



# 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 28, 2013**

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

#### **7:05**

7. Minutes of the October 29, 2012 Board of Directors Meeting (*White*)
8. Report of the November 26 Board of Directors Meeting (*White*)

#### **7:10**

9. Finance and Fundraising
  - 9.1. Preliminary Year-end Financial Report (*to follow by e-mail*)
    - i) Review Financial Report
    - ii) Year-end Transfers and Allocations
  - 9.2. 2013 Budget Update: for information
  - 9.3. Fundraising Notes from November (*Green*):for information
  - 9.4. Annual Program Expenditure Reconciliation (APER) for Seniors Program (*Lilac*):  
to endorse

#### **7:30**

10. After-School 2013/14: for discussion (*Yellow*)

#### **7:45**

11. Pasta Fest Preliminary Report (*Grey*): for information

#### **7:50**

12. Annual General Meeting
  - 12.1. Monday, March 25, 6:30 to 8:30
  - 12.2. Time Served and Board Vacancies (*Blue*)
  - 12.3. Awards

#### **8:00**

13. Directors' Concerns
14. Adjournment



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## **Planning Applicious 2013**

(as suggested in November, there will be time on each agenda for the Board to work on Applicious)

- I.** Location: Ontario Heritage Trust is considering our request for the Ashbridge Estate.
- II.** Date: one of the Ashbridge Estate tenants has an all-day Board meeting scheduled for our preferred date of September 21. They would need half the parking lot, plus driveway access all day. Decision needed.
- III.** Targets (financial and attendance). Decision
- IV.** Planning jobs (for information and amendment)
  - Sponsors and Donors: refining sponsorship proposal, researching potential sponsors and donors, contacting them, etc.
  - Refreshments: decide how to manage refreshment (e.g., do we sell food/drinks or do we have restaurants pay to sell them) and implement the decision
  - Entertainment: recruit entertainers and the MC, plan the agenda
  - Vendors: set fee, determine how many vendors can be accepted, recruit and manage vendors
  - Prizes: work with Sponsor/Donor lead person to define how many prizes are needed, help contact prize donors
  - Silent Auction: (see below) If the event will include a silent auction, work with Sponsor/Donor lead to define the maximum number of items, help contact donors, create bid sheets, manage the auction
  - Games and Activities: work with the Board to define the number and type of inflatables, what other games and activities, work with the Prize lead to define how many prizes are needed, determine supplies, equipment, staffing needed, etc.
  - Facility, Equipment and Layout: work with leads for Refreshment, Silent Auction, Vendors and Games to define what equipment is needed and plan layout, work with Sponsor/Donor lead and Board to define budget for equipment, locate equipment for rental, borrowing, purchase, etc.
  - Volunteers/Staffing: work with relevant leads to define the preparation and day-of event jobs, recruit and train volunteers
  - Marketing and Publicity: design and distribute the poster, publicize in traditional and electronic media, ensure media packages are available at the event
  - Admin and Coordination: Susan
- V.** Board Volunteers: Board members interested in leading (or working on) any of the above functions should identify themselves. Action!
- VI.** Sponsorship levels: the Board should consider the sponsorship levels used in prior years and confirm or change them. (*Goldenrod*) Decision
- VII.** Silent Auction: the Board should decide whether to include a silent auction. Decision
- VIII.** Contacts: to help Applegrove access potential sponsors and donors, Board members are requested to complete relevant areas of a contact form that will be circulated at the meeting. Action!



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## **Board of Management Meeting AGENDA -- Monday, January 28, 2013**

**8:35**

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of October 29 Board of Management Meeting (*White*)
- D. Report of the November 26 Board of Management Meeting (*White*)

**8:40**

- E. Personnel: Finance Manager Resignation: for information

**8:45**

- F. Executive Director's Performance Review: for information

**8:55**

- G. Executive Director's Report (*Pink*): for information
- H. Correspondence List (*to be distributed at the meeting*): for information and decision

**8:59**

- I. Adjournment

### **Next Meeting**

February 25, 2013



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## **Possible After-school Program Models**

January 2013

In providing an after-school program, Applegrove must balance

- the cost of providing high quality services
- affordability for families with low incomes
- needs, demands and wants of local families

On the next page, May and I have summarized calendar year and school year budget projections based on the current program enrollment and staffing. At some point, all union jobs will undergo evaluation. While some of the City's part-time units received significant increases through a similar job evaluation process (the lowest wage grade started at \$16/hour in 2005), wages for the City's local 79 part-time recreation unit started at minimum wage for the lowest level.

The key information from the projections is that the budget balances at \$50 per week per child with 2 subsidized places; this does not mean that I am recommending this model.

The following models are presented as “thought experiments” to provide a starting point for discussion about possible. They are not in any order of priority with a name in brackets at the end. Please note that the percentages or proportions are arbitrary. Within the discussion, or perhaps before starting, the Board should consider the philosophy and values behind Applegrove's programming in general and the after-school program in particular.

Because we know that there is significant poverty in the neighbourhood, I do not believe a 100% cost recovery model without any subsidy would be appropriate.

- A. Cost recovery model in which fees are set at a level to do 10% better than break-even based on 95% occupancy and 10% full subsidy. (Cost 10/10)
- B. “Market-based” fee model (e.g., \$65/week or what the market will bear) allowing for 1/3 of participants to be on a sliding scale (\$0 to \$50) with fees averaging \$35 (Market 1/3)
- C. Grant-supported model in which 25% of the budget must come from grants or fundraising (Grant 25%)
- D. Grant-supported model in which the grants received in one year form the amount of subsidy available the next year (Grant Subsidy)
- E. “Child/youth program” model in which after-4, day camp, teen and leadership are considered one program area with “market-based” after-school fees. After-school income not required for that program would be utilized in other child/youth areas. (CY)

After-School Budget Summary / Projections								
	Calendar 2012	Calendar 2013	Calendar 2014		2012-13	Jan-June 2013	2013-14	2013-14 Alt
Staff costs	44,705	64,051	64,601		65,201	41,105	64,335	64,335
Program expense	10,895	15,551	15,551		11,054	9,121	15,551	15,551
Total Expense	55,600	79,602	80,152		76,255	50,226	79,886	79,886
Number of staff	3 / 6	6	6		6	6	6	6
Subsidy	2 spaces	2 spaces	2 spaces		2	2 spaces	2 spaces	2 spaces
Fees	\$25 and \$65	\$25/\$35 and \$65	\$35/\$45 and \$65		\$25 and \$65	\$25 and \$65	\$35 and \$65	\$50
Net fee income	34,990	63,600	71,120		59,118	35,760	67,920	69,600
Prior year surplus	20,793	13,636	7,930		20,793	13,636	7,666	
TESS	9,953	10,296	10,296			8,496	10,296	10,296
Grants	3,500				3,500			
Total income	69,236	87,532	89,346		83,411	57,892	85,882	79,896
Surplus/Deficit	13,636	7,930	9,194		7,156	7,666	5,996	10

9.41

HSP NAME: Applegrove Community Complex - EPC  
 FACILITY NO: epc151  
 REPORT: EPC APER  
 PERIOD: 2011

**Maintenance and Operating Summary**

Category	Line No	Account: Financial (F) Reference OHRS VERSION 7.1	2011/2012 Approved Budget	2011/2012 Actual	Variance	EPC Explanation for Variance
<b>FUND TYPE 2</b>						
<b>DETAILS - Revenue</b>						
<b>Part I - Sources of Operating Revenue</b>						
Funding - Provincial MOHLTC (Provincial Subsidy)	1	F 11010	\$32,337	\$32,400	\$63	
Funding - Pay Equity (If applicable)	2	F 11013	\$0	\$0	\$0	
Funding - Municipal Government	3	F 11040	\$26,073	\$19,551	(\$6,522)	Reduction in need for city supplied labour gift in kind. Offset by lower compensation expense below.
Membership Fees (Service Recipient Revenue - Other Service Recipient Payment Sources)	4	F 11090	\$5,612	\$2,762	(\$2,850)	Reduced amounts charged to recipients offset by donation revenue and lower overall program expense
Donations	5	F 140**	\$652	\$1,884	\$1,232	Additional donations helped offset shortfall in member revenue
Other Contributions (specify)	6	F1* other than 11010, 11013, 11040, 11090, 140**	\$0	\$0	\$0	
<b>Total Revenue</b>	7	<b>Total Line 1 to 6</b>	<b>\$64,674</b>	<b>\$56,597</b>	<b>(\$8,077)</b>	
<b>DETAILS - Expenses</b>						
<b>Part II - Expenditures</b>						

Category	Line No	Account: Financial (F) Reference OHRS VERSION 7.1	2011/2012 Approved Budget	2011/2012 Actual	Variance	EPC Explanation for Variance
Compensation Expenses	8	F 310**, F 350**	\$48,252	\$39,337	(\$8,915)	Reduction in need for city supplied labour gift in kind.
Program Costs	9	F 4*, 5*, 6*, 7*, 8*,	\$14,117	\$6,362	(\$7,755)	Program people were diligent in keeping program spending to a minimum.
Building and Ground Expenses	10	F 9*	\$2,306	\$2,306	\$0	
Other Expenses (specify)	11	F 4*, 5*, 6*, 7*, 8*,	\$0	\$0	\$0	
<b>Expenditures Subtotal</b>	12	<b>Total Line 8 to 11</b>	<b>\$64,675</b>	<b>\$48,005</b>	<b>(\$16,670)</b>	
<b>Part III - Expenditures Recoveries</b>						
User Fees (Recovery Ext. - Services)	13	F 12020	\$0	\$0	\$0	
Rental Income	14	F 12060	\$0	\$0	\$0	
Other (specify)	15	F 12* less F12020, F12060	\$0	\$0	\$0	
<b>Expenditures Recoveries Total</b>	16	<b>Total Line 13 to 15</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	
<b>Part IV - Net Shareable Expenditures</b>						
Total Expenditures	17	Line 12	\$64,675	\$48,005	(\$16,670)	
Less: Total Expenditure Recoveries	18	Line 16	\$0	\$0	\$0	
Less: Pay Equity Expenditures (if applicable)	19	Line 2	\$0	\$0	\$0	
<b>Net Shareable Expenditures (Item II less Item III)</b>	20	<b>Line 17 less line 18 and 19</b>	<b>\$64,675</b>	<b>\$48,005</b>	<b>(\$16,670)</b>	

Category	Line No	Account: Financial (F) Reference OHRS VERSION 7.1	2011/2012 Approved Budget	2011/2012 Actual	Variance	EPC Explanation for Variance
2007/08 Net Shareable Expenditures	21		\$0	\$0	\$0	
<b>Part V - Surplus (Deficit)</b>	<b>22</b>	<b>Lines 7 and 16 less Line 12</b>	<b>(\$1)</b>	<b>\$8,592</b>	<b>\$8,593</b>	
Full-time equivalents (FTE) Total MOS Hours (S 310 ****) divided by 1950	23	S 310 ****	0.00	0.00	0.00	
Full-time equivalents (FTE) Total UPP Hours (S 350 ****) divided by 1950	24	S 350 ****	1.00	1.00	0.00	
Number of Days Centre Opened	25	S 734 00 **	216	216	0	
Current Membership	26		64	88	24	
Average Daily Attendance/Expected	27		8	11	3	

**Elderly Persons Centre  
Annual Program Expenditure Reconciliation  
2011/2012**

**Certification By Agency**

- a) The amounts shown have been disbursed in accordance with the regulation;
- b) The financial information has been compiled in accordance with Generally Accepted Accounting Practices (GAAP)
- c) To the best of my knowledge, the financial data in the Annual Program Expenditure Reconciliation, is true, correct and agrees with the books and records of the \_\_\_\_\_ (Municipality or Corporation)
- d) (not applicable where applicant for subsidy is a municipality)

The council of the municipality in which the centre is situated, or the council of that municipality together with the councils of one or more contiguous municipalities have:  
Paid or directed payment to the corporation of a sum equal to at least 20% of total Net Shareable Expenditure shown in Part IV of "Maint&Oper"

or

Contributed or directed contributions to the corporation, personal property or services, approved by the Minister, equivalent in value to at least 20% of the total Net Shareable Expenditure shown in Part IV of "Maint&Oper"

\_\_\_\_\_  
(Signature of Organization Authority)





\_\_\_\_\_  
(Title) (Date)

**Receipt by Board of Directors**

The above certification and Annual Program Expenditure Reconciliation Report have been received and approved by the Board of Directors

\_\_\_\_\_  
(Chairperson of the Board of Directors) (Date)

### Applicious Sponsor Options

Name	Financial Level	Recognition
Royal Gala 	\$2,500	<ul style="list-style-type: none"> <li>• Applicious presented by . . .</li> <li>• Industry exclusivity (e.g., the only bank)</li> <li>• Logo and quote if desired in media releases (depending on confirmation date and media deadline)</li> <li>• Name on flyer and in paid advertising</li> <li>• Link on Applicious.ca</li> <li>• Complimentary 10x10 tent to display your material at event</li> <li>• Logo on Applicious poster (if confirmed by Aug. 10)</li> <li>• Signage at event</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> </ul>
Golden   Delicious	\$1,000	<ul style="list-style-type: none"> <li>• Name on flyer and in paid advertising</li> <li>• Link on Applicious.ca</li> <li>• Complimentary vendor space to display your material at event</li> <li>• Logo on Applicious poster (if confirmed by Aug. 10)</li> <li>• Signage at event</li> <li>• Exclusive ownership of event activity, such as a large inflatable activity centre</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> </ul>
  MacIntosh	\$500	<ul style="list-style-type: none"> <li>• Link on Applicious.ca</li> <li>• Logo on Applicious poster (if confirmed by Aug. 10)</li> <li>• Signage at event</li> <li>• Exclusive ownership of event activity, for example your name on a small inflatable</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> </ul>
Crispin 	\$250	<ul style="list-style-type: none"> <li>• Link on Applicious.ca</li> <li>• Signage at event</li> <li>• Exclusive ownership of event activity, such as face painting or giant snakes and ladders game</li> <li>• Website recognition</li> <li>• Recognition signage for your place of business</li> </ul>
Apple Blossom	\$100	<ul style="list-style-type: none"> <li>• Signage at event</li> <li>• Presenter of one entertainment set</li> <li>• Website recognition (no link)</li> <li>• Recognition signage for your place of business</li> </ul>
Apple Seed	\$25 to \$75	<ul style="list-style-type: none"> <li>• Recognition on event program</li> <li>• Website recognition (no link)</li> <li>• Recognition signage for your place of business</li> </ul>

(apple pictures courtesy of the Ontario Apple Growers [www.onapples.com](http://www.onapples.com))



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## **Report of the Board of Directors Meeting November 26, 2012**

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

Present: Natalie Coulter, Ann McKechnie, Sydney Schultz (Chair), Neil Sinclair  
Regrets: Ben Chong, Alana Honsch, Carmita Magnaye, Mary-Margaret McMahon, Chris  
Sulway  
Staff: Susan Fletcher, May Seto (Recorder)

### **Next Meeting**

Monday, January 28, 2013 – Board Meeting at 7:00 p.m.

#### **1. Call to Order/Adoption of Agenda/Introductions**

At 7:00, Sydney called the meeting to order. Quorum of 5 Directors was not achieved.

#### **2. Welcome and Introductions**

#### **3. Declaration of Conflicts of Interest**

None were declared.

#### **4. Timekeeper**

Not required.

#### **5. Volunteer Hours**

Did not record

#### **6. Donation Envelope**

Did not circulate.

#### **7. Minutes of the October 29 Board of Directors Meeting.**

*Deferred to next meeting*

#### **8. Finance and Fundraising**

##### **8.1. Financial Report**

i) October Year-to-date Report

*Deferred to next meeting.*

##### **8.2. 2013 update: for decision**

Susan provided an update on the 2013 budget.

**9. Afterschool 2013/14: for discussion**

Susan highlighted the different options for fees. *Discussion deferred to next meeting*

**10. Fundraising Grid: for discussion**

Members reviewed the grid and suggested including a participant investment component using a 1 to 4 scale. Susan and May provided information about volunteers who were interested in helping out in our future events. Members agreed that more attention is required by the Board on agency fundraisers; suggesting a SPA night committee and adding time on each future board meeting agendas for updates and discussions. Possible future agency fundraiser dates include:

- SPA night – May 16, 2013
- Applicious – September 21, 2013
- Pasta Fest – November 15, 2013

**11. Directors' Concerns**

None.

**12. Adjournment**

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Chair

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Secretary



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## **Minutes of the Board of Directors Meeting October 29, 2012**

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

Present: Ben Chong, Alana Honsch, Ann McKechnie, Sydney Schultz (Chair), Neil Sinclair  
Regrets: Carmita Magnaye, Mary-Margaret McMahon.  
Staff: Susan Fletcher, May Seto (Recorder), Ken West

### **Next Meeting**

Monday, November 26 – Board Meeting at 7:00 p.m.

### **1. Call to Order/Adoption of Agenda/Introductions**

At 7:00, Sydney called the meeting to order. Quorum of 5 Directors was achieved. The agenda was adopted by consensus.

### **2. Welcome and Introductions**

### **3. Declaration of Conflicts of Interest**

None were declared.

### **4. Timekeeper**

Assigned timekeeper for meeting – Ann

### **5. Volunteer Hours**

Members provided their volunteer hours.

### **6. Donation Envelope**

The donation envelope circulated.

### **7. Minutes of the September 24 Board of Directors Meeting.**

**MOTION** (McKechnie/Chong)

*To accept the minutes of September 24.*

**Carried.**

### **8. Finance and Fundraising**

#### **8.1. Financial Report**

##### **i) September Year-to-date Report**

Ken provided an overview of the report and answered any questions Board Members had.

##### **ii) Report Format**

Members agreed that the format presented was clear and easy to read.

Board of Directors Minutes

October 29, 2012

2

**MOTION** (Chong/Honsch)

*To discuss the next items in camera, as they deal with identifiable individuals or confidential information.*

**Carried.**

8.2. Admin Budget 2012: for information

Susan provided an update and answered any questions.

8.3. Program Budgets 2013: for information

Susan provided an overview of the 2013 program budgets and answered questions.

8.4. Admin Budgets 2013: for information

Susan provided a report to the Board.

**9. Afterschool 2013/14**

May provided information about the afterschool program and informed the Board that a decision on the program fee structure would be required for the 2013-2014 program year. The Board deferred discussion to the November Board meeting.

**10. Applicable Report**

Susan provided an overview of the event and answered any questions. The decision to hold the event in 2013 will be determined after the Board works on the decision matrix.

**11. Directors' Concerns**

None.

**12. Adjournment**

The meeting was adjourned on a motion by Ann McKechnie, seconded by Ben Chong.

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Chair

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Secretary



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## Report of the Board of Management Meeting November 26, 2012

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

Present: Natalie Coulter, Ann McKechnie, Sydney Schultz (Chair), Neil Sinclair  
Regrets: Ben Chong, Sheila Cary-Meagher, Carmita Magnaye, Mary-Margaret McMahon,  
Chris Sulway  
Staff: Susan Fletcher, May Seto (Recorder)

**A. Call to Order/Adoption of Agenda**

Sydney called the meeting to order. Quorum of 5 members was not achieved. The agenda was adopted as circulated.

**B. Declaration of Conflicts of Interest**

None were declared.

**C. Minutes of the October Board of Management Meeting**

Motion Deferred

**D. Personnel: Admin Parental Leave**

Deferred

**E. Executive Director's Performance Review**

Deferred

**F. New Business**

Deferred

**G. Executive Director's Report**

Motion Deferred

**H. Correspondence List**

Motion Deferred

**I. Adjournment**

Board decided not to have December Board Meeting.

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Chair

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Secretary

**Next Meeting:**

Monday, January 28 at 7:00 p.m. – next Board Meeting.



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Regrets: Sheila Cary-Meagher, Carmita Magnaye, Mary-Margaret McMahon  
Staff: Susan Fletcher, May Seto (Recorder), Ken West

**A. Call to Order/Adoption of Agenda**

Sydney called the meeting to order. Quorum of 5 members was not achieved. The agenda was adopted as circulated.

**B. Declaration of Conflicts of Interest**

None were declared.

**C. Minutes of the September Board of Management Meeting**

Motion Deferred

**D. New Business: Police Reference Checks**

Deferred

**E. Executive Director's Report**

Motion Deferred

**F. Correspondence List**

Motion Deferred

**G. Adjournment**

Board decided not to have December Board Meeting.

The meeting was adjourned on a motion by Ann McKechnie seconded by Ben Chong.

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Chair

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Secretary

**Next Meeting:**

Monday, November 26 at 7:00 p.m.



## Applegrove Events and Board / Committee Meetings – January 18, 2013

Office Phone 416-461-8143

“Together, Building Our Community”

www.ApplegroveCC.ca

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

<b>January</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21	22	23	24	25 [PA Day]	26
27	28 Board	29	30	31		

<b>February</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 <b>Yoga Thon</b>
3	4	5	6	7	8	9
10	11	12	13	14	15 [PA Day]	16
17	18 Applegrove closed for Family Day	19	20	21	22	23 snow date for Yoga-Thon
24	25 Board	26	27	28		

<b>March</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 <b>Seniors Health Fair</b>
3	4	5	6	7	8	9
10	11	12	13 March Break	14	15	16
17	18	19	20	21	22	23
24	25 <b>AGM</b>	26	27	28	29 Applegrove Closed for Good Friday	30
31 [Easter Parade]						

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

**Applegrove Events and Board / Committee Meetings – January 18, 2013**  
**Office Phone 416-461-8143**

<b>April</b>	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 [Easter Parade]		1 Applegrove Closed for Easter Monday	2	3	4	5	6
7		8	9	10	11	12	13
14		15	16	17	18	19	20
21		22	23	24	25 <i>PC Art Show and Open House?</i>	26 [PA Day]	27
28		29 Board	30				

<b>May</b>	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3	4
5		6	7	8	9	10	11
12		13	14	15	16 <b>SPA Night</b>	17	18
19		20 Applegrove Closed for Victoria Day	21	22	23	24	25
26		27 Board	28	29	30 <i>Edgewalk?</i>	31	

<b>June</b>	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							1
2		3	4	5	6	7	8 [Duke of Connaught Fun Fair?]
9 Toronto Challenge Run/Walk		10	11	12	13	14]	15
16		17	18	19	20	21	22
23		24 Board?	25	26	27	28 [PA Day]	29
30		July 1 Applegrove Closed for Canada Day	July 2 First Day of Camp				

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

**Applegrove Events and Board / Committee Meetings – January 18, 2013**  
**Office Phone 416-461-8143**

<b>July</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Applegrove Closed for Canada Day	2 First Day of Camp	3	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			

<b>August</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 Applegrove Closed for Simcoe Day	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

<b>September</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Applegrove Closed for Labour Day	3 First Day of School	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 Board					

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

**Applegrove Events and Board / Committee Meetings – January 18, 2013**  
**Office Phone 416-461-8143**

<b>October</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Applegrove Closed for Thanksgiving	15	16	17	18	19
20	21	22	23	24	25	26
27	28 Board	29	30	31		

<b>November</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11 Applegrove Closed for Remembrance Day	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Board	26	27	28	29	30

<b>December</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Board?	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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## Executive Director's Report

January 18, 2013

The new year opened with a bang with the following milestones!

Applegrove's Bookkeeper, Tuyen, had her baby boy on New Year's Day! The staff had surprised her with a shower before she started her maternity leave.

Our mat. leave replacement Bookkeeper, Jenef Antony, started work on January 7. She will generally be in the office from 9 to 3:30 daily.

The Finance Manager resigned in early January.

Another staff member announced her engagement and a Board member announced she is expecting.

### 2012 in Review

At the end of each year, I write a narrative report that forms part of my annual performance review. As I did so and looked back over 2012, I was struck by how much we accomplished as an organization in spite of the restructuring and unrelated staff shortages. Starting at the beginning of February, the organization lost 7.5 hours per week of staff time, the equivalent of more than one day per week. Between April and the beginning of July, Applegrove was missing one whole administrative position. In addition, between May and September, two Outreach and Involvement positions (25 hours per week each) were vacant.

Nevertheless Applegrove:

- redesigned the Annual Report
- received \$16,000 in new funding (Rotary Club, Hellmann's, Alterna)
- held successful events for fundraising and awareness
  - YogaThon, SPA Night, Applicious, Pasta Fest
  - Seniors Health Fair
  - All Candidates meeting
  - History Night
- participated in awareness events
  - Duke of Connaught 100<sup>th</sup> Anniversary
  - Leslieville "Eastern Block" party
  - multiple speaking engagements about community use of schools
- minimized the impact on participants and the organization as a whole of the 2012 administrative budget cut
- initiated a strategic planning process including design and implementation of a on-line survey, identification of key informants, and planning focus groups
- designed and used a fundraising decision matrix
- supported about 2,000 hours of volunteering
- responded to community needs by increasing the afterschool program by 80%
- increased the "units of service" from about 38,500 in 2011 to 43,000 in 2012, showing growth of 11.7%, particular notable with the closure of the HAIG program in June.

For your reference, I have attached the agency statistical summary for 2012.

### **Strategic Planning**

I facilitated the first 2 focus groups in mid-January with Parent/Child program participants, have scheduled a session with the seniors, and am working with Louise to plan an Edgewood session.

### **Yoga-Thon**

Former Board member Estelle is working with our Outreach and Involvement Worker and me to organize and publicize Applegrove's 8<sup>th</sup> Annual Yoga-Thon for February 2. Last year, the event netted about \$1,400 and had 15 participants plus instructors, volunteers and the musician. We hope for more participants and more money this year!

### **Other Plans**

PC staff tell me they are planning a new fundraising and awareness event – an art show and open house, tentatively scheduled for Thursday, April 25.

### **Complaints and Grievances**

As agreed at the October and November 2011 Board meetings, the Executive Director's Report includes "Complaints".

There were no additional complaints since the August 2012 Board meeting. However, some participants shared concerns in late December and early January as well as through the focus group process.

Following up on Step 2 Group Grievance that I reported in February, the Step 3 Grievance Meeting took place early November; there is a draft settlement and I am waiting for the official version.

Respectfully submitted,

Susan Fletcher.

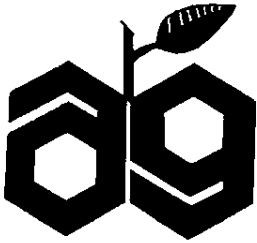
Month	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Applegrove Parent/Child Drop-in													
Children	406	917	896	819	935	747	707	774	829	887	995	655	9,567
Parents	112	257	279	254	347	185	140	166	284	303	351	222	2,900
Caregivers	140	296	296	290	326	274	268	291	323	364	372	225	3,465
Subtotal	658	1,470	1,471	1,363	1,608	1,206	1,115	1,231	1,436	1,554	1,718	1,102	15,932
The Edgewood Connection													
Children	244	276	300	226	235	201	0	0	135	213	256	172	2,258
Parents	39	30	34	18	21	20	0	0	14	25	37	23	261
Caregivers	134	156	161	123	134	125	0	0	91	128	142	110	1,304
Subtotal	417	462	495	367	390	346	0	0	240	366	435	305	3,823
The HAIG													
Children	187	240	240	244	285	174	0	0	0	0	0	0	1,370
Parents	39	43	48	55	49	26	0	0	0	0	0	0	260
Caregivers	126	113	114	129	130	61	0	0	0	0	0	0	673
Subtotal	352	396	402	428	464	261	0	0	0	0	0	0	2,303
Helping Our Babies Grow													
Infants and Children	48	40	47	47	49	52	39	46	28	27	24	27	474
Moms	52	50	79	54	58	55	43	50	39	35	48	33	596
Subtotal	100	90	126	101	107	107	82	96	67	62	72	60	1,070
Therapeutic Play													
Children	6	8	8	13	13	7	0	0	0	13	20	4	92
Adults	6	6	6	12	13	6	0	0	0	10	16	3	78
Subtotal	12	14	14	25	26	13	0	0	0	23	36	7	170
Children and Youth													
Summer Camp							878	696					1,574
After-School	315	329	245	354	87	0			597	653	654	412	3,646
Leadership							184	50					234
Teen	102	49	116	180	87	0			0	41	92	62	729
Subtotal	651	378	361	534	174	0	1,062	746	597	694	746	474	6,417
Adult Programs													
Seniors	159	303	237	233	214	207	162	125	156	137	260	144	2,337
Committee/Board hours	0	0	0	0	0	0	0	0	0	0	0	0	0
Other*	0	25	225	25	75	100	0	0	1,850	28	201	0	2,529
Subtotal	159	328	462	258	289	307	162	125	2,006	165	461	144	4,866
Phone and e-mail	286	475	398	309	342	281	295	364	416	416	342	322	4,246
<b>Total</b>	<b>2,635</b>	<b>3,613</b>	<b>3,729</b>	<b>3,385</b>	<b>3,400</b>	<b>2,521</b>	<b>2,716</b>	<b>2,562</b>	<b>4,762</b>	<b>3,280</b>	<b>3,810</b>	<b>2,414</b>	<b>38,827</b>

\*Other includes Book Club, special events, Annual Meeting, Income Tax Clinic,

Board Hours shown in month recorded, not worked

plus 4,197 calls

<b>Cumulative</b>	2,635	6,248	9,977	13,362	16,762	19,283	21,999	24,561	29,323	32,603	36,413	38,827	4,197	43,024
2011 comparison Monthly	3,103	2,865	3,235	3,194	3,202	2,948	2,028	2,531	4,337	3,180	3,345	2,020	35,988	
Cumulative	3,103	5,968	9,203	12,397	15,599	18,547	20,575	23,106	27,443	30,623	33,968	35,988	2,500	38,488



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## **Fundraising Notes from Board Discussion**

November 26, 2012

Instead of a formal Board meeting, those present had a wide-ranging discussion focussing on fundraising and utilizing the Fundraising Decision Matrix. Key issues in discussion included the following (numbered for identification):

- a) What is fundraising goal for the year? From 2013 Program Budget Summary at October Board meeting
  - Pasta Fest \$4,000
  - SPA Night \$2,000
  - Yoga Thon \$1,000
  - Charitable donations \$2,500
  - plus another \$20,000 (of which a portion will come from foundation and corporate funding proposals)
  
- b) Add an assessment category to the Fundraising Decision Matrix relating to “harnessing the energy of participants and staff” with a scale of 1 to 4 based on the breadth and depth of their involvement. This category will be more relevant to some kinds of fundraising (such as product sales) than others.
  
- c) New Fundraiser
  - “Apple Tree” for donations: recruit a volunteer graphic designer to design a tree, paint on a large canvas or other semi-portable medium, then recognize donations with various coloured apples (and leaves?)
  - suggest that this be done throughout March and unveiled at the Annual General Meeting
  
- d) SPA Night
  - scheduled for Thursday, May 16, 2013
  - the number of practitioners determines the maximum number of tickets, so is the key issue in maximizing proceeds
  - volunteers, interested Board members and relevant staff should meet in early January to determine who will lead the major tasks of
    - Recruiting/Managing Practitioners and Volunteers
    - Food
    - Facility (Layout, Set-up, Decor, etc)
    - Marketing
  
- e) Applicable
  - discussed event date:
    - has been on the 3<sup>rd</sup> Saturday of September for the past 5 years
    - in 2013, this would mean Sept. 21
    - there do not appear to be other local events scheduled for that weekend
      - Terry Fox run: Sunday, Sept. 15
      - Scotia Bank Waterfront Marathon: October 20
      - Oasis Zoo 10K Run: Sept. 21

**Charitable Number: 10671 8943 RR0001**

- general agreement that this should be Applegrove's signature event and a major fundraiser
- agreement that recruiting sponsors is a key task that needs to start as early as possible
- set a financial goal for Applicious, e.g. \$10,000, then set financial goals for relevant areas such as ticket sales, food, etc.
- set expectations for Board members such as
  - recruiting sponsors
  - working at the event
  - etc.
- identify consultants/experts who can help
  - Natalie will share notes from her meeting with a World Vision staff member
  - identify volunteer experts to help with overall organization and specific areas
- to ease Board members' participation, there will be time on each Board agenda to work on the event.

## Meeting with World Vision Staff – Natalie Coulter 2012

What's in it for them ....

What get in return ...

Case - how benefit ...

- Description
- want new business
- 250\$ ....

Leave behind ..

No set dollar amounts ....

How bring traffic to their stores

- ... all the reasons involved ... part of community, support community

Leads ... identify business people know ...

Start with asking ... who do you which businesses do you know.

- who do you use.

"invest in local businesses

- transparent with the need and current situation
- impart the need ...
- reality is Canadian tire grant running "thin"
- leave money option open ..

What's in it for them ...

1. get coupons, get dollar off ... give to 100 people
2. opportunity to increase traffic
3. circulate business cards, post name up on wall of donations ...

Objective ... what do we want

Want support of local businesses

Why – our need and

What they get - drive people to store, support community

What – where is the money going

- how spend it, how is it going to impact parents and children.
- How many people access ..
- Supports 100 families etc...

Just doing it, having conversations with businesses ... Why the HAIG versus other organizations

Commitment to keep businesses informed ..

- send update every 6 months,

- come and take a tour ... if you decide to support us, come , take on tour meet some of the children, see the programme ...
- see how money make impact ...
- open to people coming to visit and see, love to have you ..
- regular updates (need to do a newsletter, and thank you).

What  
Need,  
What's in it for them ...

What s in it for us  
How stewards  
Timing ... used for the fall, to open up new programme

Knock on doors ....  
Hit up stakeholders of the arm and delegate ..

**Grunt work ... develop personal connection ....**  
**- hard work has to be done if we want to make money ..**

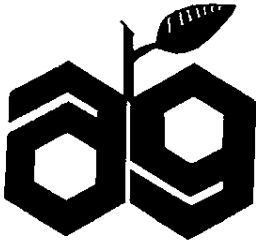
Who are you .. new parents quantify it ..

Accessible ... reality ... businesses and service

“referral vehicle”

What's return of investment ... more than just good feelings ...





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## Pasta Fest Report

**Date:** Saturday, November 3, 2012  
**Time:** 5:00 pm to 9:00 pm  
**Location:** Corpus Christi Catholic Church (Hall cost donated)  
1810 Queen Street East

### Food:

- Pasta with Meat option (3 pans donated by Casa di Giorgio)
- Vegetarian Pasta option (3 pans donated by Casa di Giorgio)
- Home-made Macaroni and Cheese for children option
- Ciabatta Bun Dinner Rolls and butter cups
- 1 chocolate cake; 1 white cake; clementines
- Organic Spring Mix Salad
- Balsamic Vinaigrette Dressing
- Juice, soft drinks, beer and wine (cash bar) for sale
- Coffee/Tea

### Silent Auction:

- Had a good number and variety of donations
- Adult silent auction tables on stage
- Children's silent auction and activities on right wall
- Tables closed as advertised in brochure
- Runners collected bid sheets
- Louise handed out bid sheets and called out winners
- Volunteers stationed at Silent auction tables for distribution of items once paid
- Payment table set up where we set up door sales
  - Both Tuyen and May were available for payment
- Once payment made, it was initialed by staff and successful bidder went to claim their item. Bid sheets were given to volunteer in exchange for item. Bid sheets were returned to staff at end of night for record purposes.
- Live auction items:
  - 4 tickets to theatrical production of "Wizard of Oz" (valued at \$260/pair)
  - Lindt Chocolate Basket (valued at \$150)
- Louise made calls to winners for outstanding silent auction items

### Ticket Sales:

- Promotion of ticket sales went well – sold 127 advance tickets
- Door sales were good with approximately 45; had to turn away some people at the door
- Total ticket sales (some free) - 172 people
- There were lots of new faces and families from the afterschool program.

### Volunteers:

- Didn't require as many volunteers this year because most of the pasta was donated and set up was done by Gonzo (Church custodian).
- 4 volunteers to run children's games
- 5 volunteers to set-up
- 2 with smart serve at the cash bar

- 12 volunteers who helped with cooking, serving, set-up, clean-up, children's games
- 4 volunteers in the kitchen

#### **Entertainment:**

- Tim did a session for approximately ½ hour for children
- Played music from laptop
- Church sound system was good but the acoustics in the church hall made it difficult to hear at the back.

#### **Outreach**

- Advertised in Beaches Living Guide
- Beaches SNAP
- Beach Metro – 2 editions
- Applegrove website
- Newsletter
- Volunteers posted flyers in the neighbourhood
- Programs

#### **Opening Ceremonies:**

- Louise did MC and thank-you's
- Susan did opening remarks
- Michael Prue did live auction and did an awesome job
- Paula Fletcher helped with door prizes

#### **What worked well:**

- Donation of pasta was great and everyone loved the food
- Michael Prue conducting live auction
- handing out bid sheets much faster than announcing

#### **Challenges:**

- Not enough tables and chairs
- Space was tight – could have sold more tickets if we had more chairs
- Participants took a portion of each kind of pasta and cake, which created some uncertainty if we would have enough food. Some participants did not receive cake as a result of this. Next year we will ask for an extra pan of meat pasta, better portion control and buy one kind of cake only.

**Finances:** See attached

#### **Suggestions for Next Year**

- Collect all items for silent auction and store by the cashier to distribute item after winner has paid. This is already done for the gift certificates but would be good to include baskets, items, etc.
- Assign seats/tables to advance ticket purchasers and set aside seats for patrons who buy tickets at the door, so there are enough seats for everyone.
- Two food stations to reduce line up
- One kind of cake
- Paying liquor license fee in cash to avoid service charge for money order
- Purchase different sized cases of beer and wine to limit cost of wastage
- Extra staff or Board member to help with cash at various stations
- More exposure in front of the Church so patrons know where to go or it can draw at door sales
- Ask for an extra pan of meat pasta.
- Look into more partnership/sponsorship to increase proceeds.

# PASTA FEST

## Income and Expense Report 2012

<b>Revenue (Sales)</b>	<b>2012</b>	<b>2010 for comparison</b>
Pre- Ticket sale	1030.00	
Door - Ticket sale	520.00	950.00
Bar	480.15	
Kids	188.00	80.35
Live Auction	630.00	1205.00
Silent Auction	1009.25	680.75
Uncollected - Silent Auction	515.25	
Donation	100.00	340.00
<b>Total Revenue (Sales)</b>	<b>\$ 4,472.65</b>	<b>\$ 3,256.10</b>

<b>Expenses</b>		
Advertising	23.00	
Food and Beverage	425.60	284.14
Entertainment	75.00	150.00
General Supplies	27.11	28.59
License fee	84.00	
Professional Service	160.00	125.00
<b>Total Expenses</b>	<b>\$ 794.71</b>	<b>\$ 587.73</b>

<b>Net Profit</b>	<b>\$ 3,677.94</b>	<b>\$ 2,668.37</b>
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# PASTA FEST

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## Board Members – Time Served

January 2013

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 2 years		N/A	
Sheila Cary-Meagher (TDSB Rep on Board of Management)	27/03/02	N/A 11 years		N/A	
Ben Chong	30/03/11	2 year	2 <sup>nd</sup> year of 2-year term ending March 2013		✓
Natalie Coulter	31/03/10	3 years	1 <sup>st</sup> year of 2-year term ending March 2014		✗
Alana Honsch	25/03/09	4 years	2 <sup>nd</sup> year of 2-year term ending March 2013		✗
Ann McKechnie	31/03/10	3 years	2 <sup>nd</sup> year of 2-year term ending March 2013		✓
Carmi Magnaye	31/03/10	3 years	2 <sup>nd</sup> year of 2-year term ending March 2013		✗
Sydney Schultz	31/03/10	3 years	1 <sup>st</sup> year of 2-year term ending March 2014		✓
Neil Sinclair	30/03/11	2 year	2 <sup>nd</sup> year of 2-year term ending March 2013		✓
Chris Sulway	26/03/12	1 year	1 <sup>st</sup> year of 2-year term ending March 2014		✓
Vacancy			1 year term ending March 2014		

Terms exist independently of the person filling them and are staggered so that about half expire each year.

A majority of community Board members must live within the catchment area.