



# Silver LINING



Fall/Winter 2014

## BEST CARE FOR SENIORS CAMPAIGN

### 2014/15 Board of Directors

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**Don Beach**  
Vice Chair

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**Marilyn Wilson**

**Doreen Saunders**  
Chief Executive Officer

**Welcome to our 2014 edition of Silver Lining. On these pages, you will find success stories through our 100% flu immunization, buying locally grown and produced foods, reasons for giving, our Annual Young at Heart Ride, and a few other tidbits. These are all stories that will help give you a glimpse of everyday life here at the IOOF Seniors Homes. We all have as story to tell, but where to start....**

### GREETINGS FROM THE BOARD

It is a great pleasure to bring you best wishes from the IOOF Seniors Homes Inc. Board of Directors. On behalf of the Board, I would like to take this opportunity to mention that we are an engaged and committed group and are looking forward to supporting and representing all areas of the IOOF Seniors Homes in a respectful and honourable manner. It is of utmost importance that we be able to continue to provide quality care in an appropriate environment for our seniors who have contributed in so many ways to our community and country. They deserve to be cared for with compassion in an atmosphere of dignity and respect. Although we strive to stay current through ongoing redevelopment, and work diligently to operate as efficiently as possible, we continue to depend on charitable donations to help us to provide excellence in care for our Residents.

With our Residents in mind, I would like to share ongoing exciting news with you about the happenings at the IOOF Seniors Homes. The newsletter you are reading today is a first step in keeping the community informed and engaged about our needs and priorities. This edition is the first that will be distributed throughout our community to keep you apprised on what is going on. The IOOF Seniors Homes is engaging in a Redevelopment Campaign for its LTC Home and we want everyone in the community to know we are here and providing a much needed service for seniors – from totally independent living, to assisted living, rent-geared-to-income housing and long-term care. To maintain the excellence in the services we provide we need your help. We can't do this alone!

Your support is important to us. With your help we will be able to serve all of our Residents now and those in the future with the quality of care they deserve through our Best Care for Seniors Campaign. Please remember us this Holiday Season.



Back row (left to right): Jack McAllister, George Clarke, Duncan McMillan, Charles Pole, Jim Edwards & Terry Switzer.

Seated front row (left to right): Charles Benson, Doreen Saunders CEO, John Nichols, Chair/President, June Ritchie, Secretary, Don Beech, Vice Chair & Marilyn Wilson.

Missing: Wayne Gard & Pat Smith.

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On behalf of all of us at the IOOF Seniors Homes I thank you for your help,  
John Nichols  
Chair/President

### BINGO VOLUNTEERS NEEDED

Are you looking for something to do that doesn't take a lot of your time?  
Well, we can help!

The IOOF Seniors Homes is part of the community BINGO program and receives about \$10,000 annually. Being a volunteer requires your help for a two hour shift only four times a year. That's ONE time every 3 months!

The shifts are always 3-5pm on a Sunday and we will provide you with a uniform shirt with logo to identify you as our IOOF Volunteer.

**Please contact the Revenue Development Office at 705.725.4610 or e-mail [svilas@ioof.com](mailto:svilas@ioof.com) if you are interested or require additional information.**

## MESSAGE FROM OUR CEO

Philanthropy has changed. We know that. While there are many who know us and trust us to do our good work with their donations, many donors are turning to specific projects to support. Perhaps it is to honour a loved one's special needs or maybe wanting to provide space for meaningful family visits. As a donor, we respect your right to choose, but as a charitable organization our capital needs never end. We always have the need just not the means for items such as over-bed tables that keep personal items handy for those who are bed-ridden, to a new dining room that will have an incredible impact on Residents and staff alike. Big and small we can all make a difference in the day to day lives of the Residents.



There has been a drastic increase in overall demand for services, and with the recent emphasis to move away from hospital centered care to more cost efficient in-home community care and long term care homes, we now serve Residents who have more acute care needs than ever before. The average age of LTC Home Residents is 90, and most are women. Of the 161 of our Home's LTC population, annually about half are either discharged or pass away. Many of our Residents who pass on, do so in the Home where we have been providing Palliative Care for some years now, instead of a hospital. This is a very significant change from a few decades ago.

Your support today will help our redevelopment to continue and will allow us to serve all of our Residents for many years to come. While change is great we need help. We greatly appreciate all donations – every dollar is a step in achieving our goals and maintaining the exceptional care we deliver.

Thank you on behalf of everyone at the IOOF Seniors Homes,  
Doreen Saunders, CEO

### IOOF Seniors Homes achieves an immunization first in Simcoe County



LTC staff members (from left) Denise Smith, RPN, Eileen Printess, RPN, Deirdre Britton, Director of Resident Care and Leanna Gilbert, Nurse Manager.

With diligence and teamwork, IOOF Seniors Homes Inc. ensured all staff members were vaccinated against the flu during the 2013-2014 influenza season. It's the first time that a long-term care home in Simcoe County has achieved 100 per cent staff immunization, earning a special award from the Simcoe Muskoka District Health Unit. The long-term care home also received the health unit's gold award for achieving a vaccination rate above 90 per cent which the organization has exceeded since the Awards Program began in 2009.

Deirdre Britton, Director of Resident Care says the successful effort supports IOOF Seniors Homes' Mission of 'Caring is our reason for being.' "Ultimately that's what we're here to do. We're here to take care of our residents and first and foremost that's to keep them well," Britton says. Long-term care residents are vulnerable to infection during flu season. Most residents don't venture outside at that time of year so if they catch the flu, it's likely been brought into their home.

Ensuring everyone was vaccinated resulted from a team effort mandated by the CEO and led by Leanne Gilbert, Nurse Manager. "We stayed on top of it until every name was checked off the list," said Leanne.

"We didn't have one respiratory or influenza outbreak this winter and we attribute that to staff being healthy and vaccinated, so they weren't bringing illness in," Britton said. She and Gilbert say this effort shows that a 100 per cent staff immunization rate is possible, and are hoping for the same results this 2014-15 Season.

We are always hopeful other homes and health-care organizations are inspired to follow suit!

### Food for thought...

Travis Durham hopes that being a champion of buying locally grown and produced food will inspire other health-care organizations to do the same.

"It's a passionate project of mine," said the Director of Support Services for IOOF Seniors Homes Inc., who recently received the Buy Local Champion award from the Simcoe County Food and Agriculture Charter Committee and Food Partners Alliance of Simcoe County.

Growing up in a rural area instilled in him the principle of "supporting our neighbours and our local economy," Durham says. Buying locally also promotes good food security, he adds. Durham received this year's Buy Local Champion award after being nominated in 2013, which was the inaugural year for the recognition program. The award honours an individual or organization working to promote the purchase of locally grown food or food products within Simcoe County.

"We make our suppliers aware that we want to buy locally and then ask about where the food is from — know the origin of your food and buy locally through them," Durham says, noting the IOOF Home's main produce, meat and general food suppliers have all been engaged at this point.

IOOF Seniors Homes has also begun to host the occasional 'farmers' markets'. "It's a pretty exciting event, especially for our Assisted Living Residents. They may not be able to go and get these items at the grocery store on a regular basis, so when produce is in season and available here it's really handy," said Travis.

Travis appreciates the formal recognition for his efforts and hopes it inspires others to act. "I'm glad to be considered a leader in the sector and the local food movement. I'd really like to see other similar organizations get involved and I hope that our efforts may help stimulate that process."



Travis Durham (centre) receives the Buy Local Champion award from the Ontario Ministry of Agriculture, Food and Rural Affairs' Marilyn Bidgood and Simcoe County Warden Cal Patterson.



## YOUNG AT HEART RIDE RAISES OVER \$16,000 FOR THE BEST CARE FOR SENIORS CAMPAIGN

The Young at Heart Ride started in 2006 with 8 riders and the hopes of community involvement and education toward the growing number of seniors in our community while showing appreciation for them in celebration of their lives and being “Young at Heart” no matter their age. 9 years later, on Saturday, August 23<sup>rd</sup>, 2014, more than 100 riders joined this annual event for a fun-filled day of a scenic poker run through Muskoka with breakfast, lunch (at halfway mark), dinner and amazing prizes – all while helping raise over \$16,000.00 towards the IOOF Seniors Homes Inc. LTC Home Redevelopment Campaign in Barrie.



Through the generosity of our volunteers, donors and sponsors, the IOOF Seniors Homes is excited about planning the 10<sup>th</sup> Annual Event next year!

Stay tuned for information on how to participate, sponsor a rider or donate.

With your help our seniors will remain “Young at Heart”!



### PLEASE GET THE FLU SHOT

The Ontario Ministry of Health has announced that the launch of this year's influenza vaccine will be October 23. Vaccine for the general population (i.e. pharmacies, nursing agencies and other healthcare providers, etc.) will be distributed after October 15. Immunizations for the general population, including community-based influenza immunization clinics, can begin on or after October 23.

Infection prevention and control (hand washing, sneezing or coughing into your sleeve and staying home when ill) is an essential part of care and getting the flu shot protects you and your family.

*The flu shot is safe and effective.* The vaccine has been around for more than 50 years and millions of shots have been given safely. Studies show that the flu vaccination benefits public health; and if you do get the flu after you get the flu shot, you won't be as sick.

Please get the flu shot and protect yourself and everyone around you!

### A REASON FOR GIVING

Like all charities, we depend on the support of our community to achieve our goals.

Building expansions and improvements are necessary to ensure our Residents live in comfort, security and dignity. The increasing needs of our aging population demand that we also continue to change our physical environments to meet evolving care requirements.

There are numerous ways to help us through Planned Giving, Monthly Donations, Annual Pledges, in Memorial and in Honour of donations, Sponsorship and Event Support or through this newsletter.

Whichever way you choose, we are grateful!

### VIDEO EQUIPMENT CAMPAIGN

Along with the very kind donation from the Barrie IOOF Lodge, in 2013, our Resident Fundraising Committee hosted several events to raise further monies for the new Audio System for the Heritage Place Auditorium. Over the summer renovations and installation took place and this room now allows better hearing for residents, staff, public education seminars and training.

This year, 2014, our Committee took on an aggressive initiative to raise funds for a Video System to compliment the Audio System already in place. To date, \$4,901.20 has been raised for the Video System and a *further \$3,950.00 is still required*. Revenue Development is working diligently with an AV expert to lock in costs associated with this project in hopes of being able to have the system installed sooner rather than later.

If you can help, please contact the Revenue Development office at 705-725-4610.

Contact us at the  
IOOF SENIORS HOMES INC.

☎ (705) 728-2389  
www.ioof.com

**Long-Term Care**  
**Odd Fellow & Rebekah Home**

10 Brooks Street  
Barrie, ON L4N 5L3

**Convalescent Care**  
**Elston Unit at**  
**Odd Fellow & Rebekah Home**

10 Brooks Street  
Barrie, ON L4N 5L3

**Assisted Living**  
**Heritage Place**

20 Brooks Street  
Barrie, ON L4N 7X2

**Rental Apartments**  
**Odd Fellow & Rebekah Manor**

10A Brooks Street  
Barrie, ON L4N 5L3

**Life Lease Suites**  
**The Terraces at Heritage Square**

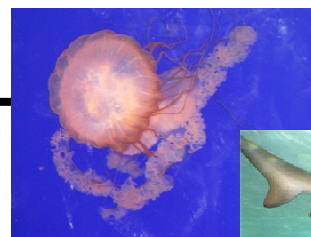
92 Dean Avenue  
Barrie, ON L4N 0M3

## One Fabulous Adventure to the Ripley's Aquarium In Toronto

On Thursday, September 18<sup>th</sup>, 12 of our Heritage Place Residents, 3 Long-Term Care Residents, 2 staff members and our CEO boarded a Hamilton Bus Tour and headed to Toronto to discover and experience an underwater adventure at the Ripley's Aquarium of Canada.

Those in attendance enjoyed lunch at Tucker's Market Place before immersing themselves in a world of sharks, sea horses, leafy sea dragons, florescent jelly fish and over 15,000 other aquatic animals. And who did we run into while at the Aquarium? None other than Marion Wilkie of Owen Sound, a long time Rebekah and member of our Board of Directors from 1994-2007, who just happened to be visiting Ripley's on the same afternoon. Small world, but great to see old friends again.

This was an experience to be remembered!



From left to right: Laura Johnson, the Manor, Marion Wilkie of Owen Sound and Doreen Saunders, CEO

**Remember that you are always welcome, as a group or individually, to tour the IOOF Homes. We are very proud of our history and are happy to share our story.**

**Please contact us at (705) 728-2389 to book a tour.**

### ROTARY 2015 CASH CALENDARS NOW AVAILABLE!

**COST: \$20.00 each**



For every calendar sold the  
IOOF Seniors Homes will receive 25-50% from the  
Rotary Club of Barrie Huronia  
for the Best Care for Seniors Campaign.  
Please call the Revenue Development Office at  
(705) 725-4610 to order your calendar today.

### TRIBUTE DONATIONS

- Make a donation **in memory of** someone who has passed away.  
For your generous gift, we will send a card acknowledging your thoughtful gift to the bereaved family or other designated recipient(s).
- Or make a donation **in honour of** someone who is celebrating a special occasion (such as a wedding, anniversary, birthday or other event).  
We will send a card with your special message to the person(s) being honoured.
- We are grateful for these donations honouring those special people and events – your thoughtful gesture is greatly appreciated.  
A tax receipt for your generosity will be mailed to you.

### YES I WANT TO HELP...

Enclosed is my gift of \$ \_\_\_\_\_

Donor Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone # \_\_\_\_\_ E-mail \_\_\_\_\_

#### Payment Information:

☐ Cheque Enclosed ☐ Bill my Credit Card ☐ Master Card ☐ Visa

**Please make your cheque payable to the IOOF SENIORS HOMES INC.**

Credit Card Number \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Signature \_\_\_\_\_

CVV# \_\_\_\_\_ Expiry Date \_\_\_\_\_

**For Tribute Donations:** ☐ In Memory of ☐ In Honour of

NAME \_\_\_\_\_

**Send Acknowledgement Card to:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_



**IOOF Seniors Homes Inc.**  
**Revenue Development Office**  
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Barrie, ON L4N 7X2  
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**Charitable Registration #10252 6415 RR0001**