

Making A DIFFERENCE



*A healthy lifestyle
journey that
provides benefits
that last a lifetime.*

*ALCOA
Annual Report
2013*

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The **Active Living Coalition for Older Adults (ALCOA)** envisions a society where all older Canadians are leading active lifestyles contributing to their independence and well-being.

Strengths

National voice for activity and older adults.

Reach to over 1 million older adults through organizational outreach (allied health, universities, older adult organizations, local community centres, etc.) and strong volunteer commitment.

Publisher of quality, evidence based resources for practitioners and older adults.

Areas of Emphasis

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.

Goals

To increase public awareness about the benefits of active living throughout the life span, thus enabling older adults to experience, value, and appreciate the importance of physical activity.

To strengthen delivery systems and improve levels of cooperation, coordination, and communication among organizations with an interest in active living and older adults.

To identify, support, and share research priorities and results on aging and active living.

There's an old saying "when one door closes, another opens." This past year we have experienced a number of opportunities and challenges. ALCOA must continually seek out funding to operate the organization and to develop new health promotion resources. Over 80% of our revenue this past year came from government sources. With the change in funding procedures from various government agencies, it is now more important than ever for ALCOA to generate additional funding sources.

To that end, this past year there have been many meetings with government agencies and other individuals to investigate all avenues for financial support. Obtaining corporate support is a long process, but we will continue to seek out corporations that value the benefit of being associated with older adults and healthy living. Pfizer has continued with their financial sponsorship of the Silver Times website. Now in its second year, the site averages close to 18,000 hits per month.

Funding from the Public Health Agency of Canada has allowed ALCOA to develop a new DVD Tool Kit resource (to be released September 2013) for community leaders to offer a Healthy Living Workshop for Older Adults. With funding from Green Shield Canada Foundation, we will also be revising the older *Active Living Tips* resources and translating them into other languages in 2014.

ALCOA is a charitable organization and we thank our donors for their support and would encourage others to consider making a donation to ALCOA.

ALCOA is making a difference in the lives of older adults. Our resources are well received and the feedback from leaders and workshop participants is always very positive.

We thank all our members, Guardians, staff and consultants for their dedication to our vision of a society where all older adults are leading active and healthy lifestyles.



The past year has proven to be one of hope, disappointment, inspiration, and dedication, for ALCOA and so many of our membership. In spite of a dearth of funding opportunities, and a major change in focus for governmental agencies to apply for funds, ALCOA has been fortunate to obtain adequate funding to survive yet another year, while so many of our kinship groups have faltered (including The Seniors Health Knowledge Network and NIICHRO).

Chairman's Comments

Several of the highlights of the past year are as follows:

- a) we have strengthened our relationship with ParticipACTION, and in fact have received their guidance to assist us with fundraising opportunities,
- b) Dr. Mike Sharratt has continued our strong working agreement with the Schlegel/University of Waterloo RIA, even though he believes his term on the Board has ended,
- c) funding was received from Better Living Health and Community Services, and the Public Health Agency of Canada,
- d) we have made direct contact with PHAC through the Acting Director, Marla Israel, and several of the division chairs, concerning the new funding strategy and how ALCOA can fit into that strategy,
- e) Pfizer Corporation has agreed to continue its sponsorship of the *Silver Times* website
- f) long time supporter Margaret Barbour made a contribution to ALCOA — thank you Margaret for your continuing support,
- g) ALCOA hosted two pilot workshops in Nova Scotia and Ontario which resulted in substantial improvements to the *Community Leader's Tool Kit*,
- h) a grant of \$25,000 was received from Green Shield Canada Foundation to revise and translate the *Active Living Tips* documents into languages other than French or English, as needed.

The current PHAC Healthy Living contribution for the development and printing of the Workshop Tool Kit DVD and additional Passports will be completed in September 2013. As well, we have submitted a grant to the Ontario Trillium Foundation to support a Wheel and Walk Mall Program (we will know their decision later in 2013). Through Patty we continue to seek alternative funding sources for ALCOA.

I would like to thank our Board Members for their continuing support of the Coalition and in particular, our Executive members. The meetings with PHAC and ParticipACTION would not have been possible without the hard work of Bill Krever, Philippe Markon, Roseanne Prinsen, Jim Hamilton, Jim Evanchuk, Mike Sharratt, and Patty Clark. The “ALCOA Case Statement for Support” was drawn up by Mike, Philippe, Bill, Jim H., Patty and myself. Our meeting with Trojan One concerning fund raising opportunities was led by Patty, Ward Maxwell and myself. Thank you all! The committee continues to work on a Strategic Alliance and fund raising possibilities.

And finally, I would like to stress that our success to date is so dependent upon the dedication of our National Executive Director, Patty Clark, who does ‘yeowoman’ service for her “so called two days per week”. Patty, we owe you big time-thank you on behalf of the Board and especially myself for making the Chairman’s position so rewarding.

Respectfully submitted,



A. (Bert) Taylor, PhD
ALCOA Chairman



ALCOA continues to make a difference in the lives of older adults. This past year we have received very positive feedback from individuals using our resources. Although we have not been able to measure the long term impact on our products and resources, we do know that we are providing credible evidence-based documents to educate, inform, motivate and hopefully inspire older adults to strive towards an active healthy lifestyle.

Websites

Our Silver Times website (www.silvertimes.ca) has received over 250,000 hits since we launched it last March 2012. We now average between 16,000 and 18,000 hits per month. Our viewers come predominantly from Canada, but there are also many from the US, Ukraine, Netherlands, Spain, Italy, Lithuania, France, Great Britain, Japan, Germany and other countries.

Every two weeks a new article is posted relating to one of our seven topic areas; active living, healthy eating, chronic disease, mental health, women's health, men's health, safety at home and outside. Our authors, all experts in their fields, volunteer their time and expertise to provide ALCOA with current research and its relevance to healthy living for older adults. Our sincere thanks to Pfizer for their financial support over the past two years and their ongoing support for this year. Without their support we would not be able to provide this website service.

The ALCOA website (www.alcoa.ca) is also of interest to 1500 unique visitors each month with over 1.2 million hits within the last year. The website is certainly due for an update, but we have not as of yet been able to secure funding for that initiative.

Our YouTube presence at [ALCOACanada](https://www.youtube.com/ALCOACanada), continues to grow with 20 short videos and podcasts with over 1550 combined views. We hope to be able to continue to expand in this social media market in the future.

Publications

Funding was received from the Public Health Agency of Canada to develop a Healthy Living Workshop Tool Kit. The DVD Tool Kit will be launched in September 2013 and includes a step by step guide for a community leader to offer a 6-week workshop for older adults. The new *Canadian Physical Activity Guidelines for Older Adults – 65 Years & Older* which were developed by the Canadian Society for Exercise Physiology (CSEP) are highlighted and new posters were created to promote the Guidelines.

Our research confirmed that community leaders are willing to offer workshops to their members if they could be provided with the content and necessary resources. Last year, ALCOA produced *Your Personal Passport to Healthy Living* and the *Community Leaders Guidebook*. Both of these documents were well received by practitioners and older adults, and will be included as part of the Tool Kit.

The pilot testing sites reported back with very positive feedback from the participants:

“My thoughts are that this is the most informative program that I have been enrolled in.”

“I have picked up some healthy cooking and food preparation ideas ... and was introduced to some easy exercises I can do at home.”

“I am definitely more focused on trying to live a healthy life.”

“Overall, a great program – if rated out of 10, then I would give it a 10—very positive program.”

ALCOA will be able to continue to update, translate, and promote the *Active Living Tips* documents. Green Shield Canada Foundation provided ALCOA with \$25,000 through their Community Support Fund which will allow ALCOA to revise three more of the Tips and translate them into French, Italian, Spanish, Punjabi, Traditional and Simple Chinese. Our research confirms that over 1 million older adults do not speak English or French in their home. With this funding we will continue to be able to get ALCOA’s message to older adults of other ethnicities. Watch for the new revised Tips sheets that will be distributed in 2014.

ALCOA continues to seek out new funding sources and opportunities where we can reach practitioners and older adults. Through the support of the membership and our distribution networks we have the ability to reach over 1 million older adults in Canada. Our membership is crucial to our strength as an organization. We extend our sincere thanks to all the members for their ongoing support of the Coalition and the promotion of active healthy living for older adults. You have helped us to make a difference in the lives of older adults in Canada.

Sincerely



Patricia Clark
National Executive Director

EXECUTIVE, GUARDIANS, & MEMBERS 2013

ALCOA EXECUTIVE 2012/13

Past Chair, **Bill Krever** Toronto ON
Better Living Health and Community
Services

Chair, **Bert Taylor PhD** Oro Station, ON
Professor Emeritus, University of Western

Vice Chair, **Rosanne Prinsen**
Edmonton AB
Alberta Centre for Active Living

Treasurer, **Philippe Markon PhD**
Ste. Famille IO
Professor Emeritus University of Quebec
ALCOA Research Chairman

ALCOA GUARDIANS 2012/13

Chair, **Bert Taylor PhD** Oro Station, ON
Professor Emeritus, University of Western

Jim Evanchuk Winnipeg MB
ALCOA MB

Jim Hamilton Winnipeg MB
University of Manitoba Centre on Aging

Bill Krever Toronto ON
Better Living Health and Community
Services

Mary MacLellan Stellarton NS
ALCOA Older Adults Advisory Co-Chair

Philippe Markon PhD Ste Famille IO
ALCOA Research Chairman

Carol Miller Gloucester ON
Canadian Physiotherapy Association

Peter Nordland Cornwallis Park, NS
Canada 55+ Games

Rosanne Prinsen Edmonton AB
Alberta Centre for Active Living

Holly Schick Regina, SK
Saskatchewan Seniors Mechanism

ALCOA ROUND TABLE MEMBER ORGANIZATIONS 2012/13

Alberta Centre for Active Living
ALCOA Manitoba

Alzheimer Society of Canada
Canada 55+ Games Association
Canadian Association for the
Advancement of Women and Sport
Canadian Association of Cardiac
Rehabilitation

Canadian Association of Occupational
Therapists

Canadian Centre for Activity and Aging
Canadian Institute of Planners
Canadian Orthopaedic Foundation
Canadian Physiotherapy Association
Canadian Red Cross Society

Canadian Society for Exercise Physiology
Older Adult Centres' Association of
Ontario

Reh-Fit Centre

Saskatchewan Seniors Mechanism
Schlegel-UW Research Institute for
Aging

University of Manitoba Centre on Aging
VON Canada
YMCA Canada

INDIVIDUAL MEMBERS 2012/13

Margaret Barbour

Sandra Hartley

Charles Keple

Philippe Markon

Bert Taylor

Brenda Wong

CORPORATE MEMBER 2012/13



morethanmedication.ca

CORRESPONDING MEMBERS 2012/13

Aines en Marche/Go Ahead Seniors
Better Living Health & Community
Services
Cambridge 50+ Recreation Centres -
Allan Reuter Centre
Centres for Seniors Windsor
City of Barrie 55 + Centres
City of Campbell River Parks &
Recreation
Cummings Jewish Centre for Seniors
Elder Active Recreation Association
Good Neighbours Senior Centre
Greater Edmonton Foundation: Housing
for Seniors
Horton Street Seniors Centre
Jewish Child and Family Service
Kingston Community Health Centres
Minoru Place Activity Centre
N.B. ExtraMural Program
NWT Seniors' Society
Pictou County Council of Seniors /
Outreach
Pioneer Club Atikokan #158
Saskatoon Council on Aging
Senior Resource Centre
Saskatchewan Parks & Recreation
Association
Square One Older Adult Centre
Swan River & District Community
Resource Council
Town of Milton
Town of Whitby Seniors Services
Vintage Fitness
York West Active Living Centre

DONORS

ALCOA is a charitable, not-for-profit
organization. Our thanks to the following
individuals for their generous donations:

Margaret Barbour

**Better Living Health and Community
Services**

COMMITTEE MEMBERS & CONSULTANTS

Our Coalition is strong because of the support
from our membership and other volunteers.
Together individuals have provided hundreds
of hours of volunteer support to sit on
committees, organize events, and share their
wisdom and knowledge. ALCOA sincerely
thanks the individuals for their contribution
to the success of the Coalition.

SILVER TIMES EDITORIAL COMMITTEE

Jim Evanchuk

ALCOA Manitoba (MB)

Donna Fagan RD

Community Care Access Centre (ON)

Charles Keple

Saskatchewan Senior's Mechanism Rep
(SK)

Philippe Markon PhD

Professor Emeritus University of Quebec
(QC)

Kimberly Wilson PhD(c)

Canadian Coalition for Seniors' Mental
Health (ON)



L to R: Jim Evanchuk, Peggy MacLeod, Sue Hesjedahl, Wendy Kraglund-Gauthier, Sylvie Jacques, Lilisha Burris, Mary MacLellan, Sara MacDougall, Patsy Beattie-Huggan, John Kaunds, Patty Clark

Absent: Jamie Dumas, Clara Fitzgerald, Soo Jones, Patrick McGowan, Liz Sajdak, Kimberly Wilson

HEALTHY LIVING REFERENCE GROUP

Patsy Beattie-Huggan

The Quaich, Facilitator (PE)

Lilisha Burris RD

Dietitians of Canada- EatRight Ontario (ON)

Jamie Dumas

Huron Park Fitness Centre (ON)

Jim Evanchuk

ALCOA Manitoba (MB)

Clara Fitzgerald

Canadian Centre for Activity and Aging (ON)

Sue Hesjedahl

Older Adult Centre Association of Ontario (ON)

Sylvie Jacques

Bruyère Academic Family Health Team (ON)

Soo Jones

older adult (ON)

John Kaunds

older adult (ON)

Wendy Kraglund-Gauthier, PhD

St. Francis Xavier University (NS)

Sara MacDougall

The Quaich, Researcher (PE)

Peggy MacLeod RN

Community Health Nurses of Canada (AB)

Mary MacLellan

Pictou County Council of Seniors/ Outreach (NS)

Patrick McGowan PhD

University of Victoria, School of Public Health & Social Policy (BC)

Liz Sajdak

The Quaich, Researcher, (PE)

Kimberly Wilson PhD(c)

Cdn Coalition for Seniors Mental Health (ON)

NOMINATING COMMITTEE

Chair, **Bill Krever** Toronto ON
Better Living Health and Community
Services

RESEARCH COMMITTEE

Heather Keller PhD
University of Guelph

Philippe Markon PhD
Professor Emeritus, University of Quebec

Michelle Porter PhD
University of Manitoba

Mike Sharratt PhD
Schlegel-UW Research Institute for Aging

Bert Taylor PhD
Professor Emeritus, University of Western
Ontario

ALCOA CONTRACT STAFF & CONSULTANTS

ALCOA continues to work with a variety of contract staff on all its projects. Our consultants bring many years of experience and expertise, and are an essential component to the success of every project.

Patsy Beattie-Huggan, Sara MacDougall, Liz Sajdak – The Quaich

Tonia Hearst, Administrative Assistant

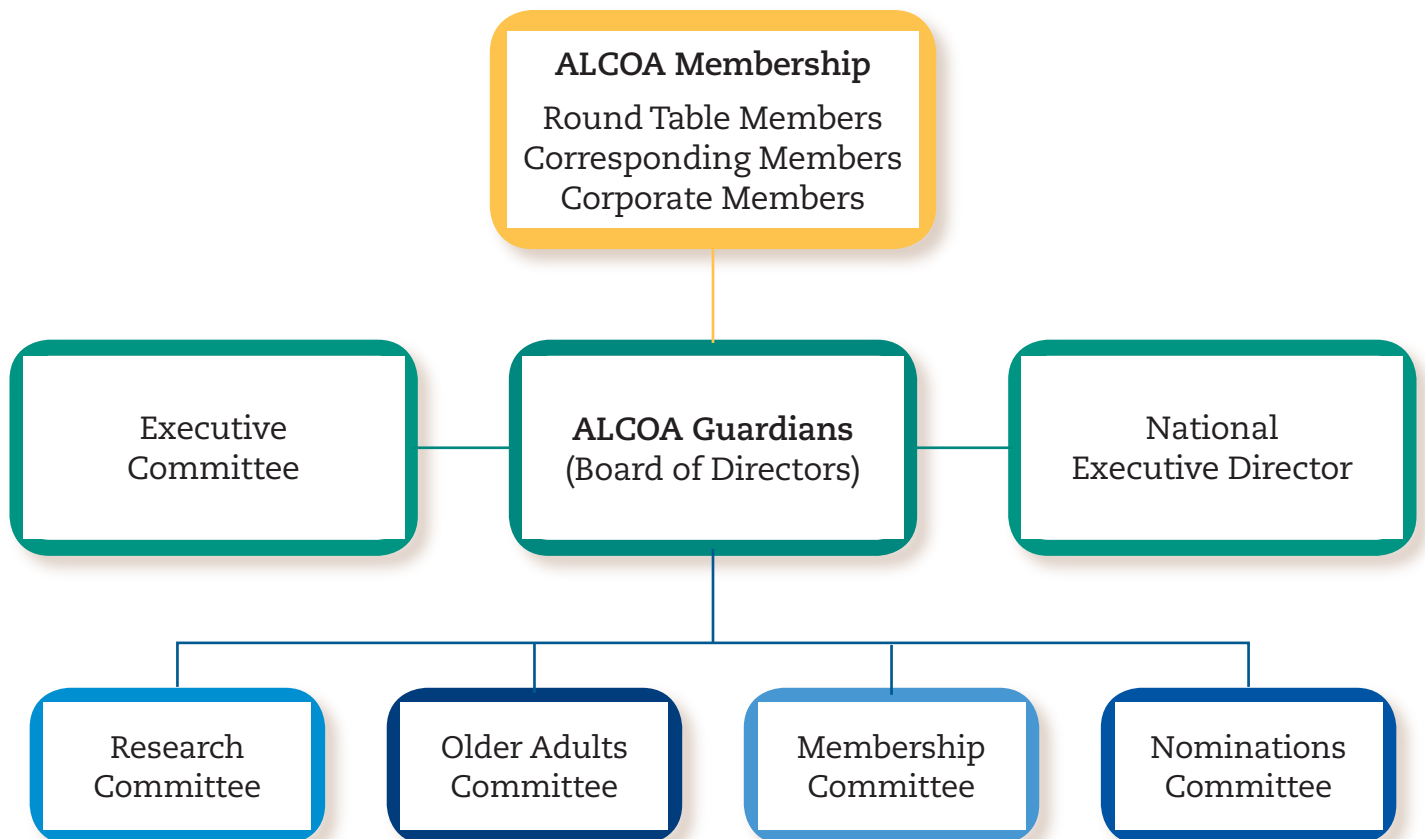
Claire Jobidon, French Translator

Sally Lang, Clear Language Editor

Ward Maxwell, Graphic Designer

Andrew Wilczynski, Web Master

ALCOA ORGANIZATION STRUCTURE



Active Living Coalition For Older Adults/Coalition d'une vie active pour les aîné(e)s
Financial Statements
March 31, 2013
Independent Auditor's Report

To the Members,
Active Living Coalition for Older Adults / Coalition de vie active des aîné(e)s

Report on the Financial Statements

We have audited the accompanying financial statements of Active Living Coalition for Older Adults / Coalition de vie active des aîné(e)s which comprise the statement of financial position as at March 31, 2013, and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Active Living Coalition for Older Adults / Coalition de vie active des aîné(e)s as at March 31, 2013, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Cowperthwaite Mehta
Chartered Accountants
Licensed Public Accountants

June 25, 2013
Toronto, Ontario

Active Living Coalition For Older Adults/Coalition d'une vie active pour les aîné(e)s
Statement of Financial Position
as at March 31, 2013

| | 2013 | 2012 |
|--|------------------|-------------------|
| ASSETS | | |
| Current assets | | |
| Cash | \$ 7,201 | \$ 46,586 |
| Accounts receivable | 12,031 | 10,693 |
| Prepaid expenses | <u>3,905</u> | <u> </u> |
| | <u>\$ 23,137</u> | <u>\$ 57,279</u> |
| LIABILITIES AND NET ASSETS | | |
| Current liabilities | | |
| Accounts payable and accrued liabilities | \$ 7,801 | \$ 29,997 |
| Prepaid membership fees | 1,335 | 2,350 |
| Deferred revenue | <u>5,395</u> | <u>2,811</u> |
| | <u>14,531</u> | <u>35,158</u> |
| Net assets | | |
| Designated (note 4) | 8,000 | 20,000 |
| Unrestricted | <u>606</u> | <u>2,121</u> |
| | <u>8,606</u> | <u>22,121</u> |
| | <u>\$ 23,137</u> | <u>\$ 57,279</u> |

Approved on behalf of the Board:



_____, Director



_____, Director

Active Living Coalition For Older Adults/Coalition d'une vie active pour les aîné(e)s
Statement of Operations and Changes in Net Assets
as at March 31, 2013

| | 2013 | 2012 |
|---|-----------------|------------------|
| REVENUE | | |
| Government contributions (note 5) | \$ 93,695 | \$ 193,294 |
| Corporate sponsorship | 9,811 | 12,189 |
| Membership fees | 7,990 | 8,270 |
| Donations | 1,555 | 4,000 |
| Interest and other | <u>1,660</u> | <u>640</u> |
| | <u>114,711</u> | <u>218,393</u> |
| EXPENSES | | |
| Personnel | 85,512 | 117,952 |
| Materials and office supplies | 12,041 | 18,899 |
| Evaluation and dissemination | 11,826 | 63,010 |
| Travel and accommodations | 9,401 | 13,386 |
| Premises | 5,932 | 10,518 |
| Purchased services | <u>3,514</u> | <u>3,952</u> |
| | <u>128,226</u> | <u>227,717</u> |
| EXCESS OF EXPENSES OVER REVENUE FOR THE YEAR | (13,515) | (9,324) |
| Net assets, beginning of year | <u>22,121</u> | <u>31,445</u> |
| NET ASSETS, END OF YEAR | <u>\$ 8,606</u> | <u>\$ 22,121</u> |

Active Living Coalition For Older Adults/Coalition d'une vie active pour les aîné(e)s
Statement of Cash Flows
for the year ended March 31, 2013

| | 2013 | 2012 |
|---|-----------------|------------------|
| OPERATING ACTIVITIES | | |
| Excess of expenses over revenue for the year | \$ (13,515) | \$ (9,324) |
| Net change in non cash working capital items | | |
| (Increase) decrease in accounts receivable | (1,338) | (7,052) |
| Increase (decrease) in prepaid expenses | (3,905) | 711 |
| Increase (decrease) in accounts payable and accrued liabilities | (22,196) | 20,097 |
| Increase (decrease) in prepaid membership fees | (1,015) | 680 |
| Increase (decrease) in deferred revenue | <u>2,584</u> | <u>(2,218)</u> |
| NET DECREASE IN CASH FOR THE YEAR | (39,385) | 2,894 |
| Cash, beginning of year | <u>46,586</u> | <u>43,692</u> |
| CASH, END OF YEAR | <u>\$ 7,201</u> | <u>\$ 46,586</u> |

Notes To The Financial Statements

March 31, 2013

1. The Organization

Active Living Coalition for Older Adults / Coalition de vie active des aîné(e)s (the "organization") is a not-for-profit organization incorporated under the laws of Canada without share capital. The organization is exempt from income tax in Canada as a registered charitable organization under the Income Tax Act (Canada).

The organization's goals are to undertake public education, communicate research and study results in plain language, to train community based volunteer presenters and to hold education events and activities regarding the health benefits of active living for older adults.

2. Summary Of Significant Accounting Policies

Management is responsible for the preparation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations on a basis consistent with prior years. Outlined below are those policies considered particularly significant:

Financial instruments

Financial instruments include cash, accounts receivable and accounts payable and accrued liabilities. Cash is measured at fair value. All other financial instruments are recorded at cost.

Capital assets

Capital assets are recorded at cost. Amortization is provided annually at rates calculated to write off the assets over their estimated useful lives.

Revenue recognition

The organization follows the deferral method of revenue recognition. Its principal sources of revenue and recognition of these revenues for financial statement purposes are as follows:

- i) Project funding related to current expenditures is reflected in the accounts as a revenue item in the current year. Project funds received in the year for expenses to be incurred in the following fiscal year are recorded as deferred revenue. Funding related to the purchase of capital assets is recorded as revenue in the same period the related capital assets are charged to operations.
- ii) Membership fees are recorded when received. Prepaid fees are recorded as payables and deferred to the next year.
- iii) Interest is recognized when earned.
- iv) Contributions are recorded when funds are received. Donated materials and services which are normally purchased by the organization are not recorded in the accounts.

Expenses

Expenses are recorded when goods or services are consumed.

Use of estimates

The preparation of these financial statements requires management to make estimates and assumptions that affect the reported amount of assets, liabilities, revenues and expenses. Specifically, significant assumptions have been made in arriving at deferred revenues. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in the period in which they become known.

3. Financial Risks

Financial instruments expose the organization to risks which may affect the cash flows of the organization. Specifically:

Credit risk arises from the possibility that fees are not paid. Fee receivables are monitored and followed up by management on a continuous basis to minimize the risk of lost revenue.

Liquidity risk is the risk that the organization will not be able to meet its obligations associated with financial liabilities. Cash flow from operations provides a substantial portion of the organization's cash requirements.

It is management's opinion that the organization is not exposed to significant credit or liquidity risks.

4. Designated Net Assets

The Guardians (Board of Directors) of the organization have established a reserve to cover expenses in the event of an interruption in funding or an income shortfall. The reserve was drawn down by \$12,000 to \$8,000 to cover funding shortfalls in the year (\$20,000 as at March 30, 2012).

5. Government Contributions

Government funding recognized in the year was as follows:

| | 2013 | 2012 |
|--|------------------|-------------------|
| Public Health Agency of Canada | \$ 83,695 | \$ 179,927 |
| Research Institute for Aging | 10,000 | |
| Canadian Institutes of Health Research | | 10,000 |
| Heritage Canada | | 3,367 |
| | <u>\$ 93,695</u> | <u>\$ 193,294</u> |

**Active Living Coalition for
Older Adults**

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www.silvertimes.ca

