

ANNUAL REPORT

2023 2024

We bridge *contact*
with *activity!*



Contactivity
CENTRE
Contactivité

4695 de Maisonneuve Boul. West, Westmount, Qc. H3Z 1L9

514-932-2326 | admin@contactivitycentre.org

www.contactivitycentre.org

PROGRAMS & SERVICES
FOR SENIORS





TABLE OF CONTENTS

Message from the Executive Director		3
About Contactivity Centre		4
Members		5
Programs		6
New Activities		7
Highlights		7
Get Fit		8
Get Creative		8
Get Smart		8
Get Your Game On		9
Get Together		9
Get Outta Here		9
Intergenerational Programs with Selwyn House School		10
Community Engagement and Outreach		11
Volunteer Services		12
Thank You to Our Donors and Funders		12





MESSAGE FROM THE EXECUTIVE DIRECTOR and PRESIDENT

Dear Contactivity Centre Friends,

As we reflect on the past year, it is with immense pride and gratitude that we present the 2023-2024 Annual Report for Contactivity Centre. This has been a year of resilience, growth, and meaningful connections, underscoring our commitment to enhancing the lives of older adults.

Contactivity has always been a place of warmth, support, and activity. Over the past year, we have continued to adapt and innovate, ensuring that our services met the evolving needs of our seniors. From expanding our virtual programming and increasing hybrid options to introducing new health and wellness initiatives, our dedicated team worked tirelessly to create an inclusive and vibrant environment for all.

We are very proud of all our programming and outreach initiatives. Our commitment to health and well-being has never been stronger. With the introduction of new fitness classes, mental health programs, creative art programs, and the expansion of intergenerational activities, we have seen our members thrive. By fostering connections between our senior members and Selwyn House School students, we have witnessed firsthand the profound impact of shared experiences and mutual learning. Intergenerational programs have not only enriched the lives of our seniors but of their young student friends as well. The feedback from our community has been overwhelmingly positive, and we are dedicated to continuing all these vital programs.

None of our work could be accomplished, however, without the support of our donors, volunteers, and community partners. Their generosity and dedication have been instrumental in allowing us to expand our services and reach more seniors than ever before. Together, we have navigated the challenges of the past year and emerged stronger, with a renewed sense of purpose.

Looking ahead, we are excited about the future of Contactivity Centre. We have ambitious plans regarding our facilities, program offerings, and community engagement. We remain steadfast in our mission to provide a welcoming, supportive, and dynamic environment where seniors can thrive.

Thank you for being an integral part of our journey. Your unwavering support and belief in our mission inspire us every day. We are looking forward to seeing you in 2024-2025!

Warmest regards,

Benita Goldin
Executive Director

Tony Wait
President



Benita Goldin - Executive Director



Tony Wait - President



ABOUT CONTACTIVITY CENTRE

For over 50 years, Contactivity Centre has served as a vibrant, active community centre in Montreal for adults 60 +. We proudly provide older adults with programs and activities that nourish the mind, body, and soul.

MISSION STATEMENT

Facilitate the individual and collective empowerment and well-being of fellow seniors.

Minimize the many forms of exclusion, impoverishment and isolation of seniors through fostering mutual support and by building connections between seniors and younger generations.

Collaborate so that seniors remain maximally involved in and positively valued by the community and the larger Quebec society.

BOARD OF DIRECTORS

Tony Wait
President

Helene McCormack
Vice President

Maureen Kiely
Secretary

John Bailey
Treasurer

Susan Szalpeter
Board Member

Sandra Baines
Board Member

Rosalind Davis
Board Member

Benita Goldin
Executive Director

6 Board of Directors meetings took place in 2023-2024.

The Human Resources Committee, Audit and Finance Committee each met 4 times during the year.

STAFF

Benita Goldin
Executive Director

Noemi Stafford
Administrative Assistant

Andrea Shak
Program Coordinator

Elana Schwartz
Intergenerational Program Leader

Lucas Liberta
Program Leader

Yasmina Al Hussein
Coordinator of Outreach Services

INSTRUCTORS

Ashod Alemian
Charlotte Power
Colin Young
Emma Chen
Ellen Jacobs
Francis Therrien
Harvey Levinson
Heather Felsky
Isabel Pardo
Jane Thomson
Jonathan Palevsky
Julie Pomerleau
Lana Romandini
Manon Lacroix
Naoko Funahashi
Nellie Kopek
Patricia Sikender
Philippe Briand
Rob Lutes
Sheldon Harvey
Suzy Levy
Sheli Stevens
Trudie Ogden
Ying Chen
Yvonne Clark

MEMBERS



Contactivity Centre is a membership-based organization.

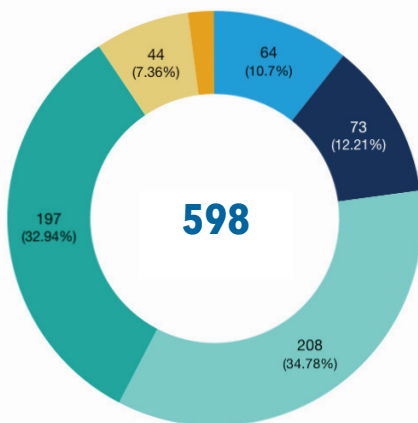
The annual fee is \$20 or \$35 for membership and mailed paper newsletters. Membership has privileges with free access to member only activities, preferred member pricing, and more. Offering a variety of programs and services, maintaining close relationships with our members, and keeping connected, helped us retain members and welcome new ones during the past year.

In 2023-2024, members benefitted from programs and services both online, and in-person.

Typically, our members are women living on their own in apartments/condos or low-cost housing in Westmount and other areas including downtown Montreal, NDG, Lachine, Lasalle, Southshore, Nun's Island, Verdun.

We had **598** members this past year which is more than the previous year. **173** of these older adults were new to Contactivity.

MEMBERSHIP STATISTICS



Age Range	Count	Percentage
< 50	7	1.17%
50 - 60	5	0.84%
61 - 70	73	12.21%
71 - 80	208	34.78%
81 - 90	197	32.94%
91 and over	44	7.36%
Other	64	10.7%

Membership Survey Results

In the past year, Contactivity Centre conducted a membership survey to gauge interest in our programs and activities. Members were given the opportunity to fill it in anonymously and share their thoughts with the centre.

The results show that the majority of respondents are thoroughly enjoying social opportunities at the Centre and confirmed that our activities and events help them meet new people.

When asked about experiencing any difficulties accessing our programs, most respondents indicated they had no limitations or mentioned that timing was the only issue due to other commitments. Contactivity members were also asked to provide comments about the centre and suggest areas for improvement. Overall, the feedback was to add even more activities as well as the addition of specific classes such as dance, history, and an informal drop-in hour.

We were very pleased with the results of this survey as it confirmed that our program design is meeting the needs of our members.



PROGRAMS

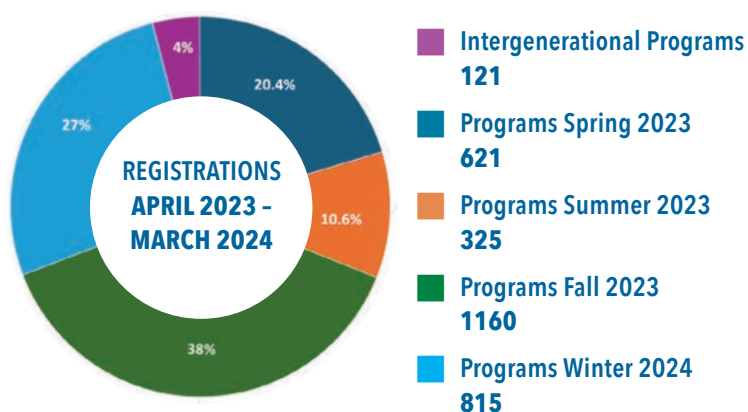
2023 – 2024 SWEPT IN MANY NEW PROGRAMS AND EVENTS.

We continued to keep our deliverables inclusive and available to as many seniors as possible (including those who are unable to leave their home) by offering part of our programs and events online and as a hybrid option.

Our goal is to offer a variety of programs, activities, and events that meet the interests of our members. Program categories include **Get Fit, Get Creative, Get Smart, Get Your Game On, Get Together, Get Outta Here,** and our intergenerational programs: **Get to School at Selwyn.**

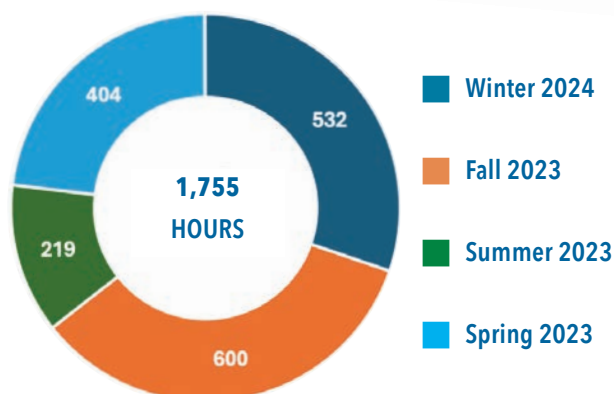
REGISTRATIONS THROUGHOUT THE FISCAL YEAR

Overall, there were a total of **3,042** registrations throughout the year which represents an **increase of 642 registrations** since the last fiscal year.



PROGRAMMING

We delivered a total of **1,755** hours of programming throughout the past fiscal year.



2,403 of the total number of registrations were members. Seniors who are not members of Contactivity may also partake in our programs.

This past year, **579** non-member registrations were made for programs and activities. As such, there was a total of **1,394** registrations throughout the year for non-members.



NEW ACTIVITIES

SPRING 2023

We introduced **2** new programs and **2** new workshops to our **Creative Arts** offerings: Painting with Acrylics course, Drawing course, DIY Terrarium Art Workshop and Circle Fabric Weaving Workshop.

The **2** new courses proved to be a great addition to our ongoing programs and we continue to offer them onsite at Contactivity Centre. In addition, our **Thursday afternoon lunch programs** continued to grow in popularity with new guest speakers and performers.

SUMMER 2023

In the summer we offered new **Outdoor programs** such as Golfing at Meadowbrook, a walking tour of the Old Port which included La Grande Roue, The Clock Tower and more. Programs such as these offer an opportunity to get seniors out of their home, break isolation and join other members on stimulating excursions. This is extremely important for senior health and well-being as they create new connections and meaningful friendships.

FALL 2023

With the highest number of registrations, our fall season highlights included: an Apple Picking excursion, Pumpkin Carving with Grandchildren, and a performance given by professional singer Sheli Stevens. We also had guest speaker Jeremy Altman (CEO of Equinox Life Care) discuss public and private home care services. **New programs** introduced this season included Mah-Jong, Canasta and Trivia Games which were tremendously popular among our seniors.

WINTER 2024

We introduced Line Dancing, Introduction to Watercolour, and What does my Neighbour Do? featuring Sandra Churchill (trained classical singer and voice actor for audiobooks) and Aphrodite Salas (former video journalist and assignment editor at CTV Montreal, Associate Professor of Journalism at Concordia University). This program highlighted career accomplishments of our "neighbours." We also introduced **two new therapeutic groups**. Healing Paws was a collaboration with McGill University's Department of Psychology wherein McGill volunteers and their therapy dogs visited Contactivity for informal discussion. **The Caregiver Compassion Circle** was established as a bi-weekly support group for those caring for their spouse. The program offered a safe environment for sharing and receiving informational resources. It was so well received that it was extended into the Spring 2024 session.

Highlights



Contactivity was present at **Westmount Family Day** in **May 2023** along with staff and volunteers who sold baked goods and crafts. We showcased our **Busy Bee crafts** and informed the community about the services and programs we offer.

Our **Holiday Lunch in December** represented the first time coming together in-person for a holiday celebration. It was a milestone that served as a warm welcoming back to our members and the team. It was a huge success and we served **135 seniors**. Additionally, it was an opportunity for new seniors to learn about Contactivity Centre since **40% of attendees were not members**.

Another highlight this year was our **Valentine's Day Tea** with **60 Seniors** in attendance, **70% of whom were members**.





GET FIT

• EXERCISING OUTDOORS

Our **Get Fit programs** included both formal and informal exercise programs allowing seniors to choose from a wide variety of options. For example, we offered **A Walk in the Park** as an ongoing weekly, light exercise program in the Spring, Fall and Summer months. Similarly, running as an ongoing program was our **Walkie Talkies** program. It was led by a senior, for seniors. This group gathered to walk briskly throughout Westmount and surrounding areas. The activity concludes with stops at local restaurants to further encourage socialization and new connections. Our walking programs promote a healthy lifestyle and are free for members. In the Summer exclusively we partnered with the **Westmount Lawn Bowling & Croquet Club** to offer our members access to the sport. With **26 participants** last Summer, we will continue to partner with the club to offer yet another outdoor exercising opportunity.

• INSTRUCTIONAL EXERCISE

Our instructional programs under the **Get Fit** category, offered throughout the year, included: Stretch and Movement, (online on Tuesdays and in-person on Thursdays), Chair Yoga (Hybrid), Movers and Zoomers (online), and Tai Chi and Chi Kung (online). These programs have proven to be exceptionally popular among our members and we offered the program with the same instructor year long. This past fiscal year, we had **246 participants** registered for **Stretch and Movement, Chair Yoga, Movers and Zoomers, and Tai Chi and Chi Kung.**

Fall Prevention continues to be a highly sought-after program. It is provided to our members in partnership with the CLSC Metro and taught by a kinesiologist. Both the Spring and the Fall seasons reached maximum capacity very early on during the registration period. The course drew in **34 registrations** throughout the fiscal year.

Pickleball

We partnered with **Selwyn House School** to offer Pickleball in the Summer of 2023 for the first time. The program was so successful that it is now offered on an ongoing basis. There was a total of **52 registrations** for Pickleball throughout the fiscal year.



GET CREATIVE

• ART & CRAFTS

Our **Busy Bees**, an ongoing program, is a place for members to meet every Wednesday for some knitting, crocheting, and socializing. Many of the items produced are sold during our Contactivity summer and fall pop-up sale fundraisers. The Busy Bees program provides an opportunity for seniors to bond over a shared interest which in turn fosters a sense of belonging and camaraderie. This type of regular social interaction is crucial for breaking the cycle of isolation that many seniors face.

Instructional Painting was offered in Spring, Fall and Winter with a total of **34** registrants. Drawing, our new, instructional, "Get Creative" addition, has also sparked a lot of interest and participation. The program had a total of **33 registrants** across the Spring, Fall and Winter.



GET SMART

• HEALTH EDUCATION

Five (5) doctors presented on their field of expertise for our **Healthy Aging Series**. The topics included in the series were Family Medicine, Bone Density, Dementia Care, Podiatry, Dental Care and Hearing Health (presented by an Audiologist). This popular series reached **46 registrants**. The series was offered as hybrid or only online.

• ONGOING DISCUSSION GROUPS & INSTRUCTION

French Conversation-Intermediate Level, Book Club, Current Events Discussion Group, and Thomas More Discussion Group are ongoing programs, together drawing in **130 registrations**. French Conversation is an educational course, whereas the rest are facilitated groups or clubs which meet weekly to discuss pre-planned topics and themes. Book Club members have read a variety of books throughout the year including: 'Book of Names' by Kristin Harmel, 'The House of Eve' by Sadeqa Johnson and 'The Alchemist' by Paulo Coelho. Each book was carefully selected by the club's facilitator and themed treats were provided every meeting based on the book's setting. The Book club, which started out with only 5 participants, has now grown to 20. The Book club met monthly and currently has a waitlist due to popular demand.



GET YOUR GAME ON

Contactivity offered a range of games for participants to enjoy playing. The games offer varying degrees of strategic thinking, promoting healthy cognitive functioning in seniors.

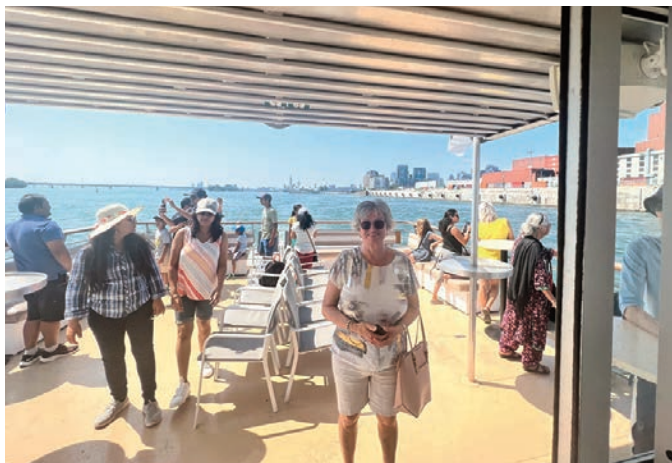
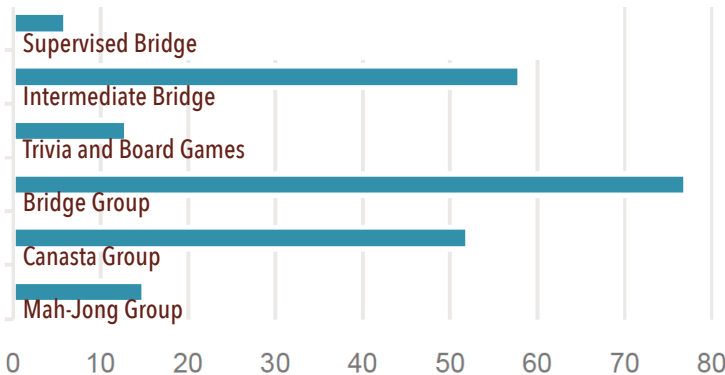
• INSTRUCTIONAL GAMES

We offered both **Instructional Intermediate Bridge** and **Instructional Supervised Bridge**. Currently we have changed the program title from Supervised Bridge to **Beginner's Bridge** for clarity. Our instructional Bridge programs had a weekly attendance averaging **20 seniors**.

• NON-INSTRUCTIONAL GROUPS

Three **new** programs were introduced in the fall: **Mah-Jong Group**, **Canasta Group**, and **Trivia & Board Games**. Additionally, we continued to offer **Bridge Group** for veteran players who do not require instruction and simply want to enjoy a game with friends. Bridge Group had a weekly attendance averaging **28 seniors**.

'Get Your Game On' Registrations 2023-2024



GET TOGETHER

Contactivity offers a **Thursday lunch program** throughout the year. Our reasonably priced Lunches are followed by a special presentation or professional entertainment. This past fiscal year we had a total **904 registrations** for our lunches. On average, **25 seniors attend each lunch program**.

• LUNCH PERFORMANCES AND PRESENTATIONS

We had a total of **28 guest entertainers and speakers** attend our lunches. Some of the guests this past year included former federal minister and astronaut Marc Garneau, singer Jewelle McKenzie, singer Dawn Tyler Watson, author David Homel, author Jim McCrae, and Equinoxe CEO Jeremy Altman. On average, **40 seniors** registered for those lunches that included a special performance / presentation. Our lunches are a warm and welcoming environment that promote social connections and offer affordable meals.



GET OUTTA HERE

During the 2023-2024 fiscal year we organized several group outings. Our senior participants enjoyed a pleasant outing on the **Bateau Mouche** at the Old Port. We watched a play and had a guided tour at the **McCord Stewart Museum**. We explored exhibits at The **Montreal Museum of Fine Arts (MMFA)** such as "Parall (elles)- A History of Women in Design" and "Arts of One World", "A Permanent Collection of Quebec and Canadian art", and "Marisol". We enjoyed a guided tour of the ancient Egypt exhibit at **Pointe À Callière Museum**. Our seniors had multiple outings to the **Scotia Bank Cineplex**. Together we watched Bob Marley: One Love, Book Club Chapter 2, and Wonka. In the Winter participants enjoyed bowling at the **Quilles G Plus Rose Bowl**. In total **160 participants** registered for these outings.

• OUT-OF-TOWN EXCURSIONS

In the Summer we went on an excursion to **Camp Kinkora** in Saint Adolphe d'Howard and spent the day by the lake swimming and paddle boating. In the fall we spent the day apple picking at **Apple Picking Ferme L'Anse au Sable** in Notre-Dame-de-l'Île-Perrot.

Our senior participants have expressed a deep appreciation for the outings we organized because they would not have gone on their own. For example, we took care of transportation, refreshments and booking of tickets - thereby removing any potential barriers towards participation.



Intergenerational Programs with Selwyn House School

This is the fifth year we offered our intergenerational programs with Selwyn House School where students and seniors interact on a regular basis. This program is a win-win and provides meaningful interactions and experiences for everyone.

We had **89 seniors registered** for this program and **150 student participants**.

• FRIENDLY VISITING PROGRAM

High school students would meet one-on-one weekly (in person or on Zoom) with our Contactivity members. Students and Contactivity members alike experienced great joy from this program. Friendships were formed during the time they spent together. This year we added the option of scheduling weekly visits during school lunch. Our members joined the boys for lunch where they ate together and chatted for one hour. Many of our seniors continued meeting with the students after school hours because of the bond they had formed throughout the year.



• DIGITAL LITERACY

Students were teaching assistants in our courses attended by seniors and held at Contactivity. The seniors enjoy having the boys teach them new things and interact with them. This program made a big impact on our members who want to stay connected and informed yet did not have the tools. The program allowed seniors to learn how to use technology which is so prevalent in our lives.

• KNITTING

Contactivity seniors were the instructors in a very successful course offered in person at Selwyn. The boys enjoyed knitting and chatting with our members. Not only was the program enjoyed by the seniors and students, it also was an excellent way for seniors to break from isolation and be involved in the community.

• KINDERGARTEN AND GRADE ONE

This reading program was a great opportunity for our members to come to Elementary school to read to students. The students were eager to spend this time with Contactivity members and our members gained much pleasure from seeing youthful and delighted faces. This program was held on a weekly basis throughout the school year.

• SELWYN INVESTMENT CLUB

Our members joined in the club's weekly discussion held at lunchtime at Selwyn House school. During the time spent together, seniors with financial backgrounds were able to share their knowledge and experience. This helped the students prepare for their investment competition.

• LUNCHESES AT CONTACTIVITY

Our Lunches were a big hit this year! Elementary students visited Contactivity 8 times to serve lunches to our members. The students were phenomenal servers and conversationalists. They also served and socialized during our Valentine's Day Tea event. The students were very popular at our lunches and celebrations and our members always look forward to their visits.

• WORKSHOPS

The elementary school boys came to Contactivity centre to bake cookies with our members before the holidays and on Valentine's Day. The seniors enjoyed baking with the young students and the students enjoyed having the independence to bake and decorate as they chose.

• INTERGENERATIONAL CHOIR

The Intergenerational Choir with elementary school students was a big success! They had a great time having lunch and rehearsing together. A **holiday music video** was produced. The video captured the bond that was created during the choir practices between the students the seniors. The holiday music video has now become an annual tradition.

• SPORTS EVENTS

Our members helped keep score at **Selwyn's basketball tournament** this year. This was another opportunity for seniors to get out of their home and be involved in a sport they may no longer be able to play but still enjoy watching and helping.

• END OF THE YEAR INTERGENERATIONAL TEA

A great way to celebrate and conclude the program. The seniors and students enjoyed the event together. It was a great opportunity to bring the school year and the intergenerational programs to an end and look back and reflect on the quality time spent together.

INTERGENERATIONAL PROGRAMS ARE FUNDED BY CANADIAN HERITAGE, GOVERNMENT OF CANADA





Community Engagement and Outreach

• COMMUNITY OUTREACH

At Contactivity Centre, we understand the vital importance of fostering connections. Our outreach programs and volunteer services are designed not only to meet practical needs but also to create opportunities for meaningful social interaction.

The outreach coordinator plays a central role in providing information, referral services, and advocacy. Acting as a liaison between members, non-members, family members, and health and social service professionals, the coordinator offers guidance on Contactivity programs, connects individuals with necessary resources from other organizations, and advocates on behalf of members when needed.

In the past year alone, **we reached approximately 880 seniors** through various channels such as personal visits, printout and newsletter distributions, social media, door-to-door outreach, and more. Of all the seniors reached, **390 established some form of contact**, facilitating connections to a diverse array of resources and services both within and beyond the community, resulting in a remarkable **210 referrals being made**. This wide-reaching approach ensures that no senior in our community feels isolated or left behind. Additionally, our proactive approach led to **60 interventions**, significantly improving the lives of many seniors in the community.

Furthermore, financial subsidies play a crucial role in community outreach, helping members facing financial challenges. Food gift cards and taxi tickets were provided to those struggling to manage their finances, ensuring they could access essential needs without undue hardship.

To ensure widespread awareness, local meeting hubs such as the Westmount Library, the Westmount Recreation Centre, and Victoria Hall, as well as local businesses including banks, pharmacies, and grocery stores were regularly updated about the presence of the outreach coordinator at Contactivity. This continued to reinforce Contactivity's role as a central point for information, referral, and advocacy within the community. Additionally, our outreach efforts included hosting public lectures on topics such as Elder Abuse and Fraud Prevention, Income Tax Credits for Seniors, Pension Information, and Rent Increases. Pop-up information tables were also set up outdoors in various parks and squares in Westmount when weather permitted. Furthermore, door-to-door visits were conducted during the summer months by the outreach coordinator and two Community Liaison Officers from Station 12.

Our outreach coordinator fostered partnerships with community organizations through participation in meetings, presentations, and training sessions organized by entities such as OMHM (Office Municipal d'Habitation de Montreal), AMI Quebec, COMACO, Seniors Action Quebec, among others.

• COMMUNITY PARTNERS

We extend our heartfelt appreciation to our community partners who generously share their expertise, collaborate with us, and keep us informed about new developments. Their ongoing involvement is instrumental in helping us provide the best possible programs and services for our seniors. **Thank you, partners!**

CIUSSS Montreal Centre Ouest, McGill University, Concordia University, Dawson College, Selwyn House School, SPVM Station 12, Jewish General Hospital, Eva Marsden Centre for Social Justice, Atwater Library, The Yellow Door, Voice of English-speaking Quebec, CHSSN, Montreal Council of Women, City of Westmount, MP Marc Garneau, MP Anna Gainey, MNA Jennifer Maccarone, Westmount Public Security, AQCA, Table des Aînés - Montréal Centre Ouest, QCGN, One Voice, Seniors Action Quebec, WIN, Table de Quartier Peter McGill.



Volunteer Services

Volunteer Services are a vital resource available to our **members**, aimed at helping them maintain their independence within the comfort of their own homes and helping us at the Centre with programs and activities. These services encompass a range of support, **including grocery shopping assistance, accompaniment to medical appointments, Telecheck**, as well as **onsite volunteer jobs** to help with programs, lunches, technology, and committees.

Six members regularly received assistance with grocery shopping, ensuring they had access to essential items. Additionally, accompaniment to medical appointments was a frequently utilized service, with approximately **2-3 appointments facilitated** each week.

Telecheck, a daily check-in service, provides seniors living alone with a reassuring call to ensure their well-being, supplemented by weekend and holiday calls facilitated through our partnership with Westmount Public Security. **Thirty-five seniors benefitted** from these daily check-in calls, providing them with an additional layer of support and connection.

Five interns from Dawson College and McGill University helped us throughout the year in programs and outreach. They helped with the preparation and delivery of programs and activities. They also assisted with outreach to our most vulnerable and isolated members. **Our Busy Bees** also played a significant volunteer role as they crafted numerous items over the year and then volunteered at pop-up craft sales to raise money for Contactivity's programs.

This past year, we had 100 volunteers provide over 2000 volunteer hours! Our volunteers are from the community, our membership, and local schools including Selwyn House School, Dawson College, Marianopolis College, McGill University, Concordia University, and Université de Montréal.

We are immensely grateful for the dedication and time contributed by volunteers of all ages. They grocery shop, make friendly phone calls, provide tech support, drive seniors to medical appointments, call Telecheck clients, serve lunches, assist in teaching courses, craft items for fundraisers, participate in committees, and aid with administrative tasks.

Contactivity owes much of its functionality to the unwavering commitment of our fabulous volunteers. Volunteer support is integral to our mission.

THANK YOU TO OUR VOLUNTEERS

VOLUNTEER POSITIONS

- | | |
|-----------------------------|-------------------------------------|
| Friendly Caller | Tech Assistant |
| Telecheck Caller | Program Assistant |
| Outreach Assistant | Accompanier to Medical Appointments |
| Office Assistant | Student Intern |
| Lunch Assistant | Committee Volunteer |
| Intergenerational Assistant | |

THANK YOU TO OUR DONORS AND FUNDERS



Funded by the Government of Canada's New Horizons for Seniors Program | **Canada**

Individual Donors