



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 29, 2012

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

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

6:45 Optional Light Supper

7:00

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

7:15

7. Minutes of the September 24, 2012 Board of Directors Meeting (*White*)

7:20

8. Finance and Fundraising
 - 8.1. Financial Report
 - i) September Year-to-date report (*Lavender large sheet*): for information and action
 - ii) Report Format: for discussion and direction

7:45

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

- 8.2. Admin Budget 2012 (*Confidential report to be circulated by e-mail or distributed at the meeting*): for information
- 8.3. Program Budgets 2013 (*Yellow large sheet public report, Salmon confidential report*): for decision

Motion needed to return to the public meeting.

8:00

- 8.4. Admin Budget 2013 update: for information

8:05

9. After-School 2013/14: for discussion (*Yellow “Middle Childhood Strategy” attached for info*)

8:20

10. Applicable Report (*Goldenrod*): for information and decisions
11. Directors' Concerns (see Executive Director's Report for Complaints report)
12. Adjournment



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Board of Management Meeting AGENDA -- Monday, October 29, 2012

8:30

- A. Call to Order/Adoption of Agenda
- B. Declaration of Conflicts of Interest
- C. Minutes of September 24 Board of Management Meeting (*White*)

8:50

- D. Executive Director's Report (*Pink*): for information and decision about Pinterest
- E. Correspondence List (*Cream*): for information and decision

8:59

- F. Adjournment

Next Meeting

November 26, 2012



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“TOGETHER, BUILDING OUR COMMUNITY”

Minutes of the Board of Directors Meeting September 24, 2012

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

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

Next Meeting

Monday, October 29 – 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. By consensus, the agenda was adopted as amended.

2. Welcome and Introductions

3. Declaration of Conflicts of Interest

None were declared.

4. Timekeeper

Assigned timekeeper for meeting – Chris

5. Volunteer Hours

Members provided their volunteer hours.

6. Donation Envelope

The donation envelope circulated.

7. Minutes of the June 18 and August 23 Board of Directors Meeting.

MOTION (McKechnie/Chong)

To accept the minutes of June 18.

Carried.

MOTION (Coulter/Sulway)

To accept the minutes of August 23.

Carried.

8. Minutes of Confidential Portion of August 23 Board Meeting.

MOTION (Coulter/Sulway)

To accept the minutes of the confidential portion of the August 23 meeting.

Carried.

9. Finance and Fundraising

9.1. Financial Report

Deferred to next meeting.

MOTION (McKechnie/Chong)

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

Carried.

9.2. Admin Budget 2012

Susan provided an update. City staff are aware of the budget revision required.

MOTION (Coulter/McKechnie)

To endorse the revision to the Admin budget and the proposed settlement.

Carried.

MOTION (Sulway/McKechnie)

To return to the public meeting.

Carried.

MOTION (Sulway/McKechnie)

To endorse the revised 2012 budget.

Carried.

9.3. Admin Budget 2013: for information

Susan provided an update.

10. Planning

10.1. Strategic Planning

i) Information from on-line survey

Susan provided survey results for review.

ii) Information from key informants

Susan provided summary of key informant interviews to date.

iii) Next Steps: for discussion and decisions.

The completion deadline was adjusted for January 2013 which allows Board and staff time to complete key informant interviews.

10.2. The HAIG

i) Pop-up

Susan saw an article in the newspaper that asked for submissions for pop-up storefront ideas on the Danforth. After consultation with Claudia and Natalie, an application was submitted to run HAIG on two Saturdays: October 13 and 27 from 10 a.m. - 2 p.m.

ii) Parent Resources

OEYC program at Leslie and Gerrard will be closing and looking for new space in the community. Closure was due to the church they rented being sold.

Board of Directors Minutes
September 24, 2012

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- iii) Eastern Commerce
A possible new location for HAIG was Eastern Commerce; originally staff and participants felt it was too far.
- iv) Next steps/action or decisions needed
Continue to pursue options for a new location. Discuss this issue in key informant interviews with relevant individuals.

- 10.3. Imagine Canada: for decision
Susan provided an overview and answered any questions.

MOTION (Chong/Sulway)
To discontinue Ethical Code participation.
Carried.

- 10.4. Summer Camp Financials
May provided an overview of the Summer Camp Financials and answered any questions.

MOTION (McKechnie/Coulter)
To utilize \$10,000 in 2012 camp and leadership fees to set up a summer program stabilization reserve fund to be used only to:
a) offset funding decreases and unexpected operating expenses.
b) enhance access to the camp.
c) enhance program quality.
Carried.

11. Directors' Concerns

Natalie reminded members of the Fundraising Matrix and suggested a review at the November 2012 Board Meeting. Board members agreed that this would make an effective follow-up to the program budget discussion at the October meeting.

12. Adjournment

The meeting was adjourned on a motion by Chris Sulway, seconded by Ann McKechnie.

Chair

Secretary

Applegrove Community Complex
Year to date Income Statement
as at 30/09/2012

	Admin		Program YTD Actual	P/C Drop-in		Edgewood		HAIG		HOBG		Therapeutic		Summer		After School		Teen		Leadership		Seniors		Board		Nevada	
	YTD Act	YTD Bud		YTD Act	YTD Bud	YTD Act	YTD Bud	YTD Act	YTD Bud	YTD Act	YTD Bud	YTD Act	YTD Bud	YTD Act	YTD Bud	YTD Act	YTD Bud	YTD Act	YTD Bud	YTD Act	YTD Bud	Total	Budget	Total	Budget	Total	Budget
EXPENSES																											
Salary	199,518	180,375	195,642	73,243	70,346	11,332	11,477	5,459	5,733	5,214	8,234	15,232	23,318	44,933	46,349	13,120	19,600	2,242	5,911	7,404	8,440	14,388	15,395	3,075	750	0	0
Benefit	55,194	45,450	33,955	20,950	25,946	5,324	5,006	509	1,652	262	0	1,114	4,083	3,128	4,820	851	1,664	169	411	341	870	1,064	1,429	243	0	0	0
Material & Supplies	3,145	4,125	41,659	2,022	6,248	312	989	322	2,015	16,217	11,705	565	3,332	10,734	15,441	2,654	4,530	781	2,502	1,581	4,156	3,754	9,568	2,434	0	282	0
Furniture & Equipment	0	2,400	431	104	225	0	56	0	56	63	0	0	263	265	0	0	0	0	0	0	0	0	0	0	0	0	0
Purchased Services	13,451	20,025	24,545	1,719	518	3,483	4,776	714	38	4,052	2,250	918	0	1,749	0	495	0	0	0	731	0	4,289	0	5,628	375	767	7,500
Goods & Services Tax	0	0	33	2	0	0	0	0	0	2	0	0	0	4	0	12	0	3	0	0	0	9	0	0	0	0	0
Total	271,308	252,375	296,266	98,040	103,283	20,452	22,304	7,005	9,494	25,809	22,189	17,828	30,995	60,812	66,610	17,132	25,793	3,195	8,824	10,057	13,466	23,504	26,391	11,381	1,125	1,050	7,500
INCOME																											
Government Funding																											
City of Toronto	336,498	336,500	131,529	110,671	73,847	17,258	18,686	0	0	0	0	0	0	3,600	7,300	0	6,282	0	0	0	0	0	0	0	0	0	0
Province of Ontario	0	0	24,220	6,750	6,750	0	0	2,250	2,250	0	0	0	0	649	700	0	0	0	6,000	0	700	14,571	24,234	0	0	0	0
Federal Government	0	0	33,699	0	0	0	0	0	0	18,861	21,221	0	0	11,129	11,528	0	0	0	3,709	3,011	0	0	0	0	0	0	0
Total Government	336,498	336,500	189,448	117,421	80,597	17,258	18,686	2,250	2,250	18,861	21,221	0	0	15,378	19,528	0	6,282	0	6,000	3,709	3,711	14,571	24,234	0	0	0	0
Non-Government Funding																											
Charitable Organization	0	0	26,751	288	0	0	0	327	0	192	0	13,375	20,063	8,000	9,500	19	0	0	0	4,019	5,000	0	0	530	0	0	0
Foundation/Corporation	0	0	5,500	0	0	0	0	0	0	0	0	0	0	5,500	2,500	0	11,350	0	0	0	0	0	0	0	0	0	0
Total Non-Government	0	0	32,251	288	0	0	0	327	0	192	0	13,375	20,063	13,500	12,000	19	11,350	0	0	4,019	5,000	0	0	530	0	0	0
Donation/Fundraising																											
Charitable Donation-indivi	0	0	6,892	1,693	0	730	0	490	0	0	0	0	0	30	0	0	0	0	40	0	218	0	3,691	0	0	0	0
Charitable Donation-Busir	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Non-charitable Donation-I	0	0	1,069	0	0	0	0	413	0	0	0	0	0	0	0	0	0	0	0	0	435	0	221	0	0	0	0
Non-charitable Donation-E	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fundraising	0	0	13,237	1,131	900	1,689	4,312	741	563	0	0	0	0	210	1,000	0	0	0	0	0	421	0	7,187	0	1,858	10,500	0
Total Donation/fundraising	0	0	21,198	2,824	900	2,419	4,312	1,644	563	0	0	0	0	240	1,000	0	0	0	0	40	0	1,074	0	11,099	0	1,858	10,500
Others																											
Users Fee	0	0	63,597	0	0	0	0	0	0	0	0	0	0	29,872	33,480	24,543	13,500	0	0	4,245	3,280	4,897	2,250	40	0	0	0
Miscel	281	0	971	880	0	0	0	0	0	0	0	0	11,195	0	0	0	0	2,942	0	2,077	0	0	90	0	1	0	0
GST Rebate	0	0	2,277	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,277	0	0	0	0
Total Others	281	0	66,845	880	0	0	0	0	0	0	0	0	11,195	29,872	33,480	24,543	13,500	0	2,942	4,245	5,357	4,897	2,250	2,407	0	1	0
Deficit from Previous Year				(5,725)		3,000		2,731		8,701		33,118		2,333		20,793		7,037		0		24,117		0		0	0
TOTAL INCOME	336,779	336,500	309,741	115,689	81,497	22,677	22,998	6,951	2,813	27,754	21,221	46,493	31,257	61,323	66,008	45,355	31,132	7,037	8,942	12,013	14,068	44,659	26,484	14,036	0	1,859	10,500
SURPLUS(DEFICIT)	65,471	84,125	13,475	17,649	(21,786)	2,225	694	(54)	(6,681)	1,946	(968)	28,665	263	511	(602)	28,223	5,339	3,842	118	1,956	602	21,155	93	2,655	(1,125)	809	3,000

2013 Program Budget Summary Drafted October 2012		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	135,229	22,304	125	12,924	35,136	51,168	64,052	7,727	2,438	22,799	1,000	42,221	10,000	397,122
	Program Expense	9,320	7,763		21,606	5,200	14,410	15,548	3,653	3,389	13,057	500		10,000	104,445
	Total Expense	144,549	30,066	125	34,530	40,336	65,578	79,600	11,380	5,827	35,856	1,500	42,221	10,000	501,567
Income	Grants City														
	Children's Services	104,820	19,576				8,144								132,540
	TESS							10,296	3,410				42,221		55,927
	EYET	12,000													12,000
	YES						700								700
	Focus on Youth														0
	Star Fresh Air						3,500								3,500
	Foundation grants						2,000			0					2,000
	United Way					26,750	6,000			0					32,750
	Federal				28,294		11,528			0					39,822
	Provincial									0	32,312				32,312
	Program fundraising, fees, et	1,500	6,000				33,480	63,600		4,770	6,628				115,978
	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			500		200	1,000					1,700
	Prior Surplus						13,586		13,637	2,737					29,960
	Net Other fundraising						1,000			100		1,000		14,000	16,100
	Total Income	118,320	25,576	0	28,294	40,336	66,852	87,533	6,347	5,870	38,940	13,500	42,221	14,000	487,789
	Surplus (Fundraising needed)	(26,229)	(4,490)	(125)	(6,236)	0	1,274	7,933	(5,033)	43	3,084	12,000	0	4,000	(10,019)

417,663

126,756

487,789

Net Additional Fundra -20,955 PC, EW and HOBG offset by Board and Nevada

Printed October 19, 2012

Nevada net of \$4,000 (2008 net of about \$3300; 2009= \$2700; 2010 = 1800; 2011= \$1200.

Net YogaThon proceeds: 2011 = \$1200, 2012 = \$1400.

SPA Night 2012 = \$2,166

Applicious 2012 = \$18



Toronto Middle Childhood Strategy





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Middle Childhood Strategy

Moving Forward

Appendix A – Policy and Strategy Context



Introduction

“Middle Childhood” refers to children ages 6 to 12 who are, for the most part, attending school for a full school day. Although school plays a significant role in a child’s life, it is important to recognize that much of a child’s day is spent outside the classroom. This includes periods before school begins for the day and after it ends, when there is no supervision by teachers and when parents are not available. There are also longer stretches of out-of-school-time such as summer holidays, March Break, holidays and professional activity days. Keeping children safe and engaged during these times is a critical concern for families and service providers within the sector.

It has long been acknowledged that families with school age children often have to contend with a patchwork of services that may not always be accessible, affordable or developmentally appropriate. This patchwork nature of after-school programming in Toronto is what drives the need for a comprehensive strategy aimed at building a system of high quality programs for children 6 to 12 year olds. This strategy should be part of a continuum of services and supports available to children from birth to 12 years of age and their families.

The middle childhood years are a critical period of development in the lives of children. This is the time when children develop important cognitive and social skills that will help them make the transition from early years into adolescence. Quality out-of-school-time programs play a key role in helping children make these transitions as well as support children’s health and well-being by allowing them to:

- Develop important interpersonal skills through interactions, more informal than those that take place in school.
- Safely explore independence, peer relationships, leadership and the formation of long lasting relationships with adults outside of their families.
- Stay healthy through regular physical activity, healthy eating and learning to manage stress.
- Explore their interests and aptitudes in areas such as arts, music, languages and sports.
- Develop more self discipline by setting a routine for time spent out of school.
- Achieve academic advantages which increase the chances for future success.
- Develop interests outside of school that will continue as they mature.
- Build resiliency and develop self-reliance leading to positive long-term outcomes.

(Middle Childhood Framework, 2009)

The City of Toronto along with its community partners has long recognized the necessity of focusing on middle childhood; the period of time when a child is between the ages of six and 12. In May 2009, the City released the Middle Childhood Strategy Framework, with a commitment to developing, with the community, a comprehensive Middle Childhood Strategy that provides action steps for building a system of high-quality, age-appropriate, out-of-school-time programs for children six to 12 years. Considering

the transformations ushered in by the introduction of Full Day Kindergarten (FDK), the focus on middle childhood and useful service areas such as out-of-school programs presents an opportunity to develop an integrated system of services for all children.

In 2009, the Provincial Government received the report *With Our Best Future in Mind: Implementing Early Learning in Ontario* submitted by the Special Advisor on Early Learning. The report provided a comprehensive action plan for developing a seamless and integrated service system that supports children from birth to 12 years and their families. To date, the Provincial Government has identified FDK for 4 and 5 year olds as a top priority to be implemented by 2014. FDK is accompanied by legislation that requires School Boards to offer an extended day program that operates before and after school, where there is enough parental interest. The program can be operated throughout the year including summer and holidays. If Boards choose to directly operate the before and after school program rather than contract with a licensed third party operator, it is unlicensed.

The report further outlines plans for programming that targets children ages 6 to 12 with the recognition that children in this age group have a range of developmental needs. Ensuring a continuum of services, the report outlines an Extended Day Primary program for 6-to 8-year olds that will facilitate the transition from FDK to formal schooling. Like the FDK extended-day program, this program is to be made available where there is enough parental interest. It can be assumed that with the increased uptake of FDK extended day there will be a need for a corresponding program for this age group. After school programs for 9 to 12 year olds would be offered with a recreational focus, again where there is enough parental interest.

Although the focus to date has been concentrated on the success of FDK, in the discussion paper, *Modernizing Child Care in Ontario, 2012*, the Provincial Government reiterates its commitment to providing after-school programs in schools for six to 12 year olds as a next step. This commitment is an exciting development for the advancement of a Middle Childhood Strategy in Toronto as it has the potential to usher in a new era of out-of-school time care for all children.



Objective of the Middle Childhood Strategy

The objective of the Middle Childhood Strategy is to ensure that children 6 to 12 years of age, along with their families, have access to a wide range of high quality, developmentally and culturally appropriate services and supports in their communities.

The strategy's aim is to develop a system of high quality programs licensed and unlicensed for children 6 to 12 years, based on effective collaboration between the various partners in the children's service sectors. The strategy sets out the following goals;

1. Develop a comprehensive and integrated system of services for children ages 6 to 12
2. Improve service planning and coordination for children ages 6-12 at the local level
3. Develop strategies to measure and improve the quality of all programs
4. Raise public awareness on the importance of middle years and the role of out-of school- time programs
5. Create opportunities for the exchange of research and knowledge (best practices)

Developing the Middle Childhood Strategy

The multi-stakeholder partnership encouraged through the creation of a working group has been instrumental in shaping the development of the Middle Childhood Strategy. The members of this work group continue to provide the passion, expertise and support needed to forge ahead with this strategy.

The group is made up of city staff and community members who represent networks with an interest in services for 6 to 12 year olds. The group includes:

- CITYKIDS Network
- City of Toronto
 - Toronto Children's Services
 - Toronto Parks Forestry & Recreation
 - Toronto Public Health
 - Toronto Public Library

- District Child Care Advisory Committees
- Toronto Middle Childhood Matters Coalition
- Toronto District School Board
- Toronto Catholic District School Board
- Toronto Community Housing
- Toronto Coalition for Better Childcare

As a first step, the group participated in the development of the Middle Childhood Framework, completed in 2009. The framework identifies a set of principles and a need for further research in Toronto to guide the development of the strategy. In 2011, Toronto Children’s Services commissioned research for which the findings and recommendations are captured in the report: *An Opportunity for Every Child: Realizing the Potential of After-School Programming for Children ages six to 12 years old*.

The research consisted of a needs assessment of families with children aged 6 to 12 and an environmental scan to identify service gaps in after-school programs. The research conclusions were strengthened by a number of methodologies to gather data, including 8 focus groups across Toronto with a total of 83 parents with children between 6 to 12 years old; 1,313 completed online and paper surveys by parents with children 6 to 12 years old residing in Toronto; one-on-one interviews with 24 researchers and policy experts across North America; 33 telephone interviews with after-school program staff and management; statistical analysis of available data; and a literature review. The Guiding Principles and research findings informed the direction and content of the Middle Childhood Strategy.

Middle Childhood Strategy Guiding Principles

1. Acknowledging the developmental significance of middle childhood years
 - Helping children develop new skills and become more resilient and independent as they make the transition to adolescence is a key objective of out-of-school-time programs.
2. Creating high quality programming
 - Programs should strive to provide high-quality service to meet the needs of children and families.
3. Ensuring funding sustainability
 - Adequate, ongoing funding is required to ensure consistency in staffing and program delivery to meet local needs.
4. Collaborating and coordinating local service planning and delivery
 - Working together within communities to ensure an appropriate range and mix of programs are available.
 - Joint planning to coordinate service delivery in local neighborhoods.

5. Supporting inclusion, access, and equity
 - All families should have access to high-quality, culturally appropriate and affordable out-of-school-time programs.
 - Flexible funding options, including subsidies to ensure income doesn't become a barrier to access.
6. Setting standards and ongoing evaluation
 - Appropriate quality standards and measures based on program outcomes should be established.
 - The quality of programs must be regularly monitored and evaluated

Key Survey and Focus Group Findings

- Children of parents who were born in Canada were more likely than children of immigrant parents to be in after-school programs.
- The higher the parent's household income, the more likely that their children were in after-school programs.
- Immigrant parents tended to have lower incomes and for them accessibility was a much larger issue than for other parents in the survey.
- Children in a single parent home were more likely than those in a two-parent home to be in an after-school program.
- Children of full-time employed parents were more likely than children of parents who were not full-time employed to attend after-school programs.
- There is a clear distinction between programming for children between 6 and 9 years of age and that for children between 10 and 12 years of age; so much so that the 10 to 12 year old children are much less likely to access programming as compared to the younger children.
- Approximately 45.5 percent of parents said that their children were cared for by staff at an after-school program either in the community (23.2%) or in their school (22.3%). Almost two in five (37.3%) said that they themselves, or the other parent or guardian, took care of their children after-school. Sixteen percent (16.3%) said that a paid babysitter cared for their child and 15 percent (14.9%) said that their children were with a grandparent, aunt, uncle, cousin or other relative. About eight percent (7.7%) said that their children were with a sibling after-school and before their parents came home and seven percent said that their children were with a friend or neighbour in this time period.
- Most parents "cobbled together" a wide range of programs that together crafted an after-school plan for their children; this included parents both accessing after-school programs and having their children at home after-school for a certain number of days per week. Programs were run by local schools, community agencies (e.g. YMCA, St. Christopher House), the City of Toronto, private companies (e.g. tutoring organizations like Kumon Learning Centres) and religious groups.

- Overall parents said that they were satisfied with their after-school programs; however, they had a difficult time finding programs that included transport to the program from the child's school, that were affordable, that were conveniently located, where they could trust the staff and that had interesting activities.
- When accessing programs, parents considered the following three key variables – cost, accessibility of programs (i.e. times and dates and open spots) and appropriate/desired content.
- Immigrant parents were more likely than Canadian-born parents to say that after-school programs were not accessible in terms of language or cultural content.
- A majority of parents would change their current after-school care situation for their children.
- Parents want to have a better understanding of what their children do in their after-school programs, primarily preferring to see a mix of homework help and physical activity.
- Parents would like to have their children in after-school programs, rather than at home.
- Parents want to see programs run out of schools, with accessible costs, adult supervision, flexible hours (until at least 6:00 pm) and with appropriate cultural and language accommodation.

Key After-School Personnel Interview Findings

- Almost every service provider stated that his or her programs are successful. Most had primarily anecdotal evidence to support this claim.
- All interviewees talked at length about how community demographics and the rich diversity in Toronto impact after-school programming, including operations, content and who attends. While an opportunity, providing programming for children coming from diverse communities was also seen as a challenge, especially in terms of language, communicating with parents about program policies, admission criteria, providing culturally relevant and respectful activities and so on.
- Interviewees consistently stated that immigrant families experience more financial barriers to attending programs, and often have to be on the waiting list to qualify for a subsidy from the City of Toronto before their child can participate.
- Even with secured space, many interviewees said that what they had was simply not adequate (i.e. too small, not enough outdoor space, not having it consistently).
- For those service providers that are not operating child care centres with ECE's, interviewees stated that staffing their after-school program was a challenge. This was mainly because finding high quality people to come to work for the short period of time that was required was difficult (i.e. ~ 2:30 – 6:00 p.m.) and impacted retention rates.
- In Toronto, after-school programs are provided by adults or by youth or by a combination of both. Many interviewees stated that there are both benefits and challenges with different approaches, and each has its own unique issues.

- Most service providers and several experts feel there is a need for more subsidies to be available for after-school programming in Toronto. Many service providers also feel that the system through which subsidies are allocated may need to be examined. In addition, more operational funding was seen by most interviewees and many experts to be urgently needed to run quality programs and to meet the needs of all families.
- Some interviewees perceive that the amount of subsidy being received has been lowered for some service providers that only provide after-school programs (not before-school and lunch hour programs). Interviewees stated concern that the perceived reduction has created a challenge to meet the needs of children.
- Many interviewees felt that community groups being able to connect and partner with local schools is a big part of being successful in after-school programming. They felt that a stronger relationship with the schools results in a continuum of supports for children. The school-community relationship was seen to begin with having the administration of individual schools on side.
- Both after-school personnel and policy experts talked about the need for better collaboration between the main stakeholders in after-school programs in Toronto. The City of Toronto, the Toronto District School Board (TDSB) and Toronto Catholic District School Board (TCDSB), community agencies and child care centres all came up consistently as needing to come together and meaningfully explore how to work together. Interviewees stated that they felt that the City has excellent resources to offer service providers for training and program development, and are in the best position to lead dialogue at the sectoral level and to support consultations to determine what collaboration should best look like.

Key Literature Review Finding

The literature reveals the following best practices and quality considerations when it comes to planning and sustaining programming in the after-school period for children ages 6 to 12:

Best Practices

- 1. Appropriate staffing is crucial to successful program planning and delivery.**
 - a. Programs need to hire caring and committed staff.
 - b. Programs must provide appropriate compensation to staff.
 - c. Staff need to be well trained and have ongoing professional development support.
 - d. Managers and their role are also important; there is a clear link between staff achievement and management practices.
 - e. Shared minimum or required staff qualifications and standards for hiring staff needs to be developed.
- 2. After-school activities should be planned and purposeful.**
 - a. Programs should have clear goals that create intention about outcomes.
 - b. Activities must be sequential, focused and explicit (which can improve school performance).
 - c. Activities should be clearly connected to goals of program.

- d. Programs should be relevant to children's interest; children should be engaged in the development of programming by getting their feedback and ideas.
- e. Elements of learning and play can be successfully combined both in group and one-on-one settings.
- f. It is important to promote informal peer engagement.
- g. After-school programs should complement, rather than replicate, in-school learning by offering more depth on specific topics and skills and by offering children options to pursue individual interests.

3. Programs need to place priority on being affordable and accessible in order to have the best reach and outcomes.

- a. Addressing high costs includes offering programs:
 - At rates that are reasonable.
 - That are tied to subsidy opportunities for families who are living on lower incomes.
 - That provide incentives for attendance such as stipends, school credit, food, etc.
- b. Beyond cost, accessibility is also viewed from a number of different lenses in the literature and can mean offering programs:
 - In languages other than English.
 - At sites where parents can easily reach (i.e. schools or places where there can be easy transport).
 - At sites that are accessible to children with disabilities.
 - At times that are convenient for families (usually meaning beyond 6:00 p.m., especially for shift workers or parents working in more than one job).
 - That are culturally inclusive and relevant.
 - From staff who share and/or deeply understand the children's cultural and/or racial backgrounds and experiences.

4. The highest quality programs engage families as an integral part of their approach to planning and delivery.

Family engagement typically falls into one of three categories:

- a. Support of children's learning – this relates to ways parents can directly support the child in their development and academic performance.
- b. Support of family itself – this means providing families with needed supports for their quality of life in order to enhance their ability to participate in programming.
- c. General support for programming – this means getting families to directly support programming.

- d. Partnership and collaboration are the keys to moving after-school programming forward.
- e. Multiple stakeholders must support after-school programs, and municipalities are the natural stakeholder to lead the charge.
- f. Strong genuine partnerships that encourage shared ownership of talents, resources, and knowledge result in improved outcomes for children.
- g. The intentional integration of both school and non-school supports is the best way to give children what they need to succeed
- h. A strong after-school network enables communities to enhance the capacity of individual program and service providers, and thus serve more children.
- i. Building consensus among key stakeholders is the key challenge. Time must be provided for collaborators to establish and maintain relationships of mutual respect and understanding.
- j. School-community partnerships are a key starting place. The ultimate goal is that schools and community groups vested in middle childhood work in conjunction with one another to create an expanded learning system with a shared vision, mission, and outcomes.

Database Design

The research also explored the design of a database that would provide a comprehensive, centralized and detailed listing of all middle childhood programs in Toronto. The database would serve parents as well as local service providers as they plan for out-of-school-time programs.

The database design involved three key components:

- Determining the data sets required and how they related to each other.
- Determining the data usage - who will use the data, how will it be used and for what purpose.
- Investigating the technical environment – the platform it would be sitting on, the fields that needed to be included, and the best way to integrate all of these in a user-friendly interface.

Full results of the research are presented in: *An opportunity for Every Child: Realizing the Potential of After-School Programming for Children ages 6 to 12 in Toronto*, October 2011. The report provides a wealth of information and research that together with other strategic documents forms the basis of Toronto's Middle Childhood Strategy (Appendix B; Policy and strategy context).

The Middle Childhood Strategy was also shaped through an extensive consultation with the members of the Middle Childhood Matters Coalition Toronto as well as Toronto's Child and Family Network. The Network is a partnership between different levels of government and a cross section of agencies and organizations working to build an effective and integrated system of high quality services for children and families. The input and support from these multiple-level of stakeholders ensured that the perspectives of the wider community were incorporated into the content and direction of the Middle Childhood Strategy, which is captured in the following five goals and actions.



Middle Childhood Strategy

Goal 1: Develop a comprehensive and integrated system of services for children aged six to 12

In Toronto, out-of-school-time care for children 6 to 12 is provided in a number of ways, including licensed childcare, recreational programs, not-for-profit organizations, schools, private providers as well as informal arrangements with neighbours or family members. Due to this fragmented nature of out-of-school programming, it is difficult to plan or create a holistic and efficient response to issues facing children and families. Governments, service providers, and community partners should collaborate to align policies, planning approaches and processes to create a comprehensive system of services for children and families.

Action	
1.1	<p>Share and support a common understanding of the needs of out-of-school-time programming among key stakeholders in Toronto through the broad distribution of the Middle Childhood Strategy and “ An Opportunity for Every Child: Realizing the potential of After-School Programming for Children ages 6 to 12 in Toronto” report to:</p> <ul style="list-style-type: none"> ■ City Council ■ Provincial & Federal Governments ■ Schools Boards Child and Family ■ Network ■ Funders
1.2	<p>Support a network of community based programming for children ages 6 to 12 that is achieved through the creation and sustainability of an accessible and quality out-of-school-time system</p> <ul style="list-style-type: none"> ■ streamlining legislative, accreditation and regulatory processes for program providers, ■ coordination of funding priorities by all funders, ■ shared funder eligibility and outcome requirements
1.3	<p>Establish quality assurance standards and indicators of quality for all out-of-school-time providers, including the development of tools and standards to measure program quality that consider both developmental differences and the local context.</p>
1.4	<p>Work with the Child and Family Network to develop common outcomes (child, community and system), key indicators, benchmarks and measurement tools for out-of-school-time programming.</p>
1.5	<p>Build partnerships and collaboration between the multiple stakeholders that support and provide out-of-school-time programs – such as schools, community centers, agencies and families – to create a system that offers seamless transitions for children, particularly those with extra support needs</p>

Goal 2: Improve Local Service Coordination and Planning

The research demonstrates that most parents feel that out-of-school-time programs are not adequately available in their communities, particularly programs that are accessible in terms of affordability and accessibility. In addition, service planners lack the information to determine whether after-school spaces in Toronto are properly distributed according to available funding and local needs. New planning tools should be explored to address these gaps in data. As well, service providers and system stakeholders need to collaborate around local planning to create an efficient and seamless approach to providing out-of-school-time programs.

Action	
2.1	Engage in local planning tables with community-based service planning for ages 6 to 12 that engages families in program planning and delivery
2.2	Develop a database to map Toronto’s out-of-school-time programs
2.3	Use local findings from mapping to identify service gaps and inequities in program distribution to inform service coordination and funding priorities.
2.4	Explore new models of service delivery for children ages 6 to 12 that enable the integration of staffing, resources, administration, and facilities in order to improve quality, increase access and generate resource efficiencies.
2.5	Formalize strategies for community-school collaborations that are consistent with the best interests of families and communities – particularly around shared use of space, equipment, staffing and other resources.

Goal 3: Advance Quality of Programs

After-school personnel and policy experts identify the lack of shared standards of quality as a pressing need, particularly for staff hiring and training. High-quality is also the cornerstone of the Middle Childhood Strategy Framework, which sets out some of the specific elements of high quality that should be common to all programs, including developmental appropriateness and ethno-racial relevance. The City has developed a model of practice, the After-School Recreation and Care Program (ARC) that can offer lessons and tools to advance quality in out-of-school programming – particularly for low income neighbourhoods.

Action	
3.1	Develop evaluation criteria to assess the quality of programs for the purposes of accountability and program improvement.
3.2	Promote the use of the evaluation criteria by offering ongoing training and resources to staff.
3.3	Use evaluation criteria to inform funding needs
3.4	Support new out-of-school-time programs using elements of high-quality and best practices to accommodate the diverse needs of children (6-12) as well as their families and communities (e.g. academic, recreational, language, cultural).
3.5	Advance screening tools for children ages 6-12 and ensure that staff are trained and qualified to support children with different developmental needs.

Goal 4: Raise Public Awareness

Many parents are often unaware of the available options for out-of-school time programming and lack an understanding of the benefits beyond the basics of safety and care. There is a need for a public-relations campaign on the after-school needs of children in middle childhood and on the value of after-school programming.

Action	
4.1	Partner with key stakeholders to develop and implement a public awareness campaign around out-of-school-time programming in Toronto (e.g. bus shelter ads with Middle Childhood Matters Coalition). Key messages should address: <ul style="list-style-type: none">■ What it is.■ Why it is important.■ Where to go for more information.

Goal 5: Support Research and Knowledge Exchange

While the literature has helped advance our understanding of out-of-school-time programming, there is still more to be done. Further research on topics such as the different program needs of early middle childhood (ages 6-8) compared to late middle childhood (ages 9-12); as well as what constitutes quality programming should be pursued in partnership with local schools, various City divisions (e.g. Toronto Public Health), community agencies, and other non-profit organizations. Research findings and policy should also be broadly disseminated to actively engage all stakeholders in the process of knowledge exchange.

Action	
6.1	Create an information-sharing hub for providers to improve access to out-of-school-time program resources, tools, and knowledge exchange opportunities (e.g. conferences).
6.2	Seek out opportunities to continue research on children in middle childhood.



Moving Forward

The Middle Childhood Strategy is centred on a vision shared among government and community partners in Toronto of an integrated, inclusive and high quality service system that is accessible to all children from birth to 12 years of age and their families.

The Middle Childhood Strategy fits well with the Toronto Child and Family Network, a new model of integrated planning that supports a comprehensive system of services for children and families. The Steering Committee includes a broad range of leaders from various governments, agencies and organizations, creating an opportunity to align policies and programs at the community, municipal and provincial level. The Steering Committee is supported by four sub-committees that represent the different sector components of the child and family system: health, early ID and intervention, family support and early learning and care. In this context, the Middle Childhood Strategy will be advanced primarily through the work plan of the Early Learning and Care Committee, with guidance and support from the Steering Committee.

The Middle Childhood Work Group will continue to provide leadership and guidance to the implementation of the Middle Childhood Strategy. The goals and action steps of the Strategy require ongoing collaboration and partnership involving those represented. Membership will be reviewed to ensure inclusion of provincial child and youth service organizations and Ministries mandated to oversee children, recreation, education, health, and social needs.

Appendix A

Policy and strategy context

This strategy has been produced in the context of the following policy and strategic documents:

Toronto's Vision for Children

Toronto's Strategy for children; adopted by Toronto City Council, November 1999

"Regardless of the socio-economic status of his/her family and community, every child has the right to childhood experiences which promote the chances of developing into a healthy, well-adjusted and productive adult."

The Toronto Child Care Service Plan 2010 – 2014

www.toronto.ca/children/service_plan.htm

Goal 4.1

To promote collaborative practices and partnerships to support the alignment of our service planning activities with other service planning initiatives to move towards an integrated system of services

Action Statements

- partner with school boards to develop strategies to support the ongoing needs of families for extended care for the full year for children aged four to 12 years

Middle Childhood Matters; An Inventory of Full-Week After-School Programs for Children 6-12 Years in Toronto, Community Social Planning Council of Toronto, January 2009;

Outlines 7 recommendations:

1. Continue to support existing after-school programs and initiatives for children 6-12 years old that are providing quality care.
2. Support the development of a Middle Childhood Years Framework which includes policy recommendations. This will fill the policy void for middle childhood years.
3. Develop a comprehensive integrated strategy, policy and funding that focuses on the complete developmental continuum of a child from birth through to adulthood including the middle childhood years
4. Work to ensure that middle years children have equal access to high quality after-school programs regardless of where they live.

5. Ensure that solid policies, procedures and funding are in place to fully realize the potential of schools as community hubs working with local agencies to deliver after-school programs for middle years children in addition to other vital community programs.
6. Build on current research to develop a comprehensive and detailed database of Toronto's afterschool programs for middle years children including information on program cost, accessibility for children with special needs, program quality, cultural-appropriateness of programs and identification of school-based programs.
7. Conduct further research to identify the afterschool situations and needs of Toronto's 6-12 year olds, who, based on our data, are not in a fullweek after-school program in order to answer the questions: "Where are they?" "Who are they with?" "What are they doing?"

City of Toronto Middle Childhood Strategy Framework, May 2009;
www.toronto.ca/legdocs/mmis/2009/cd/bgrd/backgroundfile-21744.pdf

Resulted in the adoption of guiding principles to serve as the foundation of the Middle Childhood Strategy and further outlined Elements of High Quality Programs.

With Our Best Future in Mind; Implementing Early Learning in Ontario; Report to the Premier by the Special advisor on Early Learning; Charles E. Pascal; June 2009
http://www.ontario.ca/ontprodconsume/groups/content/@onca/@initiatives/documents/document/ont06_018899.pdf

Recommendation 3: The Early years Policy Framework should mandate school boards to offer:

- Extended day programming for children 4 to 12 years old that operates after school; during school breaks and summer vacations.

An opportunity for Every Child: Realizing the Potential of After-School Programming for Children ages 6 to 12 in Toronto, Nayar Consulting & Amanda Parriag and Associates, October 2011
www.toronto.ca/children/middlechildhood/consultants_report_oct2011.pdf

Research to identify the after-school situations and needs of Toronto's 6 to 12 year olds who are not in programs in order to answer the questions:

- "Where are they?"
- "Who are they with?"
- "What are they doing?" (Lyn, 2009, pp. 15-16)



APPLEGROVE COMMUNITY COMPLEX

60 Woodfield Road, Toronto, Ontario M4L 2W6
Phone 416-461-8143 Fax: 416-461-5513
www.ApplegroveCC.ca

“TOGETHER, BUILDING OUR COMMUNITY”



Applicious Evaluation Notes – October 2012

Draft 2

	Positives	Concerns	Changes / Recommendations
Objectives			
Location and Layout			
Date & time			
Planning process & Committee			
Sponsors			
Promotion & Publicity			
Equipment			
Event Staffing/ Volunteers			
Refreshments			
Agencies			
Vendors			

Charitable Number: 10671 8943 RR0001

	Positives	Concerns	Changes / Recommendations
Welcome Table			
Applegrove Table			
Inflatables			
Activities, Games and Contests			
Entertainment			
Silent Auction			
Prizes			

The "Best Things" about Applicious



Details

1) Summary:

2) Goals and Objectives

- the original 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
- prior years' objectives included:
 - 600 participants
 - break even (at 400 families spending \$9 per family on tickets and \$6 on food)
 - 5 publicity mentions
 - happy participants, i.e., an average of at least 3.25 on the 4 point scale.
- in 2011, participants' evaluations confirmed that they had fun. With 13 vendors and 10 agencies, the event offered opportunities and promotion to local businesses and services. It marketed Applegrove – More than 1/3 of participant evaluation forms said they had not previously heard of Applegrove and about 1/4 requested information about the centre (mostly not the same people).
- like 2011, the 2012 evaluation form showed participants enjoyed the event. With the new location, a far higher proportion of evaluations said they knew about Applegrove (18 out of 22 forms or about 80%). Also possibly due to the new location and corresponding changes in layout, the average rating was 3.76, significantly higher than the 3.4 average for 2011.
- event staff/volunteers
 - heard informal positive comments about the event overall and saw that participants were enjoying themselves
 - many, many positive comments about the location
- based on the number of evaluations and the number of tickets, attendance was probably somewhat lower than 2011's estimated 1500, but more than 600 participants/400 families.
- the 2012 event broke even.

3) Date and Time

- for the past 4 years, Applicious has been held on the 3rd Saturday of September.
- we considered whether to hold it on Sept. 15 or 22, but decided to continue the pattern of the 3rd Saturday, also assuming that there was a higher likelihood of good weather earlier in the month
- as in prior years, Applicious ran from 11 to 4.

4) Location and Layout

- changed the location from Woodbine Park to
 - address some concerns with the prior layout/location
 - hope to save money (park permit fees, noise permit, etc.)
 - bring the event closer to the agency
- early in the year, the Executive Director approached the Ontario Heritage Trust, owner of the Ashbridge Estate, to inquire about use of the property
- after a positive response, the Executive Director met with Trust representatives in April

- the April Board meeting reviewed a draft contract showing that we would have to pay \$30/hour for an on-site Trust representative during the event.
- the Trust provided a property plan which was used to draft the event layout.
- approximately 2½ weeks before the event, one of the organizational tenants advised Applegrove that they had a long-planned Board meeting all day on September 15 and would require parking for 5 to 10 cars, some of which would enter and leave during the day. The layout was changed to accommodate these needs.
- met with Trust representatives about a week before the event to discuss layout; made some minor adjustments afterwards.
- amended layout during setup as the planned location for the Welcome Tent would not work and we were unable to use the Sponge Toss
- effectively, the site had 3 sections:
 - washroom and trash at the north east corner
 - entrance, bouncies and food on the western part of the site
 - games, vendors and entertainment in the valley in the central area
- the main route from the entrance to the games area was the very narrow path across the walkway.
- due to rain earlier in the week, the alternative route to the washroom (past the back of the house) was muddy.
- a few days before the event, the organizational tenant advised that their Board meeting was postponed.

5) Event Planning and Organization

- as in prior years, the Executive Director led most of the planning and organization
- we expected that the Outreach and Involvement (O/I) staff would support the planning and outreach; however, because the funder delayed contract approval, the O/I staff were not hired until the beginning of September.
- much of the work was done at the last minute: this meant that there was some duplication of effort and some work was overlooked.

6) Sponsorship

A. Planning

- started late due to restructuring and gapping of O/I workers
- focussed on prior sponsors as well as identification of specific local businesses that might consider sponsorship.

B. Results

- Several of last year’s sponsors returned, such as Jillinda Greene¹, Dr. Deemar and Apple Growers
- as in the past we had more success getting in kind sponsorship than cash
- Sponsors included

Business	Contact	Amount/Value	Non-monetary	\$\$	Level
Remax/ Hallmark	Jillinda Greene	\$500	Advertising SNAP		McIntosh

¹ In prior years, Jillinda had a half-page SNAP ad with Applicious in half of it, i.e., ¼ page ad inside paper. In 2011 and 2012, she had a banner across bottom of front page with Applicious in half of it, i.e. better placement, smaller ad.

Business	Contact	Amount/Value	Non-monetary	\$\$	Level
United Employees Credit Union		\$500		\$500	McIntosh
Apple Growers	Sarah Marshall	\$250	Recipe Cards, brochures, colouring books		Crispin
Edward Jones	Andrew Sherbin	\$250		\$250	Crispin
Big Ben		\$250	Dumpster		Crispin
Coxwell Dental	Dr. Martin Deemar	\$150		\$150	Apple Blossom

C. Recommendations for next year

- begin recruiting sponsors early (February/March)

7) Promotion and Publicity

- Prior to event
 - i) "Mobile" signs from Archer
 - went up about Aug. 30 at Eastern/Woodward and Queen/Kingston
 - instead of 2 lines outlining activities as in prior years (food, entertainment, games, vendors), the signs highlighted the new location and address.
 - ii) Poster
 - committee and volunteer designer Julio Filici tweaked poster
 - printed 500, did not use them all, but posted some stores.
 - printed b&w to send home with Duke of Connaught students on Sept. 7
 - Volunteers, Outreach/Involvement staff posted neighbourhood around Applegrove, north and north-east of park, and Greenwood/Queen
 - used poster design as letterhead for Thank You posters for sponsors and donors.
 - iii) Banner
 - new Applicious banner for posting on Ashbridge fence produced with in-house printing attached to banner paper and laminated for free.
 - did not want to hang last year's printed banner in advance of event where it could be damaged,
 - at event, used Applicious banner on Welcome tent
 - iv) Community Calendars and Local Papers
 - sent to Beach Metro news for Sept. 11 edition
 - requested advertising sponsorship from Beach Mirror; instead Toronto Community News, the publisher, said they were interested in supporting Applegrove in a different way
 - v) SNAP
 - Sept. edition's coverage of the day camp's special event (Festival of Sight and Sound) noted it was preparation for Applicious
 - Jillinda Green's advertisement was great on front page
 - also in SNAP calendar.

- vi) Website and Facebook
 - o Marina did a great job updating website

- After event
 - o SNAP took wonderful pictures (see end of report) and a great video!

8) Equipment

- tables & chairs
 - o used 6 child chairs and 3 small tables
 - o used 1 AG folding table
 - o rented 50 chairs and 30 tables from GNS party rentals
 - o planned to unload AG table first to use for set-up but this was not possible due to placement in our truck. GNS unloaded tables by 9 a.m. so this was not a problem.
 - o the site plan anticipated a couple of extra tables. One of these was needed for a change table near the washroom and others for body art and crafts.
- tents
 - o borrowed 1 tent from Eastview²
 - o Alana loaned a camping tent for storage, etc.
 - o purchased 2 tents bringing Applegrove's total to 4 plus a backyard gazebo-style tent that is not appropriate.
 - o rented 10x20 for craft area from GNS @ \$350
 - o rented 10x20 for food area @ \$350
 - o used 1 10x10 each for body art, Welcome, AG table, button making and fun food. Unable to use a 10x10 at food tent due to placement of 10x20. Put the Prize/Auction area under a tree so it did not need a tent.
 - o Recommendations: continue to purchase 1 AG 10x10 annually (make sure these are pop-up).
- inflatables
 - o Fire Fighters (fire truck) for children up to 6
 - o rented
 - giant obstacle, 6 children at a time
 - SpongeBob: 4 children at a time
 - o unsuccessful in accessing the Pizza Pizza "donated" bouncy, but there was only space for 3 bouncies
 - o all bouncies busy most of the day, sometimes with line-ups of 10 or more
 - o 3 tickets for 5 min
 - o Need to have at least one adult supervising each bouncy at all times
 - o supplier did not arrive until 11:15
 - o Recommendations:
 - request Fire Fighters' bouncy in February.
 - consider what inflatables/rentals could be set up on driveway
- generators
 - o two for bouncies (cotton candy ran off one) @ \$80 each.
 - o 3rd for sound equip.

² in prior years, borrowed 2 tents from Eastview and 1 from Thornton. In early September, learned that the Thornton tent and 1 Eastview tent were not available.

- 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.
- toilet
 - rented at 2-stall unit from Jenco for about \$750.
 - this was delivered on the Friday and picked up on the Monday.
- bbq's
 - boiler: borrowed from Louise's trailer park.
- cotton candy machine (ran off obstacle course generator) @ \$125 including supplies for 150 servings.
- stage: 4 sections 4x4', about 1 foot high rented from GNS @ \$140
- sound equipment: (2) 950 watt speakers with stands, two mics with stands, one mixer, one ipod adapter from Long and McQuade for about \$100.
- signs:
 - although the prior printer had offered to print decals to update the old coroplast signs, this did not work out. Consequently, we updated them with paper signs.
 - printed legal size sheets and put in legal size page protectors
 - some signs posted on tables or tents.
- decor
 - hoped to hang paper lanterns and paper apples from trees but the OHT nixed this.
 - hung paper lanterns from fence posts
 - some large felt apples hung from tents.

9) Event Staffing

- Paid staff: Outreach and Involvement staff Jenna and Shelley, plus Tuyen, Louise, May, Ashley and Susan worked from 8 or 9 a.m. to 5:30. Susan had to stay until 7 p.m. for the bouncy pick-up.
- about 58 volunteers put in 330 hours at the event, plus 6 event staff who put in a total of 70 hours.

10) Food and Drinks

- a) Water
 - HTO to Go said they did not receive Applegrove's application for the water trailer. Consequently, we purchased 100 bottles of water for sale.
- b) AG
 - food tent
 - fresh apples – about 200. There were very few Ontario apples available: tried a couple of different avenues for donations or wholesale apples; eventually obtained 2 bushels from a vendor at the Nathan Phillips Square market at an exorbitant price (\$100) which an anonymous donor paid.
 - invested in mini-bushel baskets to display apples, muffins and other items attractively.
 - 1 bbq for hot dogs, hibachi for veggie dogs
 - unlike prior years, there were almost no wasps; whether this was due to the location or the weather, it was a pleasant change!

- comments/suggestions
 - participants always ask for apples: consider ways to have more apples for sale including farmers, etc.

Food Item	What Went Well	Problems	How much did we sell	For next Year
Hot Dogs & Veggie Dogs	People were happy to have option Price Chopper gave us good deal Buns were inexpensive	Hot Dogs got cold really fast A couple of people returned them Boiling them was not as good as we anticipated	We did not sell out, we bought enough supplies for 400 hot dogs We were able to recover the cost of left over wieners and buns by selling them at cost to PC and EW for FR lunches.	Buy about 150-200 Max Get BBQ, ask Canadian Tire early, they will drop off and pick up a bbq for us to use.
Pizza	Pizza was great! We got a good price from Pizza Nova We were able to order several times Warmer bags provided by Pizza Nova	Didn't order enough originally	We sold a lot of pizza, in the end we sold 1 pizza at cost to a staff member and gave some of the teen volunteers a slice	Start order at 12 pizzas, 6 each of cheese & pepperoni Try and keep orders coming faster
Muffins	The people who bought muffins loved them	We had too many Staff purchased some at cost Leftovers were used for Afterschool Snack	We sold about 2 dozen	We should get some but only 2-3 dozen at most
Apple Pies	They were big and beautiful	No real issues besides they didn't sell	2 pies total out of 10 purchased Staff bought remainder at cost	Do not do again
Fresh Apples	They sold out early. I think it had a lot to do with display & we sold them cheap	We ran out	100	Try to get a better source of Apples
Water, Juice, Pop	Getting ice from Corpus Christi helped a lot Customers were happy with water option	None	A lot but we need to bring less next year.	
Candy Apples	We only bought 100 and they all sold out by end of the event		100	Keep and order the same

Food Item	What Went Well	Problems	How much did we sell	For next Year
Cotton Candy		Machine was not available until after 11 which meant we could not make candy in advance. Cones were not full enough and deflated when made them less attractive to customers		Need to have machine earlier Staff need to be trained better Need to make an attractive product
Marshmallow w Treats	Marshmallow			
Popcorn		Just didn't sell	We gave it away in the end	If we do it popcorn has to be packaged better to attract customers

c) Public Health

- on-going relationship with public health meant no problems with food forms.

d) Recommendations for next year

- see table above.
- consider selling alcoholic cider. For 2012, we received the facility permission too late to apply for a LLBO permit. For 2013, investigate getting a permit that allows patrons to take their drink with them around the property.
- put fun food with food instead of separating them.

11) Agencies

A. Participants

- i. East End CHC: ran our Clown Ate My Apple game
- ii. Eastview Neighbourhood Community Centre: ran our Mapple Jong game
- iii. S.H. Armstrong: ran our Apple Toss game
- iv. Gerrard Ashdale Library: ran AppleFish
- v. Ontario Heritage Trust: had info table on porch

12) Vendors

- 8 vendors, 2 of whom needed a table. Target was 11 vendors; there were 13 in 2011.
- vendors paid \$20 (\$40 if we supplied table and chairs) plus an item for the silent auction

Name	Product/Service
Angela Donnelly, Front Door Organics	Organic Produce
Alma Gonzalez, Graciela's Design	Jewellery designed in Mexico
Elaine Ing, Arbonne	Hand-wash/scrub
Katy Dockrill	Prints and original art
Ellie Arscott, Art Patisserie	watercolour illustrations
Samantha Spencley	homeopathy
Violetta Migoya	Jewellery
Yoshi's Sweets	Apple Fritters and Deep Fried Brownies

- some items provided for the silent auction were late
- unlike prior years, there were several high value items.
- the 2012 report suggested raising the fee and eliminating their auction items; we kept the same fee because due to the change of location, we did not know whether vendors would get enough shoppers.

13) Welcome Table & Ticket Sales

- in 2011, based on prior years' experiences, divided Welcome Table functions into Vendor/Agency Liaison, Volunteer Coordination, and Ticket Sales/Welcome/Info; however, this year, with few vendors and agencies and less space, we simplified into Volunteer/Agency Coordination and Sales/Vendors
- sold about 198 \$10 cards and 75 \$20's, sold/distributed about 600 single tickets. Very few tickets sold in advance.
- Volunteer Coordination took place all day.
- Vendor/Agency liaison only needed until about 11:30
- based on the recommendation of a 2011 volunteer ticket seller, planned to clear out cash box regularly and replace with a new float. For a variety of reasons, this did not happen but is a strong recommendation for 2012.
- ticket sales: significantly lower than 2011

	2012	2011
Single tickets	531	593
12-cards	109	198
25-cards	37	75

14) Applegrove Table

- location: beside craft table
- as in prior year, intended as 2nd ticket sales location. Although this was marked clearly on the map and noted on the signs, there were minimal ticket sales.
- sold some seniors' crafts, craft kits, soaps, bath salts and jewellery charms.
- in 2011, suggested considering the following options for 2012. Decided to try sales again based on research (Pinterest), combining the prize and auction tables, and need for an information station in the "games" area.
 - forego an AG table and have Ambassadors give out AG info
 - combine the AG table with either the Prize or Auction table
 - have an AG clipboard at each table

15) Programming

a) Agenda

- plan
 - 11:00 a.m. Start activities
 - 11:15 Official opening
 - 11:30 Sing-along Tim and the Pacifiers
 - 12 to 1 Races
 - 1 to 1:30 Stand-up comedy
 - 1:30 Races
 - 2:00 Sing-along Tim and the Pacifiers
 - 2:30 Gymnastics demo
 - 2:50 Close silent auction
 - 3:30 Draws and official closing. Successful silent auction bidders pay
 - 3:50 Last round of activities starts
 - 4:00 Activities close.

b) Races

- cancelled Apple Hop due to inability to inflate the bouncers
- gave ribbons (rather than prize coins) to race winners.

c) Activities and Games

- Crafts
 - (a) Decorate an apple: used wooden apples purchased in quantity for 2011 event. Decorated with paint, glitter-stickers.
 - (b) Card-making: simple design for younger children.
 - (c) Button-making: used co-owned button maker. Previously purchased button supplies to last for some years.
 - (d) make an apple spinner
 - (e) Decorate a foam apple
 - first 4 activities in craft tent.
 - based on 2 prior years' experience, put back wall on tent to block access to willow tree behind it
 - tables were reasonably busy all day with a couple of participants most of the time.
 - children enjoyed activities

- Other Activities
 - i. Sponge Toss:
 - when we attempted to load it on the truck, we found that the prior users had left it in 2 pieces so we could not use it.
 - for next year,
 - ensure the equipment is usable well in advance.
 - recruit targets for specific times, e.g., local school principals, government representatives, etc.
 - charge participants who want to be targets!
 - ii. Temporary Tattoos: 1 ticket
 - apples from Apple Growers
 - 2 types of art tattoos from SandyLion: supplies left over for future years.
 - iii. Henna
 - .
 - iv. Handelicious (nail polish and decals): 1 ticket for polish, 1 for decals
 - used tiny glitter stickers from the dollar store.
 - v. Face Painting:
 - full face paint 3 tickets, simple design with stamps 1 ticket.
 -
 - vi. Games
 - (a) Giant Snakes & Ladders
 - (b) Giant Apple Blossom Picking (Twister)
 - (c) The Clown Ate My Apple
 - (d) Apple Toss
 - (e) Apple Fish
 - (f) Mapple Jong
 - ensure game operators understand the balance between easy enough to win prize coins, and hard enough that they don't win coins every time (so they buy more tickets and Applegrove makes more money)
- d) Prizes
 - in 2011, purchased 600 prize coins (Party Packages casino or pirate party supplies) to use at this and other events (some dollar stores now carry similar ones)
 - participants received prize coins when they won a game; they then used these at the prize table.
 - over 400 Small prizes at 1 coins each
 - over 400 medium prizes @ 5 coins
 - a few large prizes @ 10 coins
 - a few giant prizes @ 25 coins.
 - prizes included
 - 2 boxes of 50 "GoGo's" (crazy bones), left over from prior years
 - box of Barbie stickers
 - huge box of trinkets left over from school fun fair
 - large prizes donated by Swag Sisters

- Used about 600 prizes altogether this year;
- e) Entertainment
 - performers:
 - did not have any mascots due to lack of time
 - for next year, Applegrove will have its own apple mascot costume

16) Silent Auction

- Each vendor provided an item for the silent auction.
- a few additional items from Applegrove and other donors.
- When/if all money is collected the silent auction will have made about \$123 (\$300 in 2011, \$890 in 2010); there were very few bids overall, and several items received no bids at all.
- based on 2011 experience and recommendations, ensured that the main volunteer staffing the table arranged items well, chatted with potential bidders, etc.
- some vendors gave very low quality items and 2 did not provide an item.
- for next year,
 - ensure follow-up with vendors when the silent auction items are due, and do not allow them to set up unless they have provided one.
 - OR consider a higher fee without requiring an item (perhaps with a discount when/if they provide one)

17) Candy Guess and Business Card Draw

- there were very few entries in the Candy Guess; probably not worth having this next year. Alternatively, have it as an activity @ 1 ticket.
- although there were very few entries in the business card draw, one individual worked at a business that Applegrove wants a relationship with.

18) Staff/Volunteer comments and suggestions (general)

- put fun food and real food together
- layout brought vendors and agencies closer together; this was a benefit
- so many participants commented favourably on the location and the community feel.

19) Participants' Evaluation (see attached)

- informal comments to event staff confirmed that participants thoroughly enjoyed the event.
- like last year, incorporated a short evaluation form into the Door Prize Draw with a prize of a Starbucks card
 - about 22 forms completed, representing about 60 people (30 forms, 90 people in 2011; 80 forms, 200 people in 2010).
 - estimate these forms represent, at most, 10% of attendance.
 - 4 respondents (less than ¼) had not previously heard of Applegrove. In 2011, more than ¼ had not previously heard of Applegrove.
 - 15 respondents requested information about the centre.
 - overall rating of 3.75 on a 4-point scale, i.e., highly satisfied with event (3.4 in 2011, 3.5 in 2010).
 - Unlike prior years, there were no ratings of 1 or 2.
 - 21 respondents identified "best things" including the following. The wordcloud earlier in the report shows frequency by the size of the word.:
 - the games
 - children's activities

- 14 people responded to the improvements item, 2 of whom said they could not think of anything or hold it twice annually. Actual suggestions included more games, more booths, and more vendors.
- 6 people added other positive and encouraging comments.
- for next year, use the same format of Door Prize Draw and Evaluation form.

20) Finances

- as anticipated, the event was not eligible for a grant from the City
- vendors generated \$200 in fees (budget target was \$)
- ticket revenue was \$2,174
- ticket sales in prior years: \$3,500 in 2011, \$3,100 in 2010, \$3,377 in 2009
- the event broke even (\$18 net proceeds) compared to \$4500 in 2011 and \$2800 in 2010. Year-to-year comparisons must include the City grants in 2010 and 2011, and the 2010 expense of \$4500 in wages and benefits. Essentially, the event broke even in 2011, with the City grant making up the net proceeds.

21) Problems

- a) Merlin (bounciers and generators) did not arrive until about 11:15
- b) difficult to close toilet doors properly, so they did not flush. When possible, assigned a volunteer to check washrooms after each use.
- c) Gardiner was closed.

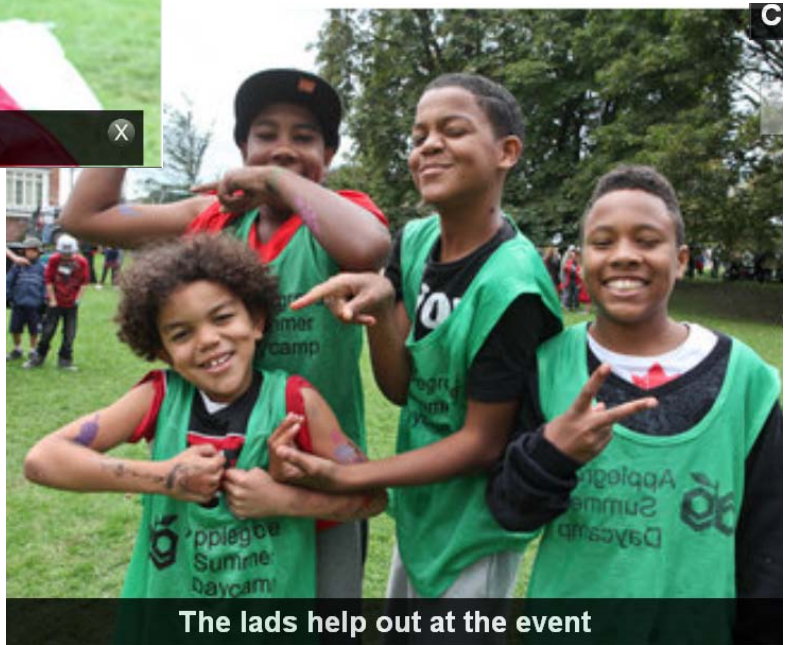
22) Financial Report

Revenue			
	Tickets	\$2,114	
	Food	\$1,169	
	Fun Food	\$552	
	Applegrove Table	\$127	
	Vendors	\$200	
	Sponsorship	\$850	
	Silent Auction (\$63 to come)	\$60	
			\$5,071
Expense			
	Mobile sign	\$282	
	Food and beverage	\$885	
	Decor	\$54	
	Equipment rental (tents, bouncies, tables, chairs, stage, sound system, candy floss machine, etc.)	\$2,305	
	General supplies	\$95	
	Ontario Heritage Trust	\$285	
	Truck rental	\$356	
	Toilet rental	\$791	
			\$5,053
Surplus/Deficit			\$18

23) Media coverage after event
(SNAP)



Emcees; Pierre and Geneviève



The lads help out at the event



Zachary prepares for the potato sack race



Which marker should I use to colour my apple?







Carmi and Ceejay

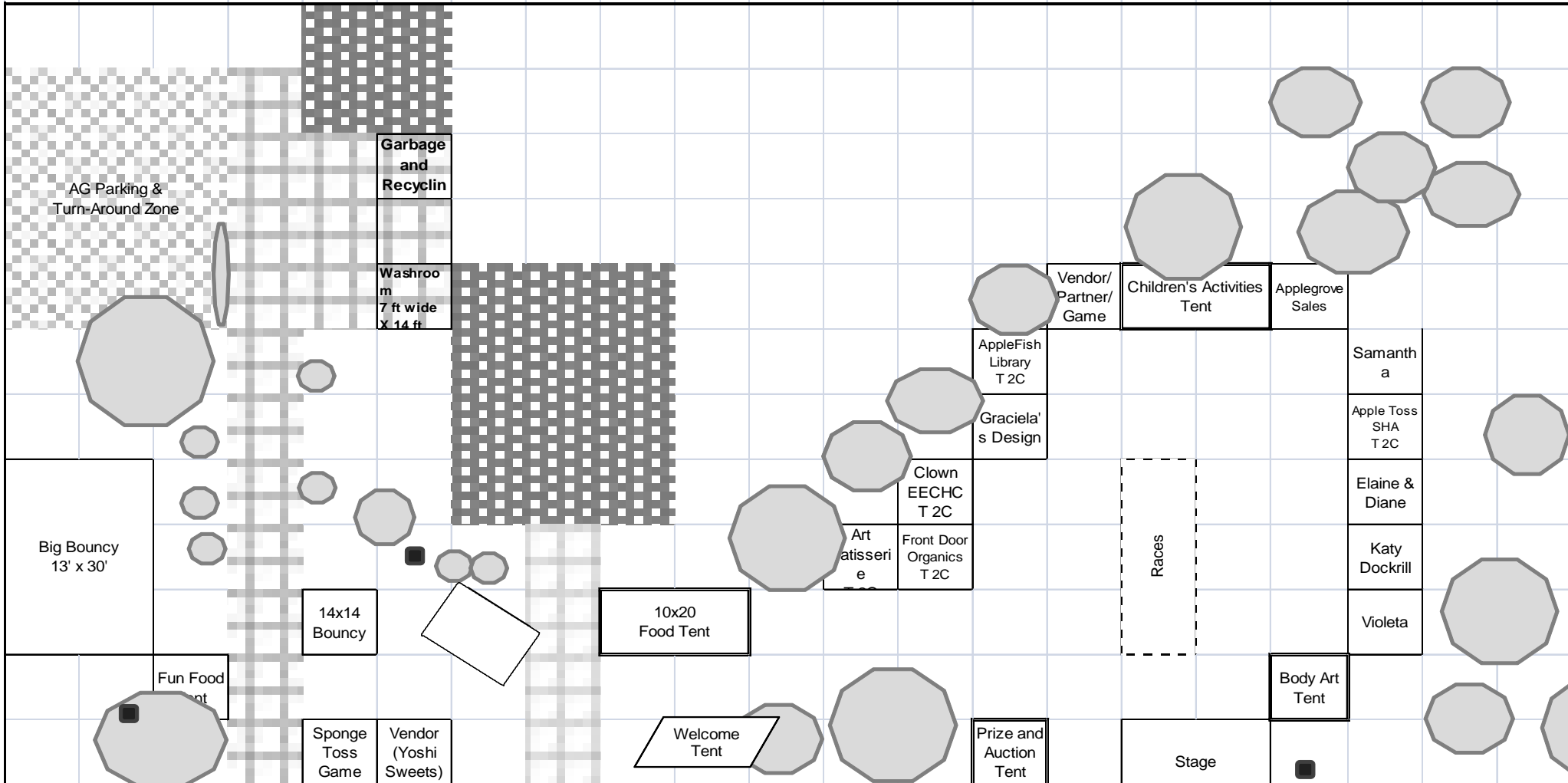
24) Layout Diagrams planned

Revised Draft Applicious Layout

If Toronto Water truck comes, it can probably go by garage.

31-Aug-12

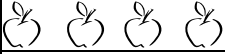

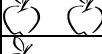

-  = paved
-  = building
-  = tree
-  = generator



25) Evaluation Data

Of the 22 respondents, 18 reported that they already knew about Applegrove, 4 did not, and 15 requested more information about Applegrove

Overall rating for the event from 4 (Very good) to 1 (Very poor):

Rating	2010	2011	2012
	35	14	16
	25	13	5
	3	2	
	1		
Average Rating	3.5	3.4	3.76

a) The best thing about Applicious was . . . (21 responses)

- Vendors
- Games Food
- The opportunity to make buttons
- At the Ashbridge estate
- Apple fritters
- Games
- Games
- Games
- The people!
- All the kids activities
- It is a community event
- Variety of activities
- All ages
- Games
- Activities for children
- Bouncy castles
- Food
- Games
- Very exciting/Activities
- Apples
- Prizes

b) Applicious would be better if . . . (17 responses, of which 2 were actually compliments)

- More apples
- More rides
- There were more selection of temporary tattoo design
- If neighbourhood was informed

- More Booths
- More Booths
- If it were warmer
- The generator wasn't so loud
- It was 2 times a year
- Can't think of anything
- Bouncy tents further from entrance; hard to get kids to do other activities
- Tickets for activities were not as pricey
- More food
- There were picnic tables, Gluten free booth allowed to provide Corn dogs
- More games, Tickets sold in games area
- It were back at woodbine park
- Games

c) Other comments: (6 responses)

- Great venue
- Fun!
- So Boss ! :)
- Had a great time thanks!
- Great music
- Awesome event, Great MC

Applegrove Pix





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”



Minutes of the Board of Management Meeting September 24, 2012

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

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

A. Call to Order/Adoption of Agenda

Sydney called the meeting to order. Quorum of 5 members was achieved. The agenda was adopted as circulated.

B. Declaration of Conflicts of Interest

None were declared.

C. Minutes of the June Board of Management Meeting

MOTION (Sulway/McKechnie)

To accept the minutes of June 18.

Carried

MOTION (McKechnie/Chong)

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

Carried.

D. Restructuring Update

Susan provided an update.

MOTION (Sulway/McKechnie)

To return to the public meeting.

Carried.

E. Collective Agreement: for information

Copies of the Collective Agreement and Memorandum of Understanding were provided to Board Members.

F. Hiring Reports

MOTION (McKechnie/Chong)

To accept the hiring reports for the summer staff, outreach and involvement staff, Bookkeeper/Information Clerk, and after-school staff.

Carried.

G. Executive Director's Report

MOTION (McKechnie/Chong)

To accept the Executive Director's Report.

Carried.

H. Correspondence List

MOTION (Sulway/McKechnie)

To accept the suggested actions and accept with regret the resignation of AHM

Mustain Billah.

Carried.

I. Adjournment

The meeting was adjourned on a motion by Chris Sulway seconded by Ben Chong.

Chair

Secretary

Next Meeting:

Monday, October 29 at 7:00 p.m. – next Board Meeting.



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Executive Director's Report

October 18, 2012

Another month has flown by!

It seems that most of the time was absorbed by reports. The usual quarterly reports to the funders for HOBG and the Applegrove and Edgewood Family Support programs were due in early October. This was really the first time that the new Bookkeeper and Finance Manager were responsible for the reports; although they worked on the prior quarter's reports, we were all aware that the figures were estimates due to work not being done during the transition period.

In addition, preparing for the Line by Line review of the Admin budget took 5 days of work by Tuyen, Ken and me. The meeting is on Saturday, Oct. 20 at 8:45 a.m. Please contact me if you would like a copy of the data.

Third, the City also requested other information for an “informal” budget presentation, meaning another ½ day of my time. I have attached the information submitted.

There were also several meetings to plan the school's 100th Anniversary. As I write, the lawns are being mowed and the school is getting tidied up in preparation for an estimated 500 visitors on Saturday.

To capitalize on the interest in the Ashbridges shown at Applicious, as well as interest in local history shown by registration for the 100th Anniversary, I thought Applegrove should sponsor a history talk by the Ontario Heritage Trust. The Trust's archaeologist had spoken at Applegrove in the early 1990's about the home and the findings of the archaeological digs. Although I had invited her much earlier, we were not able to confirm until the end of September. I delegated most of the organizing to Shelley, one of the Outreach and Involvement Workers, and recruited Bob Miller to MC the event. He is a long-time friend of Applegrove blogs about the neighbourhood. <http://ashbridges.wordpress.com/> I hope to see you on Thursday, Oct. 25.

Speaking of local activities, there will be a street festival on Sunday, October 21, on Queen east of Greenwood, to celebrate the completion of construction. The folks at the new Rakia restaurant and bar are leading the planning; it has all come together in the last week. They invited Applegrove to participate. I thought this would be an excellent opportunity for outreach and publicity, so invited a board member to work with Shelley at the event.

Still on local activities, I wondered about setting up an Applegrove Pinterest board, focussing on good things in our neighbourhood! I realized how much I enjoyed Councillor McMahon's Facebook postings on events in the neighbourhood, then saw a “little



library” at 123 Woodfield. With the amazing growth and popularity of Pinterest, this would enhance Applegrove’s social media presence and branding. (This photo is from my Blackberry.)

To that end, I have printed and attached Pinterest’s terms of service and privacy policy for your review.

As part of the administration restructuring, Louise is taking over responsibility for most of the communication with the volunteer website designer, as well as responsibility for Applegrove’s social media. She just returned from a workshop filled with ideas to enhance the Facebook page and improve Applegrove’s on-line profile! Look for some changes after Pasta Fest.

Finally, to capitalize on Pinterest popularity and to produce items for sale at craft fairs in November and December (these are outreach, not really fundraising), Shelley and I are offering “Pin-spired Learn It and Leave It Workshops” on Thursday evenings. I enjoy crafting in my personal time, so am volunteering at the workshops – it means I get to enjoy my hobby!

The September Board meeting suggested that October focus on finances and November on fundraising. You will see a significant amount of time on the agenda on financial matters. A detailed Year-to-Date financial report is included and there is time for the Board to consider how this information should be presented in subsequent months. As well, the program budgets for 2013 are included. The motion for the program budgets includes approval for staff to submit funding proposals based on them. This is an important motion: for example, the Children’s Services budget, due on November 2, includes sign-off by all 4 signing officers and confirmation that the Board is aware of the proposed budget.

But the agenda is not just about numbers. Financial decisions are about service decisions.

Earlier in the year, the Board agreed that 2012/13 would be a transition year for the After-school program. For this school year, we have 2 different fee levels, \$25 and \$65 per week. As May drafted a 2013 After-school budget, she included fee income for the September to December portion of the calendar year, i.e., the first part of the 2013/14 school year. Consequently, I thought this would be an opportunity for the Board to begin a discussion of the program fees. To inform the discussion, I have included a “Middle Childhood” document that discusses out-of-school programming for 6 to 12 year olds. I do not expect that this will be end of the discussion!

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 or concerns since the August Board meeting.

Following up on Step 2 Group Grievance that I reported in February, the union submitted a Step 3 Group Grievance to the City in late February. The Step 3 Grievance Meeting has been scheduled for early November.

Respectfully submitted,

Susan Fletcher.

Applegrove Data for AOCC Informal Budget Presentation

1. Key Service Level for 2013

For 2013, Applegrove will complete a strategic planning process which was started in 2012.

2. 2012 Key Accomplishment

Applegrove's key 2012 accomplishment was increasing service levels while restructuring administration. Applegrove successfully implemented a reduction in hours for management staff, restructured the administration staffing, and re-organized the office. Although the centre had to cope with fewer staff for several months, we maintained all key functions and met all key deadlines. At the same time, we responded to community needs by nearly doubling the enrollment of our after-school program and adding a focus on entrepreneurship to one session of the summer teen program.

3. Key Performance Metric by Centre - include a chart to illustrate performance measurement over time. (If possible - 2012 projected, 2013 target, 2014 target)

Each dollar in administrative funding from the City leverages a growing amount of funding to run programs responding to community needs.

Year	2011	2012	2013	2014
Leveraged dollars per admin dollar	1.14	1.28	1.29	1.31

4. Key Issue (think challenge)

Applegrove's community is changing; gentrification and rising real estate prices are affecting the community composition, while the economy impacts many long-time residents. Applegrove's challenge is to continue to meet the needs of the more disadvantaged residents of the catchment area, while responding to the requests of the new residents.

5. Service Objective and Key Priority Action (one of your goals/objectives and an associated priority action)

To accomplish the objective of streamlining administrative processes, a key priority action will be re-organizing Applegrove's filing systems.

6. Key Issue for 2014 and beyond

Applegrove's location in a K-8 school will bring particular challenges in 2014 when this school implements full day kindergarten. The school is already growing, and it houses both Applegrove and several rooms of daycare operated by a community agency. Construction is likely necessary to accommodate the additional kindergarten classes, and the daycare is likely to be relocated.

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2. **Pinterest accounts.** Creating an account with Pinterest gives you access to the Services in our sole discretion. We may maintain different types of accounts for different types of Users. If you open an account on behalf of a company, organization, or other entity, then (a) “you” includes you and that entity, and (b) you represent and warrant that you are an authorized representative of the entity with the authority to bind the entity to these Terms, and that you agree to these Terms on the entity’s behalf. By connecting to Pinterest with a third-party service (e.g., Facebook or Twitter), you give us permission to access and use your information from that service as permitted by that service, and to store your log-in credentials for that service. For more information on the types of information we collect from these third-party services, please read our [Privacy Policy](#). You agree not to use user names or board titles that are offensive, obscene, or harassing to others. We reserve the right to require you to change your user name or the title of your board at any time and for any reason in our sole discretion.
3. **Terminating your account.** You may close your account at any time by [contacting us](#). We may permanently or temporarily terminate or suspend your User account or access to the Service for any reason, without notice or liability to you, including if in our sole determination you violate any provision of our [Acceptable Use Policy](#) or these Terms, or for no reason. Upon termination of your use of the Service, you continue to be bound by Sections 1b (How Pinterest and other users can use your content), 1c (How long we keep your content), 1e (Feedback you provide), 1f (Definition of Intellectual Property Rights), 2a (Pinterest Content), 3 (Copyright Policy), 4c (Terminating your account), 4f (Your interactions with other Users), and 6 through 12 (inclusive) of these Terms. For information about how your User Content will be handled after any termination of your account, please see the “How long we keep your content” section above.
4. **Your responsibility for your account.** When you create your Pinterest account, you must provide us with accurate and complete information. Please be sure to provide us with up to date contact information for you so we know how to reach you. We encourage you to use “strong” passwords (passwords that use a combination of upper and lower case letters, numbers and symbols) with your account. You are solely responsible for the activity that occurs on your account, and you agree to keep your account login and password secure. You must immediately notify Pinterest of any compromise of your credentials you become aware of and any unauthorized use of your account.
5. **Changes to the Service.** Here at Pinterest, we’re always innovating and finding ways to provide our Users with new and innovative features and services. Therefore, we may, without prior notice, change the Service; add features, stop providing the Service or features of the Service, to you or to Users generally; or create usage limits for the Service.

6. **Your interactions with other Users.** Please keep in mind that you are solely responsible for your interactions with other Users. We reserve the right, but have no obligation, to monitor disputes between you and other Users. Pinterest will have no liability for your interactions with other Users, or for any User's action or inaction. Please help to make Pinterest a positive and respectful community.

5. Privacy and Security

We care about the privacy and security of our Users. You understand that by using the Service you consent to the collection, use and disclosure of your personally identifiable information and aggregate data as set forth in our [Privacy Policy](#), and to have your Personally Identifiable Information collected, used, transferred to and processed in the United States. While we work to protect the security of your content and account, Pinterest cannot guarantee that unauthorized third parties will not be able to defeat our security measures. You acknowledge that you provide your information at your own risk.

6. Third-party Links, Sites and Services

The Service may contain links to third-party websites, advertisers, services, special offers, or other events or activities that are not owned or controlled by Pinterest. Pinterest does not endorse or assume any responsibility for any such third-party sites, information, materials, products, or services. If you access any third party website, service, or content from the Service, you do so at your own risk and you agree that Pinterest will have no liability arising from your use of or access to any third-party website, service, or content.

7. Mobile Software

1. **Our Mobile Software.** We make available the Mobile Software to access the Service via a mobile device. To use the Mobile Software you must have a mobile device that is compatible with the Mobile Service. Pinterest does not warrant that the Mobile Software will be compatible with your mobile device. Pinterest grants to you a non-exclusive, non-transferable, revocable license to use a compiled code copy of the Mobile Software for one Pinterest account on one mobile device owned or leased solely by you, for your personal use. You may not: (i) modify, disassemble, decompile or reverse engineer the Mobile Software, except to the extent that such restriction is expressly prohibited by law; (ii) rent, lease, loan, resell, sublicense, distribute or otherwise transfer the Mobile Software to any third party or use the Mobile Software to provide time sharing or similar services for any third party; (iii) make any copies of the Mobile Software; (iv) remove, circumvent, disable, damage or otherwise interfere with security-related features of the Mobile Software, features that prevent or restrict use or copying of any content accessible through the Mobile Software, or features that enforce limitations on use of the Mobile Software; or (v) delete the copyright and other proprietary rights notices on the Mobile Software. You acknowledge that Pinterest may from time to time issue upgraded versions of the Mobile Software, and may automatically electronically upgrade the version of the Mobile Software that you are using on your mobile device. You consent to such automatic upgrading on your mobile device, and agree that the terms and conditions of these Terms will apply to all such upgrades. Any third-party code that may be incorporated in the Mobile Software is covered by the applicable open source or third-party end user license agreement, if any, authorizing use of such code. The foregoing license grant is not a sale of the Mobile Software or any copy thereof, and Pinterest or its third party licensors or suppliers retain all right, title, and interest in and to the Mobile Software (and any copy of the Mobile Software). You agree to comply with all United States and foreign laws related to use of the Mobile Software and the Service. Standard carrier data charges may apply to your use of the Mobile Software.
2. **Mobile Software from iTunes.** The following also applies to any Mobile Software you acquire from the iTunes Store ("iTunes-Sourced Software"): You acknowledge and agree that these Terms are solely between you and Pinterest, not Apple, and that Apple has no responsibility for the iTunes-Sourced Software or content thereof. Your use of the iTunes-Sourced Software must comply with the App Store Terms of Service. You acknowledge that Apple has no obligation whatsoever to furnish any maintenance and support services with respect to the iTunes-Sourced Software. In the event of any failure of the iTunes-Sourced Software to conform to any applicable warranty, you may notify Apple, and Apple will refund the purchase price for the iTunes-Sourced Software to you; to the maximum extent permitted by applicable law, Apple will have no other warranty obligation whatsoever with respect to the iTunes-Sourced Software, and any other claims, losses, liabilities, damages, costs or expenses attributable to any failure to conform to any warranty will be solely governed by these Terms and any law applicable to Pinterest as provider of the software. You acknowledge that Apple is not responsible for addressing any claims of you or any third party relating to the iTunes-Sourced Software or your possession and/or use of the iTunes-Sourced Software, including, but not limited to: (i) product liability claims; (ii) any claim that the iTunes-Sourced Software fails to conform to any applicable legal or regulatory requirement; and (iii) claims arising under consumer protection or similar legislation; and all such claims are governed solely by these Terms and any law applicable to Pinterest as provider of the software. You acknowledge that, in the event of any third party claim that the iTunes-Sourced Software or your possession and use of that iTunes-Sourced Software infringes that third party's intellectual property rights, Pinterest, not Apple, will be solely responsible for the

investigation, defense, settlement and discharge of any such intellectual property infringement claim to the extent required by these Terms. You and Pinterest acknowledge and agree that Apple, and Apple's subsidiaries, are third party beneficiaries of these Terms as relates to your license of the iTunes-Sourced Software, and that, upon your acceptance of the terms and conditions of these Terms, Apple will have the right (and will be deemed to have accepted the right) to enforce these Terms as relates to your license of the iTunes-Sourced Software against you as a third party beneficiary thereof.

8. Indemnity

You agree to indemnify and hold harmless Pinterest and its officers, directors, employees and agents, from and against any claims, suits, proceedings, disputes, demands, liabilities, damages, losses, costs and expenses, including, without limitation, reasonable legal and accounting fees (including costs of defense of claims, suits or proceedings brought by third parties), arising out of or in any way related to (i) your access to or use of the Services or Pinterest Content, (ii) your User Content, or (iii) your breach of any of these Terms.

9. Disclaimers

THE SERVICES, INCLUDING WITHOUT LIMITATION ALL CONTENT AND OTHER SUBJECT MATTER INCLUDED WITHIN THE SERVICES, ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED. WITHOUT LIMITING THE FOREGOING, PINTEREST SPECIFICALLY DISCLAIMS ANY AND ALL WARRANTIES AND CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, QUIET ENJOYMENT AND NON-INFRINGEMENT, AND ANY WARRANTIES ARISING OUT OF COURSE OF DEALING OR USAGE OF TRADE.

PINTEREST takes no responsibility and assumes no liability for any User Content that you or any other User or third party posts or sends over the Service. You are solely responsible for your User Content and the consequences of posting or publishing it, and you agree that we are only acting as a passive conduit for your AND OTHER USERS' online distribution and publication of your AND THEIR User Content. You understand and agree that you may be exposed to User Content that is inaccurate, objectionable, inappropriate for children, or otherwise unsuited to your purpose.

10. Limitation of Liability

YOU ACKNOWLEDGE AND AGREE THAT, TO THE MAXIMUM EXTENT PERMITTED BY LAW, THE ENTIRE RISK ARISING OUT OF YOUR ACCESS TO AND USE OF THE SERVICES, PINTEREST CONTENT, AND USER CONTENT REMAINS WITH YOU AND YOU USE THE SERVICES AT YOUR OWN RISK. YOU AGREE THAT NEITHER PINTEREST NOR ANY OTHER PARTY INVOLVED IN CREATING, PRODUCING, OR DELIVERING THE SERVICES WILL BE LIABLE FOR ANY INCIDENTAL, SPECIAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES, INCLUDING LOST PROFITS, LOSS OF DATA OR LOSS OF GOODWILL, SERVICE INTERRUPTION, COMPUTER DAMAGE OR SYSTEM FAILURE OR THE COST OF SUBSTITUTE PRODUCTS OR SERVICES, ARISING OUT OF OR RELATED TO THESE TERMS OR FROM THE SERVICES, OR FROM THE USE OF OR INABILITY TO USE THE SERVICES, USER CONTENT, PINTEREST CONTENT, OR FROM ANY COMMUNICATIONS, INTERACTIONS OR MEETINGS WITH OTHER USERS OF THE SERVICES OR OTHER PERSONS WITH WHOM YOU COMMUNICATE OR INTERACT AS A RESULT OF YOUR USE OF THE SERVICES, WHETHER BASED ON WARRANTY, CONTRACT, TORT (INCLUDING NEGLIGENCE), PRODUCT LIABILITY OR ANY OTHER LEGAL THEORY, AND WHETHER OR NOT PINTEREST HAS BEEN INFORMED OF THE POSSIBILITY OF SUCH DAMAGE.

IN NO EVENT WILL PINTEREST'S AGGREGATE LIABILITY, OR THAT OF ITS OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS, ARISING OUT OF OR IN CONNECTION WITH THESE TERMS OR FROM THE SERVICES, OR FROM THE USE OF OR INABILITY TO USE THE SERVICES, USER CONTENT OR PINTEREST CONTENT EXCEED ONE HUNDRED DOLLARS (\$100). THE LIMITATIONS OF LIABILITY SET FORTH ABOVE ARE FUNDAMENTAL ELEMENTS OF THE BASIS OF THE BARGAIN BETWEEN PINTEREST AND YOU. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OR CERTAIN WARRANTIES OR THE EXCLUSION OR LIMITATION OF LIABILITY FOR CONSEQUENTIAL OR INCIDENTAL DAMAGES, SO THE ABOVE DISCLAIMERS AND LIMITATIONS MAY NOT APPLY TO YOU.

The Service is controlled and operated from its facilities in the United States. Pinterest makes no representations that the Service is appropriate or available for use in other locations. Those who access or use the Service from other jurisdictions do so at their own volition and are entirely responsible for compliance with all applicable national, state, local or other laws, statutes, directives, rules, regulations, and all interpretations or orders of any government, administrative or regulatory authority or court, including but not

limited to those related to export and import of software, technical information or services. You may not use the Service if you are a resident of a country embargoed by the United States, or are a foreign person or entity blocked or denied by the United States government. Unless otherwise explicitly stated, all materials found on the Service are solely directed to individuals, companies, or other entities located in the United States.

11. Arbitration and Governing Law:

1. For any dispute you have with Pinterest, you agree to first contact us and attempt to resolve the dispute with us informally. In the unlikely event that Pinterest has not been able to resolve a dispute it has with you after attempting to do so informally, we each agree to resolve any claim, dispute, or controversy (excluding claims for injunctive or other equitable relief) arising out of or in connection with or relating to these Terms, or the breach or alleged breach thereof (collectively, "Claims"), by binding arbitration by the American Arbitration Association ("AAA") under the Commercial Arbitration Rules and Supplementary Procedures for Consumer Related Disputes then in effect for the AAA, except as provided herein. Unless you and Pinterest agree otherwise, the arbitration will be conducted in the county where you reside. Each party will be responsible for paying any AAA filing, administrative and arbitrator fees in accordance with AAA rules, except that Pinterest will pay for your reasonable filing, administrative, and arbitrator fees if your claim for damages does not exceed \$75,000 and is non-frivolous (as measured by the standards set forth in Federal Rule of Civil Procedure 11(b)). The award rendered by the arbitrator shall include costs of arbitration, reasonable attorneys' fees and reasonable costs for expert and other witnesses, and any judgment on the award rendered by the arbitrator may be entered in any court of competent jurisdiction. Nothing in this Section shall prevent either party from seeking injunctive or other equitable relief from the courts for matters related to data security, intellectual property or unauthorized access to the Service. ALL CLAIMS MUST BE BROUGHT IN THE PARTIES' INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING, AND, UNLESS WE AGREE OTHERWISE, THE ARBITRATOR MAY NOT CONSOLIDATE MORE THAN ONE PERSON'S CLAIMS. YOU AGREE THAT, BY ENTERING INTO THESE TERMS, YOU AND PINTEREST ARE EACH WAIVING THE RIGHT TO A TRIAL BY JURY OR TO PARTICIPATE IN A CLASS ACTION.
2. **Governing Law.** You agree that: (i) the Service shall be deemed solely based in California; and (ii) the Service shall be deemed a passive one that does not give rise to personal jurisdiction over Pinterest, either specific or general, in jurisdictions other than California. These Terms shall be governed by the internal substantive laws of the State of California, without respect to its conflict of laws principles. The application of the United Nations Convention on Contracts for the International Sale of Goods is expressly excluded. We each agree to submit to the personal jurisdiction of a state court located in Santa Clara County, California or the United States District Court for the Northern District of California, for any actions for which either party retains the right to seek injunctive or other equitable relief, as further described in the Arbitration provision above.

12. General Terms

1. **Notification Procedures and changes to these Terms.** Pinterest may provide notifications, whether such notifications are required by law or are for marketing or other business related purposes, to you via email notice, "push" mobile notification, written or hard copy notice, or through posting of such notice on our website, as determined by Pinterest in our sole discretion. Pinterest reserves the right to determine the form and means of providing notifications to you, provided that you may opt out of certain means of notification as described in these Terms and our [Privacy Policy](#). Pinterest may, in its sole discretion, modify or update these Terms from time to time, and so you should review this page periodically. When we change the Terms in a material manner, we will update the 'last modified' date at the bottom of this page. Your continued use of the Service after any such change constitutes your acceptance of the new Terms of Service. If you do not agree to any of these Terms or to any future Terms of Service, do not use or access (or continue to access) the Service. Pinterest is not responsible for any automatic filtering you or your network provider may apply to email notifications we send to the email address you provide us.
2. **Assignment.** These Terms, and any rights and licenses granted hereunder, may not be transferred or assigned by you, but may be assigned by Pinterest without restriction. Any attempted transfer or assignment in violation hereof shall be null and void.
3. **Restricted Rights.** If the Mobile Software, is being acquired on behalf of the United States Government, then the following provision applies: This is commercial computer software. If acquired by or on behalf of an agency, department, or other entity of the United States Government ("Government"), the use, duplication, reproduction, release, modification, disclosure, or transfer ("use") of this software, and any related documentation of any kind, including technical data or manuals no matter how received by the Government, is restricted by the terms and conditions of a license agreement in accordance with Federal Acquisition Regulation 12.212 for civilian agencies, and Defense Federal Acquisition Regulation Supplement 227.7202 for military agencies. All other use is prohibited.

4. **Export Control.** Any software or technology obtained from Pinterest through the Service, including the Mobile Software, originates in the United States, and is subject to United States export laws and regulations. Such software and technology may not be exported or re-exported to certain countries or those persons or entities prohibited from receiving exports from the United States. In addition, software and technology obtained from Pinterest may be subject to the import and export laws of other countries. It is your responsibility to comply with all U.S. and foreign export and import laws and regulations.
5. **Entire Agreement/Severability.** These Terms, together with any amendments and any additional agreements you may enter into with Pinterest in connection with the Service, shall constitute the entire agreement between you and Pinterest concerning the Service. If any provision of these Terms is deemed invalid by a court of competent jurisdiction, the invalidity of such provision shall not affect the validity of the remaining provisions of the Terms, which shall remain in full force and effect.
6. **No Waiver.** No waiver of any term of these Terms shall be deemed a further or continuing waiver of such term or any other term, and Pinterest's failure to assert any right or provision under these Terms shall not constitute a waiver of such right or provision.
7. **Contact.** Please contact us with any questions regarding these Terms.

These Terms were last modified on March 23, 2012.

Pinterest Privacy Policy

Unless otherwise defined in this Policy, terms used in this Policy have the same meanings as in our Pinterest Terms of Service, accessible at <http://pinterest.com/about/terms/>. As used in this Policy, the terms “using” and “processing” information include using cookies on a computer, subjecting the information to statistical or other analysis and using or handling information in any way, including, but not limited to collecting, storing, evaluating, modifying, deleting, using, combining, disclosing and transferring information within our organization or among our affiliates within the United States or internationally.

Pinterest, Inc. is the corporate name for Pinterest. In this Policy, we will refer to Pinterest, Inc. as “Pinterest”, “our”, “us” or “we.”

We take your privacy seriously. We are providing this Policy to inform you of our policies and procedures regarding the collection, use and disclosure of information on our Service. We also want to inform you about your choices regarding information. If you have any questions or concerns, please let us know (see “How to contact us” section below).

Note that this Policy may be modified from time to time in our sole discretion, so check back frequently. We will notify you of any changes to the Policy by posting a new Policy and updating the “last modified” date at the top of this page.

1. How we collect information

We collect information in three basic ways:

1. We collect information that you voluntarily provide to become a registered User of our Service, and when you use certain aspects of our Service (e.g., entering an email address on a form to send an email from your Pinterest account).
2. We collect information when you register to join Pinterest by logging into an account that you already have with certain third-party social networking sites (“SNS”) (including, but not limited to, Facebook and Twitter) via our Service. For example, our Service allows you to create an account and login to the Service using your Facebook account credentials through Facebook Connect. If you are not currently registered as a User on the Service and you click on “Sign in Using Facebook,” you will first be asked to enter your Facebook credentials and then be given the option to register and join Pinterest.
3. When you browse or use our Service, technological tools including “Log Data” and “Cookies” collect certain information, as explained in the following section.

2. What information we collect and how we use it

1. **Personal Information.** When you register with us through the Service to become a registered User of Pinterest, we will ask you for certain information about you that can be used to contact or identify you (“Personal Information”). Personal Information may include, but is not limited to, your name, gender, profile photo, free-form biography, location/hometown, website and email address. If you decide to create your User account by logging into a SNS via the Service, you are using the Personal Information you have already provided to the SNS (such as your “real” name, email address and other information you make publicly available via the SNS) to create your User account on our Service; the information we collect may depend on the privacy settings you have with the SNS, so please consult the SNS’s privacy and data practices. For example, by using Facebook Connect, you are allowing Pinterest to access the Personal Information in your Facebook account pursuant to the Facebook Terms of Use regarding your use of the Service via Facebook.
We use your Personal Information (in some cases, in conjunction with your “Non-Identifying Information,” see below) to provide the Service to you. For example:
 - i. **Account registration.** We create your User account for your use of the Service based upon the Personal Information you provide.
 - ii. **Communications.** We use your Personal Information to contact you with Pinterest newsletters, marketing or promotional materials and other information that may be of interest to you. If you decide at any time that you no longer wish to receive such communications from us, please follow the unsubscribe instructions provided in any of the communications or update your “preferences” information in your account settings. (See “Your choices regarding information,” below.)
 - iii. **Customer service.** We use your Personal Information to respond to your questions and/or inquiries.
 - iv. **Finding friends.** You also have the option to import your personal contacts (including email addresses of friend lists via SNS) to the Service so that you can find your friends on the Service, and your friends can find you on the Service.
 - v. **Emailing via a Pinterest Account.** As part of the Service, Pinterest Users may communicate with other registered and non-registered Users through use of their Pinterest accounts. Where Users have selected the option of adding one or more email addresses to an online form, the message they create in the corresponding template will be sent from Pinterest to those email addresses on their behalf.

Non-Identifying Information. We also collect other information that you provide as part of registration, the operation, and personalization of your boards on Pinterest that cannot reasonably be used to identify or contact you (e.g., without limitation, age and individual preferences) (“Non-Identifying Information”). Certain Non-Identifying Information would be considered a part of your Personal Information if it were combined with other identifiers (for example, combining your zip code with your street address) in a way that enables you to be personally identified or contacted. But the same pieces of information are considered Non-Identifying Information when they are taken alone or combined only with other Non-Identifying Information (for example, your viewing preferences) We may combine your Personal Information with Non-Identifying Information and aggregate it with information collected from other Pinterest Users to attempt to provide you with a better experience, to improve the quality and value of the Service and to analyze and understand how our Service is used. We may also use the combined information without aggregating it to serve you specifically, for instance to deliver a product to you according to your preferences or restrictions.

Mobile Software. Our Mobile Software allows Users to access and use the Service from their mobile devices. From the Mobile Software, you also have the option to identify the location of User Content that you wish to upload to our Service. In addition, in the event that our Mobile Software crashes on your mobile device, we will receive information about your mobile device model, software version and device carrier, which allows us to identify and fix bugs and otherwise improve the performance of our Mobile Software.

Log Data. When you visit the Service, whether as a registered User or a non-registered User just browsing, our servers automatically record information that your browser sends whenever you visit a website (“Log Data”). This Log Data may include information such as the browser type or the webpage you were visiting before you came to our Service, pages of our Service that you visit, the time spent on those pages, information you search for on our Service, access times and dates, and other statistics. We use this information to monitor and analyze use of the Service and the Service’s technical administration, to increase our Service’s functionality and user-friendliness, and to better tailor our Service to our visitors’ needs. For example, some of this information is collected so that when you visit the Service again, it will recognize you and the information could then be used to serve advertisements and other information appropriate to your interests. We also use this information to verify that visitors to the Service meet the criteria required to process their requests.

Cookies. Like many online services, Pinterest uses “cookies” on our Service to collect information. A cookie is a small data file that we transfer to your computer or mobile device’s hard disk. We use cookies for two purposes. First, we utilize “persistent” cookies to save your login information for future logins to the Service. Second, we utilize “session ID” cookies to enable certain features of the Service, to better understand how you interact with the Service and to monitor aggregate usage by Pinterest Users and web traffic routing on the Service. Unlike persistent cookies, session cookies are deleted from your computer when you log off from the Service and then close your browser. You can instruct your browser, by changing its settings, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use all portions of the Service or all functionality of the Service. (See “Your choices regarding information,” below.)

3. Sharing of your information

1. **Pinterest Users.** When you register through the Service and submit Personal Information to create a profile or visual collection, other Pinterest Users will see your name. If you choose to provide additional Personal Information in your profile, Pinterest Users will see such additional Personal Information, including, but not limited to, your photo, location, website and biography. Providing additional Personal Information is voluntary and should correlate with the degree of interaction you want to have with Pinterest Users. We recommend that you guard and refrain from disclosing any information you consider sensitive and confidential.
2. **Aggregate Information and Non-Identifying Information.** We may share aggregated information that does not include Personal Information and we may otherwise disclose Non-Identifying Information and Log Data with third parties for industry analysis, demographic profiling and other purposes. Any aggregated information shared in these contexts will not contain your Personal Information.
3. **Service Providers.** We may employ third party companies and individuals to facilitate our Service, to provide the Service on our behalf, to perform Service-related services (e.g., maintenance services, database management, web analytics and improvement of the Service’s features) or to assist us in analyzing how our Service are used. These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
4. **Social Networking Sites.** We may share the information in your Pinterest account (including your Personal Information) with the SNSs that you have linked to your Pinterest account. These third parties have access to your Personal Information only for this purpose (unless the SNS has received your Personal Information independently of the Service) and not for other purposes.
 - **Facebook Connect and Twitter.** We allow Users to link their Facebook and Twitter accounts to our Service. Users can then post recent activity on our Service back to their Facebook and Twitter accounts. You will be prompted to decide whether or not your activity on the Service will be shared and disclosed on your Facebook/Twitter service. You can disable the foregoing feature at any time by logging into your profile and selecting the option to disable Facebook Connect and/or Twitter. Further, you may be able to edit your privacy settings for the content that you post which appears on Facebook/Twitter by making selections in your “Edit Profile” settings via the Service.
5. **Compliance with Laws and Law Enforcement.** Pinterest cooperates with government and law enforcement officials and private parties to enforce and comply with the law. We can disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process including, but not limited to, subpoenas, to protect the property and rights of Pinterest or a third party, to protect the safety of the public or any person, or to prevent or stop activity we may consider to be, or to pose a risk of being, illegal, unethical or legally actionable activity.

6. **Business Transfers.** Pinterest may sell, divest, transfer, assign, share or otherwise engage in a transaction that involves, some or all of our assets, including any or all of the information described in this Policy, in the course of a corporate divestiture, merger, acquisition, joint venture, bankruptcy, dissolution, reorganization, or any other similar transaction or proceeding.

4. Your choices regarding information

You have several choices regarding the use of information on our Service:

1. **Email Communications.** If you decide at any time that you no longer wish to receive email communications from us, please follow the unsubscribe instructions provided in any of the communications or update your “preferences” information in your account settings
2. **Cookies.** If you decide at any time that you no longer wish to accept cookies from our Service for any of the purposes described above, then you can instruct your browser, by changing its settings, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. Consult your browser’s technical information. If you do not accept cookies, however, you may not be able to use all portions of the Service or all functionality of the Service. If you have any questions about how to disable or modify cookies, please let us know at the contact information provided below.
3. **De-Linking SNS.** If you decide at any time that you no longer wish to have your SNS account (e.g., Facebook or Twitter) linked to your Pinterest account, then you may de-link the SNS account in the “preferences” section in your account settings.
4. **Changing or Deleting Your Information.** All Users may review, update, correct or delete the Personal Information in their User account (including any imported contacts) by contacting us or by editing their profile via the Service. If you completely delete all of your Personal Information, then your User account may become deactivated. We will use commercially reasonable efforts to honor your request. We may retain an archived copy of your records as required by law or for legitimate business purposes. (For more information on how to control your User Content on the Pinterest Service, including information regarding the use and storage of your User Content, please see the “Sharing Your Content” section in our Terms of Service.)

5. Links to other sites and services

Our Service contains links to other third-party websites and online services. If you choose to visit another website or online service by clicking on a link, you will be directed to that third party’s website or online service. The fact that we may link to a website or online service is not an endorsement, authorization or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third party websites and online services, and these third parties may place their own cookies or other files on your computer and collect data or solicit Personal Information and Non-Identifying Information from you. Other sites and online services follow different rules regarding the collection, use and/or disclosure of Personal Information and Non-Identifying Information. We encourage you to read the privacy policies or statements of the other websites or online services you visit before providing any information or using such websites or services.

6. How we store and protect information

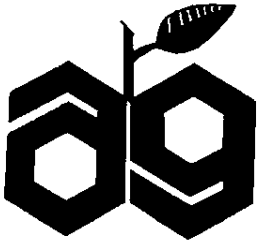
1. **Information Security.** We care about the security of your information. We use commercially reasonable safeguards to preserve the integrity and security of information collected and maintained through the Service. However, we cannot ensure or warrant the security of any information you provide to us or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed by unauthorized persons.
2. **Phishing.** Identity theft and the practice currently known as “phishing” are of great concern to Pinterest. Safeguarding information to help protect you from identity theft is a top priority. We do not request your credit card information, login information, or national identification numbers in a non-secure or unsolicited e-mail or telephone communication. For more information about phishing, visit the Federal Trade Commission’s [website](#).
3. **Breach Notification.** We will make any legally required disclosures of any breach of the security, confidentiality, or integrity of stored “personal data” (as defined in applicable state statutes on security breach notification) to you via email or conspicuous posting on this Service in the most expedient time possible and without unreasonable delay, insofar as consistent with (i) the legitimate needs of law enforcement or (ii) any measures necessary to determine the scope of the breach and restore the reasonable integrity of the data system.
4. **International Transfer .** Your information may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside the United States and choose to provide information to us, Pinterest transfers Personal Information to the United States and processes it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

7. Our policy towards children’s information

This Service is not directed to children under 13. We do not knowingly collect personally identifiable information from children under 13. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should [contact us](#). If we become aware that a child under 13 has provided us with Personal Information, we will delete such information from our files.

8. How to contact us

If you have any questions about this Policy or any of the practices described herein, please contact us at 572 7th Street, San Francisco, CA, 94107, call us at 650-561-5407, or use our [contact form](#).



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”



CORRESPONDENCE/INFORMATION

October 2012

From (Date Received)	Regarding	Action
1. City (Oct. 17)	Ashbridges Bay Treatment Plan Upgrade/ Rebuild, environmental assessment open house Oct. 23, 6:30 to 8:30 p.m., 1774 Queen St. East	R&F

R&F = Receive and File



Applegrove Events and Board / Committee Meetings – October 19, 2012
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.

October	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14		15	16	17	18	19	20 Duke of Connaught 100th Anniversary
21 Queen Street Festival noon to 5		22	23	24 [Duke School Council]	25 <u>Meet the Ashbridges</u> 7 to 8:30	26	27
28		29 Board	30	31 Happy Halloween!			

November	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <u>Pin-spiced Learn It and Leave It</u> 6:30 to 8:30	2	3 <u>Pasta Fest</u> 5:30 to 9:30
4	5	6	7	8 <u>Pin-spiced Learn It and Leave It</u> 6:30 to 8:30	9	10 Corpus Christi Craft Sale	
11	12	13	14	15	16 [PA Day]	17	
18	19	20	21	22	23	24	
25	26 Board	27 [Duke School Council]	28	29	30		

December	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							1
2	3	4	5	6	7 [PA Day]	8	
9	10	11	12	13	14	15	
16	17 Board Meeting?	18	19	20	21	22	
23	24	25	26	27	28	29	
Applegrove closed for the holidays, December 24 to January 1 inclusive							
30	31	Happy New Year	Applegrove re-opens				

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

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January Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Applegrove closed for New Year's Day	2 Office and PC re-open	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 [PA Day]	26
27	28 Board	29	30	31		

February Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 <i>Yoga Thon?</i>
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		

March Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 <i>Seniors Info Fair</i>
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 <u>AGM?</u>	26	27	28	29 Applegrove Closed for Good Friday	30
31 [Easter Parade]	Applegrove Closed for Easter Monday					

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