

# Annual Report

July 1 2023 – June 30 2024



# Building capacity & working for system change



## **Building on stronger foundations**

Strategic Plan completed June 2023

New Coordinator onboarded Sept 2023

Membership List refreshed Sept 2023

## **Changing strategic environment**

Growing understanding of caregivers as essential partners in health care

Enrichment of institutional landscape around caregiving

Intense pressures on health & long-term care systems

## **OUR STRENGTHS**

Clear and compelling vision and mandate

Committed Board and membership

Unique coalition structure

Thank you to all our members & friends

These are your achievements



# Working towards system change



# Addressing Caregiver Financial Distress



*“That, in the opinion of this House, the Government of Ontario should implement an Ontario Caregiver Support Benefit (OCSB) to provide direct financial supports to unpaid caregivers who play a vital role in our health care system and enhancing the quality of life for the people they care for.”*

- ONDP Motion 94

Building on the OCC’s multi-year campaign to address caregiver financial distress, this year saw the ONDP, with support from the OLP and Green Party, adopt the OCC’s key proposal with a motion in the House and a press conference attended by OCC members and friends.



# OCC 2024 Caregiver Survey



Our Survey was a collaborative, whole-of-organization effort, building on our wide range of expertise, depth of caregiver experience, and broad networks.

The Survey will guide OCC advocacy, support our members and friends in their own change efforts, and provide the foundation for our policy platform for the 2026 provincial election, and

**Responses collected between**  
January 31, 2024 – March 12, 2024

**Total number of respondents:**  
612 caregivers

**“Caregiving needs to be valued by our society. It needs to be a collaborative effort by everyone involved.”**

**- OCC Survey Respondent**

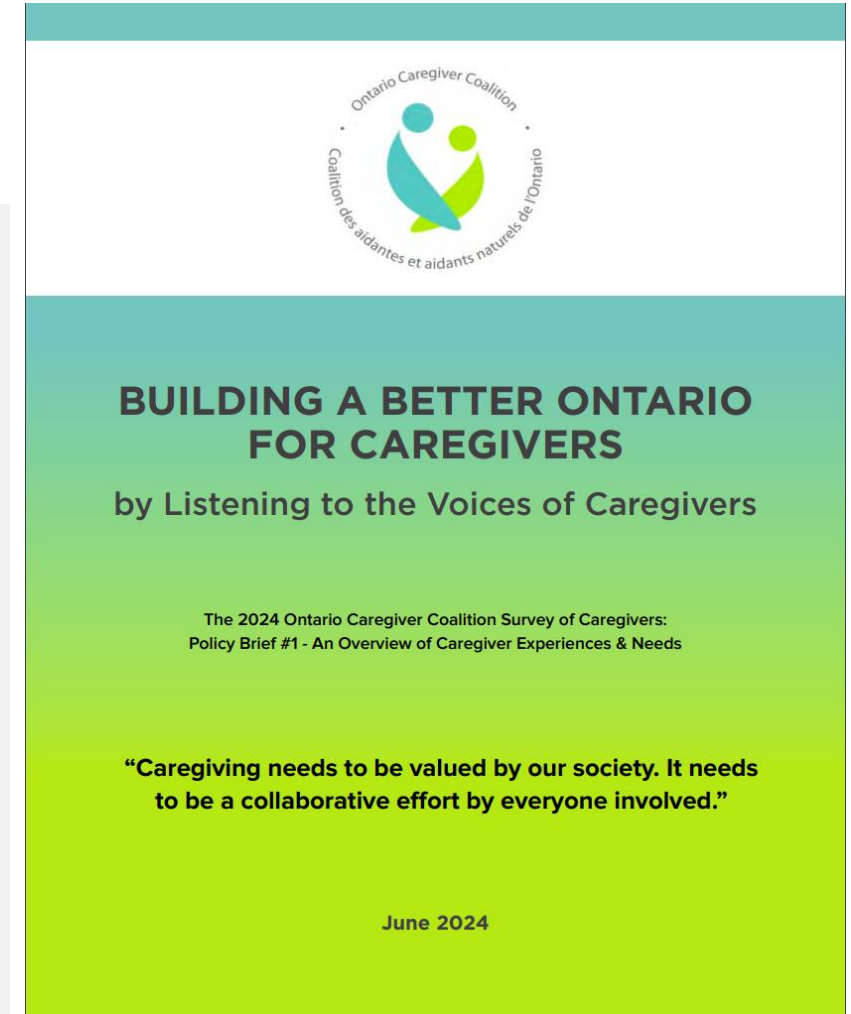
# Launching our Policy Brief Series



Based on Survey analysis, member consultation and policy research, the Policy Brief Series will identify recommendations for system change to better support caregivers.

## Policy Brief Series: Building a Better Ontario for Caregivers

1. *By listening to caregivers* (launched June 2024)
2. By addressing financial hardship
3. By supporting their mental health
4. By giving them a break
5. By helping them stay in the labour force
6. By providing supports in the community



# Building capacity





# Aligning with our Strategic Plan



## Financial Stability & Growth

1. Improve annual process for member support
2. Develop capacity to seek grant funding & sponsorships
3. Develop a 3-year revenue generation action plan

## Strong Governance Foundation

1. Clarify governance structure & develop a comprehensive suite of Board policies
2. Improve internal information storage, protection and transmission
3. Strengthen Board supports
4. Strengthen Cte structures & engagement

2023-2026

## Strategic Goals & Priorities

## External Visibility & Awareness

1. Strengthen relationships & explore partnerships with external stakeholders
2. Build understanding of & capacity to engage communications audiences
3. Continue to raise visibility with decision-makers

## Member Engagement & Growth

1. Revitalize Caregiver Advisory
2. Explore collaboration opportunities with organizational members
3. Develop membership engagement strategy

# Strategic Plan Progress at a Glance



## Financial Stability & Growth

Process for member financial support reviewed and strengthened resulting in stronger financial contributions  
Improved financial tracking and reporting

## Strong Governance Foundation

Board Policies reviewed and updates in progress  
Information storage protocols created  
Committee structures reviewed and improved  
Coordinator onboarded

2023-2024

## Strategic Plan Achievements

### External Visibility & Awareness

Annual Caregiver Day Campaign  
Volunteer Week engagement  
Expanded social media presence  
Strengthened communications & collaboration with OCO, ODA, CCCE & more  
New research and engagement collaborations with SSAO, Caregiver Clinic, Ontario Shores, Fondation Emergence

### Member Engagement & Growth

Caregiver Collective and Partnership Committee revived  
Expanded R&A Committee  
Internal collaboration strengthened  
Member Manual  
Member Spotlight  
Significant growth in membership, GMM attendance and engagement

# Governance – Internal Policies & Protocols



- Policy review and assessment completed
- New Policies developed:
  - Membership Fees
  - Board Code of Conduct
  - Confidentiality and Privacy
  - Conflicts of Interest
  - Decisions in Absence of Chair
  - Information Storage and Protection
- Processes and Protocols:
  - Board Orientation Manual
  - Member Orientation Manual
  - OCC Process Manual close to completion



# Partnering to Communicate and Create Change

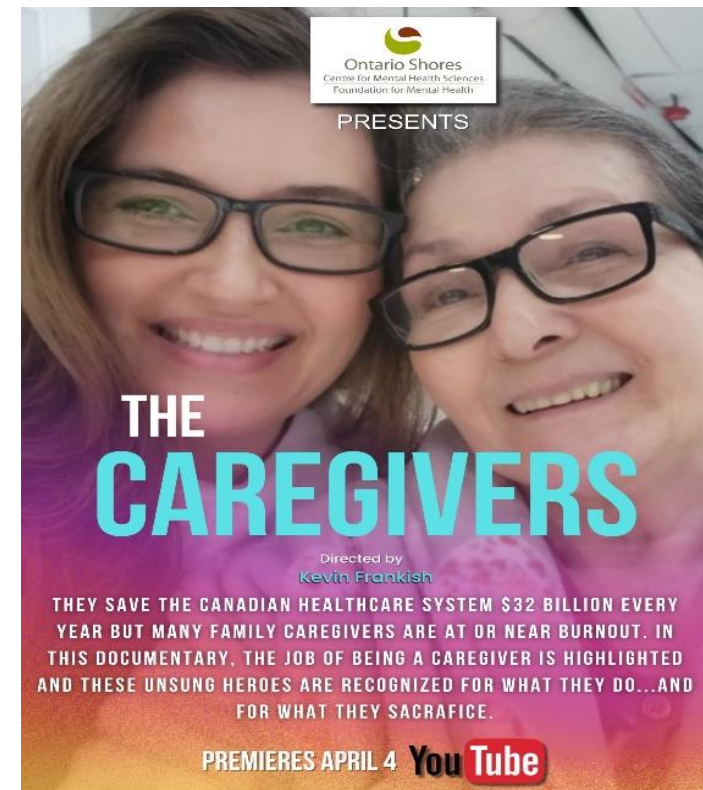


We collaborated with our members to communicate with broader audiences:

- Verity Club presentation (Mosaic)
- York University student presentation (Dr. Hoben)
- Mental Health podcast (Ontario Shores)
- Journal of Mental Health & Recovery joint Op-Ed (Ontario Shores)
- The Caregivers documentary and event (Ontario Shores)

We partnered to support research & community engagement:

- Princess Margaret Caregiver Clinic
- Fondation Emergence (Proche-Aidants)
- SSAO Care Poverty research project
- York University Adult Day Program research



# Strengthening our External Communications



## We increased our social media presence

- Reviving our Facebook account
- Adding an Instagram account
- Regular posting through our platforms, including increasing our support of member initiatives

## We undertook communications campaigns to showcase the power of collective engagement towards change

- Caregiver Day campaign
- Volunteer Week campaign
- Member Spotlight

## We reorganized and expanded content on our website to better showcase our work



**"Let's face it - caregiving is difficult. But it doesn't have to be. I joined the OCC because I want to be part of change that will help caregivers and other individuals who are walking a similar path as myself."**

Sharon Gabison, caregiver and researcher

Building a Better Ontario for Caregivers,  
One Voice at a Time  
Join us at [www.ontariocaregivercoalition.ca](http://www.ontariocaregivercoalition.ca)



**"As a family caregiver who works in home and community care, I joined the OCC to support caregivers through education, innovative problem-solving, and advocacy."**

Keena Naik, Ontario Caregiver Coalition Board Member

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One Voice at a Time  
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# Deepening our member engagement



## Strengthening our Committee structures

- Re-launch of the Caregiver Advisory (Collective)
- Revitalization of the Partnership Committee
- Collective members profiled during Volunteer Week

## Recognizing our Members

- Volunteer Week campaign
- Member Spotlight

## Offering more opportunities for members to communicate with each other

- Member presentations at each General Members Meeting
- Dedicated space in our newsletter for Member Initiatives
- Highlighting member initiatives in our social media platforms

## Increased internal outreach for OCC initiatives

- Moving beyond our Committee structures, we actively solicited member engagement for our Budget submission, Caregiver Survey, and Caregiver Day campaigns, building our work into a whole-of-organization effort

## Member Spotlight - myCareBase



myCareBase™

**At myCareBase, we want to make it easy and quick for families to find, hire and manage the care services they need to keep a senior loved one living safely at home.**

**We offer a marketplace that connects families with pre-vetted caregivers for hire. The algorithms on our platform help families find the most suitable caregivers based on the senior's care needs, time and day the care is needed, and location.**

**Care advisors are on hand to help with the matching. Our care management app allows family caregivers to remotely monitor the care being delivered from wherever they are.**

# With special thanks to ...



## 2023 – 2024 BOARD MEMBERS

Lauren Bates

Kyle Fitzgerald

Rose-Marie Fraser

Patti Lennox

Dana MacMillan

Keena Naik

Daniel Nowoselski

Liana Sikharulidze

## 2023 – 2024 COMMITTEE MEMBERS

Amy Altwerger

Lorena Araujo

Fabio Burritica

Rebecca Cheff

Stephanie Chen

Mary Chiu

Daniel Corvino

Suzanne Deliscar

Cindy Diogo

Sharon Gabison

Matthias Hoben

Jessica Hogle

Stefanie Kociuba

Sanah Manickam

Kayla Nicholls

Frank Palmer

Bhavini Patel

Malene Stewart

Carla Velastegui

Dawn Vernon

**OCC MEMBERSHIP & COMMUNICATIONS COORDINATOR: DEVON MAKSE**

*and all those who shared their time and thoughts, spread the word, or financially supported the OCC this past year*