \$\$?
 - what would we say to describe what has changed most in the last 5 years?
5. From the discussion and the values, begin to determine 5 or 6 areas of focus to reach the vision. This might start at the meeting and continue at a March Board meeting, resulting in statements such as (from a hand-out from "Cornerstone Consulting Associates")
 - we have enhanced our communication internally as an organization and externally with our stakeholders.
 - our technology is state-of-the-art and that helps us more efficiently meet our clients' needs.
 - our staff has high morale.
6. For each priority, define the list of steps/activities to achieve it.

Fundraising

Please see the Fundraising Task Force notes for information. What they probably do not convey and what I hope other participants shared, was the commitment to the organization and energy that I felt at that meeting. Natalie started the process by helping us think of some of the basics, especially identifying the need to involve and engage the energy of participants.

This issue connects with prior Board discussions about connecting the value of family resource programs to children's development and their families, with the cost of providing these programs.

Grant Endorsements

As of January 19, the City had not yet posted the Recreation or Special Event grant application information for 2012. In prior years, these grants were due at the beginning of February and required an explicit Board motion endorsing the grant and the non-discrimination policy. Until the applications are available, I do not know whether Applegrove will be eligible. However, in anticipation of Applegrove applying, these endorsements (including the specific wording for the motion) are on the agenda.

Please note that previously, Special Event grants (for Applicious) were available for 4 years only, after which organizations were no longer eligible. We have assumed that Applegrove will not be eligible for a 5th year of the Special Events grant, but it may make sense to apply anyway.

Complaints and Grievances

As agreed at the October and November 2011 Board meetings, the Executive Director's Report now includes "Complaints". To date, there have been no complaints. However, one individual sent a letter outlining several concerns (specifying that this was not a complaint). The Board Chair and I jointly drafted a response. I am also working with staff make improvements in several areas that the individual identified.

There were 2 disputes (the official term for the initial stage of a grievance) in December.

Issues Arising from City Budget

A confidential report will be circulated by e-mail and distributed at the Board meeting.

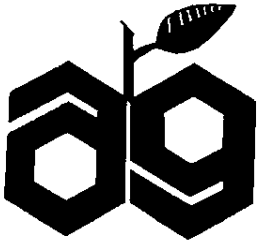
Respectfully submitted,

Susan Fletcher.

Revised Board Workplan for 2011/12

Meeting	Main Issue	Additional Issues	Program Presentation	Results
August 29	Review Risk Management	City Service Reviews / 2012 budget		Set up Budget and Performance Review Committees
September 26	Results of City Service Review	Review Applicious	Edgewood	
October 24	Program Budgets Revised Admin Budget	Fundraising Plans		Endorsed program budgets.

Meeting	Main Issue	Additional Issues	Program Presentation	Results
	AOCC Program Review Phase 1			Confirmed some events for 2012
November 28	Generate Fundraising Ideas AOCC Program Review Phase 1	Review Pasta Fest Labour Relations Update	Seniors	
January 30	Admin Budget	Endorse Recreation, Festival, other grant proposals	Helping Our Babies Grow	
February 27	Special Meeting			
March 19 (if needed)				
March 26	AGM			
April	Select Officers and Committees		Helping Our Babies Grow	
May	Membership			
June			Therapeutic Play	



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CORRESPONDENCE/INFORMATION

January 2012

From (Date Received)	Regarding	Action
1. City Clerk (Dec. 15)	Public meeting Jan. 10 for building at Main and Gerrard	R&F
2. City Clerk (Jan. 4)	Applications under the Planning Act including a 6-storey mixed-use building at Queen and Kenilworth	R&F
3. Deborah Baker (Jan 7)	Requesting letter of support for new midwifery practice	??

R&F = Receive and File



Applegrove Events and Board / Committee Meetings – January 20, 2012
Office Phone 416-461-8143
“Together, Building Our Community”

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Please note that Board meetings are on Monday evenings, usually the last Monday of the month.

January Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22	23 [Lunar New Year]	24	25	26	27 [PA Day]	28
29	30 Board	31 [Duke of Connaught School Council]				

February Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<u>1</u>	2	3	4 <u>Yoga-Thon</u>
5	6	7	8	9	10	11
12	13	14	15	16	17 [PA Day] <u>Seniors Wellness Fair</u>	18
19	20 Applegrove Closed for Family Day	21	22	23	24	25 Snow Date for Yoga-Thon
26	27 Special Board	28 [Duke of Connaught School Council]	29 Leap Day!			

March Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
	March Break					
18	19 Board Meeting?	20	21	22	23	24
25	26 <u>AGM</u>	27 [Duke of Connaught	28	29	30	31

Bold = community event. *Italics* = an important change. Underline = an Applegrove special event.
 [Brackets] = another group's meeting or event that may affect you.

Applegrove Events and Board / Committee Meetings – January 20, 2012
Office Phone 416-461-8143

School Council]							
April	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1		2	3	4	5	6 Applegrove Closed for Good Friday	7
8 Hoppy Easter! Beaches Lions Easter Parade		9 Applegrove Closed for Easter Monday	10	11	12	13	14
15		16	17	18	19	20	21
Volunteer Week							
22		23	24 [Duke of Connaught School Council]	27	26	27	28
29		30 Board					

May	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4	5
6	7	8	9	10	11	12	13
13	14	15	16	17	18	19	20
20	21 Applegrove Closed for Victoria Day	22	23	24	25	26	27
27	28 Board	29 [Duke of Connaught School Council]	30	31			

June	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 [PA Day]	2
3	4	5	6	7	8	9	10
10	11	12	13	14	15	16	

Bold = community event. *Italics* = an important change. Underline = an Applegrove special event.
 [Brackets] = another group's meeting or event that may affect you.

Applegrove Events and Board / Committee Meetings – January 20, 2012
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17	18	19	20	21	22	23
24	25 Board	26	27	28 Last Day of School	29	30

July Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Happy Canada Day	2 Applegrove Closed for Victoria Day	3 First Day of Camp	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Bold = community event. *Italics* = an important change. Underline = an Applegrove special event.
 [Brackets] = another group's meeting or event that may affect you.

Applegrove Community Complex - include adjustment for projected income in summer program(to be revised next month)																															
Year to date Income Statement as at 30/11/2011																															
	Admin		P/C Drop-in(w/EYET)		Edgewood Drop-in		HAIG Drop-in		Teen Program		Aftersch		Perinatal Program		Senior		Therapeutic Play		Summer	Board/	Nevad	CPNP									
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Others	Actual	Actual									
EXPENSES				β										3,435	⑧					⑧											
Salary	222,509	247,221	①	81,444	84,704	④	13,146	14,028	⊖	6,848	6,752	4,770	7,093	χ	14,117	19,110	⑨	5,591	6,253	⑧	15,637	21,150	⑥	16,147	28,499	⑦	43,236	37,615	0	3,116	
Benefit	57,051	62,312	①	25,054	29,789	⑤	5,951	6,153	⊖	532	1,810	⑤	282	731	χ	782	1,968	⑨	289	454	⑥	1,608	5,193	⑥	1,262	4,494	⑦	3,378	3,118	0	300
Material & Supplies	5,709	5,522		2,009	4,656	α	1,033	2,022	α	1,216	2,022	905	981		2,767	4,428	α	17,933	19,347	⑩	5,195	2,582	⑩	3,499	3,575		6,189	3,679	506	0	
Furniture/Equipment/Computer	1,336	2,842	②	0	275		198	68		0	68	0	0		0	0		0	0		0	0		0	0		0	125	0	0	
Purchased Services	23,927	20,600	③	2,452	5,020	α	2,420	3,029	α	1,050	752	879	2,125	χ	517	54	α	2,197	458	⑩	3,827	9,570	⑥	1,559	596	δ	6,015	7,405	2,215	(88)	
Applegrove funded position																															
TOTAL EXPENSE	310,532	338,496		110,959	124,443		22,748	25,299		9,646	11,403	6,836	10,930		18,182	25,560		29,446	26,512		26,268	38,495		22,467	37,164		58,819	51,943	2,721	3,328	
INCOME																															
City of Toronto	354,003	343,865	☺	103,626	90,257	€	18,686	16,817	€	0	0	0	0		0	1,672	☒	0	0		0	0		0	0		9,290	5,741	0	0	
Province of Ontario	0	0		9,000	8,250	€	0	0		3,000	2,700	€	0	0		0	0		0	0		29,148	32,420		0	0		0	3,000	0	0
Federal Government	0	0		0	0		0	0		0	0	0	0		0	0		28,295	25,936		0	0		0	0		13,934	0	0	0	
Total Government	354,003	343,865		112,626	98,507		18,686	16,817		3,000	2,700	0	0		0	1,672		28,295	25,936		29,148	32,420		0	0		23,224	8,741	0	0	
Grant/Donation/Fundraising																															
Grant/Agency's donation	0	0		2,096	0	€	360	0		0	0	0	0		0	0		0	0		0	0		26,750	13,375		11,500	5,568	0	0	
Donation	0	0		1,710	1,407	€	4,510	180	☒	899	180	€	7,964	7,886		14,733	0	☒	26	0		2,538	0		0	0		575	6,168	0	0
Fundraising	0	0		1,299	1,100	€	600	2,700	⊖	2,298	675	€	0	0		0	0		0	0		0	0		0	0		939	9,993	3,955	0
Grant/Donation/Fundraising	0	0		5,106	2,507		5,471	2,880		3,197	855	7,964	7,886		14,733	0		26	0		2,538	0		26,750	13,375		13,014	21,729	3,955	0	
Others																															
Fee/Retro Funding	0	0		0	0		0	0		0	0	0	0		16,540	15,390		0	0		150	6,076		0	0		18,205	395	0	0	
Miscel	264	0		0	0		0	0		0	0	0	0		0	0		42	0		0	0		0	0		0	872	3	2,814	
Total Others	264	0		0	0		0	0		0	0	0	0		16,540	15,390		42	0		150	6,076		0	0		18,205	1,267	3	2,814	
TOTAL INCOME	354,268	343,865		117,732	101,014		24,157	19,697		6,197	3,555	7,964	7,886		31,273	17,062		28,363	25,936		31,836	38,495		26,750	13,375		54,443	31,736	3,958	2,814	
Funds transfer out							(3,000)		!!																				(3,435)		
SURPLUS(DEFICIT)	43,735	5,368		6,772	(23,429)		(1,591)	(5,601)		(3,449)	(7,848)	1,129	(3,044)		13,091	(8,498)		(1,083)	(576)		5,568	0		4,283	(23,789)		(4,377)	(20,206)	1,237	(514)	
Funds transfer in							3,000		!!		δ								3,435	⑧											
Surplus(deficit)-beginning				(5,275)			0			8,459		6,570			9,527			564				19,357		30,963		3,767	⑧				
Surplus(deficit)-ending		5,368		1,497	(23,429)		1,409	(5,601)		5,011	(7,848)	7,698	(3,044)		22,617	(8,498)		2,917	(576)		24,925	0		35,247	(23,789)		(610)	(20,206)	1,237	(514)	
NOTE:	① The pay rate is at 2010 level, variance should be eliminated after retro-payment												ε Grant, fundraising & donation not budgeted																		
	① Benefits like OMERS, LTD, CPP, EI are based on salary expense which is lower												☒ Designated donation received																		
	② Budget number includes software licenses to be booked into ACCPAC												!! Income transferred to match projected expenses																		
	③ Higher photocopying charge, postage and audit fee												α Program expenses reduced to accommodate projected income																		
	④ Saving from parental leave												β Include non-budgeted expenses and incomes from EYET (100% reimbursement)																		
	⑤ Saving from parental leave and extended health care coverage change in staff												χ Program starts Oct but budget starts from Sep																		
	⑥ Saving from staff turnover, help from volunteer and less programming												☺ Jan-Aug funding include rent, adjust in Oct-Dec funding transfer																		
	⑦ Personnel expenses lower due to downtime between session and staff pay rate not at top step												δ Accrued revenue/surplus of 2010 are used in this year																		
	⑧ Expenses (funding transfer) of Board funded position												€ Full year funding had been received																		
	⑨ saving on salary & benefit by using student placement and outreach worker												☒ This City grant is cancelled																		
	⑩ Program funder uses fiscal year(ends in March), purchase was/will be conducted to match fiscal year												⊖ Shut down reduce both spending & fundraising																		

