

Annual Report 2024-25



Peel Senior Link
helping seniors live independently

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HIGHLIGHT SUMMARY

This annual report highlights Peel Senior Link's key achievements and ongoing efforts to support seniors in living independently with dignity and quality care. It reflects the continued leadership of our Board and staff as we transition from pandemic response to long-term recovery and innovation. From expanding programs and partnerships to maintaining exemplary accreditation and strong client satisfaction, the report showcases the impact of our work across the community. Authored by the CEO and Board Chair, this report offers a snapshot of our progress over the past year and our commitment to delivering safe, person-centered care in collaboration with funders, partners, and stakeholders.

Pandemic Response & Recovery Plan

It's hard to believe that May 5, 2025, marked the two-year milestone since the World Health Organization declared that COVID-19 no longer qualifies as a global emergency. From the onset of the pandemic, we swiftly adapted our service model to a virtual platform and implemented a comprehensive Pandemic Response & Recovery Plan to support our staff, clients, caregivers, volunteers, and Board members. We remain committed to maintaining a safe environment and delivering high-quality service. To that end, we continuously monitor and incorporate guidance from Peel Public Health, the Ontario Medical Officer of Health, the Ministry of Health, and the Ontario Health IPAC hub into our agency policies and directives.

We have continued to support mobile clinics across our service locations, reaching clients, the general tenant population, homebound individuals, and surrounding community neighborhoods through a targeted approach. Our COVID-19 Leadership Task Force has transitioned into a newly established IPAC (Infection Prevention and Control) Committee, dedicated to upholding the daily health and safety of our clients, family caregivers, volunteers, and staff by:

- Utilizing the Joint Health & Safety Committee for input and support,
- Preparing and distributing common messaging to clients, family caregivers, as well as our governance Board; regular memos indicating updates/changes to all staff,
- Working in collaboration with Peel Living and Peel Housing Corporation to protect clients and tenants,
- Monitoring and following Ontario Health - CSS - IPAC guidelines and serving as a member of the newly formed CSS Infection Prevention & Control committee
- Return to and expansion of in person programs in partnership with Peel Living as restrictions are lifted to address social isolation for the tenant population
- Mitigate Risk through gradual and measured approaches to recovery
- Maintain quality support through our essential service approach

Major Achievements

'Congratulations – 86.7 % Overall Client & Caregiver Experience Survey Results with a Return Rate of 70% Achievement of Agency Business Plan Goals in 2023-2024' 75%

We successfully implemented virtual programming through our Seniors Active Living Centers (SALC) to help address social isolation. Even more exciting, we have reintroduced in-person programming at multiple site locations, in partnership with Peel Living and Peel Housing Corporation. All COVID-19 precautions, as outlined in our internal policies and our agreement with Peel Region, continue to be followed.

We continued to support critical organization and HR initiatives, including:

- Continued delivering virtual wellness programming to all staff (e.g., Newsletters, site wide contests, webinars, live games)
- Created custom e-learning courses to meet organization-specific training needs (e.g., Health Equity, Privacy, Cybersecurity Awareness)
- Beginning return of HR presence at sites, including scheduling and attending site meetings.
- Continued expansion of partnerships with colleges to address PSW workforce shortage. We focused on placement students from Sheridan, Seneca, Humber, and DPCDSB. Most students were hired after their placement; helped reduce training costs. We also took part in a virtual job fair at Sheridan

- Rewards and recognition: shout outs, e-gift cards, virtual staff town halls, employee of the year site recognition on PSW and HH Day with visits from head office staff
- Pandemic related: collected staff's vaccination receipts, managed a multitude of staff LOAs and RTWs, communicated changes in legislation through memos, graphics, and meetings.
- In the process of updating all HR and OHS policies
- In the process of negotiating a new Collective Agreement
- Seniors Active Living Centre program expanded from 4 to 11 service locations (613 programs and 2,503 clients served)
- Continued partnership with the Summerville Family Health Team 'Healthy Aging' education series
- Transition to a new Client Management System with Alayacare
- ONCA compliance
- Implemented Crossroads Village Café & Shop
- Developed PSL Foundation documents and incorporation and Fundraising Plan
- Client and Family Caregiver survey approach
- Board attendance at education sessions e.g. OHT's, United Way of Greater Toronto, Dennis Group communications webinar, etc.
- Board initiated CEO search committee
- Creation and implementation of an organization wide communications strategy including updated brochures, posters, social media sites and launched new website
- Integrated Health & Human Service partnerships with local OHT's, and integrated service models e.g. Creditvale Mills Community Wellness Hub, Integrated Seniors Team program, and Hospital to Community transitions

Accreditation

Peel Senior Link remains Accredited with Exemplary Standing with our next scheduled on-site survey in February 2027.

"Peel Senior Link has gone beyond the requirements of the Qmentum accreditation program and demonstrates excellence in quality improvement. It is accredited until February 2027 provided program requirements continue to be met." – Accreditation Canada

"Accreditation Canada commends Peel Senior Link for its ongoing work to integrate accreditation into its operations to improve the quality and safety of its programs and services." – Accreditation Canada

Metamorphosis Network

KEY ACHIEVEMENTS

- Renewal of multi-year funding support from the Region of Peel, United Way, and others
- Council deputations (regional and municipal) followed by press conferences; print, radio, and live streaming interviews; and social media messaging
- Working with Peel MP's and MPP's, Regional Council and local Mayors to acquire a meeting with senior Cabinet portfolios and the Premier to acquire a New Deal
- Expanded our reach with Resident Councils, Mississauga/Brampton Boards of Trade, School Boards, etc.
- 'Cut in Half' bus, shelters, libraries advocacy campaign in all 3 municipalities
- Engagement in Provincial and Federal election campaigns

- Reduction of membership fee structure to provide greater access, affordability, and engagement
- Collaborate with the Ontario Non-Profit Network in their provincial survey and results specifically for the Region of Peel
- Developed a new multi-year strategic work plan 2025-2028
- Launched a weekly newsletter titled 'Peel Profile'

Leadership and Advocacy Support

- Community Support Services Advisory Committee and Co-Chair of the Partnerships Working Group - Ontario Health Central
- Central West – Ontario Health Team – Collaboration Council Member
- Collaboration Council member of the Mississauga Ontario Health Team PACE model leadership – Coalition of the Willing
- Regional Community Response Table – Future State 2.0
- Presentation to the Ministry of Finance, Pre-Budget Consultation 2024 including recommendations on permanent PSW wage enhancement, and a base funding increase (which were both approved in 24-25)
- Board members submitted applications to serve on the newly formed CHAN with the Mississauga Ontario Health Team
- Board attendance at several partner training and governance education sessions

We are grateful to our funders and donors including Ontario Health - Central, Region of Peel, United Way of Greater Toronto, Ministry for Seniors & Accessibility, Ministry of Health, and Ontario Trillium Foundation.

Research & Innovation

- Studies in partnership with the Institute for Better Health – Trillium Health Partners (THP), and the University of Toronto for the CSS Evaluation, Data Collection & Analysis project
- University Hospital Network – Dementia for Caregivers Care Pathways project
- Peel Council on Aging – Annual Summit on Aging with record breaking registration in the Town of Caledon



Derek Rodrigues, Board Chair



Raymond Applebaum, Chief Operating Officer

PEEL SENIOR LINK

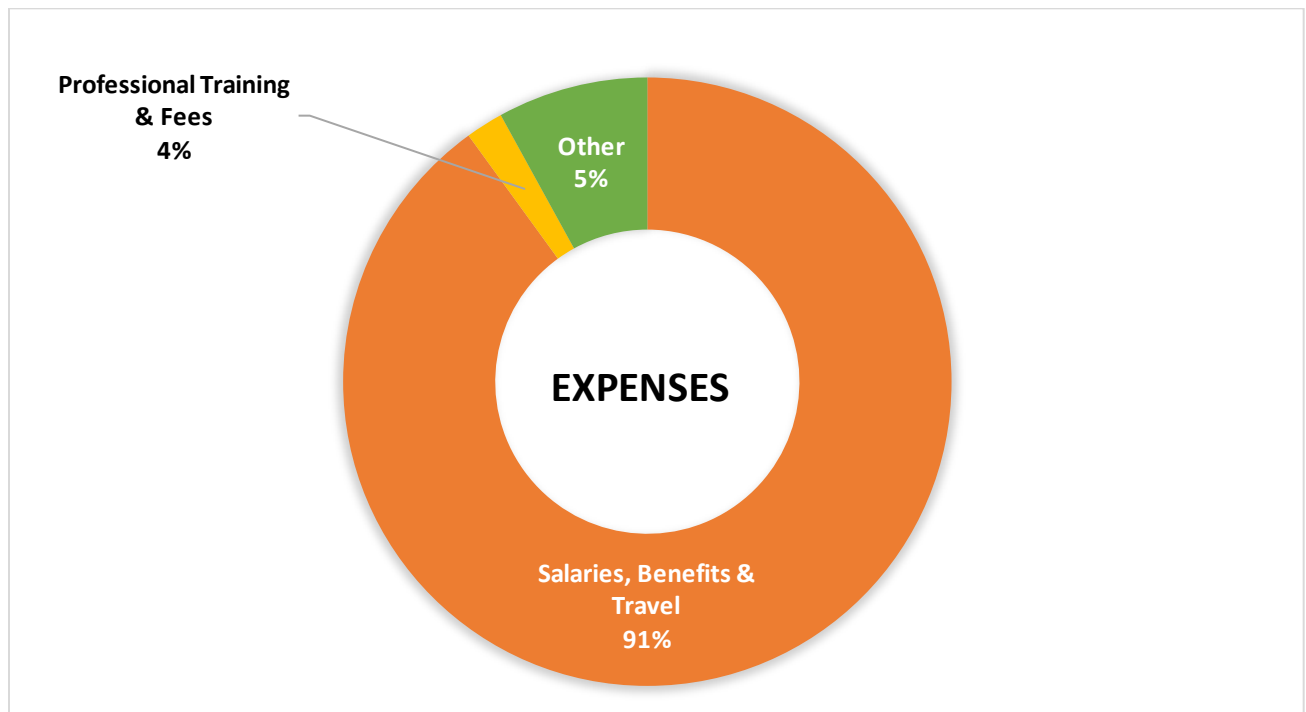
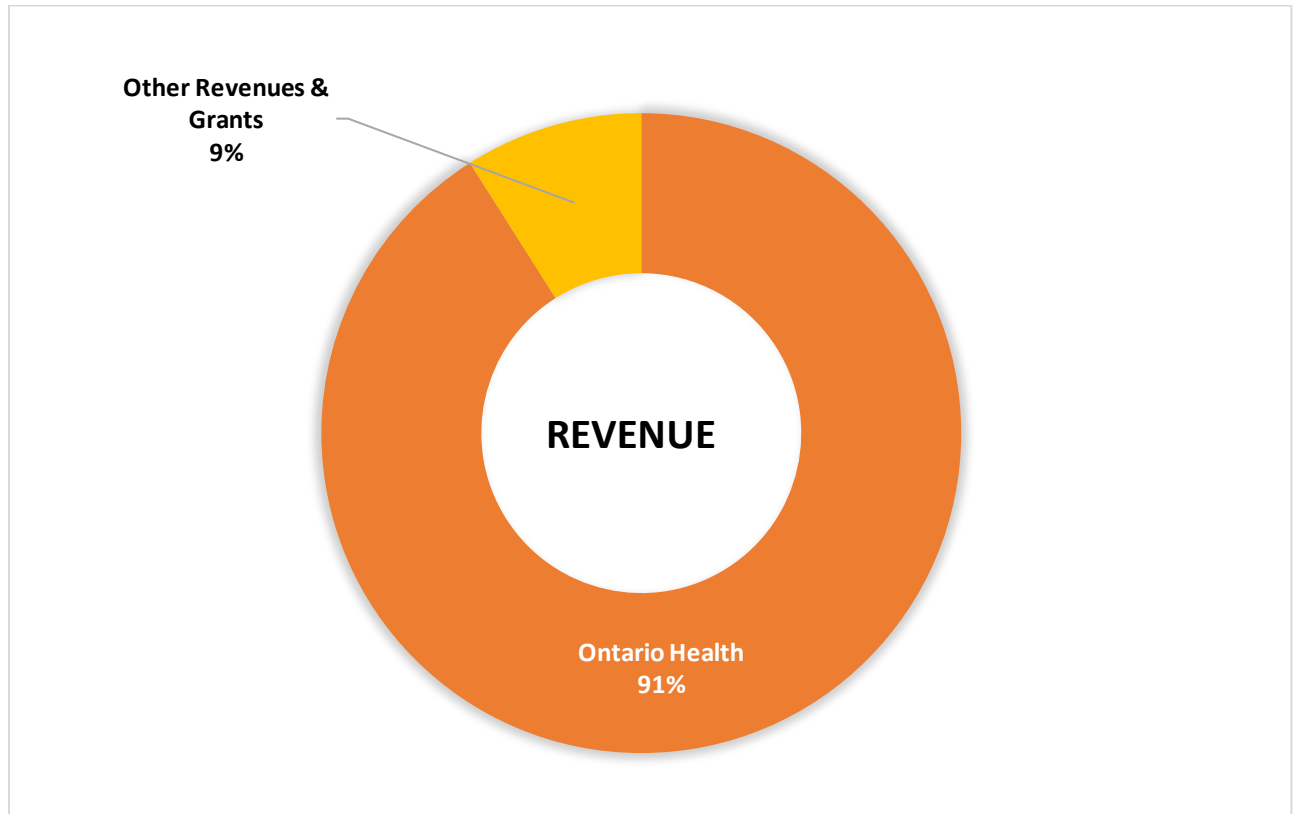
Statement of Operations

Year ended March 31, 2025, with comparative information for 2024

	General	MSA	Ontario Health	2025 Total	2024 Total
Revenue:					
Funding:					
Ontario Health	\$ —	\$ —	\$ 9,613,835	\$ 9,613,835	\$ 9,090,299
MSA	—	51,137	—	51,137	51,438
Donations	10,862	—	—	10,862	13,780
Other (note 10)	750,938	—	—	750,938	727,773
Interest	85,624	—	—	85,624	67,956
	847,424	51,137	9,613,835	10,512,396	9,951,246
Expenses:					
Salaries and benefits	461,191	47,093	8,385,493	8,893,777	8,615,676
Office supplies	127,388	2,221	374,469	504,078	354,408
Professional fees	31,556	—	272,986	304,542	227,031
Purchased services	25,422	—	125,312	150,734	226,973
Communications	6,202	320	125,105	131,627	145,108
Rent and occupancy costs	—	—	119,074	119,074	118,258
Travel	8,350	1,503	79,496	89,349	83,738
Training	33,310	—	39,160	72,470	55,353
Advertising	—	—	61,069	61,069	2,832
Insurance	—	—	31,671	31,671	33,693
	693,419	51,137	9,613,835	10,358,391	9,863,070
Excess of revenue over expenses before the undernoted items	154,005	—	—	154,005	88,176
Other income (expenses):					
Amortization	(29,663)	—	—	(29,663)	(29,326)
Deferred capital contributions	26,179	—	—	26,179	25,565
Excess of revenue over expenses	\$ 150,521	\$ —	\$ —	\$ 150,521	\$ 84,415

See accompanying notes to financial statements.

Revenue vs Expenses



Impact Stats



Directors and Positions 2024-25

Name	Position
Derek Rodrigues	Chair
Wayne Howard	Vice Chair
Steve Moysey	Treasurer and Chair, Finance, Audit, & Risk Management Committee
Cathy Chernysh	Board Director and Chair, Quality & Community Engagement Committee
Gail Walker	Board Director and Chair, Governance Committee
Rohit Kumar	Board Director
Cindy Maingot	Board Director
Neville Madan	Board Director
Sandy Ueno	Board Director
Craig Thornton	Board Director
Riaz Sheikh	Board Director
Apeksha Jain*	Board Director
Raymond Applebaum	Board Secretary & CEO
*Stepped down from the Board January 15, 2025	