



OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés



2015 Profile of OACAO's Member Centres

Findings from the Member Profile Survey

Survey Overview

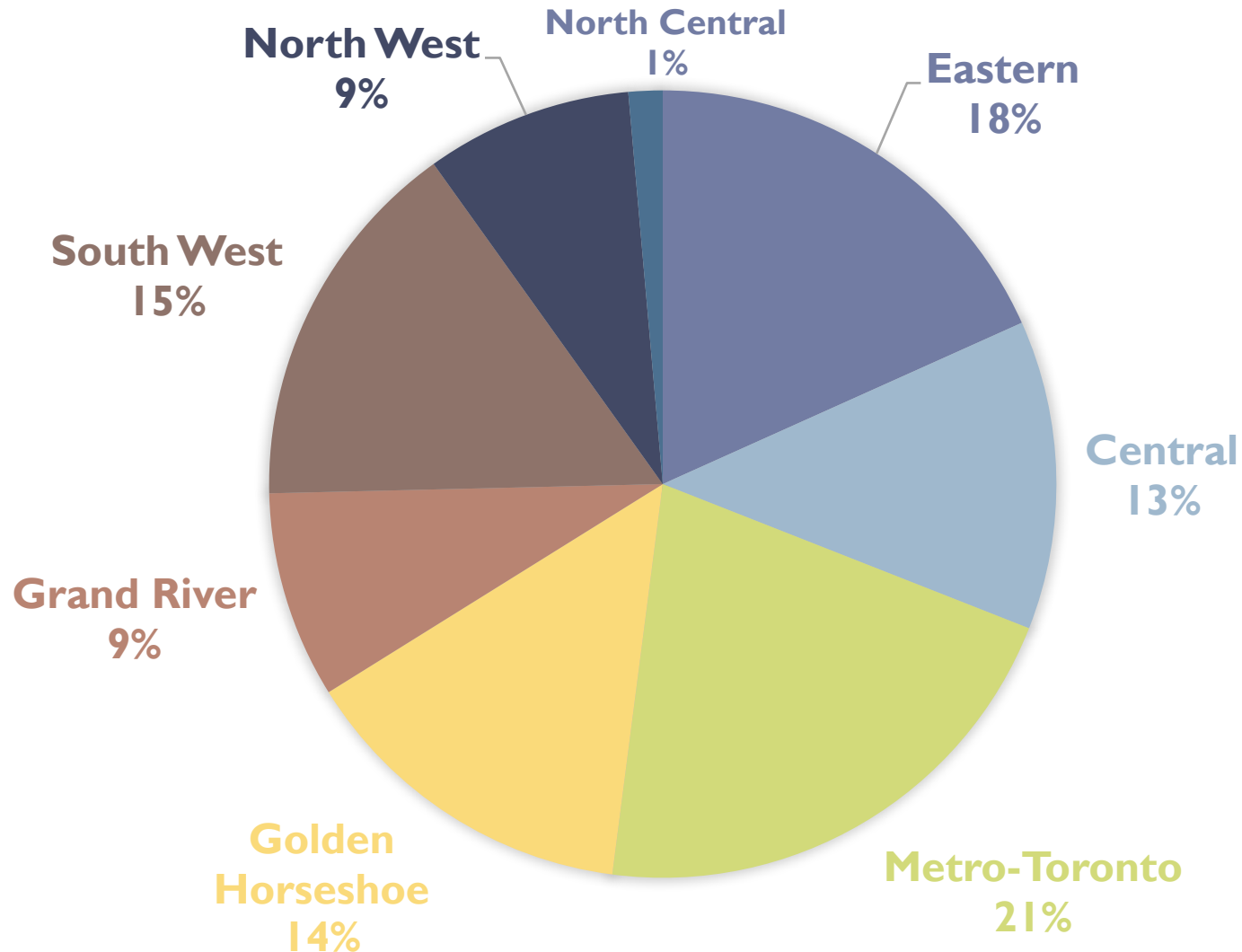
- ▶ Survey contained 99 questions organized into 8 sections:

1) General Information	5) Programs & Services
2) Centre Overview	6) Planning & Decision Making
3) Funding & Fees	7) Issues Faced by Centres
4) Participant Info	8) Use of OACAO Resources

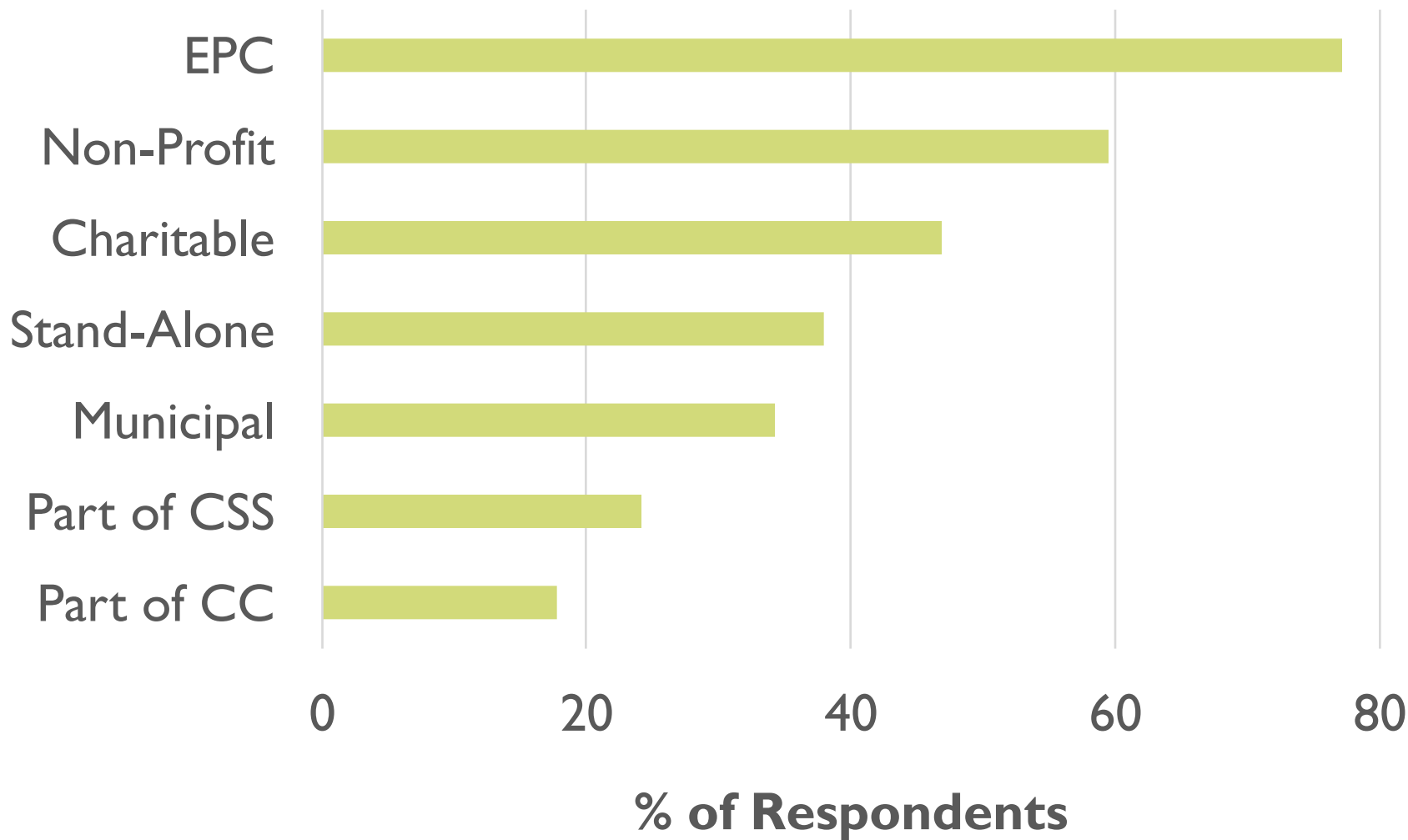
- ▶ Distributed via SurveyMonkey
- ▶ Completed by 79 centres (58.9% of invitees)



Regional Distribution of Centres



Centre Descriptions

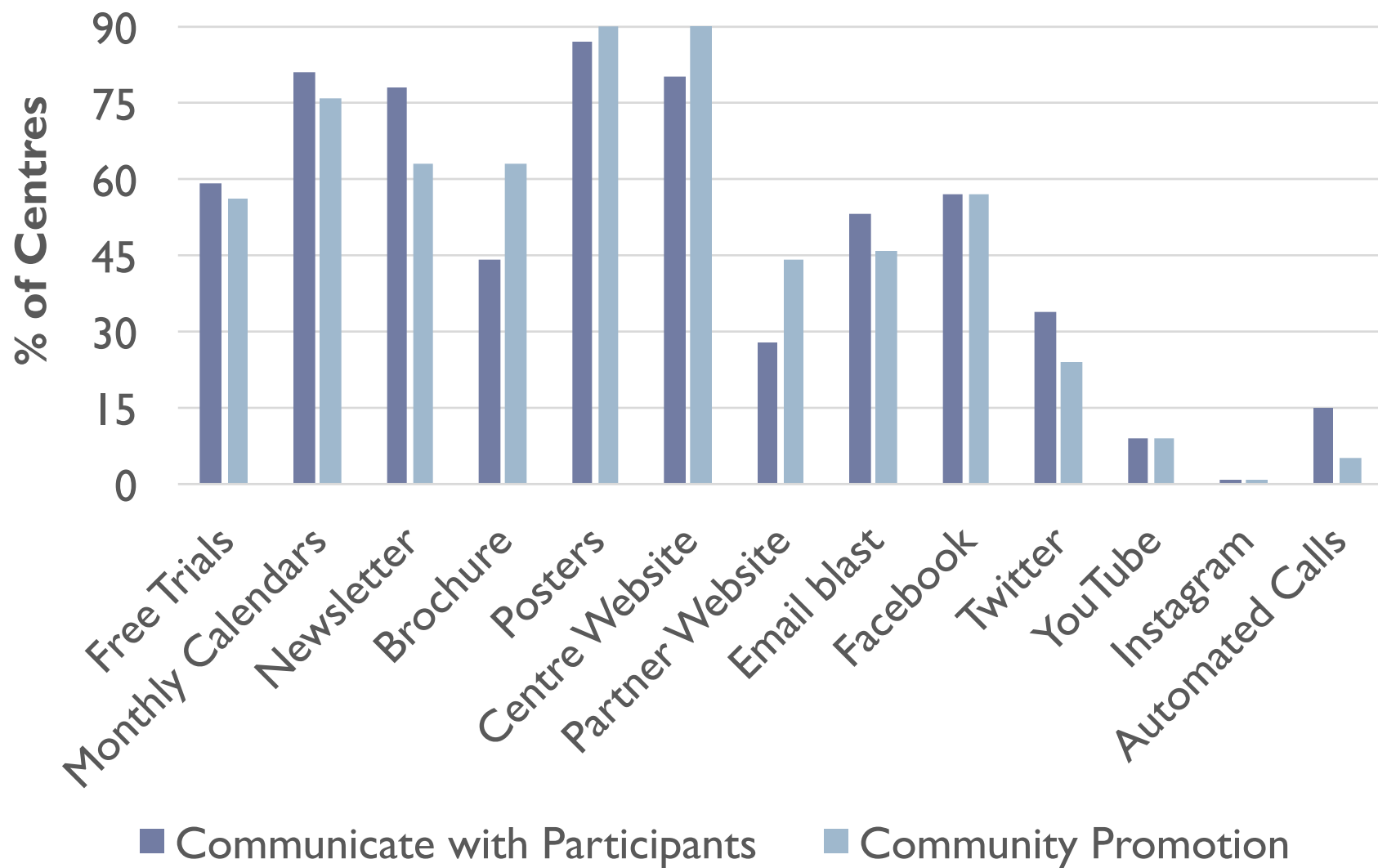


▶ CSS = Community Support Service Agency; CC = Community Centre;

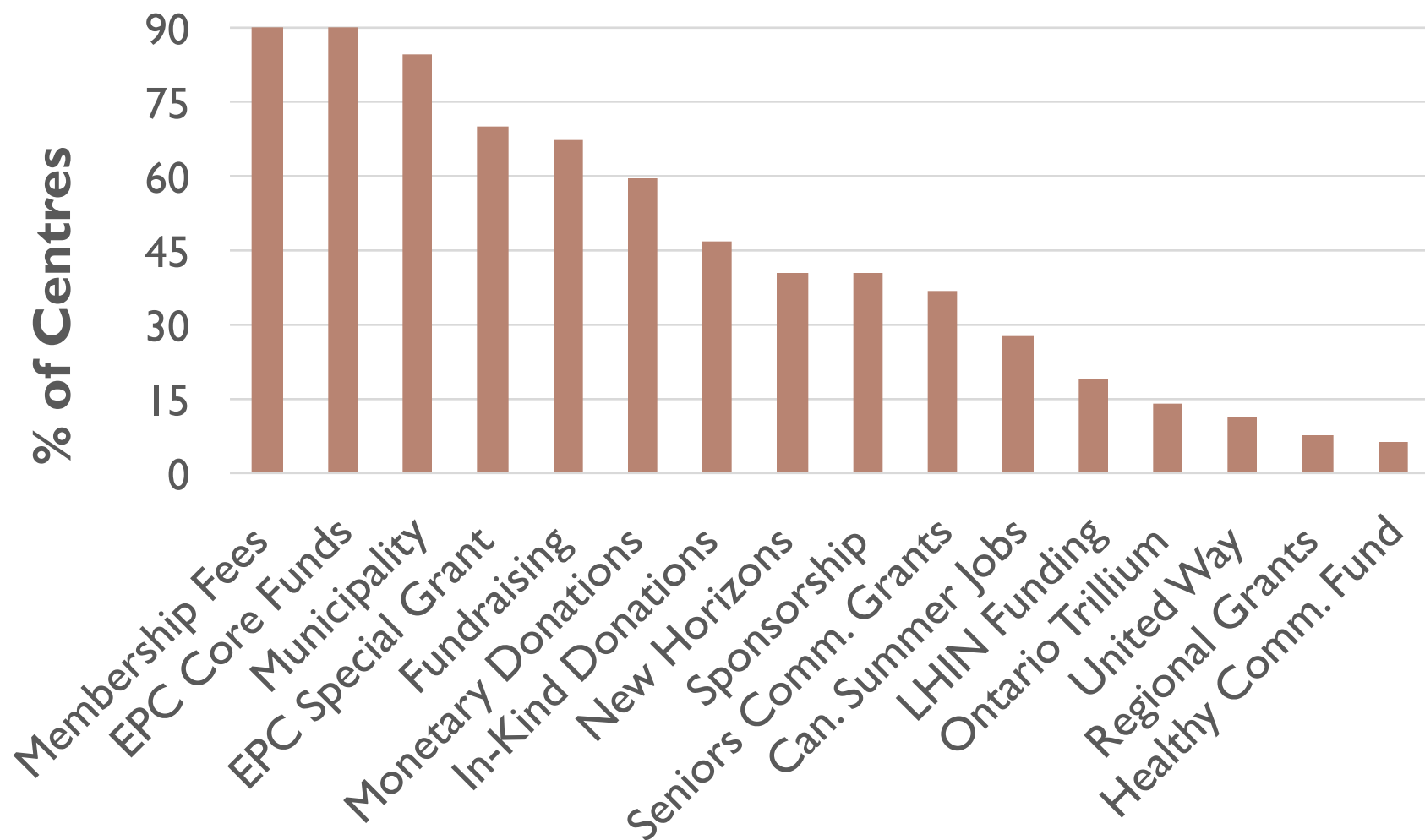
Operational Characteristics

	Average	Range
# Days Open / Week	5.8	4 – 7
# Days Open / Year	293.2	176 – 365
# Full-Time Staff	2.9	0 – 27
# Part-Time Staff	4.1	0 – 57
# Paid Instructors	11.3	0 – 85
# Volunteers	151.5	10 – 730
# Volunteer Hours	13,195.3	400 – 70,000
# of Members	888.3	60 – 7115
Total Operating Budget	\$361,497	\$13,050 – %3.6M

Promotion & Communication Strategies

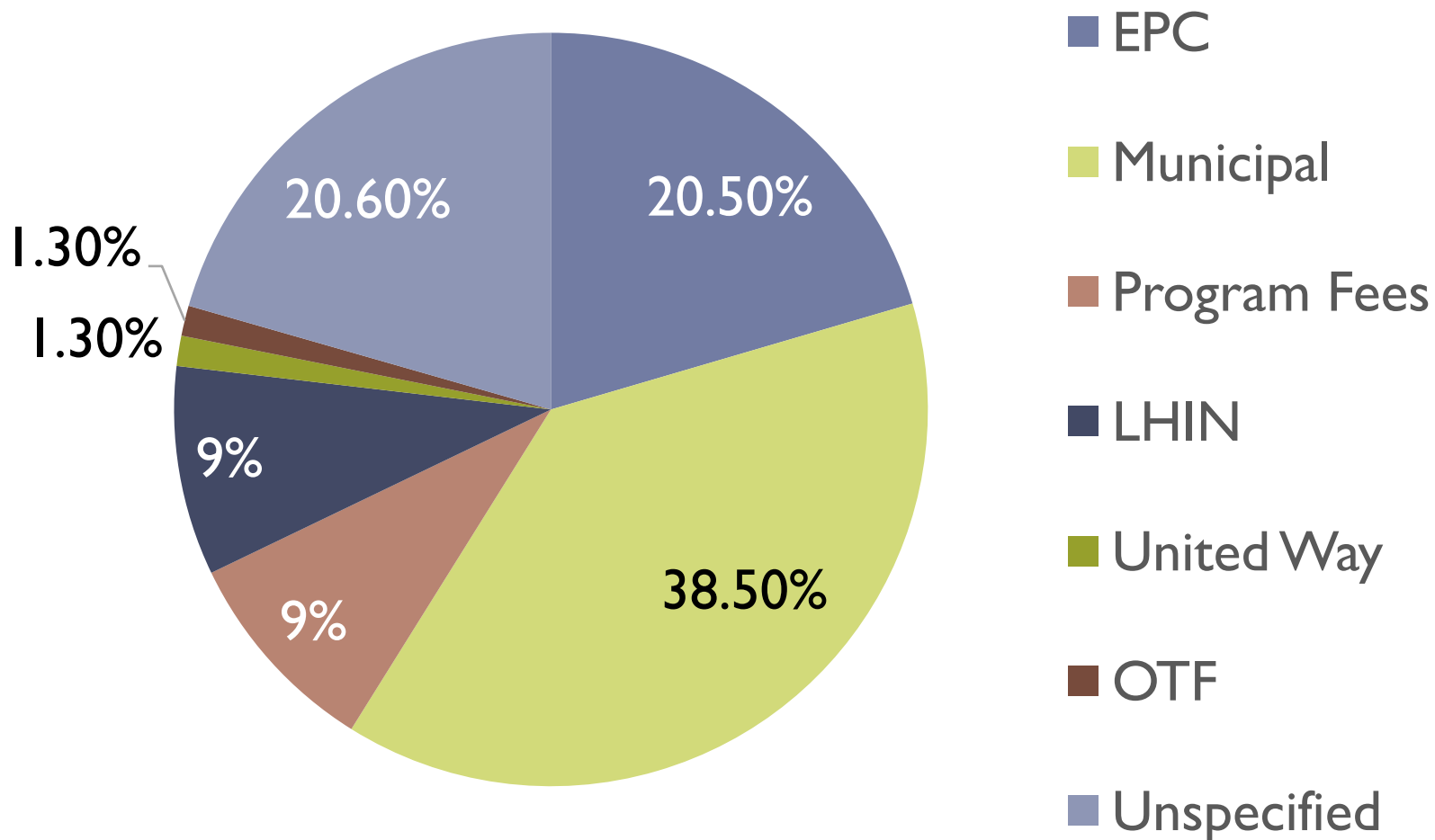


Funding Sources



Comm. = Community; Can = Canada

Primary Funding Sources



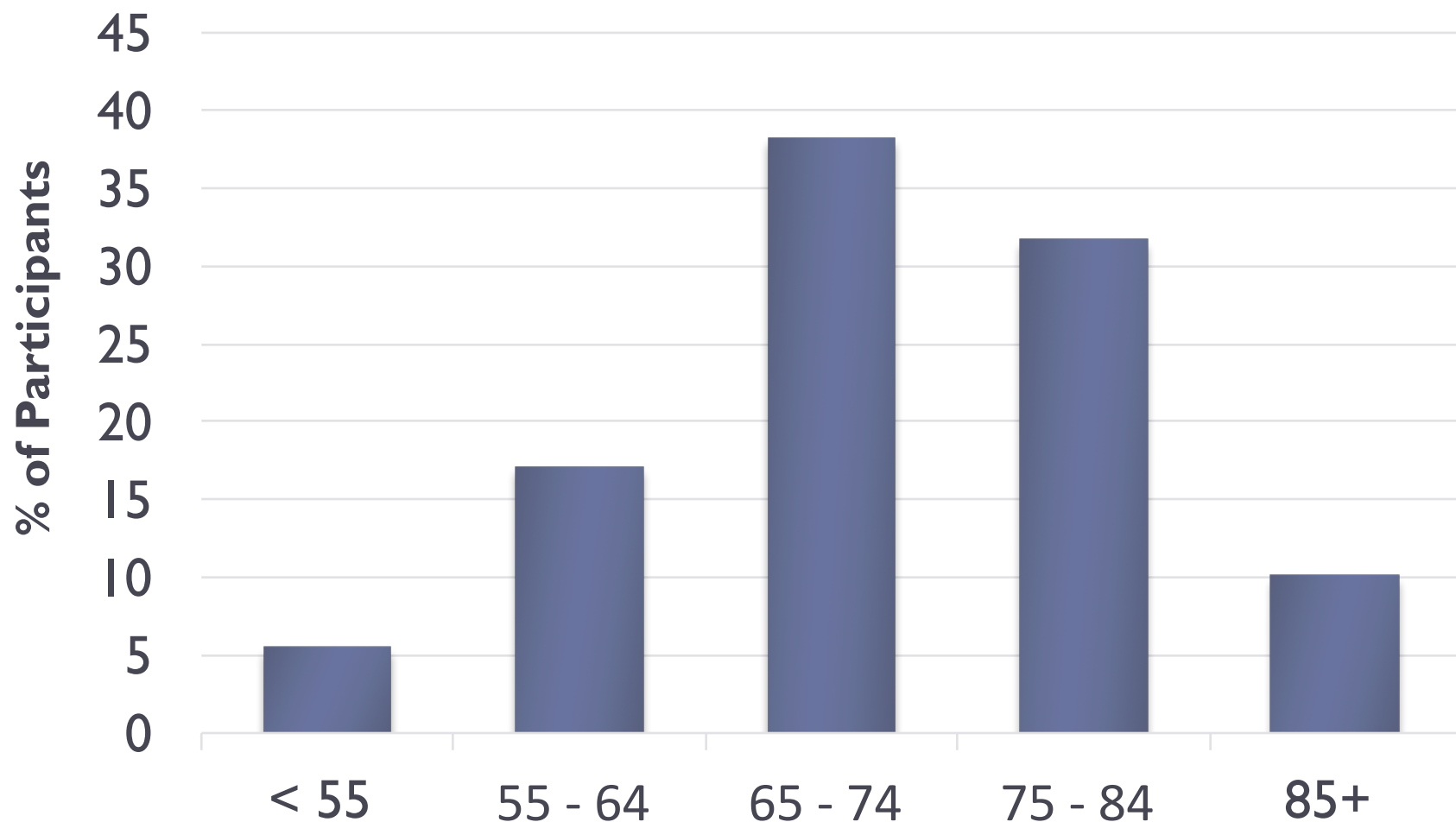
OTF = Ontario Trillium Foundation

Annual Membership Fees

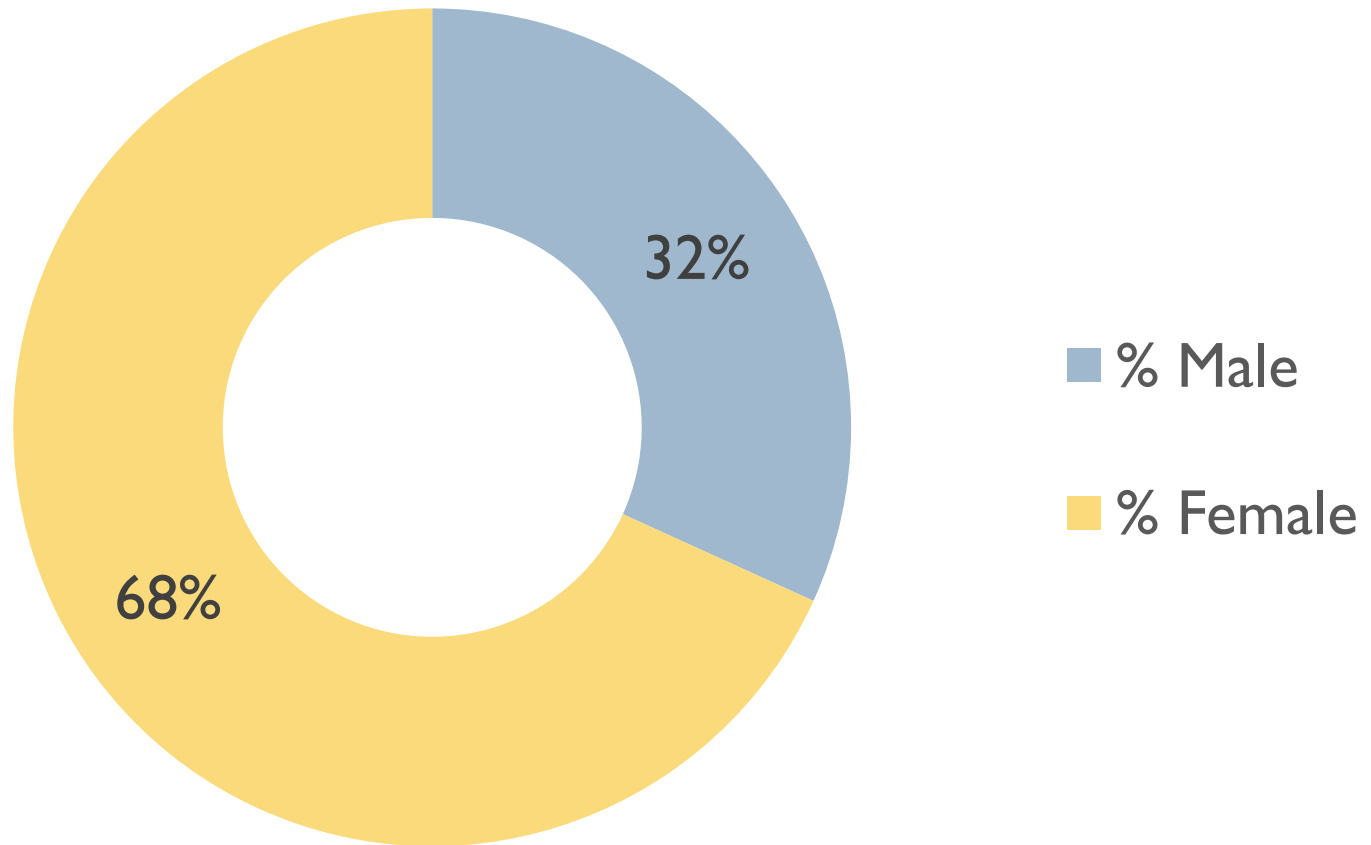
- ▶ 61% of centres had **one annual membership fee**
 - ▶ Ranged from \$5.00 to \$285
 - ▶ Average fee was \$36
 - ▶ 28.6% of centres had **annual membership fees that varied** based on:
 - ▶ Residency
 - ▶ Type of membership
 - ▶ Age
 - ▶ Length of membership
 - ▶ 10.4% of centres had **no annual membership fees**
-



Age of Participants



Gender Breakdown



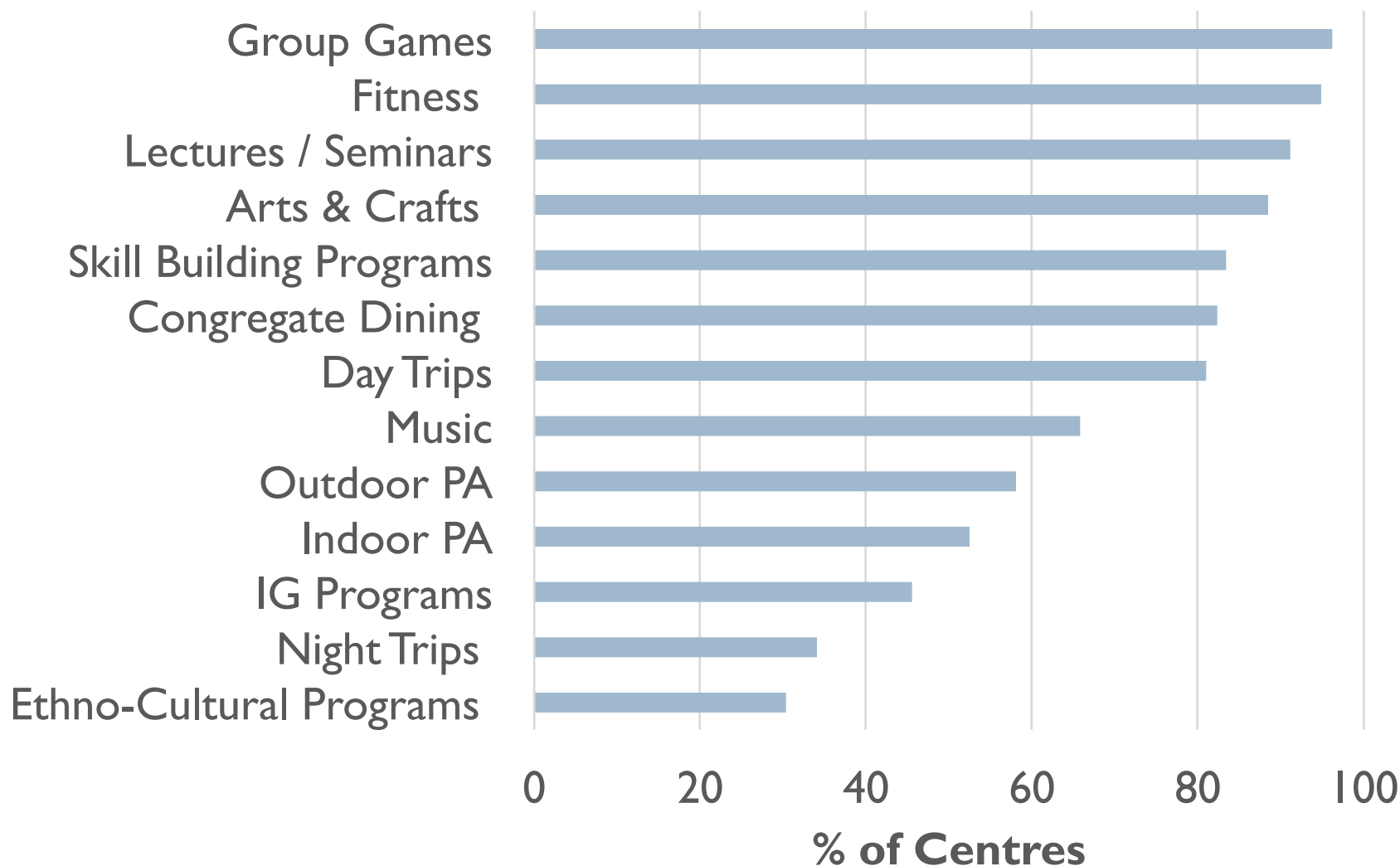
Features of Program Offerings

Program Feature	% of Sample
Offer Night Programs	73.4%
Offer Weekend Programs	64.6%
Offer Programs in English	93.7%
Offer Programs in French	11.4%
Offer Programs in Other Languages	20.3%

- ▶ Commonly reported languages included Portuguese, Spanish, Mandarin, & Cantonese
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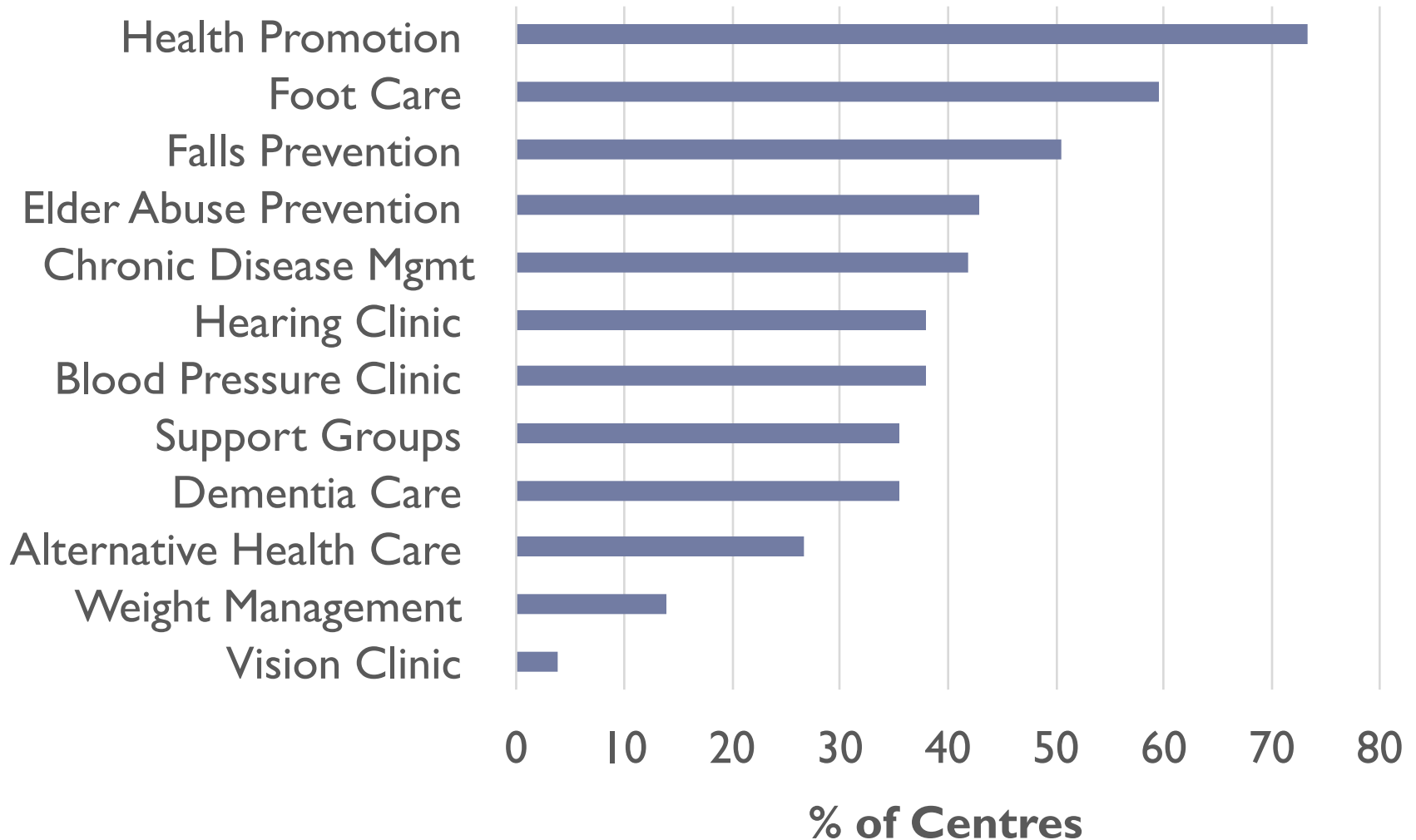


Programs Offered at Centres

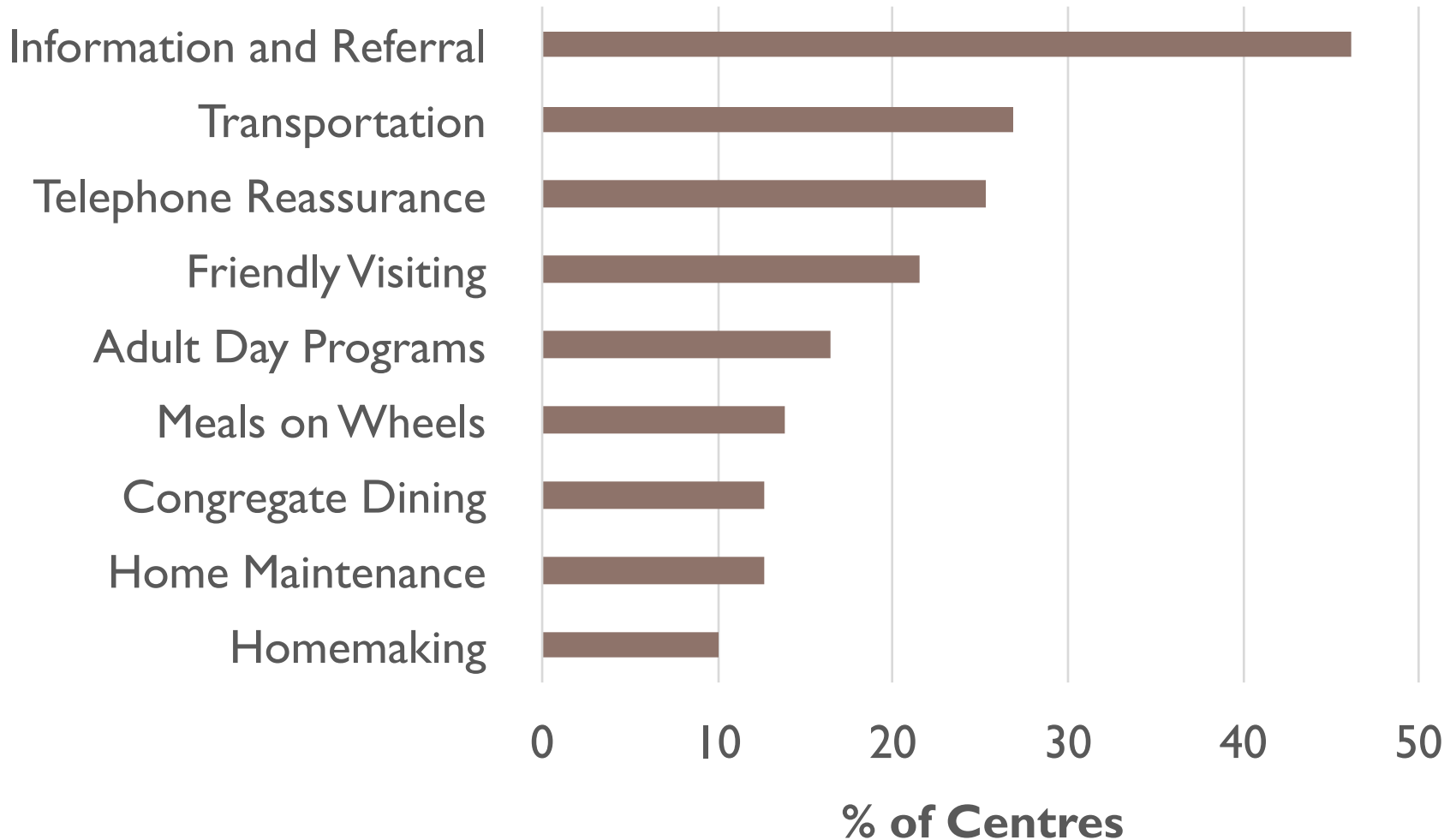


PA = Physical Activity; IG = Intergenerational

Services Offered at Centres



Support Services Offered at Centres



Strategic Planning



50% of centres conducted strategic planning

28% of centres used strategic plans from larger organization or municipality

27% of centres did not conduct strategic planning

66% of strategic plans were created in the past 2 years

Participant Related Concerns

Concerns rated from 0 [not a concern] to 4 [very much a concern]

3.03

- Attracting Younger Participants

2.95

- Keeping Participant Fees Affordable

2.82

- Attracting New Participants

2.78

- Increasing Program Attendance



Top 4 Funding Concerns

Concerns rated from 0 [not a concern] to 4 [very much a concern]

3.01

- Sustaining Core Funds

2.97

- Obtaining Capital Improvement Funds

2.95

- Obtaining Core Funds

2.80

- Securing Cash Donations
-



Top 4 Program / Service Concerns

Concerns rated from 0 [not a concern] to 4 [very much a concern]

3.08

- Attracting Program Volunteers

2.94

- Getting People to Serve on Committees

2.93

- Attracting Quality Program Instructors

2.90

- Expanding Program Offerings
-



Top 4 Infrastructure Concerns

Concerns rated from 0 [not a concern] to 4 [very much a concern]

3.01

- Space Within Centre for Program

2.61

- Maintenance or Repairs at Centre

2.48

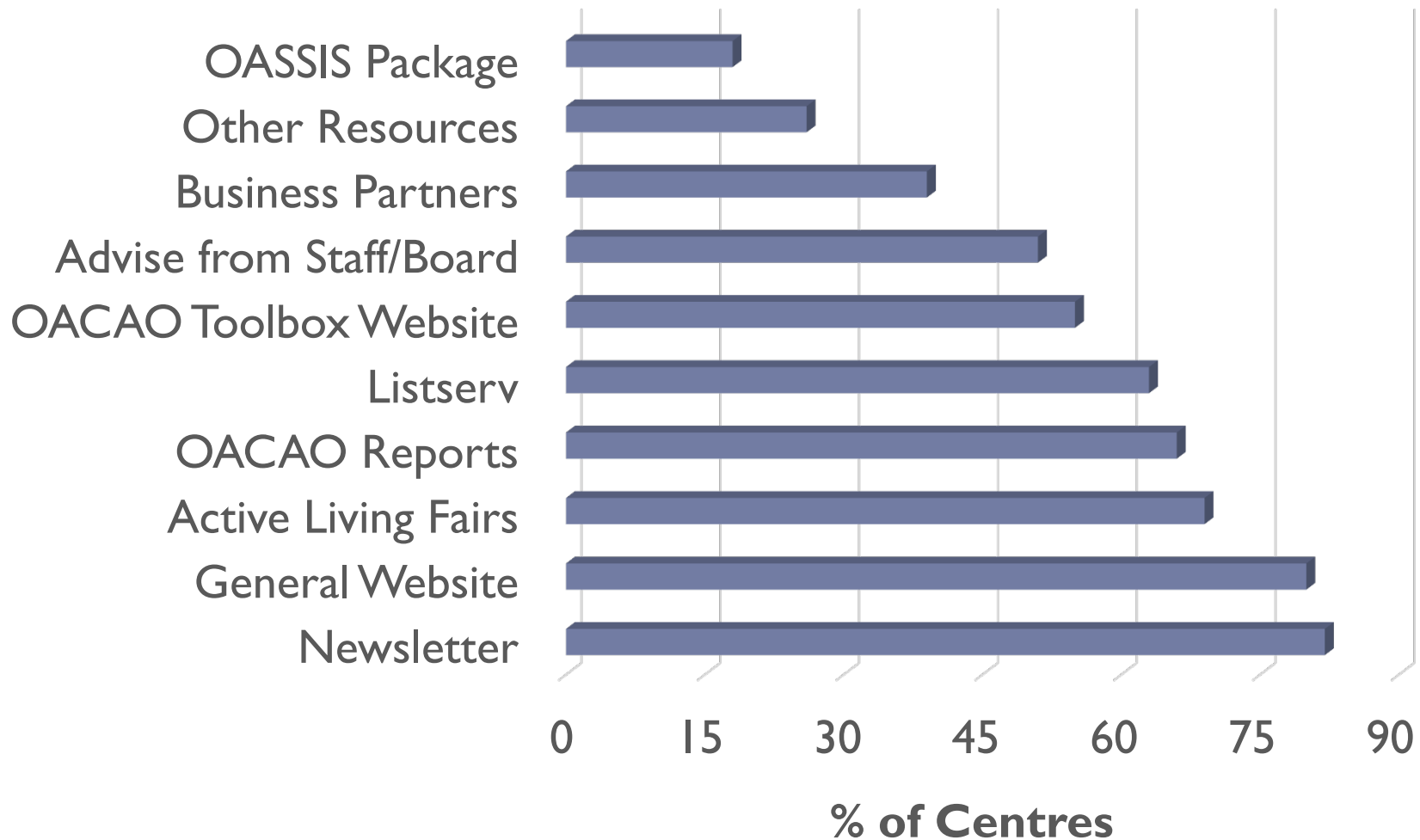
- Parking at/near Centre

2.13

- Access to Public Transit
-

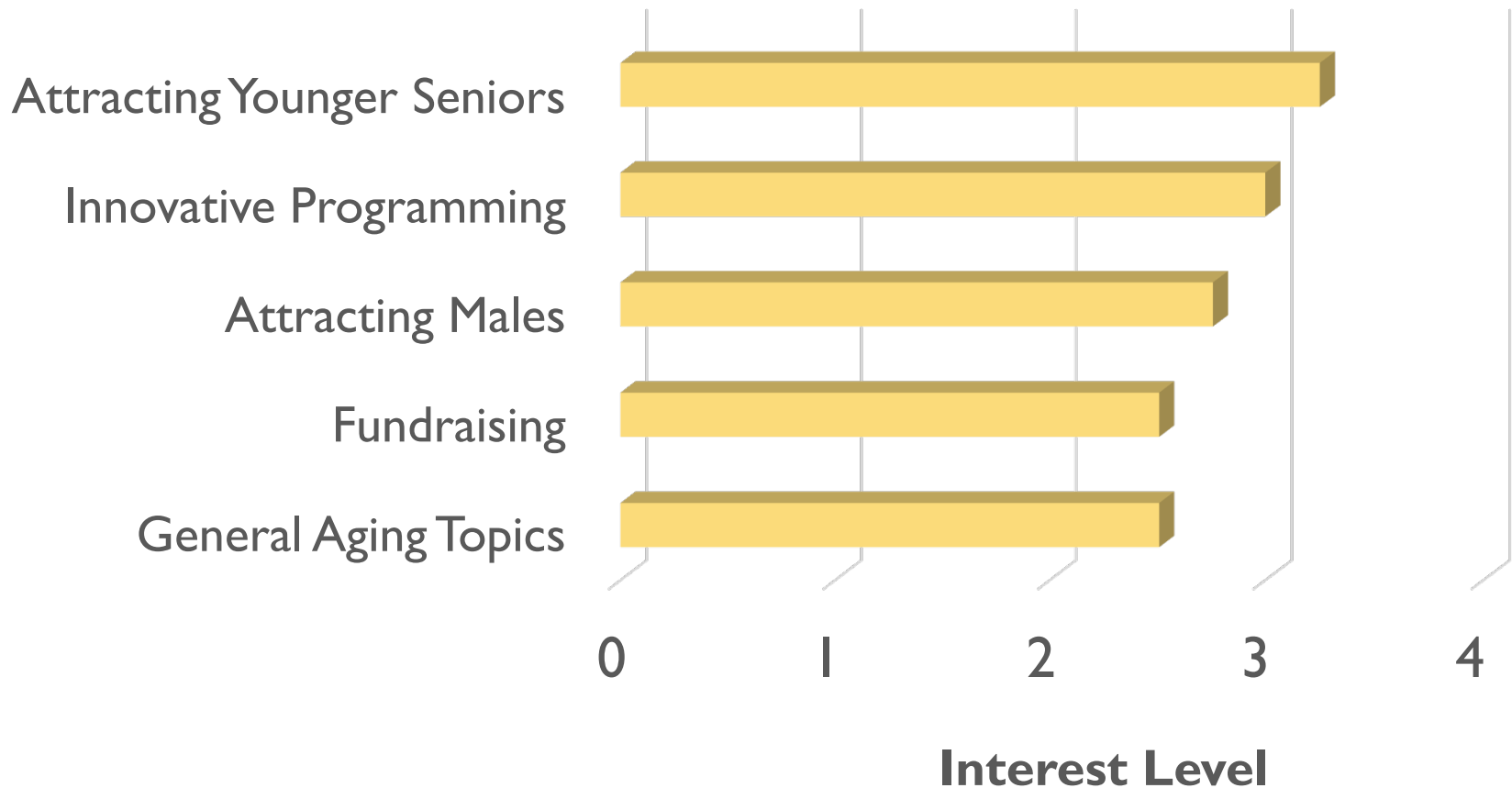


Use of OACAO Resources



Top 5 Topics of Interest

Interest rated from 0 [not of interest] to 4 [very much interested]



Preferred Mode of Delivery was Regional Workshops & Webinars

An Executive Summary and a Full Report of the 2015 MPS Findings can be found at www.oacao.org

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Prepared for the Older Adult Centres' Association of Ontario

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