



# Annual Report 2024

# ***Table of Contents***

About Us	1
A Year in Review	2
Looking Back Inspires Us Forward	2
From the Chair, Debbie Brown	5
Executive	6
Board of Directors	6
Voting Members	6
Corporate Members	6
Honourary Members	6
Past Board Members	6
Volunteer Committee Members	6
In Memoria	6
Staff & Consultants	6
Donations	6
Organizational Structure	7
Strategic Direction and Theory of Change	8
2023 Financial Statements	9



# About Us

Active Aging Canada, a national charity, incorporated in 1999, exists to promote healthy active aging with a vision of healthy living for life. Our mission is to support lifelong healthy active aging of adult Canadians through participation, education, research, and promotion. We are an organization that survives on project-by-project funding from local, provincial, and federal agencies. This does provide us with the opportunity to create a diverse range of health promotion resources and projects based on funding requests, but it also puts severe financial challenges on the operations of the organization. Our membership is vital to our ability to reach older adults across Canada. We value our membership and their contribution to this organization. The membership consists of organizations at the national, provincial, and local levels, and individuals, all who support and value our vision and mission statements.

As a voice for active living among older adults, Active Aging Canada works to:

- Foster communication, collaboration and coordination for active aging amongst its members and other related organizations and individuals
- Facilitate knowledge translation of research to practice related to older adults and active aging
- Promote older adults and active aging as a priority on the political, health and social agendas within Canadian society by conveying consistent, persuasive key messages developed by its members to prominent and influential individuals and organizations.

Please visit our website [www.activeagingcanada.ca](http://www.activeagingcanada.ca) to learn more about our organization.

# A Year in Review

## Looking Back Inspires Us Forward

This past year led us into our 25th anniversary as an organization. It is with great pride that we reflect on a quarter of a century of empowering older Canadians to live active, fulfilling lives. Over the past 25 years, we have worked to provide resources and support to seniors across Canada, helping them maintain their physical and mental health and to connect with their communities. We believe that age should never be a barrier to leading a rich and rewarding life, and it has been our privilege to help make that belief a reality for so many Canadians. As we reflect on our past projects, partnerships, and collaborations, we are proud to have worked with like-minded individuals and organizations who share our vision of empowering seniors to live their best lives. From educational resources to community-based initiatives, we have seen firsthand the positive impact of promoting healthy active aging. As we move forward, we remain committed to our mission of promoting active aging and supporting the well-being of older adults in Canada.

### Active Aging Canada Supporting Others

Active Aging Canada continues as a **National Advisory Committee member for the AIMMS** project being conducted by Canadian researchers. "Understanding how to Attract, Adapt, Implement and Sustain" is a fall prevention exercise project that seeks to reduce falls in Canada by promoting and supporting an evidence-based fall prevention exercise program. The national committee of stakeholders will focus on how to attract older Canadians to participate in falls prevention exercise programs. Last year we assisted in the promotion of recruitment and expansion of peer older adults by offering the Zoomers on the Go falls prevention exercise instructor program. This year we shared the opportunity for older adults to take part in an online version of the Zoomers on the Go class. We will also be helping to get feedback on removing barriers to fall prevention programs.



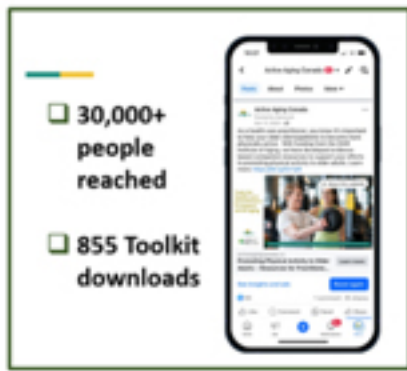


Active Aging Canada has been part of the impact campaign for a documentary film entitled **Unsynchable**. The film, produced by Canadian TellTale productions, shares stories of Seniors in their sixties and beyond who make a splash as they hold back the hands of time and celebrate the beauty, strength, and joy they have found in synchronized swimming. Our Older Adult Advisory Committee was happy to act as a pre-screening focus group for the film. After premiering at the Hot Docs film festival in Toronto in the Spring of 2023, the producers have offered free screenings in communities across Canada. Active Aging Canada was pleased to promote the opportunity to our network and so thrilled to see the many communities across Canada host events.

## Funded Projects

Online recreational programming is increasing in popularity and also makes recreation easier to access for many older adults. We were pleased to be able to once again collaborate with our partner Art Your Service on a Government of Canada **New Horizons for Seniors** funded project “**Increasing Active Living Online by Seniors for Seniors**”. Research tells us that many people appreciate and prefer instructors that they can relate to. Our year-long project recruited older adults to instruct online classes to older Canadians across the country; increasing the number of peer-led offerings! We were also able to offer Art Your Services free of charge for five-months to 100 older adults across Canada. From individuals living in rural areas to those with mobility issues, the feedback was positive that the online format helped them participate in recreational activities and helped them stay connected.





Once again this year we were pleased to receive the **Canadian Institute for Health Research Institute of Aging Voluntary Sector Award**. This funding allowed us to expand our role as a knowledge broker and share useful information with health care practitioners and those who have a role in supporting active aging. This project funded a dissemination campaign called **“Promoting Physical Activity to Older Adults – Resources for Practitioners”**. We put together a toolkit of resources and posters that health care practitioners can easily use to provide guidance on how to safely be physically active. We made print copies of the toolkit available free to order and the resources remain on our website. Orders were received from across Canada from hospital libraries to small family medical practices. With a digital marketing campaign, we were able to reach 30,000+ people and there were 855 toolkit downloads.



# From the Chair, Debbie Brown

I have fond memories of a grade 2 teacher that said to me, "Debbie, Patience is a virtue, possess it if you can."

I have thought of this little bit of advice many times during my life's journey.

And it has proven to be the success of Active Aging Canada.

Active Aging Canada is 25 years young, and we have never waived in our commitment to support healthy Lifestyles of older Canadians through education, research and promotion of healthy choices.

Our actions speak for themselves as we continue to expand our network of likeminded individuals such as the National Advisory Committee, Canadian Institutes of Health Research, Health Promotions Canada, and many Health & Safety committees across Canada.

Canadian older adults have contributed in many ways to our country. I truly enjoyed the film we supported which was produced to recognize seniors' contribution to sports. This documentary was on Synchronized Swimming, and I am sure it is just the beginning of a series of amazing stories.

Our projects once again responded to the call of the people by enhancing community involvement and empowering seniors to live their best lives in comfortable surroundings.

Patience and resilience by this remarkable organization had led to strong partnerships that will sustain Active Aging Canada into the future.

I am proud to be a part of the journey and look forward to working with all of you as we move forward with patience and resilience.



# Executive

## Past Chairman

Ron Ferguson PhD, Montreal, QC  
John Molson School of Business, Concordia University

## Chair

Debbie Brown, Regina, SK

## Vice Chair

Ron Ferguson PhD, Montreal, QC  
John Molson School of Business, Concordia University\*

## Treasurer

Doug Nutting, Sidney, BC  
Active Living Alliance for Canadians with a Disability\*

\*completed term at the AGM in 2023

# Board of Directors

## Chair

Debbie Brown, Regina, SK

## Directors

Ron Ferguson PhD, Montreal, QC  
John Molson School of Business, Concordia University\*

Doug Nutting, Sidney, BC  
Active Living Alliance for Canadians with a Disability\*

Jane Schneiderman PhD, Toronto, ON  
Canadian Society for Exercise Physiology\*

\*Completed term at the AGM in 2023

# Voting Members

Active Aging in Manitoba

Active Living Alliance for Canadians with a Disability

Canadian Association of Occupational Therapists

Canadian Physiotherapy Association

Canada 55+ Senior Games Association

Older Adult Centres' Association of Ontario

Saskatchewan Seniors Mechanism

Saskatchewan Parks & Recreation Association

University of Manitoba Centre on Aging

# Corporate Members

Art Your Service

PhysioBiometrics



# Honourary Members

Margaret Barbour

Jim Evanchuk

Don Fletcher

Jim Hamilton

Sandra Hartley

Barbara Hood

Charles Keple

Philippe Markon

Rosanne Prinsen

Charles Rice

Sheila Schuehlein

Anne Skuba

# Past Board Members

Our sincere thanks to those who have served on the Board of Directors or as Guardians since our inception. Our success over the years is largely due to the support and commitment from a long list of volunteers. We can all be proud of the accomplishments of this organization.

Melissa Anderson

Margaret Barbour

Frank Bellamy

Gabriel Blouin

Sue Boreskie

Jack Brownell

Patty Clark

Jennifer Dechaine

Denise Desautels

Denis Drouin

Jim Evanchuk

Clara Fitzgerald

Don Fletcher

Joyce Gordon

Brenda Hadju

Jim Hamilton

Sandy Hartley

Barbara Hood

Isla Horvath

Gareth Jones

Charles Keple

Bill Krever

Archie MacKeigan

Mary MacLellan

Philippe Markon

Carol Miller

Suzette Montreuil

Val Nielsen

Peter Nordland

Michelle Porter

Rosanne Prinsen

Sharon Purvis

Charles Rice

Holly Schick

Sheila Schuehlein

Mike Sharratt

Anne Skuba

Liza Stathokostas

Bert Taylor

Darene Toal-Sullivan

Don Wackley

Brenda Wong

# Volunteer Committee Members

Our projects rely heavily on experts and stakeholders from a variety of fields across Canada. These individuals agree to volunteer their time and to share their expertise with us, to ensure that our resources are based on the current evidence of the day and meet the needs of older adults. Our sincere thanks to the following individuals for their contributions to Active Aging Canada.

# Research Committee Members

Dr. Michelle Porter, PhD  
Director, Centre on Aging  
University of Manitoba

Dr. Meghan McDonough, PhD  
Professor, Faculty of Kinesiology  
University of Calgary

Dr. Laura Middleton, PhD  
Associate Professor and Schlegel Research Chair  
Department of Kinesiology and Health Sciences  
University of Waterloo

Dr. Nicolas Berryman, PhD  
Centre de Recherche de l'Institut Universitaire de Gériatrie de Montréal  
Université du Québec à Montréal

Dr. Scott Kehler, PhD  
Faculty of Health, School of Physical Therapy  
Dalhousie University

# Older Adult Advisory Committee Members

Josie d'Avernas, ON

Don Fletcher, MB

Anthony Gizzie, ON

Peter Lehman, ON

Philippe Markon PhD, QC

Kamal Parmar, BC

Laura Surman, ON

# In Memoriam

We were saddened by the loss of a great supporter and friend of Active Aging Canada this past year. Jane Arkell was the executive director of the Active Living Alliance for Canadians with a Disability (ALACD). ALACD has been a long-time voting member of Active Aging Canada and Jane has always been a valued supporter our organization. Jane was a strong advocate for equal opportunities and resources for people with disabilities and her passing is a loss in the field of health promotion.

# Staff & Consultants

The organization would not be here without the support, hard work, and dedication that we received from these valuable individuals this past year. Our sincere thank you to everyone who kept this organization moving forward.

**Kathy Barrett**, Bookkeeper

**Patsy Beattie-Huggan**, Facilitator

**Claire Jobidon**, French Translation

**Wendy Kraglund-Gauthier**, Adult Education and Technology

**Ward Maxwell**, Marketing and Communications Director

**Sally McBeth**, Clear Language Editor

**Kyle McTaggart**, Digital Media Consultant

**Nishka Smith**, Evaluator

**Liza Stathokostas**, Research Director

**Andrew Wilczynski**, Web Master

**Lilia Zaytseva**, Translation & Consulting

# Donations

Our sincere thanks to all those who have donated to Active Aging Canada. Your support is always greatly appreciated.

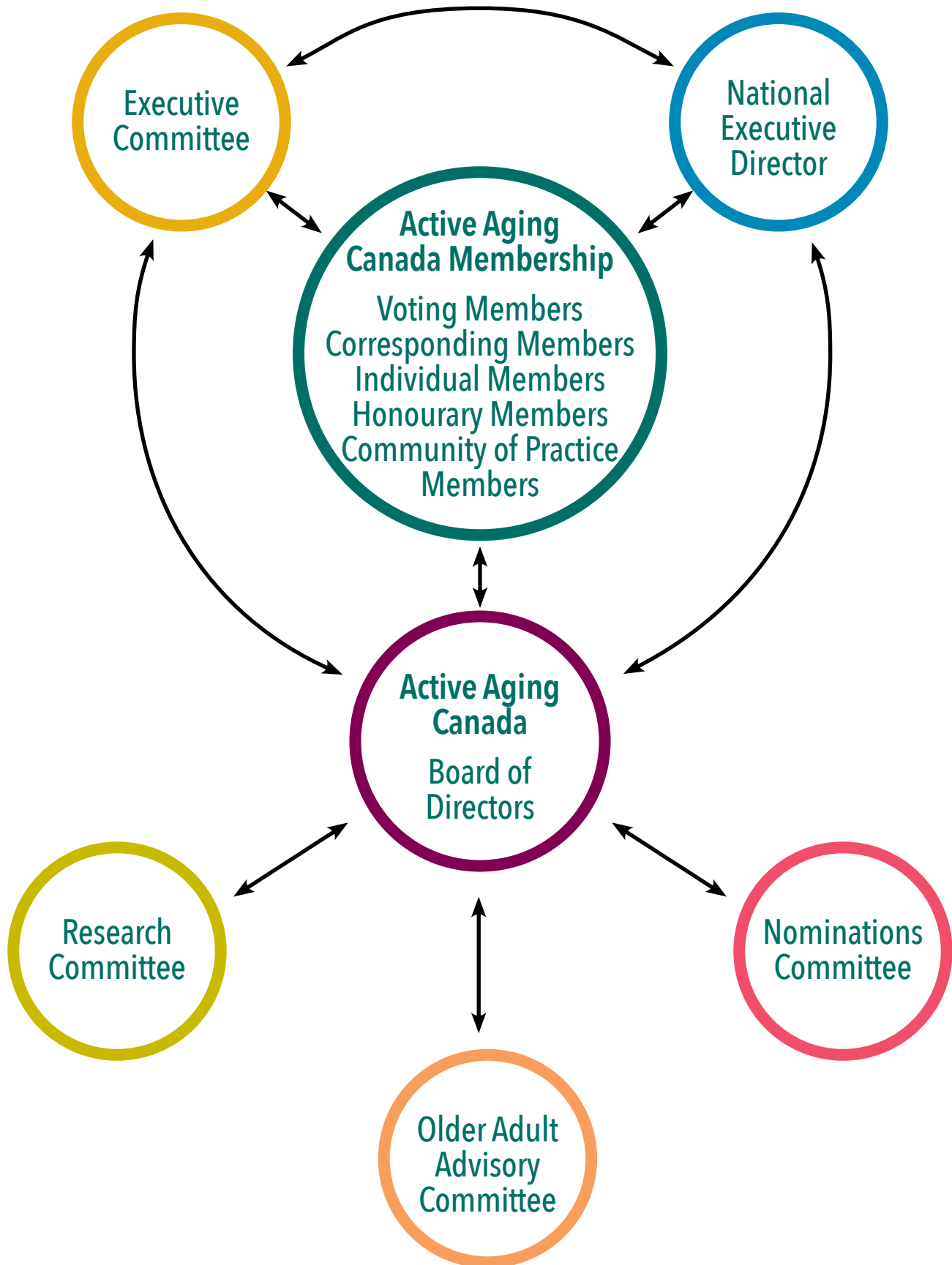
**Canada Helps, Partner Giving**

**Sandra Hartley**

**Elaine Mendicino**



# Organizational Structure



# Strategic Direction and Theory of Change

## Active Aging Canada Strategic Direction and Theory of Change April 15, 2021

Supporting lifelong healthy active aging of adult Canadians through participation, education, research, and promotion

	Promoting Older Adults and Active Living	Knowledge Translation of Research to Practice	Communication, Collaboration and Coordination	Leadership and Accountability
Objectives	<b>To develop and disseminate evidence based messaging</b> that promotes older adults, active aging and reduced impact of chronic disease for older adults in Canada	<b>To facilitate knowledge translation of research to practice</b> integrating input of older adults and practitioners in promoting healthy aging.	<b>To foster</b> communication, collaboration and coordination for active aging amongst Active Aging Canada members, older adults and stakeholder organizations.	<b>To effectively achieve</b> the objectives of the organization, evaluate and make transparent its management and impact.
Activities	<p><b>Identify effective channels for reaching older adults</b> and their circle of support</p> <p><b>Submit abstracts</b>, attend conferences, fairs</p> <p><b>Submit articles</b> to be published in local papers, social media, professional journals and magazines</p> <p><b>Profile resources</b> on Active Aging Canada and partner websites</p> <p><b>Distribute communication “soundbites“</b> through the Active Aging Canada database</p> <p><b>Disseminate resources</b>, e.g., Passport materials</p> <p><b>Facilitate Workshops</b></p> <p><b>Advocate</b> for policies and programs that support older adults and promote healthy aging</p>	<p><b>Form and nurture a Community of Practice</b> of practitioners, facilitators, educators, administrators and researchers in sharing, disseminating, and applying knowledge of the key role of active aging in lifelong healthy aging</p> <p><b>Form and nurture a Research Advisory Committee</b> and Older Adult Advisory Committee</p> <p><b>Incorporate feedback from knowledge users</b> on unmet needs, what works, and how to improve implementation of research in a Knowledge Translation Framework,</p> <p><b>Engage in projects</b> for Knowledge Translation</p> <p><b>Develop evidence based resources</b> to support healthy living Offer training opportunities</p>	<p><b>Enhance Active Aging Canada database</b> to extend reach to more stakeholders and older adults</p> <p><b>Expand membership at all levels:</b> voting, corresponding, corporate, individual</p> <p><b>Re-establish working committees:</b> Older Adult Advisory Committee and Membership Committee</p> <p><b>Consult Active Aging Canada membership</b> and older adult groups across Canada</p> <p><b>Meet</b> with key decision makers, stakeholders</p> <p><b>Develop</b> communication and marketing materials</p>	<p><b>Establish and maintain Board of Directors</b></p> <p><b>Develop and renew</b> Vision, Mission, Values, Strategic Direction, clarifying roles and responsibilities</p> <p><b>Develop</b> policies to guide operations</p> <p><b>Hire, manage</b> contracts, e.g. Executive Director</p> <p><b>Provide oversight to operations</b> ensuring adherence to policies and values</p> <p><b>Ensure accountable</b> financial management</p> <p><b>Ensure &amp; manage</b> communication with members, stakeholders</p> <p><b>Ensure effective processes</b> to manage project progress</p> <p><b>Ensure required reports</b> and funding proposals are submitted in a timely manner</p>
Target Groups	Community Organizations Researchers Educators Media Older adults Government	Community of Practice Research Director, Research Committee Adult education specialists; Educators Researchers Practitioners Older adults	Active Aging Canada Board of Directors, AAC Membership Community Leaders, trainers, educators Policy makers, Public Older adults Allied health organizations Media	Active Aging Canada Board Project Manager, Team Contractors, Partners Funding agencies AAC Membership
Outputs	Website: links to resources, Blogs; Articles; Daily Dose exercises; Resources: Active Living Tips; Research Updates; Overcoming ageism and active living; Programs: Personal Passport; Framework for program design for cancer patients; Mall Movers	Reports and recommendations Material translated in multiple languages Web-based material	Active Aging Canada Database Website and social media analytics Zoom recordings, PowerPoint presentations Conference abstracts; record of meetings Active Aging Canada Annual Reports & newsletters	Website, policy manual Minutes, workplans, contracts Financial reports Progress Reports, Project Reports Evaluation Reports
Short Term Outcomes	<b>Evidence based messages are communicated</b> through multiple channels to motivate healthy aging and active living amongst older adults	<b>Researchers collaborate with practitioners and older adults</b> to generate evidence to improve practice and create accessible resources that promote healthy aging and manage chronic disease amongst older adults	<b>Increased membership and outreach</b> are successful, influencing policy makers, professionals, community leaders and older adults to work together in fostering healthy living in older adults	<b>A Board of Directors and staff</b> support transparency, efficiency and accountability at all levels to sustain and promote activities of the organization

# 2023 Financial Statements

## Active Aging Canada Inc./ Vieillir Activement Canada Inc. Statement Of Financial Position

As at March 31, 2024

	2022	2023	2024
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash	\$22,129	\$5,705	\$12,023
Accounts receivable	3,617	7,330	2,500
HST rebate recoverable	18,765	2,683	6,388
Prepaid Expenses			
	-\$44,510	\$15,718	\$20,910
<b>LIABILITIES AND NET ASSETS</b>			
<b>Current Liabilities</b>			
Amounts payable and accrued liabilities	\$7,650	\$90	-
Payroll source deductions payable	2,321	-53	-53.39
Deferred revenue	9,900	9,840	14,915
	<b>\$19,871</b>	<b>\$9,877</b>	<b>\$14,969</b>
<b>Net assets</b>			
Designated funds (reserve fund)	\$3,000	\$3,000	\$3,000
Unrestricted	21,640	2,841	2,9412
	\$24,640	5,841	5,942
	<b>\$44,510</b>	<b>\$15,718</b>	<b>\$20,910</b>

# Active Aging Canada Inc./ Vieillir Activement Canada Inc.

## Statement of Operations and Changes in Net Assets

For The Year Ended March 31, 2024

	2022	2023	2024
<b>REVENUE</b>			
Government Contributions	\$1,001,786	\$68,866	\$43,765.00
Membership Fees + Donations	4,900	75	955.73
Interest	14	-	-
	<b>\$1,006,700</b>	<b>\$68,941</b>	<b>\$44,720.73</b>
<b>EXPENSES</b>			
Program	\$834,630	\$39,311	\$14,009.89
Personnel	122,383	26,361	24,578.79
Office and general	24,872	20,065	4,595.03
Professional Fees	8,844	-	-
Occupancy	2,400	-	-
Travel	1,062	-	-
Insurance	583	626	681.48
	<b>\$994,774</b>	<b>\$86,364</b>	<b>\$43,865.19</b>
<b>Excess of Revenue Over Expenses for the Year</b>	11,926	(17,497)	1,714.59
Net assets, beginning of year	12,714	23,337	4,981.90
<b>NET ASSETS, END OF YEAR</b>	<b>\$24,640</b>	<b>\$5,840</b>	<b>\$6696.49</b>

Approved on behalf of the Board:

Debbie Brown  
Board Chair

# xoxox years



## Active Aging Canada

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