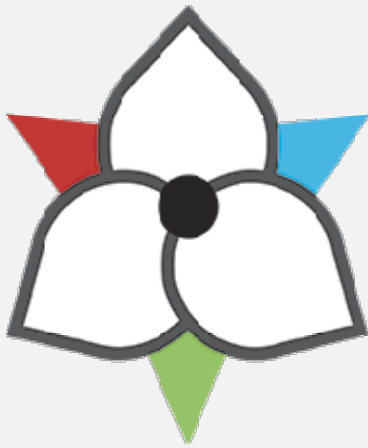


OUTREACH



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Message from Executive Director

*Elizabeth Nykorowytch
Macnab, CHRL*

Happy 2018! What was your “new year’s resolution? To lose weight, eat or drink less, exercise more? No matter who I canvassed, I didn’t hear resolutions to increase volunteering, bring about change, or increase our social justice commitments.

When I use those words “change”, “social justice” or “volunteering”, the “nearly” seniors (50 - 64) point to the “good” work done by the “older” seniors (75+). We “nearly” seniors need to start practicing now before we can do their good work.

Take for example church bake sales. I personally hate baking. I’m not good at it. I always support bake sales. In the past 10 years, though, those exceptional bakers who were my parents’ peers, are well into their retirement years. It is their children who bake for the bake sales...and guess what? These folks are not any better at baking than I am. With practice, I’m actually quite good at baking now.

The words social justice seems daunting. Yet Dan Benedict, a former OSSCO board member,

is remembered for what he achieved with our prestigious Dan Benedict award. Dan Benedict, mentioned in the book, *The CAW: Birth and Transformation of a Union*, was an ordinary person. Dan was a lifelong supporter of working people and instrumental in establishing the CAW Paid Education Leave (PEL) program, the largest single adult educational program for working men and women in Canada. Dan didn’t achieve all of this in 1 day. He achieved extraordinary things simply by his actions and following his beliefs.

So how can I as an individual bring about change in 2018? I can find a group, an organization or causes I believe and give my time or money. I can give generations that follow us examples to live by through random acts of kindness, keeping an eye on a neighbour or visiting someone in hospital.

Change happens when we change ourselves. At Tim Horton’s in the mornings, groups of older people engage in robust discussions about today’s news or politics. Promise yourself that you will do more than just talk or complain about what’s happening in society. Reach out to other generations. Learn what’s important to them, and share your wisdom.

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How else will we learn from one another?

It's also an election year. Don't relinquish your civic duties. Uncover the facts before you vote. If you think something is not correctly communicated in the media, share comments on Twitter to correct misinformation. Feel free to quote someone famous about "fake news".

In 2018, you can promise the same old new years resolutions from last year. Or, you can promise to engage, participate and improve the lives of today's seniors, while shaping your own retirement future. As the Ontario Non-profit Network stated we need to rethink the current model of leadership and decide where the future leadership will come from.

The Sponsorship Landscape Is Looking Up

By Althea Barclay

For non-profits like Ontario Society of Senior Citizens Organizations (OSSCO), sponsorship plays a vital role in the service we deliver. On November 7, 2017 OSSCO held another successful Seniors Conference and Information Fair. Through funding from Ontario Ministry of Seniors Affairs and corporate

sponsors, older adults and caregivers were able to attend this 1-day event free of charge. This year we were pleased to welcome OLG, our gold sponsors as well as Breckels Insurance our returning silver sponsor plus Connect Hearing another new addition as bronze sponsor.

Sponsors are valuable partners to consider when planning events. And the outlook is promising according to the 11th annual Canadian Sponsorship Landscape Study (CSLS). According to the 2017 Final Report, the main pain point and/or business objective that sponsorship tries to achieve are engagement (1st) and brand building (2nd). Also, Ontario is the center of Canada's sponsorship community with the highest level of sponsorship activity. Below are some key learnings to help you take advantage of this opportunity in 2018.

1) Clearly Define Your Audience

Unlike donations, sponsorships are a mutually beneficial business arrangement that must meet the needs of each party to be successful. Accurately identifying the audience with detailed demographics and actual historical traffic will appeal to potential sponsors and drive the direction of accompanying collateral.

2) Identify Potential Sponsors That Match Organization/Event Objectives

We would all like to believe that every corporation will benefit from the audience our events attract. Abandoning this notion is the first step to targeting a successful sponsorship campaign. With true demographics it is easier to craft a compelling value proposition that resonates with corporations that align with your cause.

3) Prepare Thorough Sponsorship Collateral

Fight the temptation to just start calling. Corporations require a proposal or package in order to consider sponsorship. After a promising discussion it is essential to keep the momentum. Having impeccable sponsorship proposal/package, email templates, online collateral etc. ready to deploy, will reflect positively and provide a framework for your next conversation.

4) Start Early

The approval process for some organizations can take up to 6 months. Start your campaign early to allow sufficient time to approach corporations you have identified.

And remember to be persistent.

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OSSCO welcomes Trainer, Mitra Mohamadzadeh



OSSCO recently received funding from the Province of Ontario for: Connecting You with Me: Linking Job Search and Networking for Newcomers. This project builds on a successful 2017 Ontario Trillium Foundation seed grant. Working with University Settlement, OSSCO delivers a Job Search Toolkit for immigrants and newcomers 50+ to redefine themselves and find employment opportunities with fresh perspectives on rebranding, communication, inventorying assets, etc. Interactive modules address employability issues such as lack of Canadian experience, language barriers, age. The networking module teaches

newcomers and immigrants how to establish and continue a volunteer based employment networking group (ENG). It increases employability with meeting management skills and reduces social isolation for marginalized job seekers.

We are pleased Mitra Mohamadzadeh joined OSSCO as its Educational Program Assistant: Workforce Newcomer Project. During this project, Mitra trains unemployed newcomers and older persons with a 2-day Job Search program. What makes the project unique is a mentorship component. Mitra also helps participants establish a volunteer based ENG so that they are self-sufficient after the grant period. University Settlement North York provides additional resources to enhance participant employability.

Mitra Mohamadzadeh is an internationally experienced HR Professional working in Canada, Malaysia, and Iran. As a designated Executive Coach by Certified Coaches Federation (CCF), she brings over ten years of experiences in Human Resources Development.

After coming to Canada in 2011, Mitra enriched her knowledge of the Canadian HR industry by volunteering and working in the HRP

community in Toronto. She is a PhD candidate in Human Resources Management at Walden University.

Mitra specializes in personal and professional development that helps newcomers embrace cultural changes and become more resilient, adaptable, motivated, and self-sufficient, achieving their goals sooner. She also takes executives through the process of developing relevant skills to increase personal effectiveness and leadership with her personalized training courses.

Mitra has presented her High Influencer Crash Course extensively in Toronto. She was invited to deliver the same presentation in Calgary to the Iranian Community in February 2018. Mitra can be reached by email education@ocscsco.ca or 416-785-8570 ex 224.

The OHC Public Consultation

By Elizabeth Macnab

While Canada's Ministers of Health were preparing to meet to discuss coping with a \$31 Billion cut to healthcare, Ontario Society of Senior Citizens Organizations (OSSCO) hosted the Ontario Health Coalition's public consultations on revitalizing and restoring our hospitals. On

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October 18th, the 5-person panel received representations from individuals, labour and other groups interested in protecting public health care.

Carolyn Egan, Co-chair, Toronto Health Coalition chaired the panel. Other panelists were Derrell Dular, Managing Director, Older Canadians Network; Dr. Raza, President, Canadian Doctors for Medicare; Smokey Thomas, President, OPSEU; and, Elizabeth Macnab, Executive Director, OSSCO.

OHC's Campaign Director, Edgar Godoy, planned out this provincial campaign gathering feedback across Ontario. Dozens of submissions were already received by OHC before October 18th. Panelists invited attendees to present at the hearings or ask any questions to help clarify their stories and make recommendations. In addition, panelists made comments on what was presented. Most people made informal presentations sharing anecdotal stories of their experiences with hospitals. One presenter's family member called in, sharing a heart-breaking story on her mother's health issues and the care she received. While the panelist heard many stories of poor hospital care or delays which negatively impacted on recovery or quality of life of the health care recipient,

others shared positive outcomes and experiences. Some reasons for poor outcomes that presenters identified were: moving patients too quickly into community resulting in repeat visits (boomerang effect), fewer staff to perform the work, overcrowding, ambulances stuck in long lines, travelling long distances i.e. more than 4 hours to access health care and treatments. Wherever there was a "feel good" story, it was always because of the staff.

The OHC public consultation reinforced for this panelist that we must protect the public health care system. The authors and contributors to the book *Life Before Medicare* (published by OSSCO) clearly identified for the generations that followed, what they experienced in a world without health care funding.

Lack of funding is lowering health care standards, creating delays which flow through into society creating hardships on both the patient and caregiver. We are at that critical juncture between those who can afford to pay for health care (and do) and those who can not (and suffer the consequences with long wait times).

We all know about delays...due to staff shortages, lack of

operating rooms, someone else was a priority, etc., etc.

To get referred to a spinal surgeon can be up to 2-year wait at Sunnybrook Hospital. There are wait times for tests - MRI's can add another 6 weeks to a procedure- unless you are on a cancellation list. Once approved, you still have to wait for a surgical date, which can be critical to cancer patients. We've all heard these stories.

While budgets get balanced, the true cost of health care is born by the patient, which is even a greater hardship on an older person.

Are you aware that the new OHIP Children and Youth Pharmacare has no deductible for prescription drugs and there are no co-pay fees? Prescription medication is free for anyone under 25.

Seniors, who are mostly low income, must pay an annual deductible of \$100 before they receive their "free" prescription drugs and up to \$6.11 co-pay per prescription.

Yes, there is a lot of work still to be done. Groups like OHC help lead the way to improve health care for everyone including last year maintaining the prescription deductible at \$100 per year.

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Novice 6-week Computer Classes

DATE: January 10, – February 14
2018 on Wednesdays

TIME: 10am – 12noon

LOCATION: 333 Wilson Ave, Suite
406, Toronto, ON M3H 1T2

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your free computer class today.

Register now:
ocsco@ocsco.ca

Beginners/ Intermediate 6-Week Computer Classes

DATE: (Wednesdays) January 10
- February 14, 2018
or

DATE: (Thursdays) January 11 –
February 15, 2018

TIME: 1pm-3pm

LOCATION: 333 Wilson Ave, Suite
406, Toronto, ON M3H 1T2

Call (416) 785-8570 to register for
your free computer class today

Register now:
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Judith Wheeler, In Memoriam

Elizabeth Macnab



Some of our readers may not remember former board member Judith Wheeler. Her passing on December 10 was premature and unexpected. Judith Wheeler fearlessly joined the OSSCO board in November 2012 during tumultuous times. OSSCO from 2012 - December 2013 was under review by the Alcohol and Gaming Commission, with their many suggestions for improvement.

Judith was key to OSSCO's revitalization - 2 major bylaw reviews, involvement in OSSCO's 1st Strategic and Operating Plans, creation of the Education Plan process, secretary to the board and today's board's operating style. She championed prudence and fiscal responsibility (frugality), supporting board teleconference meetings. She was OSSCO's best report editor; I still hear her voice

editing my work. She "manned" information booths, so that OSSCO's presence was felt in community. Even though travel to Toronto was challenging as she was legally blind, she navigated the subway system because it was cost efficient. She was a dedicated and hardworking board member, who lived in Windsor.

For Judith, Toronto was a 2nd home. She completed her Masters Degree at Ryerson, under the guidance of former OSSCO board member Ethel Meade. In 2000 she with 2 other writers submitted a paper on *Toronto a City for All People*, a pre-cursor to the Age Friendly Communities initiative. When I met Judith in Kingsville in 2006 at the Kingsville-Leamington Social Planning Council, we immediately hit it off.

Together with CARP Windsor chapter President, Bruce Draper, we presented to Kingsville Council asking for their support to create a Senior Advisory Committee, highlighting older persons' contributions. Judith and I joined forces to present at the Age-Friendly Communities Forum in Windsor in 2009 on The Relevance of Seniors Advisory Committees to Municipalities. That forum was co-organized by OSSCO staff and the Ontario Seniors Secretariat. Little did we

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know at the time that we would join up again at OSSCO for its next stage of evolution.

Judith was more than a board member. For 46 years, she was a wife to Edward Wheeler, and health care champion when he needed it most. She raised 2 beautiful children, and home schooled her grandchildren. Judith was talented, never letting her vision loss hold her back. She had her own consulting firm In-Touch Consulting. She supervised Social Work students. Judith was an exceptional seamstress, a baker without compare, and talked proudly about “repointing” the brick on the 2nd story of her house. Her garden and house could match pictures from House Beautiful. She exemplified the meaning of “neighbourhood watch”, reaching out to the elderly in her community as well as those in need. She loved the beach, savouring her and Edward’s annual get away to Florida.

As Edward shared his eulogy and Facebook story of his beloved Judith with me, I felt her loss more greatly. For the millions of us who call Toronto home, you probably never met Judith, but she impacted the quality of all of our lives through her social justice and social work activities. For those who called Judith a

friend, the loss is even greater.

How to Keep Your Home Safe And Secure When You Head Down South For The Season

Stephanie Fereiro | Published on: December 7, 2017



If you’re planning on moving south to escape the winter weather, check these 10 things off your to-do list to protect your home while you’re away.

1. **Secure the windows and doors.** Check that all windows and doors in your home are locked (don’t forget the basement, the garage, and the shed), and consider putting security bars inside your window frames on main-floor and basement windows so they can’t slide open. You could also install a company- or self-monitored security system for added protection.
2. **Make your home look lived-in.** Think about your regular habits. Do you

usually watch TV for a couple of hours in the evening? Do you always leave a light on in the hallway overnight? Set timers to power up your lights, TV, and radio at the times you’d normally have them turned on.

3. **Ask a trusted friend or neighbour to come over and inspect your home every few days.** Have them walk through each room (including the basement) and make sure there are no signs of trouble. Be sure to leave a phone number where you can be reached, as well as other emergency numbers they might need (including your plumber and your licensed home insurance broker).

Tip: Your insurance company may have specific rules that outline how often you’ll need to have someone come in and inspect your home when you’re away. Talk to your broker to find out what’s required under your policy.

4. **Drain the pipes.** Take these simple steps to turn off your home’s water supply and drain the pipes to prevent them from freezing (and possibly bursting) while you’re away.

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6-WEEK WINTER CLASSES

DATE: Saturday January 20 –
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TIME: 9:30 -11:30am or 12:30 –
2:30pm

LOCATION: Loyola Arrupe
Centre

ADDRESS: 55 Rankin Crescent

To Register for Your FREE
Computer Class

Contact Claudia Romero:
Phone (416) 452-4530

or
Fax (647) 345-1413.

Register now:
ocscsco@ocscsco.ca

5. **Empty your fridge, freezer, and garbage cans.** Even though the fridge and freezer may seem like safe places to leave food until you come home in the spring, they won't do you much good if they stop running (during a power outage, for example). It's safer to empty your fridge and freezer when you'll be gone for an extended period of time to avoid any surprises when you come home. Don't forget to empty your garbage cans, too.
6. **Test the back-up battery on your sump pump.** Most sump pumps rely on electricity to operate, so if your power goes out during a heavy rainfall or the spring thaw (when you need your sump pump the most), you'll be out of luck. Make sure you have a working battery backup system or generator in place in case of a power outage.
7. **Put a monitored alarm on your furnace.** If your power goes out or your furnace dies while you're away, a smart-monitoring system will let you know there's a problem so you can have it repaired to restore your heat and prevent further damage to your home (like frozen pipes, for example).
8. **Forward your mail and stop your newspaper deliveries.** Nothing says "we're not home!" quite like an overflowing mailbox or a month's worth of newspapers piled up on your front porch. Cancel your newspaper deliveries and arrange mail forwarding to keep your mailbox empty and make sure you don't miss any important bills or letters.
9. **Arrange for snow removal.** Plan to have a neighbour (or a snow-removal service) come to your house to shovel and de-ice your front porch, sidewalk, and driveway on a regular basis. Not only will this help make your house look lived-in, but keeping these areas free of snow and ice could help prevent slips (and the liability claims that tend to follow slip-and-fall incidents).
10. **Store valuable jewelry in a safe or take it to your safety deposit box at the bank.** A jewelry box is a thief's dream come true. If you're planning on leaving any valuable jewelry or other small items behind, store them in a fireproof safe or in another secure location, like a safety deposit box.

Tip: Did you know that most home insurance policies have special limits for jewelry coverage – and these limits could be lower than you might expect? You may need to purchase additional coverage if your collection goes above the limit set out in your policy.

Every insurance company has unique requirements you need to keep in mind when you're going to be away for an extended period of time. Contact your broker to find out what's required in your situation.

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