



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, October 25, 2010

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.

Note: There is no committee meeting this month.

6:45 Optional Supper

7:00

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

7:05

5. Minutes of the September 27 Board of Directors Meeting (*White*): for approval

7:10

6. Finance and Fundraising
 - 6.1. September Financial Report (*Green*): for information and approval
 - 6.2. Program Budgets (*Grey*): for information and approval

8:00

7. Membership Follow-up

8:10

8. Program Updates
 - 8.1. Edgewood: for information
 - 8.2. HAIG : for information

8:15

9. Follow-up on September Issues
 - 9.1. Event Planning (*Lilac*): for discussion
 - 9.2. Applicious Report (*Goldenrod*): for information and comment
 - 9.3. Board Recruitment

8:40

10. Directors' Concerns
11. Adjournment



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Board of Management Meeting AGENDA -- Monday, October 25, 2010

8:45

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of September 27 Board of Management Meeting (*White*): for approval
- D. Hiring Report: HAIG Program Worker: for information and endorsement

8:50

- E. Executive Director's Report (*Pink*): for information and decisions

8:55

- F. Correspondence/Information
 - F.1. Correspondence List (*Cream*): for information and approval of suggested actions

8:59

- G. Adjournment

Next Meetings

Monday, Nov. 29: 6:30 to 7:30 = Visioning for Applicious, 7:30 formal Board meetings

Monday, December 20?



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Minutes of the Board of Directors Meeting September 27, 2010

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

Present: Natalie Coulter, Alana Honsch, Carmita Magnaye, Ann McKechnie, Sydney Schultz,
Pierre Trudel (Chair), Lynn Wyminga
Regrets: Sandra Bussin
Staff: Susan Fletcher, Louise Maynard, May Seto (Recorder), Franki Tang

Dates of Next Meetings

Wednesday, September 29 – Applicable Committee meeting at 6:30 pm
Monday, October 25 – Board Meeting

1. Call to Order/Adoption of Agenda/Introductions

At 7:00, Pierre called the meeting to order. Quorum of 5 Directors was achieved. The agenda was adopted as circulated.

2. Declaration of Conflicts of Interest

None.

3. Volunteer Hours

Members provided their volunteer hours.

4. Donation Envelope

The donation envelope circulated.

5. Minutes

5.1. Minutes of the June 21 Board of Directors Meeting.

MOTION (Coulter/McKechnie)

To accept the minutes of June 21.

Carried.

5.2. Minutes of the August 16 Special Board of Directors Meeting

MOTION (Schultz/McKechnie)

To accept the minutes of August 16.

Carried.

6. Finance and Fundraising

6.1. Follow-up on August discussion of reports

Franki drafted the detailed fundraising report in response to suggestions at the August meeting. Franki provided an overview of the report and answered members' questions.

6.2. August Financial Report

Members reviewed the financial report and Franki answered questions that members had.

MOTION (McKechnie/Wyminga)
To accept the monthly financial report.
Carried.

6.3. Admin Budget Update

Susan reported on the Admin budget as submitted as well as feedback from City staff.

7. Program Presentation: Helping our Babies Grow

Louise provided a presentation of the Helping our Babies Grow Program to allow Board members to better understand this program.

8. Membership Follow-up

Susan provided an update and overview of what other AOCC centres are doing. Members felt this topic required more discussion and suggested forming a sub-committee.

9. Program Updates

9.1. Edgewood

Susan and Louise provided an update of possible alternate locations explored for Edgewood. Although many locations were identified, Applegrove was not successful in securing a location due to lack of space or high rental costs. Children's Services approved a temporary solution of EW @ Applegrove and EW @ HAIG on Mondays and Wednesdays while we continue our search.

9.2. HAIG

Barb resigned on October 1 and we have posted for a new Program Worker position.

9.3. Afterschool

Based on the demand for service, the program was expanded by 25% to 20 children. With little funding available, fees were raised from \$15 to \$25 per week and the program filled almost immediately. The program still requires several thousand dollars in fundraising. Currently, there is a waiting list and with at least 12 children paying \$50 per week, we can hire 2 more staff each afternoon to accept up to 16 more children.

10. Applicious Comments

Everyone felt that the event was a huge success and well attended. Members brought forward the following comments: more apples visible for sale; the event was too spread out; disappointed that there were no apple blossoms for sale; and Jim did a great job and should be invited for next year.

11. Event Planning for 2010/11

An initial discussion took place on event planning but was deferred to next meeting for further discussion. In the initial discussion, members suggested that we continue yogathon and pastafest. Members agreed to holding the SPA event again if the 2010 volunteer organizer was interested and to pass on the event if no-one took the lead.

Board of Directors Minutes

September 27, 2010

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12. Board Recruitment

There are currently 2 vacancies. A PC participant expressed interest and received the introductory package. Also, at Applicious, Susan spoke to a former Board member who may be interested in returning. Susan posted the vacancies on Board Match and invited several local residents, but has not heard from them.

13. Directors' Concerns

None

14. Adjournment

The meeting was adjourned on a motion by Alana Honsch, seconded by Natalie Coulter.

Chair

Secretary



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Minutes of the Board of Management Meeting September 27, 2010

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

Present: Natalie Coulter, Alana Honsch, Carmita Magnaye, Ann McKechnie, Sydney Schultz, Pierre Trudel (Chair), Lynn Wyminga.
Regrets: Sandra Bussin, Sheila Cary-Meagher
Staff: Susan Fletcher, May Seto (Recorder).

A. Call to Order/Adoption of Agenda

Pierre called the meeting to order. Quorum of 5 members was achieved. The agenda was adopted with the addition of the correspondence list.

B. Declaration of Conflicts of Interest

None.

C. Minutes of the June 21 Board of Management Meeting

MOTION (Coulter/McKechnie)

To accept the minutes of June 21.

Carried.

D. Hiring Reports

May provided an overview of the hiring report for summer, outreach and involvement, afterschool and youth staff.

MOTION (Wyminga/Coulter)

To accept the hiring report.

Carried.

E. Executive Director's Report

MOTION (McKechnie/Honsch)

To accept the Executive Director's Report.

Carried.

F. Correspondence/Information

Deferred to next meeting.

G. Adjournment

The meeting was adjourned on a motion by Lynn Wyminga, seconded by Natalie Coulter.

Next Meetings:

Wednesday, September 29 – Applicative Evaluation Meeting at 6:30

Monday, October 25 – Board Meeting


Charitable Number: 10671 8943 RR0001


Board of Management Minutes
June 21, 2010
2

Chair

Secretary

Applegrove Community Complex Year to date Income Statement as at 30/09/2010																																		
	Admin		Program T	P/C Drop-in		Edgewood Drop-in		HAIG Drop-in		Teen Program		Aftersch		Perinatal Program		Senior		Therapeutic Play		Summer Program		Lead-ership	Board & Others	Nevada										
	Actual	Budget	Actual	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget													
EXPENSES																																		
Salary	171,137	190,631	①	195,968	69,480	69,738		10,670	11,224	⑨	4,454	6,770	⑦	4,180	4,563		10,710	11,626	7,636	7,976	⑧	14,298	17,305	⑥	15,882	23,229	⑦	41,350	44,293	χ	6,526	9,108	0	
Benefit	41,264	49,200	⑩	30,188	18,146	23,915		4,204	4,868	⑩	258	685	⑦	276	468		497	971	432	743	⑧	1,136	4,249	⑥	1,128	1,604	⑦	2,908	3,543	χ	447	585	0	
Material & Supplies	2,979	4,753		43,499	1,897	3,809		422	1,573		704	1,573		1,204	763		2,268	3,584	13,321	16,610	⑩	3,627	2,113		3,353	2,925		6,728	4,818		1,039	8,555	381	
Furniture/Equipment/Computer	0	2,437	②	3,606	0	225		0	53		0	53		0	0		0	0	0	0		3,534	0	ε	0	0		0	0	0	0	72	0	
Purchased Services	55,631	57,685		27,443	2,231	4,107		1,630	956		278	725		623	1,555		258	690	1,643	525	⑩	1,769	7,830		1,799	488		7,748	8,304		959	6,774	1,627	
TOTAL EXPENSE	271,010	304,706		300,704	91,753	101,794		16,926	18,673		5,694	9,806		6,283	7,349		13,734	16,871	23,032	25,854		24,365	31,496		22,162	28,246		58,734	60,958		8,970	25,093	2,008	
INCOME																																		
City of Toronto	303,533	304,721		99,667	76,284	75,943	⑤	13,668	13,080	⑤	0	0		0	0		1,858	0	0	0		0	0		0	0		3,643	5,754		0	4,214	0	
Province of Ontario	0	0		31,652	6,000	6,750	⑤	0	0		3,000	2,808	⑤	0	0		0	0	0	0		22,652	26,525		0	0		0	2,400		0	0	0	
Federal Government	0	0		24,206	0	0		0	0		0	0		0	0		0	0	24,206	21,220		0	0		0	0		0	12,250		0	0	0	
Total Government	303,533	304,721		155,525	82,284	82,693		13,668	13,080		3,000	2,808		0	0		1,858	0	24,206	21,220		22,652	26,525		0	0		3,643	20,404		0	4,214	0	
Grant/Donation/Fundraising																																		
Grant/Agency's donation	0	0		43,528	7,863	0		0	0		500	0		0	6,133		0	387	0	0		0	0		13,375	13,375	⑨	14,000	16,500		5,000	2,790	0	
Donation	0	0		14,628	470	1,151		130	140		8,730	140		0	0		0	0	0	0		1,437	0		0	0		450	5,500		0	3,411	0	
Fundraising	0	0		19,519	656	900		361	700		238	525		0	0		0	0	0	0		45	0		0	0		1,008	100		0	14,386	2,825	
Grant/Donation/Fundraising	0	0		77,675	8,989	2,051		491	840		9,468	665		0	6,133		0	387	0	0		1,482	0		13,375	13,375		15,458	22,100		5,000	20,586	2,825	
Others																																		
Fee/Retro Funding		0		27,242	0	0		0	0		0	0		0	0		7,376	5,145	0	0		105	4,971		0	0		14,761	18,456		3,920	1,080	0	
Miscel	64	0		3,124	1,466	0		0	0		0	0		0	0		0	0	0	0		0	0		0	0		0	0		0	167	4	
Total Others	64	0		30,366	1,466	0		0	0		0	0		0	0		7,376	5,145	0	0		105	4,971		0	0		14,761	18,456		3,920	1,247	4	
TOTAL INCOME	303,596	304,721		263,566	92,739	84,744		14,159	13,920		12,468	3,473		0	6,133		9,234	5,532	24,206	21,220		24,239	31,496		13,375	13,375		33,862	60,960		8,920	26,048	2,829	
SURPLUS(DEFICIT)	32,586	16		(37,137)	986	(17,050)		(2,766)	(4,753)		6,774	(6,333)		(6,283)	(1,216)		(4,500)	(11,339)	1,174	(4,633)		(126)	0		(8,787)	(14,871)		(24,872)	2		(50)	955	821	
Funds transfer				0																														
Surplus(deficit)-beginning				(11,124)				713			4,843			7,624			15,245		4,895			0			34,410			3,280						
Surplus(deficit)-ending		16		(37,137)	(10,138)	(17,050)		(2,053)	(4,753)		11,617	(6,333)		0	1,341		10,745	(11,339)	9,561	(4,633)		(126)	0		25,623	(14,871)		(21,592)			(50)	(2,538)		
NOTE:																																		
① Budgeted benefit based on budgeted salary which is greater than actual																																		
① Budgeted salary includes performance bonus & COLA																																		
② Computer software upgrade expenses is not booked in monthly																																		
⑤ Difference due to allocation method used (PC/EW/HAIG) and funding receiving time interval																																		
⑥ With help from volunteer, instructor salary and benefit are reduced																																		
⑦ Personnel expenses lower due to downtime between session																																		
⑧ Expenses/income includes Board funded position																																		
⑨ Personnel expenses lower due to closure and moving of EW																																		
⑩ Perinatal's fiscal year ends in March, a large purchase was conducted in beginning of the year.																																		
ε Expenses funded by 09 start-up budget																																		
χ Staffing expenses reduced due to sick leave/time off/vacation																																		
δ Accrued revenue of 2009 are used in this year																																		

Fundraising & Funding Demand (sample number)			Board Fundraising						YTD total	Non-budgeted grant & agency's donation*
			Pasta fest	The SPA	Yoga-Thon	Applicious	Nevada	General		
Income	Grants	Government				4,214				
		Foundation						500		7,863
		Sponsorship				1,260				
		Donation			1,417	2				
		Admission		2,030		3,365				
	Sales	Auction		1,004		890				
		Sales				1,956	2,825	172		
		Others		10			4	2,154		
	Total Income		0	3,044	1,417	11,687	2,829	2,826	21,803	7,863
Expenses	Salaries and Benefits					3,805		0		
	Program	Equipment				3,606				
		Fundraising supplies		834		630	381	0		
		Purchase services		67		612	1,627			
	Total Expense		0	901	0	8,653	2,008	0	11,563	0
	Net Income(Loss)		0	2,143	1,417	3,034	821	2,826	10,240	7,863
	Target Income		4,000	2,000	1,000		4,000	3,500	14,500	20,631
FUNDING DEMAND SUMMARY UPDATED										
	Projected 2010 funding surplus(shortfall) from Applegrove					(35,131)				
	Nevada income					821	*	*		
	Confirmed non-budgeted grant & agency's donation					7,863	*	*		
	Net Fundraising Year To Date					10,240				
	Updated 2010 funding surplus(shortfall) projection					<u>(16,207)</u>				
* Number is derived from program specified report and applied to program income.										

Applegrove Parent/Child Drop-In		Budget total	Confirm	Variance \$ Confirm/Budget *	YTD	Variance % YTD *	Explanation Notes
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Income	Grants	City						
		Children's Services	98,462	98,462	0	76,284	2%	
		EYET	9,000	9,000	0	6,000	(8%)	difference due to budgeted funding verse fund received timing
		Federal *						
		Provincial						
Program		Fundraising, fees, etc.	1,200	646	(554)	470	(36%)	
		Donations	1,535	470	(1,065)	656	(32%)	
		CanWest Global Foundation		7,863	7,863	7,863	100%	
		Services Income-EYET	4,180	4,180		1,466	(40%)	funded by EYET, no impact on budget
Total Income			114,377	120,621	6,245	92,739	6%	

Expense:	Salaries and Benefits	124,870	124,870	0	85,145	(7%)		
	Personnel Expenses-EYET	4,180	4,180	0	2,481	(16%)	funded by EYET, no impact on budget	
	Program Expense	10,855	10,855	0	4,128	(37%)		
Total Expense			139,905	139,905	0	91,754	(9%)	
Projected 2010 funding demand from Board			(25,528)	(19,283)	6,245			

Prior Surplus (Deficit)	(11,124)	(11,124)					largely comprised of accrued sick and vacation leave for relevant staff
Projected Accrued Surplus(Deficit) for the year	(36,652)	(30,407)					

* Variance in **BLACK** is **GOOD** for Applegrove : **Favourable variance**

* Variance in **RED** is **BAD** for Applegrove : **UN-favourable variance**

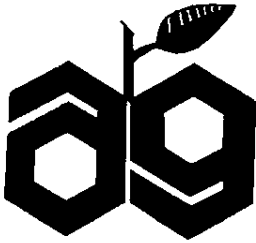
Edgewood Parent/Child Drop-In		Budget total	Confirm	Variance \$ Confirm/Budget *	YTD	Variance % YTD *	Explanation Notes
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Income	Grants	City						
		Children's Services	18,686	18,686	0	13,668	(2%)	difference due to budgeted funding verse fund received timing
		Federal *						
		Provincial						
	Program	Fundraising, fees, etc.	1,000	361	(639)	361	(39%)	
		Donations	200	130	(70)	130	(10%)	
	Total Income		19,886	19,177	(709)	14,159	(4%)	

Expenses	Salaries and Benefits		21,455	21,455	(0)	14,874	(6%)	
	Program Expense		3,687	3,687	(0)	2,052	(19%)	
	Total Expense		25,142	25,142	(0)	16,926	(8%)	
Projected 2010 funding demand from Board			(5,256)	(5,965)	(709)			

Prior Years' Surplus (Deficit)			(2,660)	(2,660)				largely comprised of accrued sick and vacation leave for relevant staff
Projected Accrued Surplus(Deficit)			(7,916)	(8,625)				

- * Variance in **BLACK** is **GOOD** for Applegrove : **Favourable variance**
- * Variance in **RED** is **BAD** for Applegrove : **UN-favourable variance**



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Hiring Report
October 25, 2010

Submitted by May Seto – Program Director

1. Goal
 - To hire a HAIG Program Worker

2. Advertising
 - Job posting for HAIG Program Worker posted on Applegrove bulletin board, sent to AOCC centres and union.

3. Resumes
 - Received 1 resume from an internal Applegrove candidate
 - Received 1 resume from an external candidate

4. Selection
 - A review of the internal candidate's resume showed that she was qualified for the position.
 - Claudia Filici-McMullan was offered the position of HAIG Program Worker on October 8. She began working at the HAIG program on Friday, October 9.

Other hiring information:

- Local 2998 will be informed of the new hiring in the October staff hiring list.

2011 Program Budget Drafted October 2010		Applegrove P/C	Edgewood	HAIG	Helping Our Babies Grow	Therapeutic Play	Summer*	After School	Teen	Leadership	Seniors	Board	Board Out&In	Nevada	Program Total
Expenses	Salaries and Benefits	124,202	22,015	9,513	11,942	35,993	54,919	23,420	8,692	9,342	25,857	1,000	42,221		369,117
	Program Expense	9,320	3,487	2,957	21,606	4,550	15,441	4,980	3,451	4,547	12,457	500		10,000	93,295
	Total Expense	133,522	25,501	12,470	33,548	40,543	70,360	28,400	12,143	13,890	38,314	1,500	42,221	10,000	462,413
Income	Grants City														
	Children's Services	98,462	18,686				7,142								124,290
	Recreation Grant						3,643								3,643
	Heart Health						0	1,858							1,858
	DPG								8,762						8,762
	TESS												42,221		42,221
	EYET	9,000		3,000											12,000
	YES						2,100								2,100
	Focus on Youth						6,000								6,000
	Star Fresh Air						3,540								3,540
	Foundation grants						4,500			5,000					9,500
	United Way					26,750	6,000			452					33,202
	Federal				28,294		15,011			3,011					46,316
	Provincial						840			700	32,312				33,852
	Program fundraising, fees, et	1,200	1,000	750			17,380	17,100		3,280	6,628				47,338
Agency	Net Pasta fest											4,000			4,000
	Net The SPA											2,000			2,000
	Net Yoga-Thon											1,000			1,000
	Net Applicious											3,000			3,000
	Charitable Donations											2,500			2,500
	Corp and Foundation			0			300	2,183	1,337	2,077					5,897
	Prior Surplus						13,793	2,904	7,259	2,044					26,000
	Net Other fundraising						1,000					1,000		14,000	16,000
	Total Income	108,662	19,686	3,750	28,294	40,543	70,360	28,400	12,143	14,520	38,940	13,500	42,221	14,000	435,019
	Surplus (Fundraising needed)	(24,861)	(5,815)	(8,720)	(5,254)	0	0	0	0	630	626	12,000	0	4,000	(27,394)

367,988
118,506

Net Additional Fundraising Needed -19,930 PC, EW and HOBG offset by Board and Nevada

Printed October 21, 2010

Board's "Net Other Fundraising" includes Theatre Night, Fundscrip, etc.

HOBG Deficit includes 4,627 to pay Program Worker & 1,667 of child care costs which have been covered in the past by staff absence, gapping and underspending in another category.

Nevada net of \$4,000 (2008 net of about \$3300, 2009 about \$2700).
 Summer and Leadership program expense is 2010 budget. The Board will discuss the 2010 surplus and this column will be updated accordingly.
 There is \$1000 in Board salaries is for relief staffing: when permanent staff are sick or on vacation, we have had to pay for additional relief staff in family resource programs. A very preliminary estimate was up to 50 hours in 2006 at about \$20/hour or about \$1,000. There is no funding for this, but without it, we would have to close programs or operate them unsafely. This



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Applicious Evaluation Notes Draft 3 – After September 29 Evaluation Meeting

	Positives	Concerns	Changes / Recommendations
Objectives	More than achieved		Do it again Make more money
Location and Layout	Highly visible, accommodates many people.	Some people felt it was too spread out.	(see proposed layout diagram
Date & time	Much busier at 4 p.m. than in prior years		3 rd Saturday in September, 11 to 4
Planning process & Committee		Staff came on too late There were too many people working on some issues such as volunteers	Greater clarity in roles of staff and volunteers
Sponsors			Look for sponsorship from real estate and bankers. Look earlier, including corporate sponsorship
Promotion & Publicity	Many people commented on the mobile signs. Good coverage beforehand and after Poster was good	Some people said poster was too busy.	Look into using a volunteer to re-design poster with a draft by March or April
Equipment	Recommend 3 bouncies for 2011 Stage location was better (once generator moved further away)		Try to find someone to loan a truck, e.g. a company that has trucks Request Pizza Pizza and Firefighters Bouncies in February
Event Staffing/ Volunteers			Need one person at Welcome Table for volunteers

	Positives	Concerns	Changes / Recommendations
Refreshments	More revenues for food sales than last year	Fewer smoothies sold than expected, and they attracted wasps.	Make more money from food. Don't have external food vendors Barbecue corn ourselves, offer popcorn, more apple-y desserts Get more food donated/sponsored Add a generator to the food area and keep candy floss there.
Agencies			
Vendors		Some felt that the south side was too far away	
Welcome Table		Welcome Hand-out was not distributed	Have welcome hand-out at multiple locations. Re-format like PastaFest hand-out
Applegrove Table	Cotton Candy was popular	Not well attended or used	We have to do something bigger, more, etc. What about AG table in the middle of the event?
Inflatables	Seemed busy throughout event.	Ensure that there is one adult with youth volunteers staffing bouncies.	
Activities, Games and Contests		Some activities were short of supplies	Have the races going constantly, especially that Apple Bounce, so kids can come up and race their parents, or each other etc. Improve assessment of supplies programming supplies before event.
Entertainment	Fabulous entertainers, super MC, Aztec group was an amazing finale! Good to have MC as stage manager and MC Artists were happy		What about Karaoke? With a take-home disc? Applegrove Idol e.g. from 1 to 2?
Silent Auction and Prizes			Separate tents for prizes and auction.

Details

1) Summary:

Bigger, better, more fun than prior years and raised more money! Continue the event on the same date, find ways to reduce costs, increase sponsorships and raise revenues.

Start planning 2011 with

- a visioning meeting from 6:30 to 7:30 on Nov. 29 before the Board meeting; participants will brainstorm the dream event without considering practicality
- 2nd meeting in early January will focus on the broad outline (including a food plan) to prepare for the grant submission at the end of the month.

2) Goals and Objectives

- In 2008 and 09, the goals for the event were
 - fun and interaction for neighbourhood residents
 - offer partnership and fundraising opportunities to local services and organizations
 - promotion of local businesses/services/organizations
 - market Applegrove and support programs
- at the October 2009 Board meeting focussed on fundraising, the Board identified an objective for Applicious 2010: Increase Funds Raised/Staff Hour to \$25 by Year 3
- prior years' objectives included:
 - 600 participants
 - break even
 - 5 publicity mentions
 - happy participants, i.e., an average of at least 3.25 on the 4 point scale.
- 2010: participants' evaluations confirmed that they had fun. With 15 vendors and 5 agencies, the event offered opportunities and promotion to local businesses and services. It marketed Applegrove – about 1/5 of participant info forms said they had not previously heard of Applegrove and the same proportion requested information about the centre (not entirely the same people).
- event staff/volunteers
 - heard informal comments and saw that participants were enjoying themselves
 - agreed that there seemed to be significantly more people than last year.

3) Location and Layout

- Woodbine Park (soccer field and Millennium Garden)
- cost \$500 for the permit plus \$100 for noise exemption permit
- required license #'s of vehicles to be driven on field, provided Vendors' Permits for all vendors.
- Carol Mendes: PFR permit officer at City Hall
- Scott Attwood: PFR supervisor. Did not require site meeting this year
- PFR
 - no longer rents/provides picnic tables
 - no longer rents/provides barricades
 - provided trash/recycling bins but no longer removes trash/recycling
- (see layout diagram) changed stage location from prior years. Seemed like we could hear MC from all corners of site but meant that generator was near sidewalk on east side. Generator was noisy and Merlin's did NOT provide snow fencing for this generator.

- Received feedback that it is too spread out, perhaps we could group vendors all together in a “vendors village”
- Move craft tent to the southern end of the field?
- Feedback from performers suggested that the tables and chairs not be put right in front of the stage.
- Some people suggested it was too spread out – some vendors did not centre themselves in their area, one did not show up.
- Suggested all vendors together in a vendors village. Maybe put in lines like at CNE pavilion, near where 20x20 was

4) Event Planning and Organization

- in 2008 and 09, we had the Executive Director in charge of most of the planning and organization with support on specific areas by the Event Planner,
- this year, 2 people job-shared the Event Planner position @ 9 hours per week (30 hours for the 2 weeks around the event), supplemented by 2 additional staff, almost 30 hour/week each, and the Executive Director
- this expansion meant that despite our work in communication and staff meetings, there was duplication of effort and some work was overlooked.
- for next year, assuming that the Outreach and Involvement positions are renewed, consider not hiring an Event Planner. Expect that current Out/In staff will graduate into paid work in late spring, so that new staff might start in May or June; this will provide experienced staffing through the winter and spring, with new staff starting early enough to be oriented before the intense work starts during the summer.
- 2010’s Event Planners have committed to volunteering during the year.

5) Sponsorship

A. Planning

- Targeted local businesses particularly those who advertise in local publications
- Targeted banks, medical and dental professionals, real estate agencies
- Also targeted last year’s sponsors and companies that committee members have a relationship with
- Approached apple related product companies including Apple Juice, Snacks
- Approached local printers for a service donation

B. Results

- Several of last year’s sponsors returned, such as Jillinda Greene, Dr. Deemar, Peter Tabuns and Apple Growers
- Did not hear from Nelvana or Spin Master Toys re prizes
- Had more success getting in kind sponsorship than cash
- Sponsors included

Business	Contact	Amount/Value	Non-monetary	\$\$	Level
A. Lassonde Inc.	Diane Lebeau	\$750	1,500 200 ml OASIS juice boxes		MacIntosh
Remax/Hallmark	Jillinda Greene	\$500	Advertising SNAP		MacIntosh
Home Depot, Gerrard Square	Ray Goral, Store Manager	\$225	BBQ for auction		Crispin

Business	Contact	Amount/Value	Non-monetary	\$\$	Level
Club Ink	Joe Scout		Printed posters	\$300?	Crispin
Coxwell Dental	Dr. Martin Deemar	\$150		\$150	Apple Blossom
Deep Foundations	Mauro Scanga and Mario Cianchetti	\$75		\$75	Apple Blossom
Anonymous individual		\$500		\$500	MacIntosh
Ashbridge's Health Centre	Dr. Emily Howell	\$50		\$50	Apple Blossom
MP Peter Tabuns		\$250		\$250	Crispin
Apple Growers	Sarah Marshall		Recipe Cards, brochures, colouring books		
CIBC	Claudia Pierpoint or Greg Cockburn	\$250		\$250	Crispin
RBC	Ellen Baranca	\$50		\$50	Apple Blossom
Lynn's Lids	Lynn Wyminga	\$80		\$80	Apple Blossom

- plus Big Ben's Junk Removal provided a bin for the day and took it away at 4:30 with all our garbage!

C. Recommendations

- Targeted sponsorship solicitation for Applicious 2011 should begin immediately following the event, especially banks and larger corporations who need plenty of advance notice for sponsorship budget planning.
- Committee and friends of Applegrove should be encouraged to facilitate sponsorship solicitation.

6) Promotion and Publicity

- Prior to event
 - i) "Mobile" signs from Archer
 - went up about Aug. 18 at Lakeshore/Coxwell and Queen/Kingston (originally placed a little to the south, moved to best location after sign for a Labour Day event was taken down)
 - ii) Poster
 - committee and Lynn tweaked poster
 - the revised poster in Sept. SNAP
 - delayed printing until Sept. 1 in hopes of additional sponsors.
 - silent auction/prize requests needed many posters before "official" one was printed
 - printed 500, did not use them all, but postered lots of stores.
 - printed b&w on hot pink, full and half size. Small ones sent home with Duke of Connaught students on Sept. 13.

- Volunteers, Outreach/Involvement staff and Pegasus postered neighbourhood around Applegrove, east of park, north and north-east of park, and Greenwood/Danforth
- for next year:
 - Claudia identified a volunteer who might re-design the poster
 - agreed that the designer and one or 2 AG people would make decisions.
 - Susan suggested that the work on a redesign be completed by March or April, so the final design will not have to be done at the last minute
- iii) Banner
 - due to scheduling and design challenges, we were unable to produce an Applicious banner as planned.
 - for 2011, recommend that volunteer designer be invited to design the banner at the same time as the poster, i.e., by March/April
 - 2009 Applegrove banner posted in Applegrove tent, and 2008's mural was used as front wall of food tent.
- iv) Community Calendars and advertising
- v) SNAP
 - although the coverage of the day camp's special event did not mention Applicious, Jillinda Green's advertisement was great.
 - also in SNAP calendar.
- vi) Website and Facebook
 - Lynn did a great job updating website (and reminding staff that she needed updates!)
- After event
 - in Sept. 23 Mirror and October SNAP (see end of report).

7) Equipment

- tables & chairs
 - borrowed 27 tables from SHA
 - used 30 former EW folding chairs
 - used AG folding tables (2 large, 2 small)
 - used AG square tables from lounge (6)
 - rented 120 chairs from GNS party rentals
 - rented 10 tables from GNS
 - although set-up required tables first, challenges in transporting them meant that we did not get the greater majority of the tables until ½ hour or more after the rest of the equipment had been unloaded.
 - Recommendation: rent tables next year and ensure that they arrive and are unloaded by 8:30.
- tents
 - borrowed 2 tents from SHA (one for their booth)
 - borrowed 2 tents from Eastview
 - borrowed 1 tent from Thornton (red and white striped)
 - borrowed 1 gazebo from school: used for Auction/Prize table. Required extra time for set-up and take-down.

- Franki brought his camping tent for storage, etc.
- purchased 1 tent bringing Applegrove's total to 3
- rented 20x20 for craft area from GNS
- used 2 10x10's for food area
- used 1 10x10 each for nails/face-painting, AG (red & white), buttons
- Recommendations: continue to purchase 1 AG 10x10 annually. Consider using 4 10x10's for craft area. Use separate tents for Auction and Prize tables.

- inflatables
 - requested Fire Fighters' bouncy in April but not approved
 - rented
 - Toddler Bouncer: up to 5 children up to 6 years old
 - Spider Slider: one at a time, children 6 to ?
 - Pirate Ship: in age-based groups of up to ??
 - constantly busy with line-ups of 10 or more
 - 3 tickets for 5 min
 - Pirate ship should have been for 2 min since it was an obstacle course
 - Need to have at least one adult supervising each bouncy at all times
 - Recommendations: request Fire Fighters' bouncy in February. Including it, have 3 bouncies.

- generators
 - one for 2 bouncies, one for sound equip, one for 3rd bouncy and cotton candy
 - each one is 5,000 watts. Can have no more than 2 bouncies plugged in. The one for sound equipment had at least 3 extension cords plugged in
 - generator (by AG table) meant people could not hear MC. However, it was most important that people in front of stage could hear. For next year, maybe have a special signal for important announcements

- bbq's
 - borrowed school and SHA bbq's
 - used AG hibachi
 - Martha loaned propane tank and extinguisher

- blenders
 - 1 hand-cranked, 1 battery operated (batteries did not last very long)
- cotton candy machine (ran off Pirate Ship generator)
- stage: 4 sections 4x8', about 1 foot high rented from GNS
- sound equipment: (2) 950 watt speakers with stands, two mics with stands, one mixer, one ipod adapter from Long and McQuade for about \$90.
- need to get feedback earpiece for performers so they can hear themselves
- 2 McDonald's Orange Balls: from Coxwell/Danforth McD's. \$40 deposit each plus \$20 for orange syrup, even though we did not use it.
- signs: re-used our old signs. Printed ledger size sheets and taped to existing signs.

8) Event Staffing

- Event Planners Martha and Claudia, Outreach and Involvement staff Clifford and Monica, plus Anna, Franki, Louise, May, and Susan worked 8 a.m. to 4:30 or 5:30.
- about 48 volunteers put in 397 hours at the event, plus 10 event staff who put in a total of 95 hours.

- preparation: a committee met monthly, 4 times before the event and once after.
- the Event Planners put in a total of about 170 paid hours over their contract from the end of June to the end of September. Because of the job-sharing arrangement, they also put in about 8 additional hours, e.g., only one would be paid to attend a committee meeting.
- the Outreach and Involvement staff put in about 25 hours each for 3 weeks, mostly obtaining donations for prizes and Silent Auction items (many of which will be used for Pasta Fest).
- Need a person at Welcome Table as Volunteer Coordinator and problem solver (plus a Vendor/Agency Coordinator)

9) Food and Drinks

a) HTO to Go unable to participate

b) AG

o food tent

- 40 dozen chicken wieners, 2 dozen veggie dogs, 42 dozen buns (ran out of veggie dogs by 1 p.m. bought 3 dozen more). Used all of them
- 4 case (24) Diet Coke, 1 case ginger ale, 3 cases Coke. Ran out of ginger ale by 12:30, Coke by 1:30. 1 case Diet Coke left over
- in addition to smoothie juice, brought 8 cases apple juice, sold about 3 cases (75)
- 5 dozen apple muffins from Costco. Sold out by 3:30 p.m.
- 100 candy apples from Moyers (pick-up from St. Lawrence Market). Pick-up volunteer was not told where in the market, and had to return to find vendor. Apples did not arrive until about noon. Sold out about 2:30 p.m. Suggest 125 or 150 for next year.
- fresh apples – 3 boxes of 100 (minus about 20 for apple peeling contest that we did not hold). About half of each box left over. Participants wanted to purchase by the dozen or pound, rather than individually.
- smoothies: berry banana (4 juice boxes and 2 bananas) and mango banana (5 juice boxes and 2 bananas) made on side with hand and battery operated blenders. Battery ran down quickly. Wasps very attracted to smoothies
- lots of wasps: had wasp trap and fake nest, plus drier sheets.
- 2 regular bbq's for hot dogs, hibachi for veggie dogs
- free water from McDonald's Orange Balls (ice from local McD)
- feedback suggests more apple related foods are desired, baked goods etc.
- Roasted corn would also be popular, we tried!
- Try to have all food made by Applegrove next year
- Sell popcorn as well as cotton candy
- Feedback about apples suggests they were not visible enough and too expensive

o cotton candy

- purchased supplies for 150 servings
- wasps very attracted to sugar.
- May covered opening with plastic sheet; deterred wasps from getting in.
- sold about \$300 @ \$3 each, or about 100 servings.
- sugar left over.

c) restaurants

- after numerous attempts and multiple contacts, we had to give up the idea of barbecued corn for this year!
- Melo's Divine Delights
 - Public Health forms said vegetarian chili, corn soup and fresh spring rolls.
 - they came late, brought generator (no fence or barricade), left vehicle on field
 - served chilli, corn soup, stir-fry on noodle.
 - Favourable feedback about the food, a couple complaints that it was too pricey

d) Public Health

- submitted forms about Sept. 10
- Inspector Au Yong approved with change that we had to have actual hand-wash station in BBQ area.

e) Recommendations for next year

- in order to do all the food ourselves, Martha volunteered to develop a food plan by early January in time for the grant submission at the end of Jan
- consider using (purchased) apple strudel: would partially fulfil requests for apple pie.

10) Agencies

A. Participants

- i. EYET: ran our Mapple Jong game
- ii. East End CHC (info, apple tic-tac-toe)
- iii. South Riverdale CHC (info/game re: quit smoking)
- iv. S.H. Armstrong
- v. Toronto Elections (info): shared table and tent with SHA.
- vi. CIBC (free bags and pens)
- vii. Not Far From the Tree: did not come.

B. Feedback

11) Vendors.

- 15 vendors, 4 of whom needed a table. Target was 11 vendors.

Name	Product/Service
Angela Donnelly, Front Door Organics	Organic Produce
Jennifer Arima, jarimaink	Tie-dyed shirts, etc.
Alma Gonzalez, Graciela's Design	Jewellery designed in Mexico
Lynn Wyminga, Lynn's Lids	Handmade felted hats
Mary Lynn Trotter, Make Buttons with Me	Button making
Julie Fernandez, Atelier Jewellery Boutique	Custom-made sterling silver jewellery
Tracey Parsons and Berlene, Bag Lady	Handmade tote bags
Amanda Pedro, By Hook & Thread	Handmade children's toys, clothing
Theresa Dudley, TADWorx (Maureen)	Children's graphic t-shirts
Kim Chin, Skylark Studios	Hand-crafted jewellery, bath and body products
Mehak Abdullah, Henna Body Art	Temporary henna tattoos

Name	Product/Service
Ariel Bonilla, Abya Yala	Andean jewellery
Malak Sarkis	Framed artwork
Jana Tuscher, Spirit of Venezia	Venetian Masks
Brian Biastoch, Biastoch Chiropractic	Chiropractic consultation

12) Welcome Table & Ticket Sales

- Last year, there was too much going on at Welcome Table; consequently, for 2010, Welcome Table only did activity ticket sales, volunteer and vendor check-in, info, first aid
- with the delay in getting tables, the welcome table only received 1 of its 3 tables before starting ticket sales, vendor info, volunteer check-in, etc. (and never received any more tables).
- Welcome Table staff were too busy to distribute the Welcome Hand-out.
- sold about 550 single tickets, 360 \$10 cards and 300 \$20's. Changed the tickets from 2009 so we can use unsold tickets next year. Very few tickets sold in advance.
- during the entire day, Welcome Table needs a volunteer coordinator.
- during set-up, Welcome Table needs a Vendor/Agency liaison
- First aid kit was accessible and fully stocked - a couple of volunteers needed bandaids.

13) Applegrove Table

- location beside Pirate Ship and Cotton Candy chosen for visibility and to allow ticket sales. However, this did not really happen. Also noise from generator meant staff could not hear MC.
- almost no sales, little information requested.
- for next year, we have to do something much more visible.

14) Programming

a) Agenda

- plan
 - 11:00 a.m. Start activities
 - 11:15 Official opening
 - 1 to 3 Races
 - 2:50 Close silent auction
 - 3:00 Final performance
 - 3:30 Draws and official closing. Successful silent auction bidders pay
 - 3:50 Last round of activities starts
 - 4:00 Activities close.
- 1/2 hour entertainment sets as available throughout.
- stayed mostly on schedule except that silent auction closed late and last set started about 3:25, ended about 3:50
- with at least 5 people still in line at each inflatable at 3:50 p.m., their last rounds started late.
- because visitors did not receive the Welcome Hand-out, most did not know the agenda.

b) Contests

- did not hold Apple Peeling contest due to lack of time.
- supplies could have been better stocked - for example, last year we had stickers to identify each heat for races, this year we found random stickers to use and

divided the groups up by age ourselves. We also didn't have any prepared 'good sport' medals to give out.

- Apple on the spoon race -6 and under race probably had 15-18 participants followed by a group of 6-9 year olds of 8, and a third group of 10+ of 5-6
- Apple hop - 4 races of 4 participants in each race, for this one we only let children 5+ race for safety
- Apple Sack Race - 4 races of 5, also children 5+
- The location was great - timing and communication with the MC was fabulous.
- running games definitely needs 2-3 volunteers.
- gave 1 ticket for all participants, 2 tickets for 2nd place and 3 tickets for 1st place for each race. Next year it might be worth making medals as I heard we ran out of prizes nearing the end of the day.

c) Activities and Games

- Games
 - (a) Giant Snakes & Ladders
 - (b) Giant Apple Blossom Picking (Twister)
 - (c) The Clown Ate My Apple
 - (d) Apple Toss
 - one adult brought 2 \$20 cards and kept playing until she could win a large prize. N.B. this is a good thing! She spent \$40 to win something we got at no cost!
 - (e) Apple Fish
- Crafts
 - (a) Decorate an apple: wooden apples purchased in quantity for first year event. Decorated with markers or paint, glitter-stickers.
 - (b) Mural (free): clip-art design on heavy duty shower curtain. Although we hoped to be able to put the mural up during the year and at next year's event, this is probably not possible due to the quality of the painting.
 - (c) Card-making: simple design for younger children, more complex ones for older children and adults.
 - above 3 activities in craft tent. Ann M. reported that
 - all activities were reasonably busy all day
 - children enjoyed activities
 - not enough supplies at the beginning.
 - for next year, check wind direction and consider putting back and/or side wall to block wind – breeze blew some supplies around.
 - (d) Button-making: used co-owned button maker. Event volunteers reported that
 - stable was reasonably busy all day with 4 participants most of the time.
 - children enjoyed activities
- Other Activities
 - (a) Sponge Toss
 - usually busy
 - Susan F. took an unscheduled turn as target!
 - dollar store goggles broke.



- for next year,
 - recruit targets for specific times, e.g., local school principals, government representatives, etc.
 - charge participants who want to be targets!
 - have bucket for sponges PLUS a container of water. Change sponge water frequently. Consider adding a couple of drops of bleach.
 - purchase (or borrow) better quality goggles

(b) Handeicious (nail polish and decals)

(c) Face Painting:

- original plan was for full face paint to be 3 tickets, “cheek art” with stamps to be 1 ticket.
 - challenges in recruiting volunteers suggested that only cheek art would be offered, so priced at 1 ticket.
 - enthusiastic and talented volunteers mostly did full face designs, but only charged 1 ticket.
 - for next year, ensure distinction between “cheek art” and full face designs.
 - face paints could also have been better stocked (ran short of supplies by noon and volunteer noted they needed more facial tissues/wipes and other supplies).
- For next year
 - consider a photo station – offer dress-up clothes, take and print photo, let children decorate photo with stickers, markers, etc. (requires electricity)
 - consider Apple-Tac-Toe (green and red apple pix or GIANT using banner backside of vinyl flooring for board and laminated apple pix?)
 - more carnival type games – toss an apple onto saucers, into jars or cans, etc.

d) Prizes

- 3 tickets for small prize, medium = 8, large = 12
- Small
 - 3 boxes of 50 “GoGo’s” (crazy bones), left over from prior year
 - apple photo clips,
 - bags of cookies (used for extra small prizes, i.e., 1 ticket)
 - also used 2 cases of small bags of potato chips as consolation prizes in AppleFish
- Medium
 -
- Large
 -
- Not enough prizes
 - (a) thought that the boxes of GoGo’s held 100, not 50
 - (b) had no idea how many prizes people would win.

- Used about 350 this year, could have used at least 100 more of high quality prizes
- Separate prizes and silent auction
- Silent Auction – were prepared to have 40 auction items, actually reduced to 20 as suggested at a meeting
- Could have raffle if we have the items well in advance (e.g., mid-July) in order to get raffle license
- need to source prizes, purchase from Spectrum, Bargains Group, etc.
- At least 2 volunteers at a time at prize table
- for next year, if we run short on small prizes, recycle activity tickets (give out activity tickets as prizes so winners can go on bouncies, do craft, sponge toss, etc.) AND stop games that people win lots of prizes, such as Apple Toss and Clown Ate My Apple

e) Entertainment

- Dave Young
- Sing-along Tim
- Andrew Kizik and Fred the Frogodile
- Cathy Nosaty
- Ollin Aztec Dance Troupe
- Sound guy Jim Dalling
- mascots:
 - Buddy from the Beach BIA spent much of the day at the event.
 - 2 volunteers wore dog and lion costumes on loan from MaScott.

15) Silent Auction

- Clifford and Monica solicited and picked up donated items and gift certificates from local Beaches and Leslieville businesses.
- Each vendor provided an item for the silent auction.
- Home Depot was approached for sponsorship, donated BBQ which was used as auction item.
- some restaurants who were approached to be food vendors, instead donated gift certificates for the auction.
- Had about 40 items in total, many of which were held back for Pasta Fest
- When/if all money is collected the silent auction will have made \$890

16) Participants' Evaluation (see attached)

- informal comments to event staff confirmed that participants thoroughly enjoyed the event.
- incorporated a short evaluation form into the Door Prize Draw with a prize of an ice cream cake (gift certificate).
 - about 80 forms completed, representing about 200 people. When respondents did not say how many people came with them, it was recorded as 1 person.
 - estimate these forms represent, at most, 20% of attendance.
 - 16 respondents (20%) had not previously heard of Applegrove.
 - 18 respondents requested information about the centre.
 - overall rating of 3.5 on a 4-point scale, i.e., highly satisfied with event. One person rated the event 1 out of 4, 3 rated it 2, about 25 rated it 3, 35 rated it 4, and 11 did not rate it.
 - the comments of the 4 people who were dissatisfied did not indicate why.
 - 54 respondents identified "best things" including:

- the bouncies
- games
- entertainment
- community spirit
- 35 people responded to the improvements item suggesting:
 - more prizes
 - more vendors
 - earlier in the year
 - more apples, more apple foods.
- at least 3 of the 35 put positive comments in the “improvements”, thus reducing the number of improvements, and meaning there were nearly twice as many “best things” as “improvements”.
- 15 people added other comments, most of which were positive and encouraging.
- one negative comment said, incorrectly, that the sign at the welcome table said all activities cost 1 ticket
- for next year, use the same format of Door Prize Draw and Evaluation form. Change the “how many people” question to “Including yourself, how many people came with you?” Consider having the forms at the Welcome Table, draw box on Prize Table.

17) Finances

- the grant from the City was about \$350 less than 2009 (as expected – the City grants a decreasing amount for 4 years). Paid for licensing and staff costs.
- vendors generated about \$380 in fees (budget target was \$340)
- sold about the same amount of tickets as last year (\$3,365 in 2010, \$3,377 in 2009) although event staff and volunteers felt the event was busier in 2010.
- about \$2,000 on food and cotton candy sales, compared to about \$500 on food in 2009, with food costs of about ? \$400

Interim Financial Report Sept. 29		2010		2009	
INCOME					
Special event grant		\$4,214		\$4,590	
Partner & Sponsor		\$900		\$1,610	
Table rental		\$360			
Game ticket		\$3,365		\$3,377	
Applegrove sales				\$913	
Food/Apple	1,633.65				
Cotton candy	312.00				
Recipe Book	10.00				
Auction	<u>890.25</u>	\$2,846			
Donation		\$2		\$8	
	Total income	<u>\$11,687</u>	\$11,687	<u>\$10,498</u>	\$10,498
EXPENSE					
Personnel Expenses		\$3,805		\$3,342	
Program supplies	22.00			\$1,108	
	486.58				
	<u>121.64</u>	\$630			
Equipment				\$4,337	
Stage/table/tent	1,317.68				
Bouncies	1,695.00				
Mobile Signs	282.50				
Truck rental	<u>310.41</u>	\$3,606			
Permit				\$702	
Site	501.66				
Noise	<u>100.00</u>	\$602			
	Total expenses	<u>\$8,643</u>	\$8,643	<u>\$9,489</u>	\$9,489
ESTIMATED PROCEEDS			<u>\$3,044</u>		<u>\$1,008</u>

THE MIRROR

SERVING THE COMMUNITIES OF THE BEACH, LESLIEVILLE AND SOUTH RIVERDALE



le the city: mayoral candidates' transit plans examined 8
g donors offer gift of life at www.insidetoronto.com >>>

18) Media coverage after event

ay ng for ndavie plan

Neighbourhood (A) wants to know unity's priorities a proposed con- plement at 67-76

recently formed meeting Monday, n. at Beach United va Ave. All are wel-

ncillor Sandra ke out against the it was originally ur-storey, 73-unit h 67 underground well as private and amenity space on e - is expected to sten to residents' recently modified

ago, the project's ion Investment rd.) sat down with

FEATHERED AZTECS



Staff photo/NICK PERRY

APPLICIOUS: A group of dancers perform a traditional Aztec dance during the Applicious festival at Woodbine Park Saturday afternoon.



SNAP Beaches/Danforth

APPLICIOUS FALL FESTIVAL

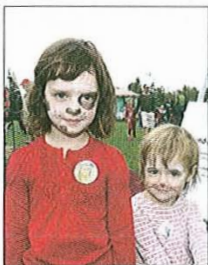
Families enjoyed an array of apple themed activities at Woodbine Park at the 3rd Annual Applicious Fall Festival. Hosted by, Applegrove Community Complex, families were surrounded by a healthy dose of apples. Both adults and children competed in the friendly apple sack races, (artificial) apple toss contest and much more. Throughout the event live music also hit the big stage in Woodbine Park.

For more information on Applegrove Community Complex visit their website at www.applegrovec.ca

Event by Lee Waddington & Tammy Cosway
Event code: pe6xmc



Lovin' the fall festival



"Doggie" Rachel & her new little "Kitty Cat" sister Michaela



Martha and Isobel



Mehak paints a nice henna design on Lucie

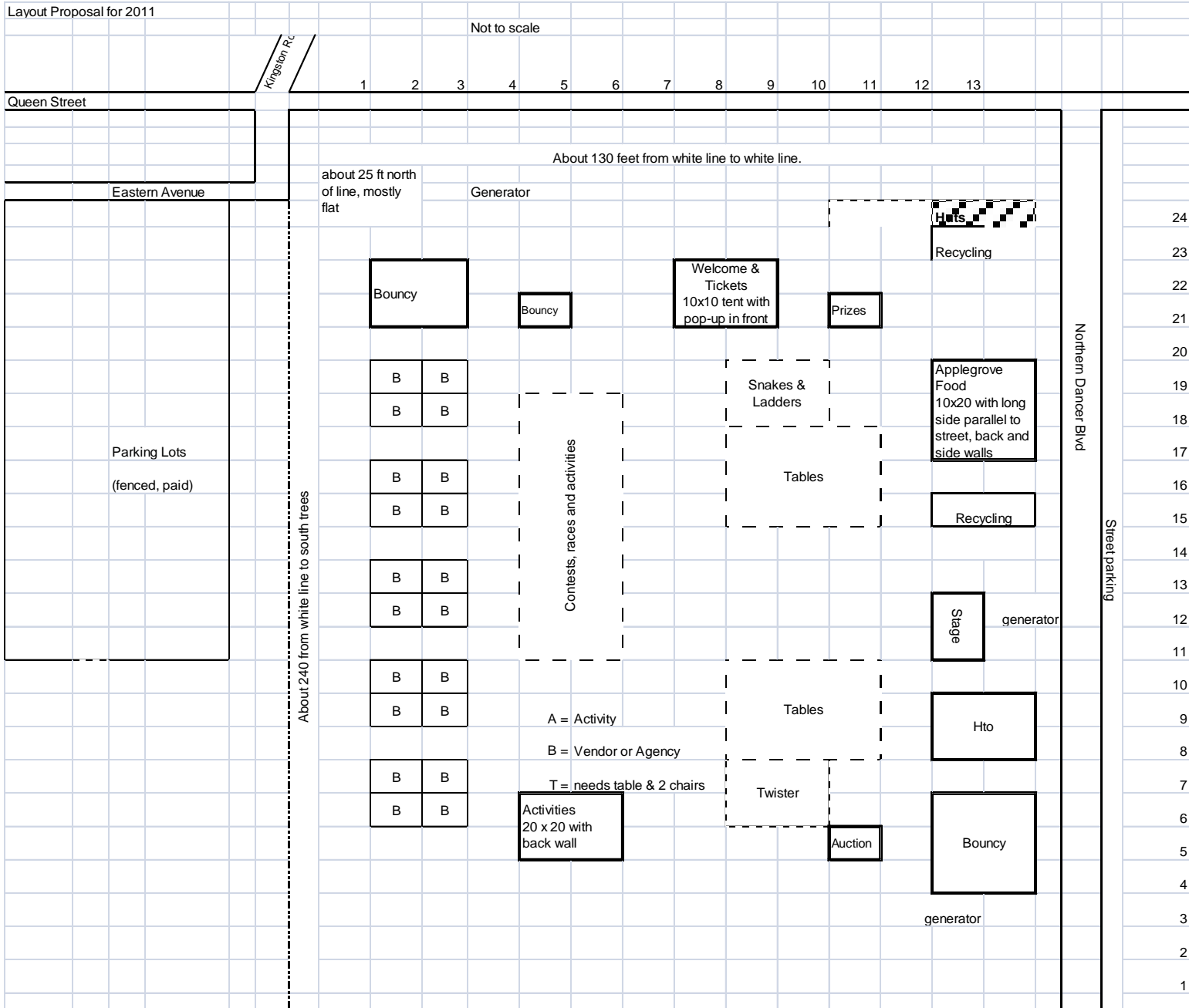


Bouncing along in Woodbine Park



On stage performing

Applicious 2010 Notes Draft 3
18



20) Evaluation Data

Door Prize and Evaluation Data						
# of people	Send Info	Overall Rating	Best Thing	Better if	Heard of Applegrove	Other Comments
3		3	music	better prizes for kids [did she mean prizes]	1	
1		3				
1		4	the good spirit	everyone got a free apple		
2	1	4			1	very good
5	1	4	food			
6	1	4	games	no competition for younger	1	
1		3				
3		3			1	
1						
1						
1						
2		3	rides	some activities were free		
3	1	4	toys		1	
2						
5	1	4	games			
2		3	jumping castles	tye dye t-shirts, relay races, apple bobbing	1	
3		4	the space	better prizes for the kids	1	
1		2	apple pie	there were more big kid stuff	1	
3		3	bouncy castles/live entertainment			more baked goods tables & apples for sale
2		3	games	more apple vendors		
4		3	pin making	if there was more food with apples	1	
2		3				
4		4	the bouncy slide			
7		4	music	it were in the summer (July)		love it
1		4				
4		2		need apples		
4		4	prizes! According to my kids			thank you for a great event
6		3	silent auction	more apple foods	1	good start-will grow
		4	the entertainment	raffles		
2		4	bouncy ship	more prizes to choose from		
4		4	the games			
1		4	the pirate ship & sponge toss	more bouncy toys & apple cider		
2		3	being outside, happy people			
2	1	4	kids & people having fun	more exhibits	1	
5	1	4	entertainment, kids events			better than last year, this is what I heard from many who attended!
		4				
2		3	prizes	cheaper, if there was playmobil		
3		4				
1		4	volunteering			
1						
2	1	4	entertainment	more vendors	1	
5		4	vendors	smaller area, too spread out		
4		3	silent auction	more games		
		3	people/family atmosphere	there was more to do		keep it going
3		4				
		4	more food vendors	love it		your advertising was great, please add the vendors next time
5		4	the people	nothing	1	love it!
						worst toddler bouncer, lined up & did not see it was 3 tickets (saw the earlier listing on the table saying rides were 1 ticket) silent auction closed too suddenly and early, if you advertise 11-4, then getting here at 3 should give me time to participate
1						
1		3	great events for kids	more food vendors	1	
1		3				
5		3	bouncy castle	more events/ vendors etc.		
5	1	4				
2		4	volunteering			
2	1	3	games	you ran out of prizes		no chudlies apple products! Too bad!
1	1	3	the bouncy castle and button making		1	lots of fun for the kids! Thank you !
1		4	community events	it is perfect!		
2		3	community events	staff		
2		4				
1	1	4	bouncy castles and music			
4						
3	1	4	good for kids	more face painting		
3		4	the bouncy rides	the food was a bit expensive		
1		3	all the cool prizes			
4		4	games	more competition for younger children		
1	1	3	race	early in summer time		
3	1	3				
5		4	all the family fun!			great even! Enjoyed by the whole family
1		4	the nutritionist table			
1		3	bouncy castle for kids			
7		4	the music	there were more food choices		it's a great event!
1		1				
2						
1			the apples	more apples		
4	1	4	bouncy castles			
2		4		I loved it		
1		2	music stage	more vendors, better activities		
4	1	4	food, games			great job
4	1		the pirate ship		1	
194	18	234			16	Totals
		67		54	36	15 Count
		3.5				Average

Applegrove Event/Fundraising Calendar

Month	Event	Date	Description	Results
January	January Mailing	early January	Save the date for AGM, advertises Yoga-Thon, membership update form	
February	Yoga-Thon	early February		\$1,000 or more
March	AGM Mailing	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	One or 2 donations totalling perhaps \$50. Usually there is an increase in new program participants
	AGM	End of March	Annual Meeting (advertised in local papers). Sometimes includes 50/50 draw	About 50 members and guests attend.
April	Spring Mailing	early April	Previously sent camp registration info and advertised SPA	(did not do it in 2010)
	Theatre Night	April 8, 2010	Jim Dalling put on benefit performance	About 200 people
	Volunteer Week	April 10-16 2011	In the past, sent out a thank you letter and token gift to all volunteers. More recently, had an event in June.	
	Camp Registration	usually 3 rd Monday or Tuesday		Up to 100 families register for camp and leadership
May	The SPA at Edgewood	Week after Mother's Day	Spa sampler night.	
June	Duke of Connaught Fun Fair	early June	Started in 2010	

Month	Event	Date	Description	Results
	Neighbours Night Out	3 rd Tuesday (did not hold in 2010)	Free crime-prevention initiative organized with the school and SHA	About 200 people attended in prior years (did not hold in 2010 due to school fun fair)
July				
August	Camper Parent Mailing	End of August	Most years, parents of all campers are mailed a personalized request for donation	(did not do in 2010)
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	3 rd Saturday	Fall fair	1500 people and net of \$3,000 in 2010
October	Pasta Fest	Late October to late Nov	About 200 guests	Net proceeds about \$3,000
November				
December	December Mailing	Early December	Newsletter mailing. Planning to suspend in 2010 to save printing and mailing costs	Served as determination of "in good standing" of membership status for AGM

* We also receive cheques and internet donations up to the end of the year, possibly late responses to the Fall mailing

Over the years, we have told members that we try to only mail them one request for a donation each year (but they might get a second delivered door-to-door).



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”



Executive Director's Report October 15, 2010

Because the September report was so short, I promised a longer report this month.

There was a lot of Applicious follow-up – everything from updating the report, through listing supplies, to thanking volunteers, vendors and sponsors. Anyone who has visited the office knows that it took a long time to get all the supplies put away. Another piece of the “follow-up” involved looking into 2011 grants (An excerpt from the grant guidelines is attached. Send me an e-mail if you would like a hard copy of the document at the Board meeting). If we can put a significant “tourism” component into Applicious, it might qualify. The deadline is November 23, before our visioning session, but I will work on a proposal and circulate it for input in early November.

The (nearly) final report is on the October agenda. There will be some relatively minor changes on the finances before the report is finalized for submission (in a different format) to the City by mid-December. However, this will act as Board members' final opportunity to add comments.

Part of my work for Applegrove includes working at a City and provincial level regarding community access to space in schools. For more than a year, I have been the community co-chair of the TDSB's Community Use of Schools Advisory Committee (CUSAC). At the first meeting for the current school year, the group confirmed me in this position for another year.

I am pleased to report that for the first time in my 20 years at Applegrove, I attended a school staff meeting. The Principal, Lenna Kozovski, enthusiastically supported my suggestion that on-site services make a brief presentation to school staff, so they would better understand who and where we are, and what we do. I also distributed Applegrove's one-page service summary (attached for your information).

In 2009, one of the actions coming out of our strategic planning was to bring together local services. While the school functions as a hub with Applegrove, S.H. Armstrong, WoodGreen Daycare, and Pegasus, there are number of other services within 2 or 3 blocks. After an initial meeting in spring 2009, progress was derailed by the City strike, the amount of time I spent in bargaining, and the TDSB's Full Service Schools process. The new school year seemed an appropriate time to resume. We had a small meeting in early October, with a follow-up planned in November. Our initial project will be to compile a one-pager outlining local services.

I attended a one-day conference, “Schools as Hubs: The Vision, The Challenge, The Opportunity”, with the alternative name, If Hubs are the Solution, What is the Problem. This was a largely theoretical and visionary event, with little practical help for those of us working in multi-use facilities. However, one presentation included a very interesting overview of the evolution of thinking about schools. It suggested that the next step would be community control over the facilities!

Also this month, Ann, May and I set a meeting date in early November to talk about a possible monthly supper project. Let me know if you are interested in helping to develop the idea or working on the project.

Charitable Number: 10671 8943 RR0001

Applegrove was among 20 to 30 organizations that the Rotary Club of Toronto invited to a consultation meeting in early October. To celebrate its 100th anniversary in 2012, the club is planning a \$100,000 grant for one project to enhance the lives of children in downtown Toronto, with a due date of November 1. I will draft a proposal to enhance the kitchen in the PC room, plus add a stroller ramp down into the sunken garden, complemented by a level entry into the PC room. I will bring the draft proposal to the October board meeting but will be unlikely to have anything in advance, due to my vacation Oct. 18 to 22, and the need for cost estimates.

Clifford has taken the lead in organizing Applegrove's All-Candidates meeting on Monday, October 18. New this year is the partnership with the Neighbourhood Unitarian Universalist Church. Its pastor, Wayne Walder, had moderated a prior meeting; when Clifford invited him to moderate again, Wayne suggested holding the event at the church. Since it is larger than the multi-purpose room in S.H. Armstrong, this seemed like a good idea. I will be on vacation for the meeting but look forward to hearing about it. Thank you to the volunteers who will help with the meeting, greeting guests, staffing Applegrove's table, etc.

According to the Board's workplan, the October Board meeting should focus on program budgets. The *goldenrod* item in your package includes detailed budgets by program, a summary, and a comparison of key items with 2010. Because the budgets include salaries by individual, the detailed budgets are confidential until passed.

Looking toward the next meetings, we had scheduled a presentation regarding the Therapeutic Plan program for November, but had not identified any specific issues for discussion. The January meeting will include a review of Applegrove's Risk Management processes. At the October meeting, perhaps Board members can identify whether a December meeting is needed.

Also looking ahead, the TDSB has advised me that the school will be closed on Thursday and Friday, December 23 and 24. Applegrove is usually open on December 23 and closed on December 24. The school board's schedule will mean an extra day of closure. (Conversely, the school is using Friday, December 31 as its alternative date for New Year's Day, while the City is using January 3. That means the school will be open but Applegrove will be closed on Monday, January 3.) I will advise staff and have them incorporate the closure into relevant program plans.

There was some discussion during the 2009 Executive Director's Performance Review that the "360" input form was too long and complex. If the Board wants to change the form for the 2010 process, perhaps a task group could work with me in November to prepare for the end of the year.

Finally, October 25 is municipal voting day! I hope you will take time to vote before the meeting or at an advance poll. I voted on October 13.

Please note that with the 2 resignations, we must still have quorum of 5 directors from the current total of 7 Board members.

Respectfully submitted,

Susan Fletcher.

Excerpt from Celebrate Ontario 2011 guide

http://www.tourism.gov.on.ca/english/festivals/CelebrateOntarioMainStageGuide_Final.pdf

In the 2008 Ontario Budget, the government of Ontario announced the creation of the annual *Festival and Event Attraction and Support Program (Celebrate Ontario)* to support Ontario festivals and events.

The *Celebrate Ontario 2011 Main Stage & Signature category* will provide project-based funding to help organizations develop tourism festivals and events in communities across Ontario. By helping organizers enhance programming, improve services and elevate the overall quality of their tourism festival and event, the *Celebrate Ontario 2011 Main Stage & Signature Category* will help organizations give visitors and residents a compelling reason to visit Ontario's communities.

2. OBJECTIVE

Through strategic project-based funding, the *Celebrate Ontario 2011 Main Stage & Signature Category* will help new or existing Ontario tourism festivals and events to enhance programs, activities and services that will lead to long-term improvements and attract more tourists.

It is the ministry's expectation that these new or improved tourism festivals and events will stimulate increased incremental tourism visitor attendance and tourism visitor spending. Each *Celebrate Ontario 2011 Main Stage & Signature* application will be assessed to determine its relevance to the following expected results:

- Demonstrated increase in attendance and extended geographic reach.
- Demonstrated increase in tourist visitation and tourist receipts.
- Demonstrated improvements in quality of tourism festivals and events and stronger organizations.

3. DEFINITIONS (For a Glossary of terms please refer to the Appendix)

For the purposes of Celebrate Ontario 2011 and this Application Form, the Ministry of Tourism & Culture defines:

- A tourism festival or event as a public celebration that:
 - is organized as a series of events or activities over a set period;
 - demonstrates a capacity and intention to develop itself as a tourism driver over the long term; and
 - is promoted to and primarily attracts tourists.
- A tourist as an individual (including an Ontario resident) who travels 40 kilometres or more or crosses the Ontario border to attend a festival or event.
- Hours of programming at a festival or event as the number of concurrent hours of public programming that are open to the public at large.



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Organizational Fact Sheet

Applegrove – a neighbourhood partnership fostering community through social and informative programs for individuals and families.

The Organization

- Applegrove Community Complex was incorporated as a non-profit corporation under the Ontario Corporations Act in 1979; is registered as charitable organization Number 10671 8943 RR0001 with Revenue Canada; and has operated as a City of Toronto funded community centre since 1983.
- governed by a Board of Directors, as well as a Board of Management appointed by City Council, with 9 members nominated by the community, plus 1 City Councillor and a representative of the Toronto District School Board.
- serves a catchment area in Southeast Riverdale in Toronto, from Jones Avenue to Woodbine, and from Lake Ontario to the railway tracks north of Gerrard Street.
- main location in the Duke of Connaught School is leased from the Toronto District School Board; satellites in Earl Haig Public School and the former Corpus Christi Catholic School.

The Programs

- 3 drop-in resource centres for parents or caregivers and their children up to age 6.
- perinatal nutrition, education and support.
- therapeutic play for young children with parallel group for their parents.
- after-school, summer and evening programs for children and youth.
- activities for adults: seniors programming, book club, and seasonal income tax clinic.
- community development, including providing meeting space for community groups, supporting new services, organizing special events, and participating in coalitions.

Funding

- the City of Toronto covers core administrative costs, including salaries of office staff, occupancy costs, and office supplies.
- program funds come from a variety of grants, donations and fundraising. Program fees are minimal.
- donors have included federal, provincial and municipal government departments, Toronto Star Fresh Air Fund, the J. P. Bickell Foundation, McLean Foundation, Royal Bank, St. Andrews Foundation, F K Morrow Foundation, Canadian Tire, and the Toronto Raptors Foundation.

The Staff

- the equivalent of 10 full time staff.
- several permanent part-time positions mean that there are 15 or more different staff people.
- seconded staff via partnerships with other organizations (Toronto Public Health, East End Community Health).

September 2009.

Charitable Number: 10671 8943 RR0001



Applegrove Events and Board / Committee Meetings – October 21, 2010
Office Phone 416-461-8143

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

October	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
17		18	19	20	21	22	23
24		25 Board	26 [Duke of Connaught School Council]	27	28	29	30
31 Happy Halloween							

November	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	26	27 <u>Pasta Fest</u>	
28	29 Board	30 [Duke of Connaught School Council]					

December	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20 Board?	21	22	23 Applegrove Closed	24	25	
26	27	28	29 Applegrove Closed – See you in January!		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 – October 21, 2010
Office Phone 416-461-8143

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

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

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	18	19
	MARCH BREAK					
20	21 Board?	22	23	24	25	26
27	28 AGM?	29 [Duke of Connaught School Council]	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.