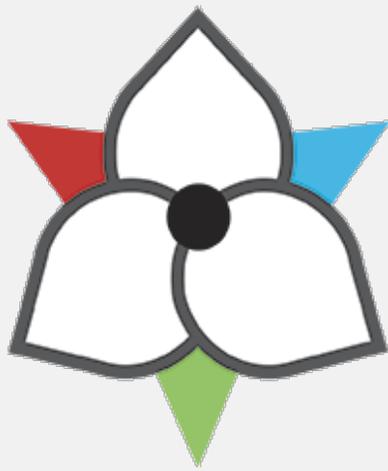


# OUTREACH



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## Message from Executive Director

*Elizabeth Nykorowytch  
Macnab, CHRL*

Do you remember what happened 30 years ago? Did you read about the 155 Tamil refugees who were found drifting off the shores of St. Shotts, Newfoundland by three local finishing boats? Or an F4 Tornado hitting Edmonton? Or the robust discussions on the introduction of Pay Equity in Ontario?

A lot has gone on in the past 30 years. OSSCO's Annual General Meeting last month started our 30th year celebration as a registered charity. Before we became a charity, a group of organizations and like-minded individuals felt there was a need for a coalition to raise awareness of seniors' needs and issues. Their 1st major activity was to bus seniors to Parliament Hill to protest against proposed Pension Plan changes. The government of the day listened.

As OSSCO matured, our focus increased beyond just

advocacy. Our reputation is now as leaders in empowerment learning to older adults. Our quality of educational products and knowing how to work with communities provides seniors with opportunities to be more self-sufficient and improves their well-being.

Not sure how you will manage as you get older? Our program called Housing and Healthy Discussions provides learning about options to deal with your specific circumstances both present and in the future. Want to raise awareness on an issue important to immigrant seniors? Our Civic Dialogue workshop - available in 5 languages - helps learn about government, speaking to stakeholders and decision makers at all levels as well as to building bridges in community. Want to stay connected but terrified of technology? Computer classes offered by training consultants through member organizations and in our office, breaks down barriers to social isolation. People learn and socialize in a classroom setting or engage online.

**Ontario Society of Senior Citizens Organizations**

**La Société des Organisations des Citoyens Aînés de l'Ontario**

333 Wilson Avenue, Suite 406, Toronto, Ontario M3H 1T2

Telephone: 416.785.8570 Toll Free: 1.800.265.0779 Fax: 416.785.7361

Charitable Registration Number: 88502 6351 RR0001

Email: [ocsc@ocsc.ca](mailto:ocsc@ocsc.ca)



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We gather information to identify trends and topics of importance to older adults through outreach, surveys, consultations and feedback on everything we do. We use this knowledge to enhance our programs, support members as well as identify knowledge (learning) gap for policy makers. We are invited to provide input into public policy reviews because of our membership capacity.

Today's Ontario "seniors" are not the same as they were. We promise to continue changing and adapting, to be relevant to our older adults, their needs and interests today and 30 years forward.

## Strategic Planning, an Organizational Roadmap

*Highlights from Ron Purcell's Change your Insights and Change your Results through Effective Strategic Planning workshop*

Ron Purcell is a ReThinking Specialist and consultant who delivered this workshop for leaders in the non-profit sector. If you did not get to that training session here are key concepts worth sharing.

There are many reasons to initiate a strategic planning exercise. For organizations wishing to align research with mission, a strategic plan is a great way to bring board, staff and other stakeholders on the

same page around direction, vision, key issues, and specific organizational goals. It also compels the group to agree on where the organization is headed and demonstrates to funders and donors the organizations focused effort to make measurable impacts.

Ron Purcell outlined the benefits of strategic planning. He described a strategic plan as "a road map that helps provide direction to an organization".

*As a map your strategic plan shows:*

- *The destination your organization hopes to arrive at (mission/vision)*
- *How the organization intends to get to its destination (tasks)*
- *The key stopovers on the way to the destination (goals)*
- *The Topography for the journey (trends, current state, competition)*
- *How long the stages of the journey will take (timelines).*

As with most organization, we can expect critics resistant to disrupting the status quo. In order to be successful, it is essential to prepare for opposition. Ron provides the follow reasons for the negative perceptions of strategic planning.

- *Seen as a one time every few years exercise, rather than an ongoing driver of the organization*
- *Change can be threatening*
- *Leadership does not want to deal with critical decisions*
- *Participants may have had bad experiences with strategic planning in the past*
- *Team members do not understand strategic planning*
- *Departments don't want to work together*
- *The world is seen as ever changing and unpredictable so leadership feel planning is pointless*
- *Leadership wants to focus on day to day operations rather than strategy*
- *Leadership lacks insights into the strategic planning process*

Being equipped to address the above concerns can have a positive impact on realizing the ultimate benefit of strategic planning - to improve the overall organizational performance.

You can access a condensed version of the *Change your Insights and Change your Results through Effective Strategic Planning* workshop slides Ron presented on August 23, 2017 following the OSSCO Annual General Meeting.

<https://goo.gl/hG98yq>

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## Welcome New Board Member Kavina Nagrani



We are pleased to announce the appointment of Kavina Nagrani to the OSSCO Board of Directors.

Kavina is a practicing Ontario lawyer who specializes in: elder law, estates, wills, trusts, mental capacity, power of attorney, guardianship applications and more. She helps clients and their families in planning, prevention and dispute resolution.

Kavina is passionate about helping aging adults and their family members navigate legal issues and understand their rights. She believes that through community education and knowledge sharing, seniors can be better protected both in life as they age, and in carrying out their legacies once they pass. This was the key motivator behind her wanting to join the OCSCO board.

Kavina is the Secretary of the Canadian Bar Association, Elder Law Section, and a member of the Society of

Trust and Estate Planners (STEP). In 2017, she completed a specialized Certification in Elder Law at Osgoode Law. Kavina is a strong advocate for the prevention of elder abuse and belongs to both the Canadian and Peel prevention of elder abuse networks. While her job title may be "Lawyer", she considers herself someone who just simply cares.

## Dr. Louise Plouffe: Keynote at November Conference

On November 7, 2017, Dr. Louise Plouffe will share expert insights on age friendly communities in her keynote address at *Ontario's Premier Seniors' Education Conference & Information Fair*.

Louise Plouffe, is Senior Technical Officer in the Ageing and Life Course Programme, World Health Organization where she coordinates the development of a Global Age-Friendly Cities Guide in collaboration with partners in over 30 cities worldwide. She also is managing a WHO initiative to improve the visibility and inclusion of older persons.

**Don't miss out!** Call 1-800-785-7361 or email [ocscoco@ocscoco.ca](mailto:ocscoco@ocscoco.ca) to register today. There is no charge to

## Ontario's Premier Seniors' Education Conference & Information Fair

Tuesday November 7, 2017

Conference: 10am – 3pm  
Exhibitor Hall: 9am – 3pm

995 Arrow Road, Toronto ON

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Althea Barclay  
1-800-785-7361  
[communications-programs@ocscoco.ca](mailto:communications-programs@ocscoco.ca)

To learn more about  
exhibitor and advertising  
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## WHAT'S HAPPENING AT OSSCO

### *Tuesday's with OSSCO Avoiding Fraud and Misrepresentation*

*September 26, 2017  
3:00pm – 4:30pm*

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

Register Today  
<https://goo.gl/FgC8bN>

### *Tuesday's with OSSCO Social Media: The Basics*

*October 24, 2017  
3:00pm – 4:30pm*

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

Save the Date  
<https://goo.gl/RSAkfQ>

### *Ontario's Premier Seniors' Education Conference & Information Fair*

*November 7, 2017  
9:00am – 3:00pm*

WHERE: 995 Arrow Road  
Toronto, ON M9M 2Z5

Learn More  
<https://goo.gl/aUXq6K>

attendees. Registration is required as a light lunch is included.

## Tips to protect your home from water damage

(NC) Did you know that water is the leading cause of home damage in most provinces? Just this past May, communities across the country had to cope with flooding as heavy rainfalls hit various regions over many days.

What can you do to protect your home? Here, Marc Barbeau, property claims manager of Intact Insurance shares his top four tips:

1. Water-resistant décor. The next time you're renovating your home, explore installing cement board instead of drywall in your basement. It's typically used in showers and tubs and is less likely to absorb water. Cement boards are extremely moisture resistant and dry quickly when wet. For base moulding, consider a formed, paintable plastic material instead of wood. This way, even if water gets in, your home may be able to withstand excess water and mould damage.

2. Install backflow valves and sump pumps. A sump pump may help keep your basement safe and dry by collecting and disposing the water from your

home. Already have a sump pump? Think about adding battery backup for times where the power is out.

When there's a heavy rainstorm, it may become too much for the sewers to handle, and waste can back up through floor drains, toilets and sinks. A backwater valve is a one-way valve that is installed on the main drain of your home. In the event of a backup, the valve closes to stop sewage from coming in.

3. Consider overland flood insurance. It's estimated that only 10 to 15 per cent of Canadians have insurance for overland flooding. New insurance products can help cover this. For example, Intact Insurance's enhanced water damage package consists of up to four components: sewer back-up, water and sewer lines, overland water and ground water. It's best that you talk to a broker to ensure you're getting the coverage you need.

4. Keep valuable items on higher floors. Store sentimental and valuable items on the upper floors of your home, away from the basement as many of these items may never be replaced if your basement floods.

*Contact Gary Banks of  
Breckles Insurance Brokers  
for your home and auto  
insurance needs:  
1-866-705-1468  
gbanks@brecklesgroup.com*

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# CURRENT ISSUES

## Measuring What Matters In Non-profits

McKinsey & Company, By John Sawhill and David Williamson

Most non-profit groups track their performance by metrics such as dollars raised, membership growth, number of visitors, people served, and overhead costs. These metrics are certainly important, but they don't measure the real success of an organization in achieving its mission.

Of course, non-profit missions are notoriously lofty and vague. The American Museum of Natural History, for example, is dedicated to "discovering, interpreting, and disseminating—through scientific research and education—knowledge about human cultures, the natural world, and the universe." But though the museum carefully counts its visitors, it doesn't try to measure its success in discovering or interpreting knowledge. How could it? The pace of scientific discovery hardly depends on the activities of a museum—even one as prominent as this...

Read the full article hear: <http://www.mckinsey.com/industries/social-sector/our-insights/measuring-what-matters-in-nonprofits>

## Strategic Planning for Non-profits: What to Include, How to Do It

NPO.IO, By Patricia Brammer, July 19, 2016



Strategic planning plays an important role in the nonprofit organizational decision-making process while providing direction when establishing and attaining organizational goals. A strategic plan outlines where your organization is and where it wants to be - typically over a fixed period of time - and defines how you are going to get there. The foundation of strategic planning begins with taking a close look at the organization's mission and vision statements. Most organizations already have these in place, but if not... Read the full article hear: <http://www.npo.io/strategic-planning-for-nonprofits-what-to-include-how-to-do-it/>

## Liberals' Pension Reforms Fall Woefully Short For Canadian Workers

Retiree Matters, Doug Macpherson February 17, 2017

While changes to the Canada Pension Plan (CPP) recently adopted by the current federal Liberal government offer some improvement, they do not go far enough.

The legislation includes an increase to the annual payout from 25 per cent to 33 per cent of pre-retirement earnings. In addition, the maximum amount of income covered by the CPP increases from \$54,900 to about \$82,700 -- once it is fully phased in. However, because the changes do not fully come into effect until 2025, most workers will not have saved enough or contributed a sufficient amount to the CPP and therefore many will be retiring in poverty.

For a government that claims its legislation is fact-based, it has clearly misread the facts... Read the full article here: <http://rabble.ca/columnists/2017/02/liberals-pension-reforms-fall-woefully-short-canadian-workers>