



# 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 – Wednesday, September 23, 2009**

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

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

Note: There is no committee meeting this month.

### **6:45 Optional Supper**

#### **7:00**

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

#### **7:05**

5. Program Presentation: Summer Leadership Adventure

#### **7:20**

6. Minutes of the June 23 and August 12 Board of Directors Meetings (*White*)
7. Finance and Fundraising
  - 7.1. Year-to-Date (July) Financial Report (*Green*)
  - 7.2. 2009 Program Budget Updates

#### **7:40**

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

- 7.3. 2010 Admin Budget (*Orange*)

#### **8:00**

8. Policy Issues:
  - 8.1. Child Abuse, Confidentiality, Access & Equity
  - 8.2. Website Terms of Use (*Grey*)

9. Elevator Speech (time permitting) (*Yellow*)

#### **8:30**

10. Applicable

#### **8:45**

11. Directors' Concerns
12. Adjournment



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## **Board of Management Meeting AGENDA -- Wednesday, September 23, 2009**

**8:47**

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

**8:50**

- D. Hiring Report: Seniors Program Worker (to be distributed at the meeting)
- E. Executive Director's Report (*Pink*)

**8:55**

- F. Correspondence/Information (List to be distributed at the meeting)

**8:59**

- G. Adjournment

### **Next Meetings**

Wednesday, October 7 – Special meeting about fundraising

Wednesday, October 21 – Board meeting

Determine date for November meeting



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## **Minutes of the Board of Directors Meeting Wednesday, June 17, 2009**

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

Present: Estelle Halbach, Elena Nielsen, Tricia Reid, Pierre Trudel (Chair), Lynn Wyminga.  
Regrets: Sandra Bussin, Claudia Filici-McMullan, Diane Ing, Alana Honsch.  
Staff: Susan Fletcher, May Seto (Recorder).

### **Date of Next Meetings**

Wednesday, August 12 – Board social and short meeting.

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

At 7:00, Pierre called the meeting to order. Quorum of 5 Directors was achieved. The agenda was accepted with amendments and circulated.

#### **2. Declaration of Conflicts of Interest**

None were declared.

#### **3. Volunteer Hours**

Members provided their volunteer hours.

#### **4. Donation Envelope**

Donation envelope circulated.

#### **5. Minutes of the May 20 Board of Directors Meeting**

**MOTION** (Wyminga/Reid)

*To accept the minutes of the May 20 Board of Directors Meeting.*

**Carried.**

#### **6. Finance and Fundraising**

6.1 Revised Audited Financial Statements

Franki provided details on the Revised Financial Statements and answered any questions that Board members had.

**MOTION** (Reid/Wyminga)

*To accept the revised audited financial statement.*

**Carried.**

Board of Directors Minutes

June 17, 2009

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6.2 Year-to-Date (March) Quarterly Financial Report (Green)  
Board members reviewed year-to-date and quarterly financial report.

**MOTION** (Wyminga/Nielsen)  
*To accept the quarterly financial report.*  
**Carried.**

6.3 Year-to-Date (April) Financial Report (Green)

**MOTION** (Halbach/Reid)  
*To accept the April financial report.*  
**Carried.**

**7. Strategic Planning**

Chris Irwin facilitated an intense discussion of priorities for fundraising and involvement strategies.

**8. Birthday Planning/Applicious**

Deferred to next Board Meeting

**9. Director's Concern**

None

**10. Adjournment**

The meeting was adjourned on a motion by Lynn Wyminga, seconded by Tricia Reid.

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Chair

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Secretary



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## **Executive Director's Report September 15, 2009**

Please accept my apologies for the lack of information in your packages and the shortness of this report.

For the past week, I have concentrated on Applicious and on getting budget info together. As I write, I do not have a firm date for the Admin budget submission, but it is likely to be October 9. This means I need the Board's direction on budget issues now. The package includes a confidential report.

My concentration on Applicious and the budget means there will be a great deal of information presented at the Board meeting, much of which will need decisions.

One key issue is that the Catholic School Board refused Applegrove's applications for a permit at Corpus Christi School (Edgewood) for seniors' activities on Wednesday afternoons in October and for SPA Night. I arranged for the seniors' activities to use the dance studio in S.H. Armstrong.

But the Board needs to determine how to proceed with SPA Night. Informal discussions with staff and volunteers have suggested holding SPA Night in the recreation centre, Baron Byng or other locations. To run as it has been, the event needs a great number of rooms, most of which hold up to 4 practitioners. A few practitioners need private rooms. Several need access to water and/or electricity. Some can share a large space with multiple practitioners (e.g. massage school). We need access to those rooms beginning in the early afternoon. And given how tired we are by the end of the evening, and the time needed for clean-up, we need to have them at least for the following morning.

Considering this issue also needs to balance the time and energy put into the event, and its results, both financial and non-financial (goodwill, media coverage, etc.)

At the August meeting, the Board decided to have a special meeting to focus on reviewing fundraising activities. That meeting is scheduled for October 7. As appropriate, you may want to consider re-arranging the September and October 7 agendas to devote appropriate attention to the various issues.

Respectfully submitted,

Susan Fletcher.

## Proposed Board Workplan for 09/10

The City's Integrity Commissioner may visit one of the fall meetings. Also, the City's Human Rights and Harassment Policy may come to a fall meeting.

Meeting	Main Issue	Additional Issues	Program Presentation
August 12	Boston Matrix		Seniors
September 23	"Elevator Speech": if you are in an elevator and someone asks about Applegrove, how do you convey your excitement and the agency's effectiveness?!	Admin budget for 2010	<del>Teen</del> Leadership
<b>October 7</b>	Assessment of fundraising events		
October 21	Risk Management Pandemic Planning	Program Budgets for 2010 Review Applicious	
November ?	Board Diversity including Board skills, experience, recruitment and Board meeting evaluation	Review Pasta Fest	Camp
? December			
January 20	Early Years program integration (depending on provincial gov't action on Charles Pascal report on full year kindergarten, etc.)	Endorse Recreation and Special Event submissions	Over the Rainbow?
February 17	HAIG program plan		HAIG
March 24?			
April 21		Select Officers and committees	Seniors
May 19	HAIG Program decision	Review SPA Night	
June 16			



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There are a few issues. One is links. One of my models for terms of use basically said if you want to put a link on your site, you have to ask us. Since we did not ask any other orgs if we could put links on our site, I decided this was not necessary, so didn't put anything about links.

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I put in some material about cookies and collection of personal info – I don't think we do this now, but might in future, so figured it was better to put in now.

Finally, some material that I deleted from my models is included at the end of the draft.

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(b) Applegrove reserves the right to fully cooperate with any law enforcement authorities or court order requesting or directing Applegrove to disclose the identity of anyone posting any e-mail messages, or publishing or otherwise making available any materials that are believed to violate these Terms of Use. By accepting this Agreement you waive, and hold Applegrove harmless from, any claims resulting from any action taken by Applegrove during or as a result of its investigations and/or from any actions taken as a consequence of investigations by either Applegrove or law enforcement authorities.

### **14. Applegrove's Use of Cookies**

A cookie is a small text file containing a unique identification number that is transferred from the Site to the hard drive of your computer ("Cookie"). A Cookie allows the Site to identify separate visitors to the Site and track users' activities on the Site.

Applegrove uses Cookies only to keep track of how many people visit the Site and how frequently each page on the Site is visited. Each individual movement of any user cannot be tracked while on the Site. Applegrove uses cookies to track page popularity only to be able to improve the quality of the Site.

### **15. Violations**

Please report any violations of these Terms of Use to Applegrove at [Applegrove@ApplegroveCC.ca](mailto:Applegrove@ApplegroveCC.ca) .

### **16. Applicable Law**

These Terms of Use and any action related thereto or related to the Site and the Content shall be governed, controlled, interpreted and defined by and under the laws of the Province of Ontario and the federal laws applicable therein. The United Nations Convention on the International Sale of Goods is explicitly excluded from this agreement. You agree that any action at law or in equity arising out of or relating to these Terms of Use or your use of the Site and the Content will be filed only in a court located in Toronto, Ontario, Canada, and you hereby irrevocably and unconditionally consent and submit to the exclusive jurisdiction of such courts for the purpose of any such action. Your use of the Site is void where prohibited by laws in jurisdictions to which you are otherwise subject, and you agree not to visit or use the Site or the Content in any such circumstances. Sections 3, 4, 6, 8, 9, 10 and 13 shall survive any termination of these Terms of Use for any reason.

→correct section numbers

### **17. Termination**

You acknowledge and agree that these Terms of Use shall remain in effect for so long as you use this Site. You agree that this agreement can only be terminated by you once you have stopped using the Site. Applegrove reserves the right to terminate your use of the Site at any time, for any reason, with or without cause, if Applegrove believes that you are violating these Terms of Use in any way. Applegrove also has the right, in its sole discretion, to remove any Submissions from the Site. Applegrove shall not be responsible for maintaining or returning Submissions. You should always maintain a copy of your Submissions. You acknowledge that any termination of this agreement will not discharge you of any of your obligations to pay for any outstanding fees, charges or penalties owed to Applegrove at the time of termination.

### **18. Entire Agreement**

These Terms of Use and any other legal notices, policies and guidelines of Applegrove linked to these Terms of Use constitute the entire agreement between you and Applegrove relating to your use of this Site and supersede any prior understandings or agreements (whether oral or written), claims, representations, and understandings of the parties regarding such subject matter. These Terms of Use may not be amended or modified except in writing or by making such amendments or modifications available on this Site.

### **19. No Agency; Third Party Beneficiary**

Applegrove is not your agent, fiduciary, trustee, or other representative. Nothing expressed or mentioned in or implied from these Terms of Use is intended or will be construed to give to any person other than the parties hereto any legal or equitable right, remedy, or claim under or in respect to these Terms of Use. These Terms of Use and all of the representations, warranties, covenants, conditions, and provisions hereof are intended to be and are for the sole and exclusive benefit of Applegrove, you, and relying Third Party Providers.

### **20. Assignment**

You may not assign, convey, subcontract or delegate your rights, duties or obligations hereunder without the prior written consent of Applegrove. Applegrove may assign its rights, duties and obligations hereunder without prior written notice to you. This Agreement shall enure to the benefit of and be binding upon the parties and their respective successors and permitted assigns.

### **21. Severability**

If any provision of these Terms of Use is found by a court of competent jurisdiction to be invalid, the parties nevertheless agree that the court should endeavour to give effect to the parties' intentions as reflected in the provision, and the other provisions of the Terms of Use remain in full force and effect.

### **22. No Waiver**

Applegrove will not be considered to have waived any of its rights or remedies described in these Terms of Use unless the waiver is in writing and signed by Applegrove. No delay or omission by Applegrove in exercising its rights or remedies will impair or be construed as a waiver. Any single or partial exercise of a right or remedy will not preclude further exercise of any other right or remedy. Applegrove's failure to enforce the strict performance of any provision of these Terms of Use will not constitute a waiver of Applegrove's right to subsequently enforce such provision or any other provisions of these Terms of Use.

### **23. Headings**

The headings used in these Terms of Use are included for convenience only and have no legal or contractual effect and shall not affect the construction or interpretation of these Terms of Use.

## 24. Electronic Communications

When you visit the Site or send e-mail to us, you are communicating with Applegrove electronically. You consent to receive communications from Applegrove electronically. Applegrove will communicate with you by e-mail or by posting notices on the Site. You agree that all agreements, notices, disclosures, and other communications that Applegrove provides electronically satisfy any legal requirement that such communications be in writing.

### Deleted items from Terms of Use

Certain sections of this Site may only be accessible with the use of a username and password that may be provided to you by **Applegrove** upon your completion of **Applegrove's** user registration form. Upon submission of the user registration form to **Applegrove**, **Applegrove** may provide you, at its sole discretion, which may be unreasonably withheld, with a username and password via electronic mail to the address submitted by you to access the secure sections of this Site. **Applegrove** reserves the right to cancel your username and password at its sole discretion, without notice to you, at any time.

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## The Elevator Speech

One of our favorite parts of our charismatic organization training is the elevator speech unit. An elevator speech is, as the name implies, a short explanation of an organization or program that can be communicated in a period of time as short as

an elevator ride. In the training, we ask several participants to jot down their elevator speeches. Some participants had never thought about what to say in this circumstance; others discovered that each person participating from their organization had a different speech. We then ask several volunteers to share their speeches. After hearing from five or six people, we analyze the speeches to determine what makes a great elevator speech. Typically the group comes up with these elements:

- It says what you do clearly and without jargon.
- It indicates the need you are meeting, those you are helping.
- It tells how you help.
- It lets people know what impact you're having.

Boiled down, the elevator speech is probably some combination of the founding story, if one exists, the mission statement, theory of change, and the program's results. It can be customized: someone working in the same field might understand your jargon and want to know how the organization is different from others that are better known, while a person new to the topic might need to hear more basic information. In either case, it needs to sound conversational, not a memorized brochure statement.

The more complicated the program or organization is, the more challenging it is to create an effective elevator speech. When New Profit launched its "America Forward" project to promote social entrepreneurship through policy advocacy, it faced a major challenge: few people know what *social entrepreneurship* means. Although the term was well known among the business consultants and other leaders with whom the organization worked, a series of focus groups confirmed the low awareness among the general public of the term. New Profit defines its constituency as "results-driven social entrepreneurs who are engaged in driving innovative solutions with a view toward creating widespread social impact." But focus groups suggested that examples might be a better way to explain this abstract concept. As a result, New Profit added several well-known examples to its short description of the America Forward plan, including Teach For America and Habitat for Humanity.

An elevator speech for an established organization ideally includes some statement of impact and scale: a great statistic or

two often work or a very abbreviated anecdote. Year Up is able to summarize its impact in a few sentences: “Our success is our graduates—enabling them to move on to full-time employment and higher education. To date, we have placed 100 percent of qualified students into apprenticeships and 87 percent of graduates in full or part-time positions within four months of graduation, where they earn an average wage of \$15 per hour.”

Those tools are most compelling if they follow the principles of sticky ideas laid out in *Made to Stick*.<sup>15</sup>

1. *They are simple.* They strip an idea down to its core.
2. *They include an element of unexpectedness.* Recall Lamarr’s ability to quiet a whole cafeteria of rowdy children with three claps of the hand, or the school nurse’s story about injuries dropping from four hundred a year to zero.
3. *They are concrete.* Nonprofits are notorious for pushing abstract concepts like “developmental assets,” “civic participation,” or “environmental justice.” Even when they are defined for the audience, they are far less likely to be memorable than ideas that people can picture in their minds.
4. *They are credible.* Credibility can be established in many ways: with evocative details, well-framed statistics, or the invoking of authorities. Or they may be credible on their face based on what people already believe about the world, whether their beliefs are based on fact or fiction. For example, the detail that vacuum cleaner companies rejected the Dyson design because they made money selling bags made the story that much more credible. Most people could believe that corporate greed would keep a good idea off the market.
5. *They are emotional.* That’s why telling the story of a single person is more powerful than a list of statistics or general description of need. The authors of *Made to Stick* sum this up with a quote from Mother Teresa: “If I look at the mass, I will never act. If I look at the one, I will.”
6. *They tell stories.*



**Applegrove Events and Board / Committee Meetings –September 18, 2009**  
**Office Phone 416-461-8143**

www.ApplegroveCC.ca

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

<b>September</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21	22	23 Board	24	25	26
27	28	29 [Duke of Connaught School Council]	30			

<b>October</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 6 to 8 Applicious Planning Committee	6	7 <i>Special Board Meeting</i>	8	9	10
11	12 Applegrove Closed for Thanksgiving	13	14	15	16	17 Pasta Fest!
18	19	20	21 Board	22	23	24
25	26	27 [Duke of Connaught School Council]	28	29	30	31

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

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

**Applegrove Events and Board / Committee Meetings –September 18, 2009**  
**Office Phone 416-461-8143**

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

<b>January</b> Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Applegrove Closed – Program Resume week of January 4				1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20 Board	21	22	23
24 31	25	26 [Duke of Connaught School Council]	27	28	29	30

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

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**Applegrove Events and Board / Committee Meetings –September 18, 2009**  
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28						

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

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

**Bold** = community event. *Italics* = an important change. Underline = an Applegrove special event.  
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