



# ANNUAL REPORT 2012

## BUILDING THE LEGACY



**NEIGHBOURHOOD LINK**  
SUPPORT SERVICES

# CECELIA MURPHY AND NORM HOUGHTON: THEIR LEGACY

In the mid seventies, two long-time east Toronto residents became aware and concerned of the plight facing the aging population in their community. Their names were Cecelia Murphy and Norm Houghton. Both had taken notice of seniors being regularly forced from their own homes and placed into institutional care, all because they could no longer manage everyday living. Simple tasks like conducting business over the phone, doing laundry, cooking, housekeeping, shopping and even bathing had become arduous and in some cases impossible.

They shared their concern with a small group of neighbours and collectively set out to provide solutions that were simple and immediate. They conducted home visits and assessed needs, organized community dinners and outings, helped with household chores and ran errands — all designed so people could retain their independence, their dignity and their homes in the community.

These humble efforts lead to the formation of Senior Link, soon to be a community leader in east Toronto seniors' services. By the early 1990s community needs broadened to include a younger demographic: the newly unemployed, the newly homeless and the newly arrived. Senior Link developed new programs to meet the demand and, as well, acknowledged its new mandate with a new, more appropriate name: Neighbourhood Link Support Services (NLSS).

From those beginnings in 1975, the organization remains steadfast to the original plan set out by that small community-minded group of people.

Neighbours helping neighbours is their legacy.

## A MESSAGE FROM THE EXECUTIVE DIRECTOR AND CHAIR

We have stepped up our community engagement this past year, with many community initiatives. In the fall we asked the east Toronto community to be our Ambassador to “Wake up the Neighbours” by helping us spread the word of what we do—neighbours helping neighbours. Since 1975 we have provided a wealth of practical assistance to seniors, jobseekers, new Canadians, and youth. The response was overwhelming. Not only did our neighbours talk about us, they responded with financial support to help us continue the legacy.

The support of our community is a vote of confidence in the work we do. We have relied on the people of east Toronto, and they have never let us down. They have given us their time and talents, as well as their financial support.

We touched the lives of over 11,630 clients, last year, through almost 110,000 contacts: attending recreational programming, enjoying a meal, having a visit from a volunteer, getting a lift to a doctor’s appointment, meeting with an employment counsellor, having help with homework, practicing English language skills, recovering lost identification.

No matter how dedicated our staff of 100, we could not be successful without the commitment of our volunteers—over 650 people. They are involved in every service we offer and every program we deliver. Many are both a volunteer and a client. Others want to engage with helping people close to home. Still others volunteer because someone they know has used our services. Whatever their reason for volunteering, we are so very grateful for their participation.

They are a remarkable group!



Mary McGowan  
Executive Director  
Neighbourhood Link  
Support Services

Mary Christie  
Chair  
Neighbourhood Link  
Support Services



# OUR SENIORS

## RESPONDING TO THEIR NEEDS

### REACHING OUT

2012 saw increased outreach to seniors living in the east Toronto community. This, along with stronger partnerships, resulted in a busy and exciting year for Seniors Services. Here are some of the highlights.

### THE LUNCH BUNCH

The Beaches United Church Lunch Bunch Program continued to grow and welcome new members. The agenda expanded to include a guest speaker at each Wednesday get-together.

### STAYING SOCIAL

The Congregate Dining programs maintained their popularity and provided almost **15,000** hot, healthy and delicious meals to seniors living in the Beaches/East York neighbourhood.

### GETTING AROUND

Seniors needing transportation to medical appointments booked over **14,000** rides with the NLSS Transportation Program. Drivers were on the road five days a week providing door-to-door service and friendly smiles to over 700 clients.

### NEW PARTNERSHIPS

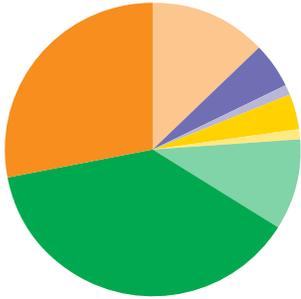
This year NLSS joined forces with Toronto Emergency Services to implement the new Community Agency Notification Program. Available in all the agency's supportive housing sites, this free service ensures families and caregivers are notified immediately in the event a resident is taken to the hospital. The objective of the program is to provide a greater sense of security for the **250** residents. NLSS is one of the first agencies in Toronto to offer this service.

### SPREADING THE WORD

2012 marked the beginning of an exciting campaign to get out into the community and promote the extensive range of programs and services offered by NLSS. New promotional materials have been developed to create awareness of the programs. Brochures are currently being distributed to over 50 different locations in the neighbourhood.

This year, as in others, seniors living in the catchment area continued to receive case management support, visits from friendly volunteers and rides to do shopping. They were able to attend adult day programs, health promotion workshops or a simple game of bingo — all of which helped more than **2,800** people to remain active in their community and remain in their own homes — safely and independently.

It was a very good year!



# NEIGHBOURHOOD LINK SUPPORT SERVICES

## FINANCIAL SUMMARY

JANUARY 1, 2012 – DECEMBER 31, 2012

- Employment  
13 %
- Youth  
5 %
- Community  
1 %
- Homelessness  
4 %
- Newcomers  
1 %
- Administration  
10 %
- Housing  
38 %
- Seniors  
28 %

### INCOME

Province of Ontario  
City of Toronto  
United Way  
Government of Canada  
Trillium  
Other

	2012	2011
Province of Ontario	4,282,321	4,272,732
City of Toronto	949,764	909,090
United Way	419,392	456,971
Government of Canada	250,980	300,533
Trillium	0	76,020
Other	563,700	643,679

### Total Income

**6,466,157**      **6,659,025**

### EXPENDITURES

Expenses  
Wages/Benefits  
Rent and Property Expense  
Purchase of Service/Admin  
One-Time Expense  
Insurance  
Other

Expenses		
Wages/Benefits	5,302,477	5,345,184
Rent and Property Expense	443,329	490,645
Purchase of Service/Admin	120,714	148,219
One-Time Expense	15,310	46,868
Insurance	44,602	48,098
Other	512,807	571,550

### Total Expense

**6,439,239**      **6,650,564**

### (Deficiency)

**Excess of Income over Expenditures**

**26,918**      **8,461**

# NEIGHBOURHOOD LINK HOMES

## FINANCIAL SUMMARY

JANUARY 1, 2012 – DECEMBER 31, 2012

### INCOME

	2012	2011
Rental Income	2,082,784	2,045,583
City of Toronto	2,740,713	2,738,977
SHRRP Funding		
Other		
Non-Shelter		
<b>Total Income</b>	<b>4,823,497</b>	<b>4,784,560</b>

### EXPENDITURES

Repairs and Maintenance	654,739	637,717
Utilities	604,851	566,360
Insurance	69,750	65,718
Donations		100,000
Administration	286,867	262,912
Mortgage Interest	1,342,358	1,393,683
Depreciation	1,075,294	1,023,968
Property Taxes	439,629	456,922
Reserve for Major Repairs	160,909	154,661
SHRRP Funding		
Due to funder	58,303	36,074
<b>Total Expenses</b>	<b>4,692,700</b>	<b>4,698,015</b>

### (Deficiency)

<b>Excess of Income over Expenditures</b>	<b>130,797</b>	<b>86,545</b>
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## 2012 AT A GLANCE

**31,520**

total meals served

**1,810**

number of  
clients attending  
employment  
readiness  
workshops

**40**

number of kids  
benefiting from  
homework support  
**5** days a week

**13,770**

total trips in the  
Neighbourhood Link  
van by **695** seniors

**28,031**

total hours donated  
by **689** volunteers

**429**

total number of  
people housed



# COMMUNITY SERVICES

## APPROPRIATE. PRACTICAL. RELIABLE.

### ACTION FOR NEIGHBOURHOOD CHANGE (ANC)

ANC, a community initiative funded by United Way Toronto, gathers input from and works with residents, service providers, local businesses and community groups in the Taylor Massey neighbourhood to create positive change and a strong, engaged community.

### CHINESE PROGRAMS

An all-age range of activities delivered in Cantonese and Mandarin including recreational games, monthly luncheons, music, art classes, day trips and celebrations for special events has been designed by and for the Chinese-speaking community.

### COMMUNITY DINNERS

Every Thursday, members of the community are invited to attend 10 Gower Street, for a free nutritional home-cooked meal. Up to **100** guests are accommodated weekly.

### FRIDAY FRIENDS

Young adults with Down syndrome meet socially on a weekly basis and share in recreational activities.

### HEALTHY LIFESTYLES

Healthy lifestyles workshops are offered free every Monday providing an opportunity to discuss lifestyle interests, which include managing stress through meditation and choosing nutritious food on a limited budget.

### INCOME TAX CLINIC

Free income tax services are provided for newcomers, youth, seniors, persons with low income and individuals receiving employment insurance or social assistance. In 2012, **350** clients received assistance in filing their returns.

### KICK START DROP-IN

Kick Start is the only youth program offered in the Taylor Massey neighbourhood. Taking place after-school and during the summer, the program offers homework assistance, drop-in activities, games, sports, arts and crafts, comedy, theatre, and

cooking, as well as mentoring and leadership development for older youth.

### KICK START CAMP

This summer camp is a fun, safe place where children and youth can make new friends and enjoy many different indoor/outdoor activities, such as soccer tournaments, baseball tournaments, scavenger hunts, dance competitions, swimming, trips to the beach, yoga, relay races, painting, and much more.

### NEWCOMER SUPPORT

To assist newcomers with integration into Canadian society, activity based programs are offered that include English conversation circles, computer training, navigation of government services and the promotion of health and wellness.

### PARTNERS FOR ACCESS & IDENTIFICATION (PAID)

This citywide program helps vulnerable people get the identification they need to access health care, sources of income such as pensions, and other services. Without a birth

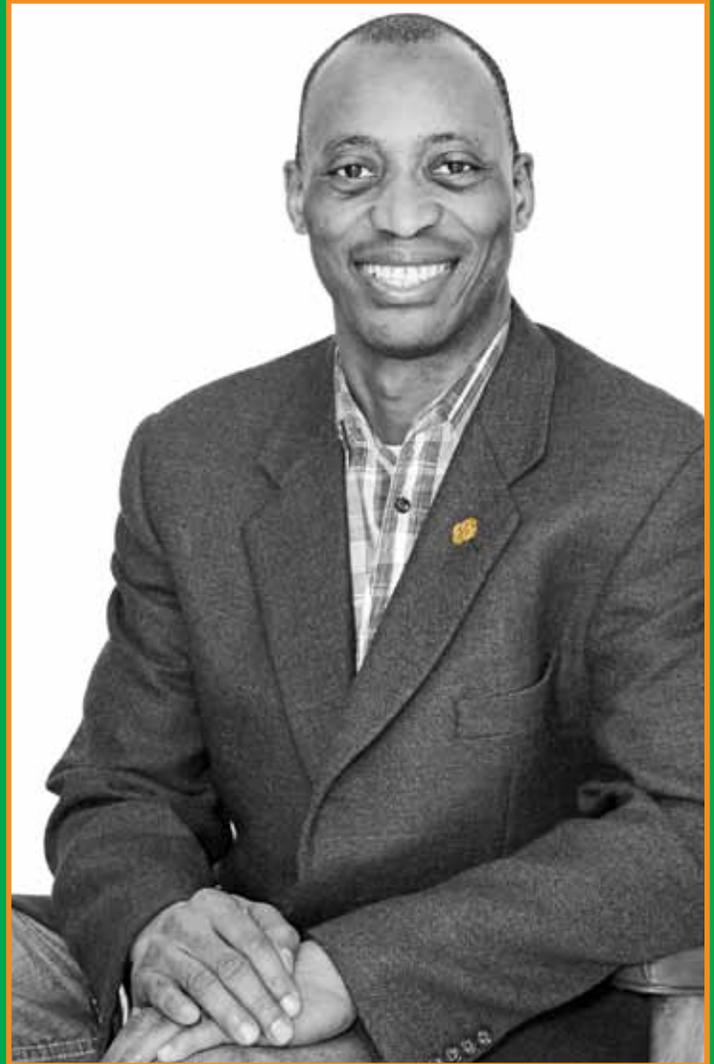
certificate, health card or social insurance number, it is impossible to access basic services or find employment. In 2012, NLSS made **24,268** contacts in the service of **6,232** clients, enabling them to secure their ID and improve their lives.

### VOLUNTEER PROGRAM

Community members donating their time assist NLSS in the enhancement of its service provision to clients. As well as being beneficial to the community, volunteers are able to acquire and hone their own employment skills while working with seniors, youth, newcomers and job seekers. This year, **689** volunteers contributed **28,031** hours to NLSS.

### YOUTH OUTREACH WORKERS (YOW)

Youth Outreach Workers connect with resources, initiatives and community programs to provide support and assistance to youth in the Taylor Massey area to help them succeed.



# EMPLOYMENT SERVICES

## A NEIGHBOURHOOD THAT WORKS

### THE RESOURCE AND INFORMATION CENTRE

Funded by Employment Ontario, the Resource and Information Centre provides job seekers access to computers, internet, newspapers, photocopying, scanning, faxing, job postings, books and monthly workshops. In 2012, the centre expanded its suite of services to include three more programs.

### NEW KNOWLEDGE, NEW SKILLS

Funded by the City of Toronto, New Knowledge, New Skills is a six-week pre-employment program for newcomers. It assists newcomers in addressing barriers to employment that may interfere with their transition into the Canadian labour market. An individual action plan based on job-search needs is developed with each client. Participants engage in field trips, resumé writing, job interview preparation and professional networking workshops while learning about labour market trends and Canadian business culture.

### MOVING FORWARD

Funded by the City of Toronto, the Moving Forward program is an eight week pre-employment and workplace training program for adults with mental health barriers to employment. It is offered in partnership with the Centre for Addiction and Mental Health (CAMH). Over the eight-week period, the program offers two weeks of career exploration, one week of basic computer search skills, two weeks of job searching skills, three weeks of workplace success strategies, and one-on-one counselling support.

### YOUTH WORKS

Funded by Service Canada, Youth Works is a twelve week paid pre-employment program for young men and women who are out of school, out of work, lack post-secondary education, and are looking for employment. During the first four weeks of the program, clients participate in a variety of workshops such as job search, life skills, resumé and cover letter writing as well as interview skills. For the remaining eight weeks, youth are in paid employment. Youth also receive one-on-one support, advocacy in obtaining a two month work placement, WHIMS, CPR and First Aid certifications.

### ONE-ON-ONE EMPLOYMENT COUNSELLING

Employment Ontario funds the One-On-One Employment Counselling Program. Working with an employment counsellor, individuals assess their career options and develop the job search skills needed for a return to employment. Clients can access career exploration workshops, a two-week job search program, and computer classes. Individuals will also be able to access other Employment Ontario resources such as Second Career, Self-Employment Benefits Program and apprenticeship opportunities.

In 2012, **955** individuals received one-on-one employment support through these new programs. **1,660** individuals visited our Resource and Information Centre and **1,810** attended our employment readiness workshops.

INDEPENDENCE. DIGNITY. COMMUNITY.



The dictionary defines the word, neighbourhood as “*a district, esp. one forming a community within a town or city*”. To Cecelia Murphy and Norm Houghton, neighbourhood meant much more. They recognized then, as we do now, that neighbourhood is more accurately defined by its people — not its geographic territory. This year’s report features photos of the clients, staff and volunteers of Neighbourhood Link Support Services as seen through the lens of photojournalist and NLSS volunteer, David Van Dyke. Together, they put a face to Cecelia and Norm’s legacy.

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