



Orléans-Cumberland
Community
Resource Centre



Centre de ressources
communautaires
Orléans-Cumberland

2020 ANNUAL REPORT

Together, we made a difference



Report from the Chair and Executive Director

We are very pleased to present the main accomplishments of the Orléans-Cumberland Community Resource Centre for the year 2020.

It goes without saying that 2020 was a very different year from previous ones and clearly the most demanding in the Centre's history. Although it posed challenges for all of us, it was also a catalyst for tremendous progress in our compassion, adaptability and resilience.

We saw an initial drop in the demand for our services at the start of the pandemic. At that time, we instituted health measures and modified all our services to ensure a safe workplace. These efforts included purchasing computer equipment and technology tools for all our programs so that we could reach as many people as possible. This new capability to connect with individuals, families and groups virtually helped ease the lockdowns underway and the isolation that so many in our community were experiencing. Thanks to the changes we implemented, we successfully reached and helped thousands of people, children, adolescents and adults through these difficult times. We were in contact with the same number of people in 2020 as we were in 2019.

Our food bank entirely transformed its operations, shifting from a "free choice" model to a hamper model. We had to make this change to follow health and safety requirements and to protect our clients, volunteers and staff. In the first months of the pandemic, the food bank's operations had to be reconfigured several times to meet the different criteria set by



Christine Jodoin,
Chair



Luc Ouellette,
Executive Director

various food safety organizations. It goes without saying that disruptions and major challenges in the food bank's services ensued. However, our staff and volunteers very successfully overcame these challenges; they met the demand and continued providing our food bank users with excellent service.

Although the fundraising activities that we had planned in the community all had to be cancelled, the Centre received unprecedented support from our individual and corporate partners throughout the year. The Centre attracted a record number of new donors, going from 917 donors in 2019 to 2,240 in 2020, an increase of 140%. This growth attests to the spirit of solidarity in our community, to its resilience and to its willingness to support the Centre. We received help from various other funders and government organizations, which allowed us to adapt to the new health measures and other changes required. The media also played a key role by informing the public about the essential services that the Centre was delivering.

Our Board of Directors was also very active. The Board reviewed our emergency measures plan and adopted new strategic policies governing health and safety as well as human resources, all in the fight against the pandemic. A new ten-year lease was negotiated and signed for our Centre, which means we will continue delivering our services from 240 Centrum Boulevard until 2030. A new computerized payroll system was implemented for all the Centre's staff. Performance indicators, including the Board's risk factors and action plan, were revised and adopted. A number of important strategic issues for the organization and community were addressed, and concrete action was taken in areas such as equity and diversity, investing in social infrastructure and renewal of our community funding. Two new members were recruited to sit on the Board of Directors.

We would like to thank the members of our amazing team who, throughout the year, gave the best of themselves to help the Centre's users. Together, thanks to our determination and action, we have changed the lives of thousands of children and adults in our community.

We are certain that you will continue helping us and ensuring that the Centre remains a dynamic organization, always turned to the future.

Thank you for your support.

Testimonials

" Availability and kindness from the staff who helped me with my tax return and food support. They understand the realities of the people who come to the Centre. "

" The physical and moral support of staff helped me a lot to integrate into the community. "

" You get the impression that everyone is welcome. I see a wide variety of people and I like that. "

" The staff understands the realities of the people receiving the Centre's services. "

" The staff at the Centre has and continues to help me through surviving cancer and helped my daughter when she needed it. "

" I'm a senior. Not great on computers. But your staff helped me pronto and got the job done. Love it! "



CHILD - YOUTH

Although the pandemic has affected all age groups, the child-youth population has been particularly impacted by mental health challenges, including stress, isolation, loneliness, lack of socialization, loss of motivation, and anxiety disorders. To help youth, the Centre delivered a variety of programs and services tailored to the health measures in effect.

The pandemic has posed challenges related to confidentiality, access to the Internet or technology devices, and gaps or breakdowns in Internet service. These challenges reduced our ability to reach certain youth and to equip them with strategies to build their resilience and socio-emotional skills.

We modified our summer camps to offer a series of activities to all age groups, with virtual events (adventure room, painting evening) and amazing guests, including Little Ray's Reptiles! The young people loved this!

The demand for counselling services exploded this year, given the very complex situations created by the pandemic. Some of the issues to emerge included emotion management, anxiety, motivation and interpersonal relations.

A number of groups and workshops were offered within our operating schedule. These included SELFIE workshops in schools and the community, the SELFIE+ series, I Love to Dance, and activities for the holiday period. Weekly groups (Kids Space and Youth Space) gave youth a place where they could have fun, overcome their isolation by making friends, and talk about their needs and challenges while also learning socio-emotional skills. When school was entirely virtual, attendance in these groups dropped considerably, since many youth were less inclined to interact virtually at that time.

2020

In 2020, the Centre provided financial support to 310 children and 118 families through our school supplies program. We offered families money on a per-child basis so they could purchase needed school supplies. The parents greatly appreciated this new approach.

A survey of parents gave us a better understanding of their needs and their children's needs during the pandemic. The results confirmed that we were indeed meeting these needs through a variety of programs. We also learned that a children's group would be greatly appreciated.

The Youth Program now has an Instagram account dedicated to youth, which allows regular contact and the posting of youth-friendly messages.



619

youth recipients



941

virtual and
in-person visits



310 from **118**
children families

benefited from the School
Supply Program



Photo: Participant from a virtual Kids Space session.

2020

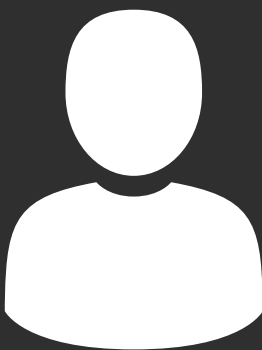


ADULTS

" I appreciated the availability during this difficult period; the worker put me at ease during all my calls. "

" Thanks for the ongoing therapy process in coping with the shocks, personal, financial and geopolitical of these past four years. "

Despite the pandemic, our program for adults continued to provide the people in need in our community with valuable help. We offered a variety of online individual and group counselling services for adults. Our counsellors provided mental health services such as needs assessments, crisis intervention and short-term help to many people who, in some cases, were unfamiliar with the Centre prior to the pandemic. In general, we observed greater psychological distress and were called upon to meet more complex mental health and life situation needs. We helped more people apply for help with their energy costs and helped many people complete their income tax returns.



1,568
recipients



4,835
virtual and
in-person visits

2020

The Next 3 to 6 Months

What are your concerns?



**Isolation &
Loneliness**



**Keeping
Healthy**



**Increased
Stress**

What kind of support do you need?



**Interact with my
Neighbours to
Build Community**



**Mental Health
Support**



**Support to
Find a Job**



FOOD BANK

We served 1,553 people (-1.6%) and received 8,046 visits (+2%), i.e. 156 more visits than in 2019. The food bank supplied food to 660 people per month, i.e. 10 more people per month than in the previous year. The Centre gave the equivalent of 14,131 days' worth of food, i.e. 3,390 days more than in 2019; this represents a significant increase of 32%.

Our Christmas program provided food to a record 293 families or 1,054 people; this represents an almost 30% increase over 2019.

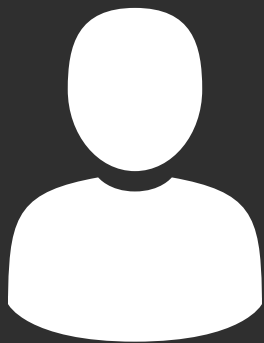
In the context of the pandemic, we started delivering hampers of food to people who could not come to the Centre. We also struck a partnership with the Eastern Ottawa Resource Centre to deliver food to isolated seniors, making 147 deliveries.

Individuals, associations and local companies donated nearly 224,836 food items to the Centre. This figure does not include the thousands of boxes of food we received from Food Banks Canada and Feed Ontario between May and September 2020.

We had to suspend our community kitchen program in March 2020, which had been serving 21 people. This program will begin operating again when the situation allows.

With help from some grants, we were able to upgrade our food bank facility to increase food safety.

2020



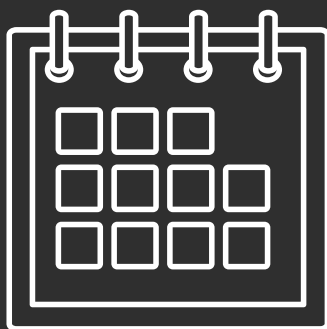
1,553
recipients



8,046
visits



224,836
food items



14,131
days' worth of food



147
deliveries



1,054
Christmas Program
recipients

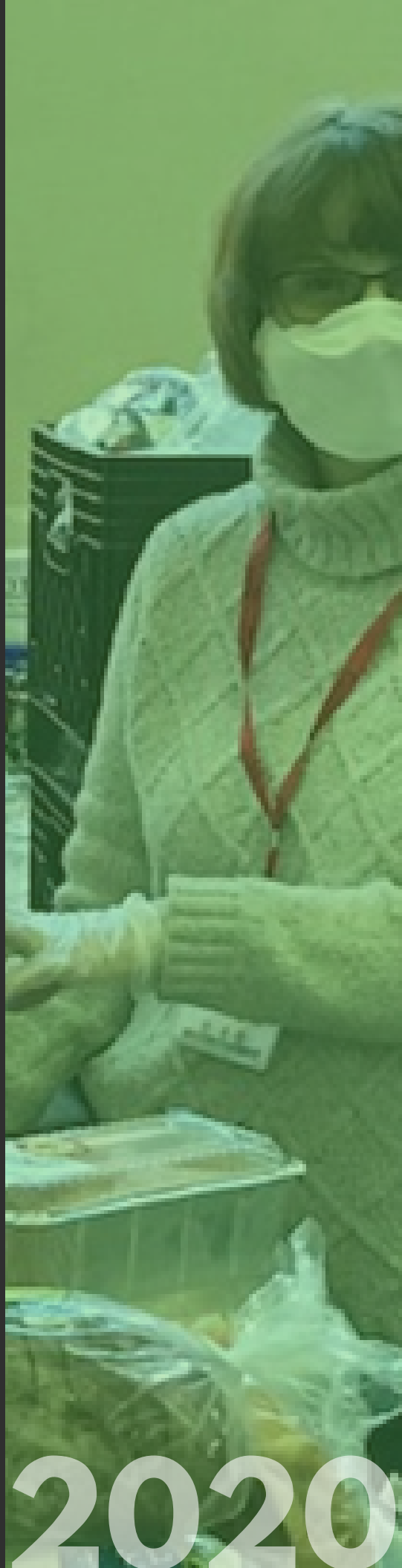


Photo: Elia, a Food Bank volunteer, is preparing food portions for a clients' hampers.

2020



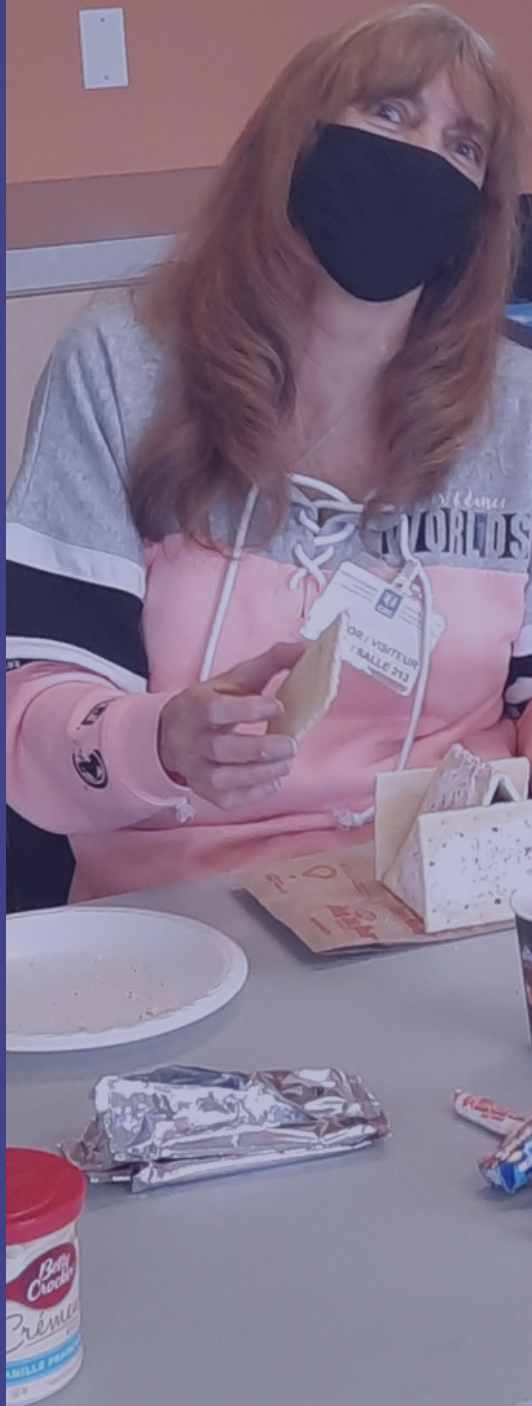
COMMUNITY DEVELOPMENT

Community development is a key component to build community capacity, engagement, awareness, a sense of belonging and connectedness. The importance of our Adult Social Drop-In program, a peer-based space for those 30+ seeking support and companionship, is even greater in difficult times, such as the pandemic. The temporary closures of this program could have resulted in further isolating participants socially, in forcing them to change routines, and in affecting their mental well-being. Therefore, the program was adapted so that participants could receive care packages, distanced visits and now virtual groups. In 2020, 17 individuals participated in our Adult Social Drop-In.

The beading workshops offered through our partnership with the Indigenous Roots Orleans/Ottawa East were put on hold from March to June 2020 due to COVID-19. Once they relaunched virtually, they reached 29 individuals for 299 visits. Beading heals, teaches patience and perseverance. We are pleased to see such a great turnout.

In partnership with the Eastern Ottawa Resource Centre (EORC) and City for All Womens Initiative, we co-hosted a voter engagement workshop for the Cumberland ward by-elections. Participants learnt more about the elections, discussed important issues and acquired tools to inspire other community members to vote and speak out on key issues in their ward. Candidates answered a survey to share their thoughts and future involvement in key community issues, such as accessibility and affordability of Internet in rural areas, integration of support systems for seniors and decrease of systemic oppression. Responses were shared with the community throughout the by-election campaign.

We want to acknowledge community members, associations, faith-based groups and social groups for their resiliency, dedication to our community's well-being and welcoming presence in our centre throughout these unprecedented times.



2020

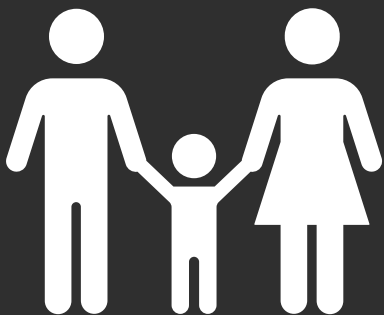
EARLYON CENTRE FOR CHILDREN AND FAMILIES



Despite major pandemic-related challenges leading to a significant reduction in the demand for services, the EarlyON Program educators did an excellent job finding alternate ways to deliver services to the parents in our community. We made the shift from in-person activities to virtual activities, which was the case in particular for the baby group and the interactive circle.

This shift demanded considerable adjustment and preparation work in order to offer virtual sessions that would be accessible to all. In short, we learned new technology tools, launched a new Facebook page entirely dedicated to the EarlyON Program, produced educational videos, created a registration platform and online calendar, increased the visibility of the EarlyON Program in our social media, etc. Each of these measures gradually reached more and more parents and children.

The many changes in public health requirements that arose forced the repeated suspension of in-person activities and greatly complicated the planning of services. The EarlyON Program did receive provincial sustainability funding, which prevented possible funding cuts. We want to thank the province as well as the City of Ottawa, who supported our application.



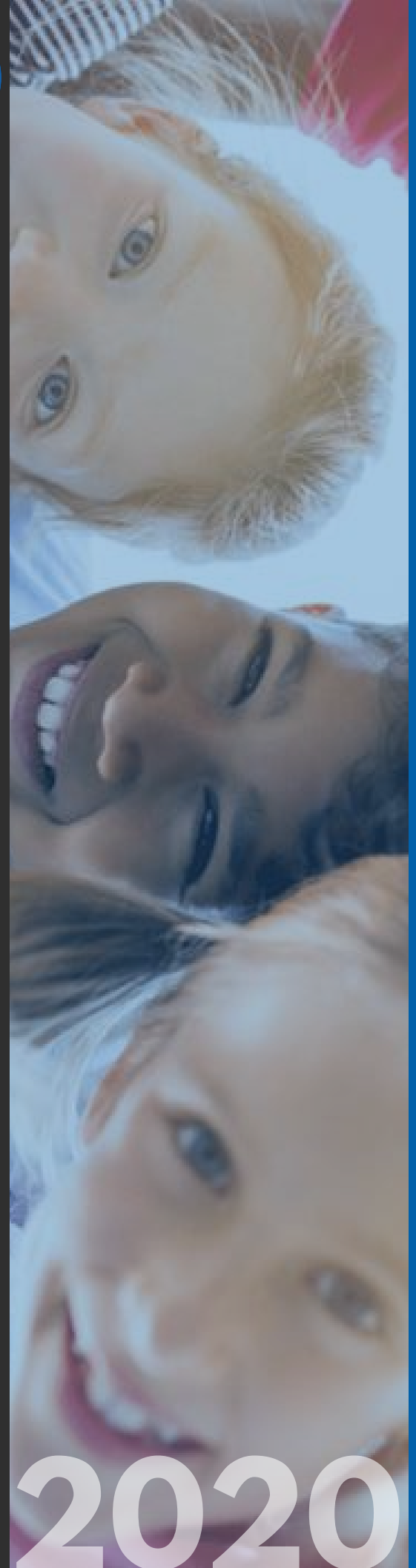
793

parents benefited
from the program



3,813

virtual and
in-person visits



2020



Centretown Community
Health Centre
Centre de santé
communautaire du Centre-ville

SOMERSET WEST
COMMUNITY
HEALTH
CENTRE



CENTRE DE
SANTÉ
COMMUNAUTAIRE
SOMERSET OUEST



CENTRE DE SANTÉ COMMUNAUTAIRE
PINECREST-QUEENSWAY
COMMUNITY HEALTH CENTRE



Société
franco-ontarienne
de l'autisme



Due to the pandemic, the majority of our community partners were unable to offer their services at the Centre. A few did and we thank them for it; Employment Ontario, Doyle Salewski, and the Infant Hearing Program. We have referred members of our community to these organizations. We hope to be able to see them at the Centre again soon as we need their support.

Our Partners:

- Action Housing
- Centretown Community Health Centre (CCHC)
 - Diabetes Program
 - L.E.S.A. Program
- City of Ottawa
 - Dental Screening
 - Parenting in Ottawa
 - Youth Sexual Health Clinic for ages 29 and under
- Contact North
- Counselling and Family Services Ottawa (CFSO)
- Doyle Salewski
- Employment Ontario
- Lili Miller
 - Indigenous Workshops
- Military Family Resource Centre (MFRC)
- Parents' Lifelines of Eastern Ontario (PLEO)
- Pinecrest-Queensway Community Health Centre (PQCHC)
 - First Words
 - Infant Hearing Program
- Pregnancy and Infant Loss Network (PAIL)
- Société franco-ontarien de l'autisme (SFOA)
- Somerset West Community Health Centre (SWCHC)
 - Anonymous HIV Testing Clinic

VOLUNTEERS



We would have been unable to offer our services without the participation, dedication and presence of our volunteers. They played a crucial support role in a number of our services such as COVID-19 screening at reception, the food bank and the income tax clinic.

From the outset, the Centre has been able to rely on a tremendous asset, namely the many people in our community wanting to volunteer. That said, turnover among our volunteers did initially prove to be a major challenge. Although we lost many volunteers at the start of the pandemic due to health-related concerns, we were also able to recruit and welcome many others who wanted to contribute.

In short, we were able to continue offering our services thanks to the courage and perseverance of our volunteers who, despite the pandemic, dedicated their time to the Centre's various services. Our volunteers are all champions and merit our admiration. Thanks to them, thousands of people were able to receive help essential to facing the pandemic crisis. Our volunteers gave over 8,087 hours of their time.

We thank them from the bottom of our heart.

8,087
hours



2020

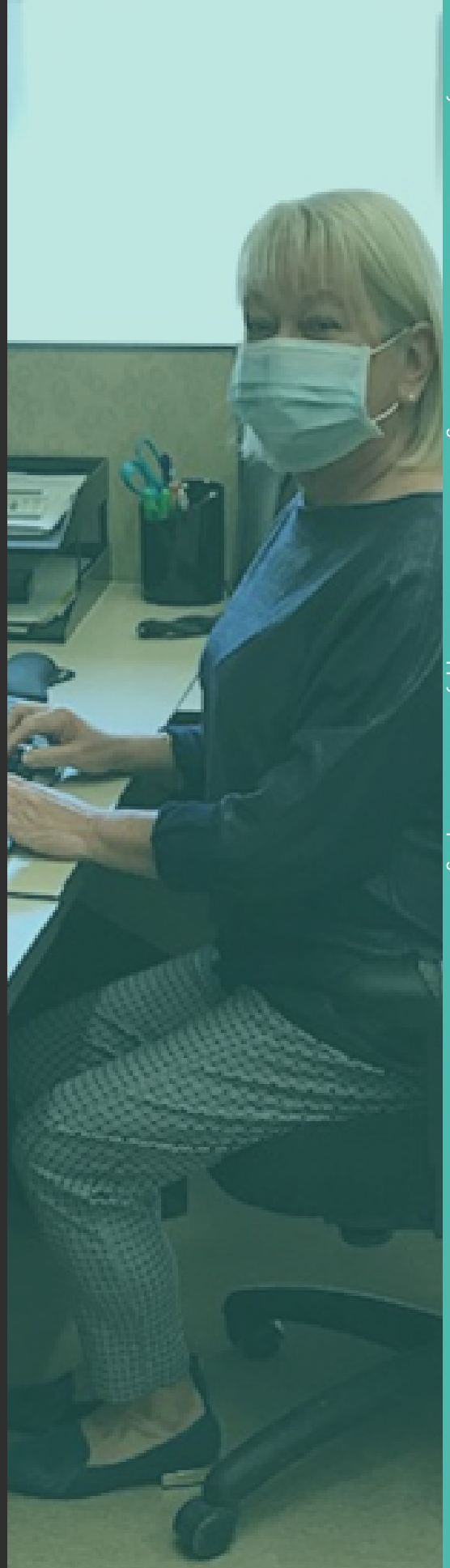


Photo: Diane Lacombe is a seasoned volunteers who has contributed in several programs over the years, notably with the Food Bank and with client registration for the School Supply and Christmas programs.



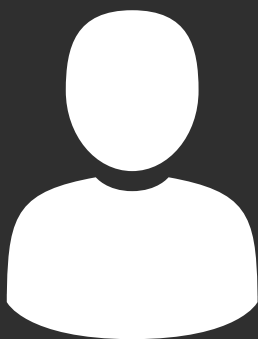
Photo: Left to right: Nicole Perras (Food Bank Coordinator), Eric Foget (Owner of Sobeyes - Tenth Line), Allan Foget (Owner of Sobeyes - Innes & Trim Rd.), and Luc Ouellette (Executive Director)



FUNDRAISING

In March, the COVID-19 pandemic forced lockdowns and closures all around the world. The Centre was stopped in its tracks, unable to proceed with its usual fundraising activities, like our three different golf tournaments, the St. Peter's Canley Cup Food Drive, and the Fire Fighter Food Drive. We rely on these events to reach our fundraising goal in order to maintain our programs and services.

Despite the cancellation of these events and thanks to the generosity of our incredible community, we tripled our fundraising and donation goals, making it a record year. In our 32 years, the Centre has never seen such overwhelming support and we are so grateful to each and every one of our donors.



2,240
donors



\$613,091
funds raised

The funds received were used to help individuals and families in their most difficult times through our many programs and services, such as our Food Bank and Crisis Intervention program. These donations allowed us to purchase thousands of gift cards from local businesses and to offer a greater variety of food items, school supplies, winter clothing, Christmas gifts and other essentials.

Our Centre would have been unable to provide all this help without the support and generosity of our community. These donations brought comfort to thousands of children and adults in our community who have experienced – and are still facing – some very tough times due to the pandemic.

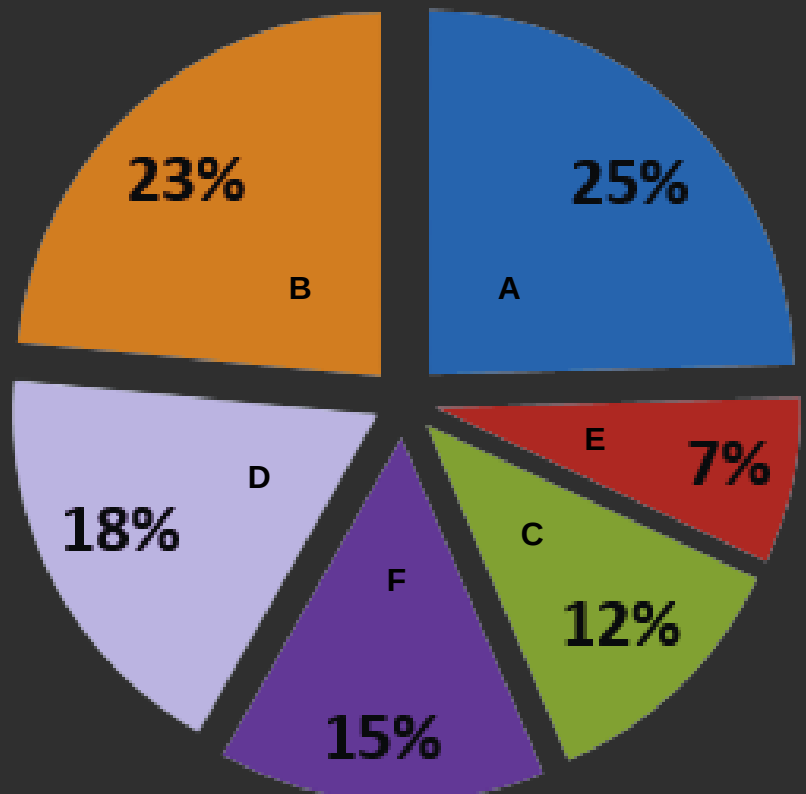
Thank you to the 2,240 donors who helped us support our community during the ongoing pandemic. The year has been challenging, but our community met the challenge and we will be eternally grateful.



Finance

January to December 2020 - Revenue Breakdown into Programs - \$ 2,868,499

- A** Administration
- B** Food Bank
- C** Fundraising/ Communication/ Community Dev. / Volunteer
- D** Ontario EarlyON Centre
- E** Partnership Programs
- F** Counselling Programs (child, youth, and adults)



Our Board of Directors

Christine Jodoin, Présidente
Koreen Fahey, Vice-présidente
Norm Houle, Trésorier
Roxanne Dion-Bordeaux, Secrétaire

Marilyn Saumure
Christine Dudley
Jean Chrétien
Marino Francispillai

Resigned Members
Andrée Métivier
Felix Rusake
Christian Ndashimye Senzeyi



613.830.4357



OCCRC_CCROC
105-240 blvd. Centrum Blvd.
Orléans, Ontario K1E 3J4



www.crcoc.ca

Our Staff

Adèle Grenon-Lemaitre
Camille Laberge
Carla Colonna
Carole Soros
Caroline Robillard
Cathy Vautour
Céleste Calixte
Céline McCuaig
Chantal Labonté
Chantal Pomerleau
Christine Leclair
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Divine Ngandu
Dominik Lavictoire
Emily Polak
Geneviève Clermont
Hélène Leblanc
Jacqueline Bernard
Kaily Maddigan
Lisa-Ann Smith
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Lucky Kasendwe
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