2015-2016

# ANNUAL REPORT







# **MESSAGE FROM OUR BOARD CHAIRS**

## **REENA**

It is with pride and gratitude that I conclude my first year as the Chair of Reena's Board of Directors – pride in our many accomplishments and gratitude to all the remarkable individuals, staff, donors, partners and board colleagues who contribute in so many ways to Reena's success.

Looking ahead we are now starting to see the implementation of the 2015-2020 Strategic Plan including: a new Family Engagement Committee, ground-breaking of a behavioural home in Richmond Hill, performance and quality measures linked to accreditation, early development of two new housing projects and the launch of new inclusionary programs targeting employment and social networks, the expanded use of technology and assistive devices and the continued development and investment in a great staff team.

Reena enjoys strong and productive partnerships with three Boards including: Reena, Batay Reena and Reena Foundation. These Boards share a commitment to generating new revenues, investing funds to support our efforts and deploying resources in programs that are responsive to the needs of individuals supported by Reena. Our Board is committed to self-reflection, progressive oversight and critical review to help us govern better.

While Board members and staff bring invaluable expertise and experience to Reena, our passion has been and will continue to be the people, families and communities we serve. I am confident the best is yet to come!

**Lorne Sossin** 

# **REENA FOUNDATION**

My first year as Chair of Reena Foundation has been both enjoyable and fruitful. We introduced a new Executive Director in September; aligned and solidified our collaborative relationship with Reena Executives and Board; implemented significant cost-savings measures within our administrative office and improved our fundraising efforts.

This fiscal year we, again, enjoyed record successes with our principal fundraising events. I am pleased to report that the Joel Schwartz Memorial Hockey Tournament has now raised over \$1 Million in its 6 year history; Striking for Reena expanded to an increased capacity, from 36 lanes to 48, and established its new fundraising record; Swinging for Reena has doubled in size and the anticipated revenues will establish a new record.

Fundraising has reached new heights, especially with gifts from Estate Planning Bequests, which, this year, totaled in excess of \$680,000.

Our funds under investment, which now exceed \$4,800,000, help secure the future of the Reena programs which the Foundation supports.

Our Board continues to fundraise for new projects such as; a training kitchen, transportation vans and construction of new homes for the individuals Reena serves.

The needs of the Reena Community continue to increase. With the constant support and dedication of our Board Members and staff, we will continue to exceed our fundraising expectations.

Jeff Shankman



# **BATAY REENA**

This will be my final report as Chair of Batay Reena, a position that I have held for the last 11 years. It has been an honour and pleasure to work with many dedicated and caring people over the years who have given so much of their time, energy and insights to help grow Batay Reena and I will miss them all. However, I am confident that my successor, Harold Seidel, will lead the organization to great things and I am happy to create space for many new ideas and initiatives that will surely become a part of Batay's legacy. Batay Reena continues to own properties that it has acquired over the years to serve the individuals supported by Reena. These properties currently consist of 10 residences (five condos and five 2-storey homes), which supports 45 individuals with developmental disabilities. Batay Reena also owns the Toby & Henry Battle Developmental Centre.

For the fiscal year ending March 31, 2016, Batay Reena showed a surplus of \$263,671. We also received a one-time grant from Reena of \$1,250,000 which represents the accumulated surplus generated by the Reena Community Residence over the past 4 years. Reena also made a short term loan to Batay Reena; both sums are earmarked for upcoming capital expansions. I would like to thank my fellow Board Members and the staff team who have been part of the organization over the years: Harold Seidel, Paul Minz, David Cohen, Jeff Bernstein, Michael Manett, Victor Helfand, Carly Bardikoff, Sol Fleising and Bryan Keshen, as well as the many other people who have served with me in the past on the Batay Board. Their commitment to securing sustainable housing for individuals with developmental disabilities is an inspiration to all.

**Howard Ungerman** 

# **MESSAGE FROM OUR EXECUTIVE TEAM**

# **REENA**

As I look back on the last year I am reminded that growth comes in seemingly small increments but can amount to tremendous change. For individuals supported by Reena, success is often measured by what is accomplished today. It's the small steps, like walking to the bus stop alone for the first time, which paves the way for future success, like being able to travel independently. As an organization Reena has taken hundreds of small steps in the last year toward building for the future and as can be seen in this Annual Report they are adding up to big changes.

I am fortunate to be working at a time where stakeholders from all levels are prepared to do what it takes to pave the way for future success. Together, following our strategic objectives, we are building on the strengths of our community to further develop a place to live work, play and pray in that is inclusive.

Reena, 43 years ago, started with 5 employees and a simple idea that community includes everyone. This small step made it possible for Reena to be a leading advocate and support service for individuals with developmental disabilities. As I look ahead I cannot help but think about the small steps we will take today and how they will impact tomorrow.

**Bryan Keshen** 

# **REENA FOUNDATION**

The light bulb went off for me on May 1 during the Striking for Reena bowling event. I joined Reena Foundation on September 1, yet it was not until I was immersed in the hectic fun, that I truly understood.

Reena serves many individuals with developmental disabilities but the scope is so much greater. Reena is truly about family and community.

This year over 80 individuals with developmental disabilities attended Striking. All 48 lanes overflowed with members of the extended Reena family. When I saw how happy everyone was to be sharing the day together, I understood.

We need to raise funds for programming, housing and transportation. The list is long and growing as Reena creates innovative solutions to ensure that the individuals we support can live a meaningful life. But it is more than that. It is about creating an environment where families know that their loved ones will be included and cared for.

From the members of the Foundation Board and staff, to Bryan Keshen and his outstanding team, to our generous donors and volunteers, I would like to take this opportunity to thank everyone for welcoming me so warmly into the Reena Family.

**Sheila Miller** 



Left to Right: Sheila Miller, Executive Director of Reena Foundations. Bryan Keshen, President & CEO of Reena. Sol Fleising, CFO of Batay Reena.

## **BATAY REENA**

As I write this report, plans are being laid for significant residential expansion. Batay Reena has secured a building permit for a new behavioural home in Richmond Hill and should be excavating the foundation by July 2016. We are also actively pursuing 2 additional properties. If approved, these 3 properties could conceivably provide additional residential spaces for as many as 90 new individuals supported by Reena.

The new behavioural home will be specially designed for individuals with developmental disabilities and significant behavioural challenges. Our plan is to build an innovative 2-storey 4,000 square foot home near the Mackenzie Health

Centre. This space will provide specialized care for 6 complex individuals supported by Reena. It will serve as a model for the Developmental Services Sector and demonstrate how to maximize resources while reducing risk and cost.

I would like to acknowledge the immense contributions made by the Batay Reena Board. We have been fortunate to have had Howard Ungerman as our Chair. The Ungerman Family has had a long history of volunteering in various capacities at Reena. Howard exemplifies the example that was set by his late father, Irving Ungerman. For the past 11 years Howard has selflessly devoted his time and talents to Reena for which we are eternally grateful.

Sol Fleising

Shawn has been involved with Reena since he was two years old. One of the hardest decisions I made was finding him residential support. Shawn is non-verbal and I wanted him to live at home with me, so I could make sure he was recognized as a person, not a disability. Three months ago Shawn moved into a Reena Home. It was devastating not having my son with me but I knew Reena was where home should be. Shawn is treated with dignity and able to celebrate his Jewish culture. It has given him purpose. I feel very fortunate to be part of Reena as there are so many others waiting to receive this kind of care.

# REENA READY TO LIVE





When Tim Hortons took a chance on me it changed how I viewed the world. I have been a valued member of the team for 10 years. I get to go work and make my own money. I get to help people and connect with customers. Reena helps me stay focused and motivated at work. The Reena staff support me both on the job and at program. My goal is to do the very best job I can and I think I am achieving it.

# REENA READY TO WORK

My son Kyle attends the Sunday
Friends Program at Reena. Kyle is
your typical teenager; he wants to
discover the world on his own. This
can be difficult when you have Autism.
Reena has given him a place where
he can go and just be Kyle. He doesn't
have mom and dad watching over
him. He can feel independent, spend
time with people his own age and
be proud of what he accomplishes.

Reena is like a family; a strong family with a solid foundation. I remember a time when Kyle was returning from a camp trip and the bus broke down on the side of the highway. The Program Supervisor came in on a day off just to make sure all of the kids were ok. It's the simple things like that which means the most.

# REENA READY TO PLAY



# IN THE COMMUNITY

Individuals with developmental disabilities are living longer. Currently, 54% of the individuals supported by Reena are over the age of 50. By 2021 the number of seniors (+65) with developmental disabilities in Ontario will almost double.

Since the 1990s Reena has sought to maintain a dialogue between the senior care and developmental service sectors. We work closely with researchers, medical professionals, community senior services and long term care providers to develop best practices for individuals aging with a developmental disability.

Reena leads the Ontario Partnership on Aging & Developmental Disabilities (OPADD), a collaborative cross-sector committee which consists of The Ontario Ministry of Health, The Ontario Ministry of Social Services and provincial organizations in health and social services. For some time the OPADD Collaborative has been looking at a joint protocol for accessing the range of senior services including Long Term Care. We are excited that a draft protocol will be reviewed in the next few months.

In August, we became a knowledge partner and funder of the TVN Frailty Knowledge Synthesis Study. This study works to improve community care and clinical outcomes for individuals with developmental disabilities that are frail by providing a tool to measure frailty. The tool will assist with proper planning to make sure people get the right support at the right time.

In November, Reena's Aging with a Developmental Disabilities Course was offered as a training solution for the sector. The course identifies the similarities and differences in normal aging and supporting an individual aging with a developmental disability.

Over the past year we have also been reviewing some practical ways to help problem solve and prevent younger individuals from being admitted to long term care homes when in crisis.

Moving into 2017 we will be looking for new ways to model innovation and service quality for those aging within

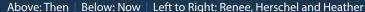
Reena and the broad community.

Sandy Stemp, COO of Reena

















As a past Reena Board Member I wanted to see firsthand how the decisions we made impacted others so I began volunteering at the Channels North Program. In volunteering for the past 6 years I have had the opportunity to watch the participants grow. I have shared in their successes and helped problem solve different life skills. The most meaningful experience was when an individual came to me and explained that because of the program they have finally found confidence. Watching the joy and pride they had in themselves was an unmeasurable gift. I have formed friendships and feel like my contributions truly matter. As a volunteer you should always feel that you are in the right place. For me that place is Reena.

# **GET INVOLVED**

# Get involved by contacting:

Mille Chadwick, Coordinator, Volunteer Services (905) 763.8254 x3612 or mchadwick@reena.org



2015-2020

# STRATEGIC PLAN UPDATE

In 2015 we began a 5 year journey to build on the strengths of our agency including our culture of care, partnerships and innovation. Our strategic direction is supported by 10 core goals and 6 sustaining goals. These are the highlights of our accomplishments from year 1.

# **CORE GOALS**

# **Programs & Services**

## **GOAL 1:**

Expand our services to support individuals with a broad range of developmental disabilities across a larger geographical area

3 additional capital expansion projects are underway, one of which we plan to build in the next 18 months. These homes will be specially designed to meet the diverse needs of the people we support

## **GOAL 2:**

Increase the opportunity for training and competitive employment for individuals with developmental disabilities

We have expanded our employment services by 10%. We have secured 8 new employment opportunities, welcomed 6 new job coaches, created a new dedicated position for competitive employment and piloted a social enterprise project

## **GOAL 3:**

Diversify and enhance housing options for individuals with developmental disabilities
We have welcomed 5 new individuals to Reena using a Complex Care Model. We are also re-evaluating our residential support system to generate a forecasting model for future expansion



# **MISSION**

Reena is a non-profit organization which promotes dignity, individuality, independence, personal growth and community inclusion for people with developmental disabilities within a framework of Jewish culture and values.

# **VALUES**

Reena's values are based on Judaic principles. They govern all decisions made and encompass interactions with all of our stakeholders. Reena's values are CLEAR:

- **CARE** Chesed Ve Tzedek Compassion and Justice
- **LEADERSHIP** Tikun Olam Repair The World
- **EMPOWERMENT** V'ahavta L'reacha Kamocha Value Others As You Value Yourself
- ACCESSIBILITY Lifnei Iver Al Tasim Michshol Remove Barriers
- RESPECT Kvod Habriyot –
  Honour Our Humanity

# Leadership

## **GOAL 1:**

Maintain and grow positive government relations

We have solidified a position at local and provincial level discussions to ensure that the people we support have a voice in decision making. Reena is part of the conversation and continues to develop new partnership

## **GOAL 2:**

Be a model of innovation and service quality

We have both lead and partnered with professionals inside and outside of the Developmental Services Sector to ensure best practices in all areas of service. We are also evaluating our current standards, tools and development activities in pursuit of Focus Accreditation

## **GOAL 3:**

Increase public awareness of the services we provide

We have moved into the digital world by utilizing resources such as social media and web development. Our new website is mobile friendly with single point access systems making Reena accessible anywhere and anytime

# Family & Community Engagements

## **GOAL 1:**

Continually promote community inclusion for all individuals with developmental disabilities

We are mapping out our community to find places to share our success stories. By identifying areas of natural support we can increase meaningful inclusion, including a partnership with organizations like Stop Gap Foundation

## **GOAL 2:**

Guide families through the decision making process and provide them with a warm, welcoming and engaging environment

We have piloted family information sessions, evaluated training opportunities for families, introduced a modernized family handbook and created new channels of communication which invite feedback

## **GOAL 3:**

Enrich our volunteer experience through empowerment and recognition

In 2015 we welcomed 114 new volunteers to the Reena Community. 3 of our dedicated

volunteers were recognized at our Annual General Meeting, 1 was nominated for the CJN Volunteer Supplement and 1 was the recipient of the Ontario Volunteer Service Award. We are evaluating our volunteer program and planning to introduce new training opportunities with a vision to grow in depth and width our volunteer engagement efforts

## **GOAL 4:**

Foster an environment rooted in Jewish culture and values, and support individuals on their spiritual journey

We have established a new mission and set of values which are rooted in Judaic culture.

We have strengthened our relationship with local Jewish organizations and synagogues.

Together we are working toward a vibrant, comfortable and familiar place for individuals with developmental disabilities within the Jewish community

# **SUSTAINING GOALS**

# Organizational Development

## **GOAL 1:**

Expand our communications, administration and service delivery through technology

We have piloted a new fax infrastructure to support health services which enables general practitioners to stay current with patient status. We are also introducing workshops and training geared toward the use of technology including augmentative and alternative communication

#### Goal 2:

Align our organizational structure, policies and procedures to support our strategic plan

We have restructured our internal departments, increased the flow of communication, streamlined how we measure our success and implemented Core Competencies into our recruitment strategies Goal 3:

Nurture the meaningful role of our staff and encourage employee engagement

Over the past year we have established a space for staff to share ideas, see positive change and be recognized for the work they do. We are also working toward a culture of wellness through social events and Employee Assistance Programs

# Resources

## **GOAL 1:**

Increase philanthropic engagement and stewardship through Reena Foundation

We have personalized reporting and tailored it to their specific needs of our donors. We have found new ways to connect community partners and involve individuals supported by Reena in our donor stewardship program Goal 2:

Diversify and grow our financial resources by promoting our areas of strength

We have established a Joint Services Committee to pool resources, piloted a project with 7 other agencies to bridge online access to programs and successfully funded Respite & Enrichment Programming Goal 3:

Attract, build and retain donors through positive donor relations

We have empowered our Board teams to be active participants in cultivating relationships which benefit Reena. Moving forward we will be looking at new ways to market legacy giving and expanding our giving options











# THANK YOU HOW YOUR FUNDING HELPS

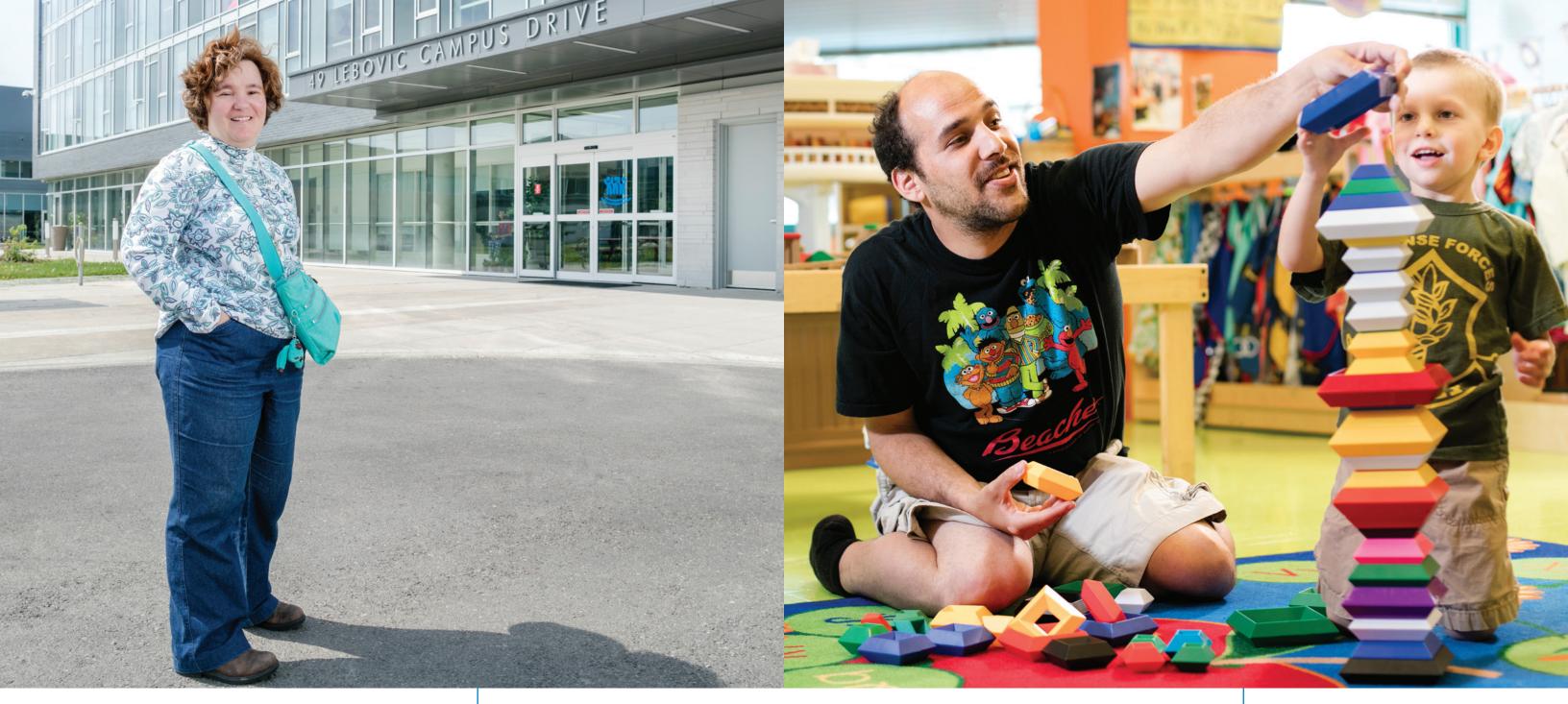
# RESIDENTIAL SUPPORT

Funding helped us provide residential services, including five of the most complex of cases. We worked with individuals like Jason who has cerebral palsy, a developmental disability and multiple sclerosis. For years his family worried that he would never find the right care as he didn't fit into any one service area. Working with the March of Dimes Canada we developed a Complex Care Model funded by both The Ontario Ministry of Health and Long-Term Care and The Ontario Ministry of Community and Social Services. Together we are able to support the whole person. For Jason, this meant that at 39 years old he was able to live on his own for the first time; something which his family never thought would be possible.

\$29.7M

on Residential Support which represents 236 people





# SUPPORTED INDEPENDENT LIVING

We spent our funding helping individuals with developmental disabilities live independently. Individuals like Christina who at 34 years old was able to move out of her family home and live on her own for the first time. Christina lives in a 1 bedroom apartment in the Reena Community Residence and is provided with weekly visits by a Direct Support Professional. For Christina, the biggest hurdle in leaving home was the fear of being alone. We help Christina live independently by providing safety and security at home, support in achieving employment goals and comfort with new friends.

\$3.3M

on Supported Independent Living which represents 92 people

# **DAY PROGRAMS**

Our funding was used to coach individuals with developmental disabilities and help them to believe in themselves. Individuals like Brett who always wanted to work with children but was afraid he would be judged by his disability. At Reena's Downtown Toronto Day Programs Brett worked on job readiness and skill building. He was able to find the confidence he needed to pursue his dream. Brett now works at a local daycare and is proud to be a valued member of the team. Reena was there every step of the way; building community, fostering independence and celebrating accomplishments.

\$5.5M

on Day Programs which represents 216 people



# AGING WITH A DEVELOPMENTAL DISABILITY

We used our funding to support individuals aging with a developmental disability and their families. People like Glenda, who after her mother passed away became the primary caregiver of her bothers Michael and Steven (both with Fragile X Syndrome). Glenda struggled to find a home where her brothers could live meaningful lives together. She turned to Reena for help.

The transition was hardest on Michael who began acting out. Listening to the family's needs helped us to respond with flexibility and compassion. The Older Adult Program at the Schwartz/Riesman Centre changed Michael's life. Providing a space he could culturally identify with put him at ease. He was able to understand and relate to his surroundings and now has peace in his heart.

**54**%

of the individuals supported by Reena are seniors (aged 50+)

46%

of our overall budget is invested in seniors aging with a developmental disability which represents 176 people

# **THANK YOU DONORS & SPONSORS**

Our sincerest thanks to the many generous individuals, families, foundations and organizations who have supported Reena Foundation this year (April 1, 2015 – March 31, 2016).

# **Endowment Funds**

Donors to Endowment Funds have created an ongoing source of support for Reena programs and services. Endowment funds begin with a commitment of \$5,000.

# **Planned Giving** •

Donors to Planned Giving have committed a minimum of \$1,000 to Reena Foundation for a minimum of 5 consecutive years through the Alex Eisen Society.

# Perpetual Giving •

Donors who have included Reena Foundation in their estate planning through the Alex Eisen Sustaining Fund are Perpetual Givers.

# **Monthly Giving ▼**

Donors included in this group contribute to Reena Foundation each month.

#### **AMBASSADOR** \$250K+

Estate of Lillian Samuels Joel Schwartz ♦

#### CHAMPION \$100K - \$249K

Morris & Beverly Baker Foundation ◆ Michael & Tillie Blidner ◆ David Esplin ♦ Stevie Gottlieb ♦ Jenny Hammond ♦ Maxwell & Ruth Leroy Foundation Magna Dinner ♦ New Leadership ♦ Peake Family ♦ Irving & Sylvia Ungerman •

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## **EVENTS**

We would like to acknowledge the generous contributors to our events this past year which combined raised over \$440,000 for individuals with developmental disabilities.

#### **STRIKING FOR**

Great Gulf Homes Charitable Foundation Amanda Jaclyn Berger Memorial Fund of the Jewish Foundation of **Greater Toronto Geranium Homes** Siegel Executive Search Solutions Inc. Benmet Steel and Metal Imperial Coffee and Services Inc. Dynamic Tire Corp. Dream Maker Realty **Ganz Family Foundation** The Nethercott Family PowerStream Inc. Raphael Barristers Westdale Properties Aloris Mercantile Corp. Chesswood Group Hav-a-Kar Auto Group **Ascent Moving** Jeff Beallor and Julie Steiner Stephen Brunswick, Teplitsky

Centre Street Deli Cherrymill Iron and Metal Company CIBC Children's Foundation Jeff and Karen Citron Sheldon, Ruth and Zachary Cooper's Iron and Metal Crowe Soberman LLP **Deloitte Foundation** The DH Gales Family Charitable Foundation of Toronto **Downsview Chrysler** Plymouth Farb, Vale, Yermus, Yudell and Greenwald Families Forum Financial Corp. Franklin Metal Recycling Fuller Landau LLP The Ger Family Global Imaging GLOBAL Upholstery Co. Inc. Harkel Office Furniture Harry Rosen Inc. HealthSource Plus HermanMiller Investors Group Larry Iskov, Hennick Herman LLP Jordyn Developments **KIB Restoration Lampert Plumbing** 

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# BUILDING FOR THE FUTURE

When my son was living at home our family was in crisis. Daniel has Autism and aggression. Our home was like a prison. I remember finding Daniel on the roof of our house or worse running down the street. We were constantly on watch to make sure he didn't put himself or others at risk.

Coming to Reena was like coming home. Together we do the best we can but there are limitations. Daniel needs a home tailored to his needs. A home that will keep him safe, extinguish his challenging behaviours and finally give our family peace.

# Be part of the solution.

Contact
Sheila Miller,
Executive Director of Reena Foundation
(905) 763.8254 x3629
or smiller@reenafoundation.org



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# To make a gift please contact:

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