



# ANNUAL REPORT 2021

## A Year In Review

Last year, due to vaccinations, we began to turn the corner on the pandemic. We are proud to say all our staff and eligible residents are vaccinated. This small but significant act has provided the opportunity to start to move forward as we take small steps towards a sense of normality that we have all craved and missed dearly. Two years of living and working with COVID has been challenging for everyone as it has meant we have all had to adapt, pivot and change often on a moment's notice when new variants or rising case of COVID started to appear. The continued resiliency and ability of everyone to adapt to the many changes that have continued to take place over the past year has been humbling.

Despite this our team accomplished quite a bit last year. We launched our new Virtual Reality Room with newly installed virtual bikes and virtual reality equipment. We opened the Elliott General Store providing all residents and staff with the opportunity to buy some of the necessities they needed as well as an assortment of freshly baked biscuits, cookies and frozen meals. Later in the year we added a hot lunch special 2 days a week which has proven to be quite popular. We have been replacing furniture in a number of our home and community areas and look forward to refreshing and updating more areas in 2022.

While we haven't been able to fully open our home up yet we continue to look forward to better and brighter days including celebrating with residents, families and friends of The Elliott Community at the combined Fall Fair & The Great Escape event on Saturday, September 10<sup>th</sup>. We hope you will join us. Our team continues to focus on caring for and keeping our residents and staff safe as we navigate what we hope will be the tail end of the pandemic. Continue to be well and stay safe so we may all come together and celebrate very soon! Stronger Together.

Warm regards,

*Michelle Harber*

Chief Executive Officer

### ***Our Mission...***

*"Quality choices in a caring and inclusive, home-like community.*

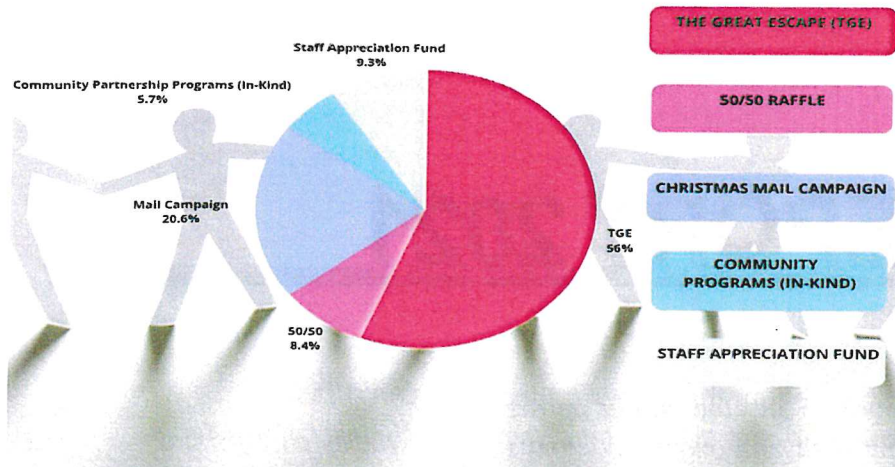
*A tradition of promoting dignity and independence for those we serve and their families."*

### **Interesting Elliott Facts!**

- 85 new hires in 2021.
- Compliant with 100% of our vaccine mandates!
- Processed 692,509 pounds of laundry vs 653,218 pounds in 2020.
- Screened 214 people per day on average.
- Sent over 100 COVID Update email communications to our staff, residents and families in 2021.
- Posted 177 messages on Instagram, 93 new followers on Facebook and 884 likes on Twitter!
- Welcomed 34 new retirement residents to our Home!



## Community Engagement & Fundraising Initiatives



## Gifts in Action

As a charitable not-for-profit organization, we continuously strive to raise additional funds to support high-quality and responsive programs designed to serve the complex mental health needs and well-being of our seniors. In 2021, we were incredibly fortunate to receive generous donations from residents, their families and friends, and the broader community. The outpouring of support from our community has been incredible. The support that The Elliott Community has received speaks volumes about the great work of our staff. Strong communities are built by people who believe in helping others. Thank you!

The Great Escape was back for FALL 2021! Last year to protect the health and safety of our seniors and community we decided to move forward with another virtual event. Guests had the opportunity to enjoy a splendid evening of delicious food, bidding, and of course supporting a great cause from the comfort and safety of their homes! We surpassed our fundraising goal, raising over \$43,900. Proceeds from this event will help purchase COVID-19 relief equipment directly supporting the delivery and quality of specialized programs and will provide our residents with a supportive, comfortable, and stimulating environment.

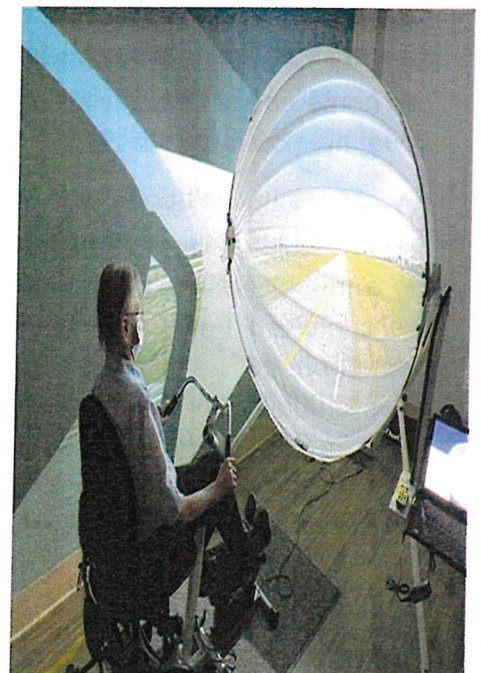
The Elliott Community launched its second Christmas Mail Campaign and once again the support of our families, donors, and the Guelph-Wellington community came together in a way we never thought possible. A total of \$16,025 was raised. As a result of the Christmas Mail Campaign. We had a donor donate \$10,000 in stocks directly to The Elliott Community for the 2021 holiday season.

## 50/50 Raffle

In 2021 The Elliott Community launched our first-ever 50/50 raffle. A total of \$6,588 was raised. Proceeds from the event will help purchase new equipment that directly supports the quality of care within our community.

## Staff Appreciation Fund

The Long Term Care Family Council sought out the support of all LTC and Retirement families to show their gratitude for the ongoing dedication that's been demonstrated by staff throughout the COVID-19 pandemic and has done so by establishing a staff appreciation fund. The fund was established back in March 2020. As of April 2021, a total of \$22,173.30 has been raised to date. Staff have enjoyed a variety of special events due to this overwhelming support. Thank you!





## Financial Highlights

As a Not for Profit Charitable Home and the designated Long-Term Care Home for the City of Guelph, we are supported by the Ministry of Long-Term Care, The City of Guelph and privately paid accommodations.

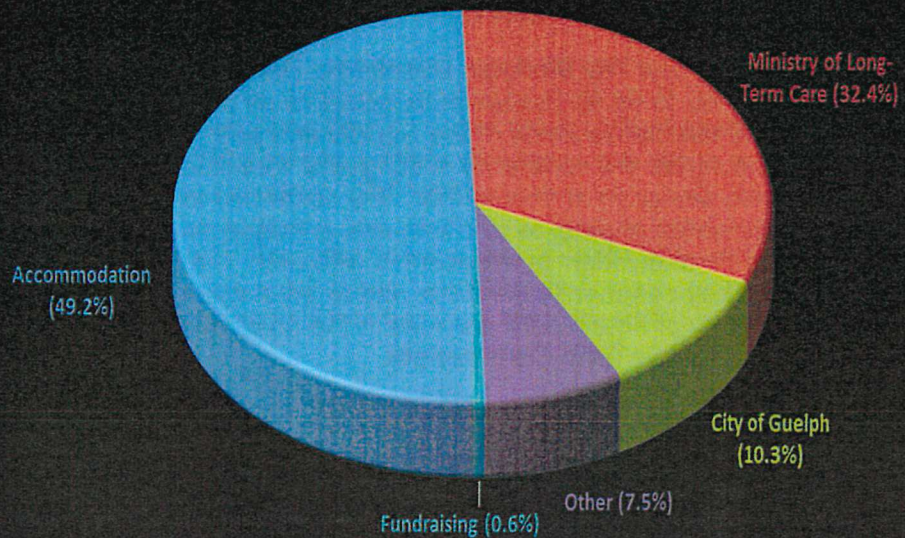
## CARF

## Accreditation

On July 23, 2021 we were informed by CARF Canada that we'd been issued CARF accreditation for the following programs: Assisted Living, Independent Senior Living, Person-Centred LTC, and Governance Standards. This is our second 3-year accreditation! The mission of CARF is **to promote the quality, value, and optimal outcomes of services through a consultative accreditation process and continuous improvement services that center on enhancing the lives of persons**

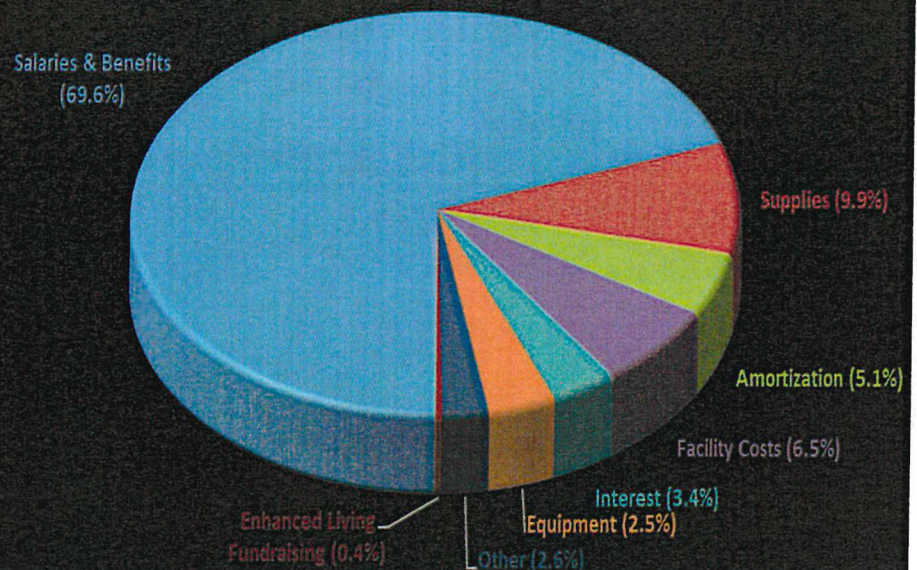


### ANNUAL REVENUE



### Annual Revenue and Expenses for 2021

### ANNUAL EXPENSES





# Looking Forward 2022-24

## Our Strategic Directions

Our plan is based on four key Strategic Directions. These are designed to enable TEC to be as flexible and innovative as possible to respond to the transformative times of the COVID and post-COVID periods, when the sands are constantly shifting and very little is certain. They are also designed to ensure that TEC continues to improve its high standards of care; to maintain and enhance its financial stability; to grow and widen its association with both The City of Guelph and other key community partners; and to be a major resource in the delivery of health care services in the post-retirement, assisted living and Long - Term Care sectors.

Directions include:

- ◆ Expand and strengthen Long-Term Care facilities;
- ◆ Be a sector leader in human resource management;
- ◆ Strengthen financial well-being and sustainability; and
- ◆ Widen our reach into the community.



## Our Community Partnership Programs

### Guelph Holiday Angels

For Christmas 2021, The Guelph Holiday Angel's partnered with The Elliott Community. The Guelph Holiday Angels program will match donors with seniors who need a gift to make the holiday season a bit more joyful. The program was a success! The Elliott Community received 140 baskets and gift bags for residents and a total in-kind contribution of - \$3,450.

### The Old Navy Gifting Program

The Old Navy Gifting program is a heartwarming program for 26 of our seniors, who are alone for many different reasons during the holiday season. The residents were so thankful and surprised by their gifts. The program was a success, and we plan to implement it again next year. The Elliott Community also received a cheque for \$1,014.88. These funds are for the volunteer Old Navy staff who wrapped all the



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