



2014 ANNUAL REPORT



Meals on
Wheels

WINNIPEG

Feeding Independent Living™



MEALS ON WHEELS WINNIPEG

MISSION AND VISION STATEMENT

MISSION: To support the residents of Winnipeg who wish to remain self-sufficient by delivering nutritious, yet affordable, meals directly to their home.

VISION: All Winnipeg residents can access nutritious meals to live and thrive independently.

VALUES: Our promise to you....

- Our daily interactions with clients, volunteers, staff, donors, and funders exemplify collaboration, respect, and dignity for all.
- We are conscientious stewards of our donors' and funders' precious resources, and steadfast in our commitment to fiscal responsibility.
- As a provider of an essential service, your meal will be delivered when and as promised.

BOARD OF DIRECTORS 2014-2015	MOW STAFF
Janice Siemens, President Tara DeFehr-Tielmann, Vice-President Regan Hirose, Treasurer Don Brown, Secretary Alyson Kennedy, Past-President	Gemma Eko-Davis, Volunteer Coordinator Ana Treminio, Accounts Coordinator Katherine Meneses, Client Coordinator Deborah Lorteau, Administrative Assistant Rhonda Gardner, Executive Director
Ann Marie Daley Michael Geith Jonathan Hildebrand Frank Lavitt Joe Levin Barbara Metrycki	DISPATCHERS Bryan Barkwell Don Brown Edsel Capuno Kharran Capuno Dan Diplock Moe Kelly Elizabeth Neville



Feeding Independent Living™

October 2, 2014

Dear Friends,

As partners of Meals on Wheels, you are cornerstones of our organization. You're integral to the help we offer to people each day, and you've made it possible for us to improve the lives we have over the years. So, we wanted to tell you about the changes that we've made over the last five months, and how they drive our mission of feeding independent living.

We recently underwent a rebrand. We wanted to express who we truly are, who we have always been, and improve how we present our organization overall. Visually, that means a new logo, website and printed materials. Internally, it means defining our values and making certain everything we do supports our goals.

Our new logo, the starburst, represents the delivery routes our volunteers take throughout Winnipeg. The physical act of delivering meals, from A to B to A to B, creates this energy. An energy that is passed on to our clients by delivering more than just meals, but also connection, dignity and independence.

With this new look, we're rededicating ourselves to the mission of feeding independent living. We're recognizing the people and partners that make this mission possible. With better presentation we can raise awareness about Meals on Wheels, encourage new volunteers and enable ourselves to help even more people in our community.

Find out more about our new brand on our redesigned website at www.mealswinnipeg.com, launching October 6, 2014.

Kindest regards,

Rhonda Gardner

Executive Director

rgardner@mealswinnipeg.com

www.mealswinnipeg.com

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

In our 2013 annual report we promised that 2014 would be a busy year and what a year it was! The creative and talented team at Think.Shift! was hired to rebrand MOW. As a result of collaborative effort between MOW staff, Board members and our Think.Shift! team, we now have:

- a new, fresh, and meaningful, logo and tagline: *feeding independent living*.
- brochures, volunteer car signs, volunteer tags, lanyards, and letterhead which all have a renewed professional and consistent look.
- a fantastic new website with a creative video highlighting our extraordinary volunteers as the success behind Meals on Wheels.
- a face lift on our Hargrave Street office windows which features our starburst logo.
- a car (Rhonda's!) on the streets of Winnipeg with one third of it covered in our new MOW logo and tagline. It has drawn a lot of attention from people stopping to ask her about our service. Needless to say, Rhonda's driving has also improved as she represents MOW every time she gets in her very noticeable car!

A big thank you goes out to Krysta, Sheena and Gord of Think.Shift! and their entire team for their expertise in facilitating our rebranding.

Further, we now have an official new program called **Adopt-A-Route**. This corporate initiative was another major objective we achieved to supplement our volunteer forces. As of the printing of this report we have two (2) major companies involved: Boeing Winnipeg has 22 employees involved and SHAW Communications has 17 volunteer employees. Both companies excel as good corporate citizens by their belief in the importance of giving back to their community. They are allowing their employees to cover a route once a week and deliver meals to our clients. In speaking with the corporate volunteers, Gemma has received positive feedback from employees who find this a very rewarding experience and that they are happy to donate their lunch hours. We will continue to approach other companies and hope to attract more volunteers to this initiative.

Finally, as the 2014 – 2015 term comes to an end it is the time of year when we say good bye to Board members. This AGM will be Alyson Kennedy and Michael Geith's last meeting with us.

Alyson joined MOW at a time when significant changes were needed to keep our program viable. She has served since 2009 in various capacities including Treasurer and President. She was instrumental in directing our organization through some choppy waters and in righting our ship. On behalf of the Board, staff, volunteers and clients thank you Alyson for your leadership, dedication, expertise, mentoring and humor. They say that busy people find time, and Alyson is a perfect example as she continues to sit on other major boards in the city.

Michael Geith has been with MOW since 2011. He joined the organization at full tilt and has made significant contributions to our financial reporting systems. He has been very diligent and willing to

dedicate much extra time to contribute his financial expertise. On behalf of the Board, staff, volunteers and clients thank you Michael for all your contributions.

Last, we remain very privileged to have the generous support of both the WRHA and the United Way. These organizations believe in the work of MOW and, together, we can continue to improve quality of life for those in our community who benefit from nutritious, daily delivery of meals from a friendly volunteer!

Janice Siemens, President

Rhonda Gardner, Executive Director

THANK YOU SERVICE PROVIDERS

The preparation and coordination of meal delivery is no small task. It takes a group of dedicated individuals and facilities to provide us with the 168,302 meals served in 2014, and increase of over 9,000 meals since 2013.

Heartfelt thanks to *Kathleen Richardson, Angela Diamante, Julie Gislason*, and *Sheri Brandt* of the WRHA Regional Distribution Facility. Thank you to all the individuals involved at St. Amant, Park Manor, West Park Manor and Gwen Sector.

FACILITY	NUMBER OF MEALS SERVED
Concordia Hospital	21,517
Deer Lodge Hospital	2,841
Grace Hospital	17,672
Gwen Sector Creative Living	7,172
Health Sciences Centre	53,274
Misericordia Health Centre	14,857
Park Manor	4,532
Riverview Health Centre	4,542
St. Amant Centre	16,251
St. Boniface Hospital	8,520
Seven Oaks Hospital	8,564
Victoria Hospital	7,136
West Park Manor	1,424

MESSAGE FROM THE TREASURER

The financial statements of 2014, as noted in this report, have been approved by the Board. 2014 was a great year for the program as sales of meals increased from 2013 and were higher than budgeted. This means that we were able to provide more people in the community with nutritious and affordable meals which we are extremely proud of.

In 2012 a reserve fund was established by the MOW Board through a combination of increased revenue and a reduction in expenses, thereby reducing the financial risk and providing the ability to deal with unexpected expenses and fluctuations in revenue. I am pleased to report that as a result of these measures we not only had a successful 2014 year financially, but we also contributed to the growth of the reserve fund. The increase in the fund will allow us to better manage the program, reduce our risk and provide improved financial stability for MOW.

We wish to express our many thanks to our principle funding agencies, The Winnipeg Regional Health Authority, and The United Way of Winnipeg. We would also like to thank the great number of volunteers who so graciously return their gasoline allowance as a donation. Without your support we would not have had such a successful year. Thank you and we look forward to your continued support in the years to come.

Regan Hirose, C.A.

MEALS ON WHEELS OF WINNIPEG INC. STATEMENT OF FINANCIAL POSITION DECEMBER 31, 2014

	<u>2014</u>	<u>2013</u>
ASSETS		
CURRENT ASSETS		
Cash	\$ 418,338	291,947
Temporary investments	-	41,051
Accounts receivable (net of allowance of \$14,000; 2013 - \$17,500)	88,852	82,975
Prepaid expenses	<u>16,133</u>	<u>10,606</u>
	523,323	426,579
TANGIBLE CAPITAL ASSETS	<u>21,801</u>	<u>31,572</u>
	<u>\$ 545,124</u>	<u>458,151</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ <u>73,570</u>	<u>81,950</u>
NET ASSETS		
Invested in tangible capital assets	21,801	31,572
Internally restricted (Note 8)	208,411	168,411
Unrestricted	<u>241,342</u>	<u>176,218</u>
	<u>471,554</u>	<u>376,201</u>
	<u>\$ 545,124</u>	<u>458,151</u>

THANK YOU VOLUNTEERS

Volunteers are the foundation of our organization. The service that Meals on Wheels provides is often farther reaching than just food. We've been told that many clients consider the volunteer's daily visit the most important part of our service. Our volunteers give our clients a sense of time, something to look forward to and; most importantly, reduce the social isolation. For nourishing our clients and making their day brighter we say... thank you.

To our hardy and committed volunteers give their time and energy freely, who no matter the weather condition, and who willingly say yes to the numerous calls we say... thank you.

Thank you to those individuals, partners, students, family groups, community groups, church groups and other organizations who actively volunteer with us. Your continued support allows us to continue to offer this important community service and we say...thank you.

To our volunteer Board of Directors: thank you for your time, experience and vision in guiding the organization to ensure that we provide the highest possible quality and service to everyone involved in this huge undertaking.

THANK YOU FUNDERS

Our presence in the community is made possible through the funding of the Winnipeg Regional Health Authority, the United Way, and special funding from the Winnipeg Foundation. We value their commitment and our unique relationship with each of them. Their understanding and support of this integral part of Winnipeg cannot be underestimated.

A special thank you to Jeannette Edwards, Madeline Kohut, and Kathy Henderson of the WRHA, and to Erin Edwards and Melissa Burgess of the United Way.

THANK YOU DONORS

Throughout the year we are very fortunate to receive donations from individuals, organizations and companies throughout Canada. On behalf of the Board, staff, volunteers and most especially the clients, we thank you for your generosity and thoughtfulness. It is your kindness and generosity that allows us to continue our work. We would like to recognize the founding donors of the Winnipeg Foundation Endowment Fund, established in 2002. Thank you to Denise Campbell and Susan Hagemeister of the Winnipeg Foundation.

THANK YOU TO THE FOLLOWING MAJOR DONORS:

Meals on Wheels Volunteers

Fort Garry Legion Poppy Fund St. James Legion Poppy Fund Maunders McNeil Foundation Inc

Anonymous Donors Prince Edward Legion Dakota Collegiate, YIP Committee

THANK YOU TO THE FOLLOWING FOR THE SPECIAL DONATIONS:

CHRISTMAS GIFTS

D Lachance & Friends - hand quilted placemats

Wentworth United Church

Be a Santa to a Senior Program

HANDMADE BIRTHDAY CARDS

Scrapbooker's Anonymous

Elfa Delta Capa

Good Neighbour's Senior Centre

Centro Caboto Centre

CHINESE PARABLE:

One day an elephant saw a hummingbird lying on its back with its tiny feet up in the air. "What are you doing?" asked the elephant. The hummingbird replied, "I heard that the sky might fall today, and so I am ready to help hold it up, should it fall." The elephant laughed cruelly. "Do you really think," he said, "that those tiny feet could help hold up the sky?" The hummingbird kept his feet up in the air, intent on his purpose, as he replied, "Not alone. But each must do what he can. And this is what I can do."

LONG SERVICE AWARD RECIPIENTS

PAT FOWLER - 35 YEARS OF VOLUNTEERING

PAT joined Meals on Wheels in the 1980's. She got involved through a friend. Her greatest joy in life is her family and living a life of charity. Anyone who has met Pat will always remember her smiling face and positive attitude. She has 5 children, 11 grandchildren and 6 great grandchildren. She currently extends her charity to Farady School, the Children's Hospital and donates to over a dozen other charities. She is an easy going, happy person who loves life. Her motivation in volunteering... LOVE TO HELP OTHERS!! Volunteering is a way of life and it is a great opportunity to share and to grow. She says that "volunteering has shown my family the value of compassion and caring for others". Her grandson Joe volunteered with her for a while and now her daughter Diana joins her. Pat believes she is benefiting her community through Meals on Wheels by helping others sustain a quality of life.

SHIRLEY LOZINSKI - 25 YEARS VOLUNTEERING

SHIRLEY began volunteering through the encouragement of the minister of her church, Harrow United. Over the years Shirley also has encouraged her neighbours, friends and family to volunteer as well. Her grandkids are her greatest joy; she loves spending time with them and takes them while she delivers and then takes them out for a treat. She also takes them to deliver Christmas hampers at Christmas time. Shirley is a retired nurse who likes reading, watching movies, doing handicrafts, playing canasta or whatever activity motivates her. Her motto is to take life one day at a time. She fondly talks of the clients she has met over the years, like the one who scolded her "Where have you been?" when she has been away or pitching in with neighbors to help a gentleman off the floor. Meeting so many nice people is her motivation. Volunteering is doing something for someone who is unable do it for themselves. Sometimes it is very hard for people to accept help. She gets a lot back people smiles, their gratitude, friendships, and a good sense of wellbeing. Volunteering helps her to appreciate life, how lucky she is for her good health, friends, and family. Meals on Wheels benefit the community as it enables people to stay in their homes. It provides good nutrition which is so important. She loves delivering meals and will keep on doing it as long as she can.

MOE KELLY, RICHARD ALLDEN AND DAVID LEISLE - 20 YEARS OF VOLUNTEERING

MOE retired from Air Canada after 35 years of service based in both Calgary and Winnipeg. Looking to keep busy, Moe along with his wife Yvonne worked for Zipper Courier Company for about 3 years. He later joined the Senior Job Bureau where he was sent to Meals on Wheels in response to an ad for a dispatcher and he is still going strong after 20 years of service. Moe dispatches and delivers a downtown route every Friday from the Health Sciences Centre and spares other days including West

Park Manor in Charleswood. After his surgery he was laid up for a couple of months. When he returned Yvonne, his wife, joined as a server to help out and keep an eye on him. She too got hooked and still volunteers alongside him today. “Meals on Wheels has been excellent for my health” says Moe. “It keeps my driving skills up especially in the downtown area. The other volunteers are all exceptional people and I look forward to our pre-pickup sessions where we discuss world events and of course solve most of them” he says. Many times over the years Moe wished he had kept a record of all the many instances he has had with the clients –“it was all good but we sure had some strange ones” he said. For sure they are all heavy tippers in gratitude. Moe also volunteers at the Grace Hospital on alternate Thursday’s and is active in the Charleswood community as well and his church. Moe belongs to the Air Canada Pionairs and the Pilots Retirement Association.

DAVID started volunteering to assist his wife who is a regular volunteer and had lost her regular volunteering partner. It had been something he always wanted to do and since he was close to retiring from his work the timing was perfect. Dave was heavily involved in volunteering at his local church St Mark’s Lutheran Church sitting on committees and on the church council. He is a retired research scientist with Agri-Canada for 34 years. He said he has done most things he has wanted in life. He is a passionate volunteer and loves traveling. He and his wife Beatrice have been to Europe, Hawaii, many places in Canada, and Florida to name a few. Now he likes to keep busy gardening, carpentry and exercising. What has kept him going for 20 years; he knew that something needed to be done, the clients he served and volunteering with his wife. The most important memory of volunteering is the appreciation of the clients for the type of service the Meals on Wheels organization provides. Volunteering gives him the opportunity to give back for his good fortune in life. He is thankful in his life a rewarding job, loving family, and active church life. He appreciates the support of his wife. The service is vital in the community which helps to keep client in their homes living a fairly normal life and also benefits the health care system.

MOW LONG SERVICE VOLUNTEERS – APRIL 2015

35 YEARS

Pat Fowler

25 YEARS

Shirley Lozinski

20 YEARS

Richard Allden

Maurice(Moe) Kelly

Dave Leisle

15 YEARS

Avalon Beck
Nick & Irene Janzen

Morley Campbell
Trude Shastal

Ming Cheung
Calvin Sookermany

10 YEARS

Melba Allen
Diane Bewell
Carole Enefer
Bev Kawchuk
Greg Mauro
Elaine Saunders
Otto So

Roy Allen
Don Bewell
Ray Gottfried
Yvonne Kelly
Wendy Morrissey
Elliott Saunders
Hartley Stinson
Clare Whitaker

Bryan Barkwell
Clark Brownlee
Gerry Hirose
Eldred Mancer
Darryl Oliferchuk
Pearline Scott
Fred Tuttle

5 YEARS

Andrew Akisanya
Doug Brandow
Sylvie Dilk
Mary-Kate Martin
Albert Plamondon
Joan Stephenson
Sue Temple
Community Venture

Samantha Atkinson
Denis Cadieux
Elizabeth Kelly
Don Miller
Louise Plamondon
Don Talbot
Resa Wan
D.A.S.C.H. Grp 1

Diane Bohunicky
Chloe Dilk
Joe MacDonald
Linda Miller
Jeannette Stephenson
Bill Temple
Darren Wortman
Epic Opportunities (Grp 2)

