



bernard betel centre

# Annual Report

## 2022-2023



## *Message* from the President, Board of Directors and the Executive Director

Welcome to Bernard Betel Centre's Annual Report for 2022-2023. For most of our 58-year history, we have shared our program successes and accomplishments at our Annual General Meeting, on our website, in our Connect! (formerly Monitor) program guide, and our email newsletters. This is our first formal Annual Report that brings the year's work into one place. We hope you find it an insightful window into how we serve our members and our community, harnessing our collective compassion, creativity, dignity and respect.

What a year it has been! In 2022-2023, all of society began the new normal of living with COVID-19. At the Bernard Betel Centre, after two long years of being closed due to the pandemic, we gradually reopened to in-person programming. We invested in improving our building, to make it a welcoming, functional space as the community returns. We have continued our work to feed vulnerable seniors living in poverty through our free kosher Meals on Wheels program. Our team has tirelessly worked to fundraise to support the hundreds of seniors who need this critical lifeline, including our first-ever Tribute Event fundraiser that raised over \$70,000 towards this program.

We hope this report helps you learn more about our diverse multilingual educational, cultural, and wellness programs for seniors from many walks of life. Our recreation programs, trips and travel, and health programs serve people from 50+ to more than 100 years young, speaking more than 55 languages, living throughout the Greater Toronto Area and coming from all over the world. We also have special programs to meet the unique needs of Holocaust survivors, Hebrew-speakers, and those from the Former Soviet Union.

Our tremendous community has truly made this year's achievements possible. On behalf of the Board of Directors and our Management team, we sincerely thank our members, program participants, funders, staff, volunteers, community partners, and generous donors for the support and belief you have shown in Betel. We are going to continue to need your support in the year ahead. You have and will continue to enable us to enrich quality of life for all – for life!

## **Bernard Betel Centre** *Mission*

Providing exemplary and multilingual educational, cultural and wellness programs in a safe and supportive environment to encourage healthy, active and creative living for individuals 55+.



**Marcus Staviss**  
President, Board  
of Directors



**Gail Gould**  
Executive Director



# BERNARD BETEL CENTRE OVERVIEW

Serving seniors in the community for *58 years*

*1,551* active members



*580*  
members living  
in York Region

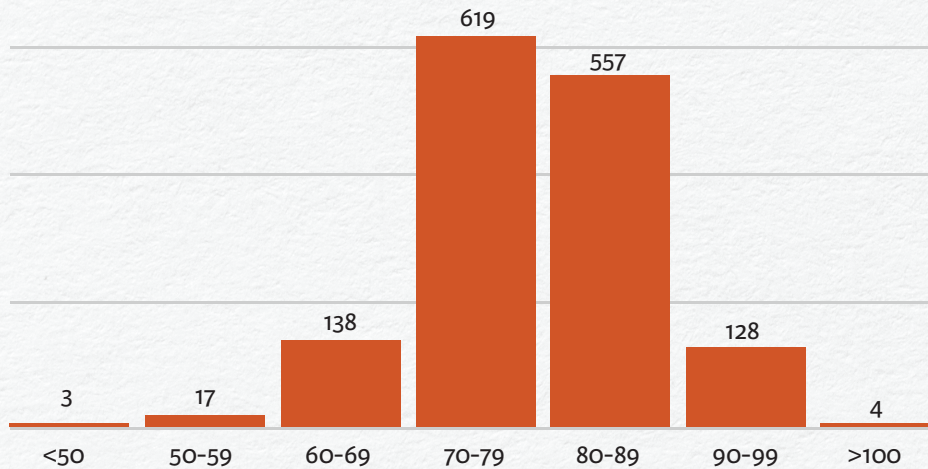
*55* languages spoken



*945*  
members live in the  
City of Toronto

*26*  
members living  
elsewhere

## Age Demographics



\*85 members did not provide their age

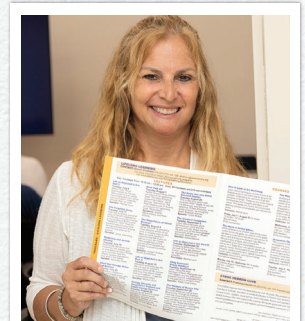
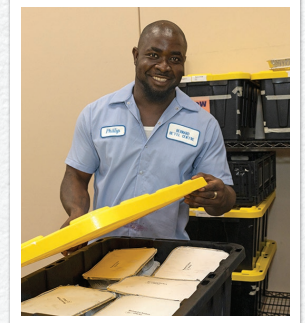


*5,900* seniors took part in 8 online and phone programs, and over 55 on-site programs and services each week



# STAFFING AND BOARD OF DIRECTORS

34 full-time and 4 part-time staff  
13 Board of Directors





# CREATIVE LIVING DAY PROGRAM

The Creative Living Day Program provides seniors opportunities to socialize, build support systems, connect to the community, and engage in learning through a variety of recreational and educational programs including arts, music, computers and digital media classes, intergenerational events, games, discussion and support groups, language programs, lifelong learning programs, library, writing programs, health promotion and wellness, and special events.

**7** online and over **40** on-site programs and services each week

Over **4,000** participants in online and on-site programs



**341** Holocaust Survivors attend our monthly Café Europa program

**700**  Chiropody patients accessed needed foot care services



## Program Impact

**83%** 

of participants in our computers and digital media programs reported learning or improving their skills

**74%**

of participants in our weekly special events reported feeling less isolated and a better connection to the community and others

**82%**

of participants in weekly and monthly discussion groups reported new or improved relationship and better connectivity to the community





# RUSSIAN GOLDEN AGE CULTURAL PROGRAM

The Russian Golden Age Cultural Program is an innovative, culturally and linguistically sensitive program for Russian-speaking seniors including arts, music, computers and digital media classes, library, educational lectures and workshops, and special events.



Over  
**1,500**

seniors who are immigrants, newcomer and Holocaust survivors took part in online and on-site programs

**16**

on-site and phone programs and services each week

## Program Impact



**80%**

of participants in our weekly and daily games program reported better memory and concentration

**95%**

of participants in weekly choir group reported new or improved relationship and better connectivity to the community

**90%**



of the participants in the drama program reported feeling less isolated





# MEALS ON WHEELS

Delivered over  
**156,000**  
meals to the community

Provide  
**3** free meals a week to  
**620** vulnerable  
Jewish seniors who struggle  
daily with food insecurity, a  
total of  
**96,720** meals

**77**  
Meals on Wheels  
volunteers

## Program Impact

**100%**

of recipients are food insecure, most of whom are marginalized seniors and Holocaust Survivors, with over 80% living off less than \$20,000 per year

**85%**

of Meals on Wheels participants reported improved quality of life and eating healthier, reduced hunger and food insecurity, improved access to community resources and services, feeling less isolated and lonely, improved physical and mental well-being, increased confidence in their ability to remain in their homes, and an increased sense of belonging and inclusion in the Jewish community



## Meals on Wheels Testimonials

“I’m an 80 year old senior who is barely making ends meet. Before I found out about your Meals on Wheels program, I would go for weeks without eating real food. With rising cost of food, I could not afford to buy meat and veggies and was mostly relying on canned soups and pasta. Thank you so much for such tasty meals that are kosher, and most importantly free. Of course 3 meals are not enough, but it’s 3 meals more that had before.” – Tsilia





# COMMUNITY SUPPORT SERVICES

*1,500* Healthy at Home participants took part in in-person social, health promotion, and recreation programs at 9 Healthy at Home locations

*Over 3,500* seniors received nutritious kosher meals and participated in 12 unique and inspiring Healthy at Home balcony concerts

*Over 40,000* check-in and information phone calls were made to over 5,100 seniors in English and Russian, and provided information and referrals to over 3,000 seniors

## Program Impact

*90%* of participants in our support groups reported significant improvement in their wellbeing and quality of life after taking part in the support group

*95%* of elder abuse victims that accessed our Elder Abuse Crisis Intervention program reported feeling safer after accessing the program

*85%* of Healthy at Home program participants reported improved physical and mental health after participating in the program



## Partnership Programs

- Community Support Services staff and Vaccine Engagement Team members contact of 3,500 English, Ukrainian, and Russian-speaking seniors about vaccination information
- In partnership with the Cummings Centre in Montreal offered a virtual support group, and virtual concerts for 65 isolated Russian-speaking seniors and Holocaust survivors living in Toronto, Montreal, Halifax and Ottawa
- Continued to build strong community partnership and collaboration with Red Cross, Health Commons Solution (Sinai Lab) and North York Community House

## Testimonials

“This program is a light in our present life! We are very grateful for this program. All classes are very well prepared; we get interesting and useful information that develop our mind, memory, imagination. We enjoy being in a group and communicate with each other. All classes are conducted in a tactful and respectful manner. This kind of smart, meaningful, rewarding activities improves our physical and mental well-being.” –Svetlana

“This program helps me feel better and have more positive outlook in life. It also keeps my brain active and allows me to socialize with others.” –Ruth



# VOLUNTEER SERVICES

Volunteer roles include Board of Directors, Members' Council, committees, program leaders and instructors, program support and assistants, Meals on Wheels packing and drivers, friendly visiting, dial-a-friend, fundraising, administration, and much more.

**226** community volunteers **18** corporate volunteers

**15,500** volunteer hours

## Thank you to our volunteer partners!

Forestview Retirement Residence  
Wawanesa Mutual Insurance Company  
UJA Women's Philanthropy Group

Desjardins Group  
MPP Laura Smith

## Impact of the Volunteer Program

- The Betel Centre Volunteer Program contributes to the expansion and enhancement of programs and services for our seniors by recruiting people with the skills and abilities to match each volunteer role.
- Our Meals on Wheels volunteer team play a critical role in our ability to provide more seniors with a nutritious meal and address growing food insecurity concerns. Volunteers assist with the preparation and packing of the meals and volunteer drivers deliver the meals and provide a check-in and social connection for vulnerable homebound seniors in the community.
- Through the assistance of 70 volunteers, we were able to provide a variety of free or low cost programming for our members. Last year, 23 of our virtual and on-site programs were facilitated by volunteers.
- During the pandemic, volunteers were recruited and trained as screeners to monitor and ensure the safety and well-being of members, clients, volunteers, staff and visitors entering the building. This contributed to the willingness of our seniors to return to the centre.



*"Our volunteers fulfill our mission"*



# VOLUNTEER SERVICES

## Volunteer Testimonials

### Corey

“The profound impact that delivering food to elderly Canadians with accessibility concerns has had on me has been a heartwarming, filling experience. It warms my heart to be greeted with a smile and to know that our greatest generation of citizens will not be going hungry.”



### Dorie and Chippy

“You get more out of giving, than getting. It is fulfilling. If you have nothing to do, it can lead to depression, anxiety and other health issues. It is great to socialize and meet nice people.”



### Karina

“I developed my communication skills and became more empathetic and patient. Walking alongside the seniors in the Walking Group, I listened to their stories with fascination and learned about their life experiences and Jewish history.”



### Robert

“I like to communicate with people and create something new. Our performances are a joy and happiness for our viewers, a salvation from loneliness and an additional way to communicate. I firmly believe that my volunteering is very important and useful for people and for myself.”

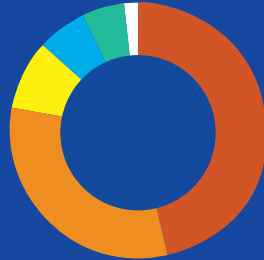




# STATEMENT OF FINANCIAL POSITION (as of March 31st, 2023)

## Revenue from External Sources

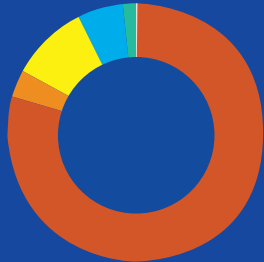
**Total:**  
**\$2,178,693**



● Ministry of Health (Ontario Health):	\$1,005,673
● UJA Federation:	\$688,240
● United Way Greater Toronto:	\$190,351
● City of Toronto (Community Services Partnerships):	\$137,705
● Ministry of Seniors and Accessibility:	\$117,981
● City of Toronto (Toronto Social Services):	\$38,743

## Revenue from Internal Sources

**Total:**  
**\$1,896,646**

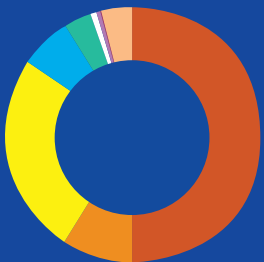


● Fees from services:	\$1,504,786
● Membership fees:	\$65,469
● Fundraising and donations:	\$184,742
● Investment income:	\$108,829
● Amortization of deferred capital contributions:	\$30,444
● Other revenue:	\$2,376

**TOTAL REVENUE:**  
**\$4,075,339**

## Expenditures

**TOTAL EXPENDITURES:**  
**\$3,787,065**



● Salaries and wages:	\$1,893,798
● Employee benefits:	\$337,416
● Direct program delivery costs:	\$970,091
● Building occupancy:	\$250,103
● Administration:	\$132,730
● Publicity and promotion:	\$28,963
● Support for Elderly Person Centre:	\$17,581
● External consulting:	\$1,247
● Amortization:	\$155,136



## DONORS

*Thank you* to all our generous donors and supporters!

**588** individual donations we received from

**308** individuals for a total of

**\$59,727.11**





# FUNDRAISING

**\$125,015** raised at fundraising events

**Many more exciting fundraising events to look forward to in 2023-2024!**





# GRANTS

## Grants received from:

- Ontario Health Central
- New Horizons for Seniors Program
- North York Community House
- Good Companions Centre Micro Grant
- United Jewish Appeal
- Jewish Teen Board Grant
- Ontario Community Support Program
- OACAO Seniors Active Living Fair Grant
- Sinai Health System
- Red Cross
- Ontario Seniors Community Grant
- Azrieli Foundation
- Ontario Trillium Foundation
- 4imprint
- The Joseph Lebovic Charitable Foundation
- The Wolf Lebovic Charitable Foundation

## Grants funded the following programs/projects:

- Meals on Wheels
- Community Support Services
- Seniors Centre Without Walls Program
- Seniors Social Programs
- Seniors Active Living Fair
- Mental Health Programs
- Replacement of Rooftop HVAC Systems
- Promotional Items
- Lunch and Learn Series



## Total amount of grant money received in 2022-2023:

**\$1,326,027**

**Grants ranging from \$500 up to \$252,000**



*Thank you!*



bernard betel centre

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[www.betelcentre.org](http://www.betelcentre.org)