



PAL Ottawa Annual Report to Members for 2021

REPORT FROM THE CHAIR: PETER HAWORTH

In 2021 PAL Ottawa continued working closely with our partner Ottawa Community Housing towards creating a Residence in the new Rochester Heights development. OCH provides mixed and affordable apartments, and has partnered with PAL Ottawa to help us realize our goal for affordable housing for art workers of the Ottawa region.

EVENTS

Creating events to raise awareness and funds.

Due to COVID-19, we were unable to have any events, except through the activities of Supporting Cast.

HOME COMMITTEE

Considering the life of our residents at PAL Place.

In May 2021 the PAL Home Committee (HC) was formed. Its mandate is to provide a framework of orientation, support, and care for future residents of PAL Place. The HC works to develop and implement various procedures and policies to ensure the health and well being of residents in an accessible, independent living environment where they can thrive aging-in-place.

The core responsibilities of the HC include the following:

- Manage the application list.
- Establish eligibility criteria.
- Develop tenant contracts, guidelines and a tenant advisory committee.
- Work closely with Supporting Cast to identify and deliver an established scope of services.

A list of tasks and timelines was developed, and various resource documents were gathered (e.g., community and support care models, resident rights) to inform the development of PAL Place policies and procedures. Initial contact was established with PAL Toronto and PAL Vancouver. Applications were consolidated on an Excel spreadsheet that is being exported to a central PAL database in the future.

The Supporting Cast Committee now falls under the Home Committee, in order to provide a health and social service perspective in the development of policies and procedures.

Supporting Cast Report

Supporting Cast provides a community of support for older, isolated and/or disabled members of the artistic community. Because of a decline in COVID, the advent of vaccines and boosters and the implementation of public health measures, assistance to

do shopping and provide transportation to appointments were restarted in late 2021. As PAL Ottawa is focused on the development of an affordable housing complex, programming through the Social Circle is currently on hold.

- City of Ottawa Grant of 2020 (\$7,500)

Programming for this grant was completed in July, 2021 and promoted through the Social Circle as “Spring into Summer”. Sessions through the Zoom platform covered the following: Medication Management, Nutrition for Seniors, Learning How To Use Zoom, Long-Term Care and associated issues, Housing Options for Seniors and performances by visual and vocal artists.

- Volunteer Application Form

The Volunteer Application Form was redesigned by Supporting Cast and will be posted on the new PAL website once the latter is up and running. The form will be in both official languages.

PROJECT COORDINATION COMMITTEE

Working in partnership with OCH for a PAL Ottawa residence.

As we moved into 2021, the Project Coordination Committee was formed to merge the former Housing Committee with the work on the design elements. This committee is working on the Creative Spaces and the Block Lease with our partner Ottawa Community Housing. Its work also includes communications with our political friends and the city hall staff, all of whom are great supporters of our cause.

Overall, we remain in great communication with OCH and they welcome discussions and ideas we bring to the table with regards to the design of the Creative Spaces. We have had fruitful discussions with Hobin Architects with regards to ceiling grids, locations for access and egress and amenity locations.

With regards to the Block Lease agreement, we have worked with OCH and the City Ottawa to update our financial model based on current CMHC rental information.

Our housing committee has also had discussions with OCH’s team that has just rented out 811 Gladstone to discuss lessons learned to ensure a smooth transition and housing experience for our tenants.

We look forward to another fruitful year working together with OCH where we hope to finalize the block lease agreement and creative spaces design.

A big thanks to Cliff Youdale and his entire team at OCH, Barry Hobin and the team at Hobin Architecture and Saide Salah from the City Ottawa for their continuous support and guidance during this formative time. We cannot wait for our PAL members to be part of the Rochester Heights community.

COMMUNICATIONS AND COMMUNITY ENGAGEMENT

Informing and engaging the community on PAL Ottawa’s mission and activities

During 2021, the COVID-19 pandemic continued as did shutdown of many live arts venues. In this context, PAL Ottawa’s communications were directed toward those most

affected by the pandemic within our circles – arts workers who were sidelined during the pandemic. We helped to develop and promote our Supporting Cast Committee's two online events: Spring Into Summer 2021; and Spotlights 2021. These programs provided useful health and wellness information as well as professional entertainment to our virtual audiences.

Throughout the year as the pandemic continued, we offered members and supporters practical advice to survive the pandemic as well as direction to several programs to assist them financially. We shared articles that related to and informed on various artistic disciplines, as a matter of interest to our followers, and encouraged would-be residents to apply early to the 'PAL Place' affordable housing project. E-blasts and monthly newsletters were our primary distribution methods for these outreach activities.

In May 2021, we announced signing our Memorandum of Understanding with Ottawa Community Housing and the Richmond Heights Development Project, Phase 2. This announcement received significant media coverage via *The Ottawa Citizen*, the *Ottawa Business Journal*, Ontario Non-Profit Housing Association, and *The Centretown Buzz*. We leveraged this coverage through our social media channels to gain followers and lift our public profile.

Working with our Fundraising Campaign Cabinet, we created and continue to update our Case for Support, which has proved to be an effective tool for the fundraising team. Supplementing our fundraising efforts and residential applications, we incorporated a database program, DonorPerfect, to satisfy our long-term needs in managing these two areas of operations. Communicating with both donors and applicants is critical to our success!

Between December 2020 and December 2021, PAL Ottawa's Facebook page 'likes' grew by almost 20% (to 1,178 likes) while our followers grew by a similar amount, to 1,236. It is worthy to note since December 2019 our Facebook page 'likes' and followers have grown by a whopping 90%!! These results are directly attributed to social media content management by our outgoing Communications Consultant, Matthew Behrens. Hats off for growing our online presence so admirably! By comparison to other Facebook profiles, Ottawa Community Foundation shows 1,321 likes, while Alliance to End Homelessness Ottawa has 1,526 likes.

PAL Ottawa Facebook posts reached over 36,522 people during 2021; 93% of our posts are reaching our targeted age demographic 55 and older.

As of December 2021, our Twitter account has 193 followers; this account continues to gain more followers, monthly. We are expanding our social media presence to other platforms during 2022.

FUNDRAISING AND MEMBERSHIP

Raising \$1.2 million from individuals and the private sector.

In the last quarter of 2020 a Campaign Organizing Committee was formed and early 2021 the PAL Place "quiet campaign" was launched approaching major donors interested in PAL Place and its goal of providing affordable housing for older Arts Workers. Jim and Meriel Bradford our Honourary Chairs (Jim being one of the founders

of PAL Ottawa) set the pace by making a substantial donation in January. Along with Jim and Meriel, Members of the PAL Ottawa Advisory Council and our Board Members have enthusiastically provided major donations to the Campaign over the past year. With the help of the rest of the Campaign Cabinet and the many long term supporters of PAL Ottawa, this grew to just under \$1 million by year end. A major accomplishment by the team! A big thanks to each of them.

We now stand at \$1.22 million of the \$2 million needed, thus providing sufficient funds in place to pay for the upfront and long-term operating expenses of PAL Place on an ongoing basis. Our next goal is to ensure not only affordable housing under the CMHC guidelines but even more affordable rent, reducing rents by more than \$100 per unit per month for those PAL Place tenants with lower incomes and in need of more help.

Remember we need you all to make this happen! So please consider making a significant donation if you have not as yet done so.

TREASURER'S REPORT

During 2021, PAL Ottawa's Treasury focus was on the following key areas:

- Maintaining and updating the master financial model in support of the ongoing Block lease discussions with OCH and the active capital fundraising effort for PAL Place;
- Improved financial reporting for management, the Business & Finance Committee and the Board. This included monthly reporting of actual results against budget for 2021 and 2022 and the preparation of a detailed budgeting model for 2022.
- Cashflow management. With the launch of the PAL Place major funding drive, donations were up significantly. Total revenues increased to \$657,000 in 2021 – up from \$44,000 in 2020. Expenses increased over the prior year as new management and other key resources (eg. Fundraising) were brought on. A surplus of \$470,000 was generated resulting in cash and investments totaling \$530,000 at the end of the fiscal year, a 6.6X increase over 2020.

ORGANIZATIONAL INFRASTRUCTURE

Establishing PAL Ottawa as an effective Not-for-Profit Organization

- Sought nominees to stand for election to the Board of Directors and began to refine needs for future years including for the Housing project.
- Through the efforts of General Manager, Cate Proctor, PAL Ottawa began the transition from volunteer driven to staff driven. The board is very much engaged in various committees, but Cate and her team are carrying more and more of the tasks.

THANKS AND ACKNOWLEDGEMENTS

Working together to care for our own

- PAL Ottawa thanks its Founding Partners – ACTRA, Canadian Actors Equity Association, Ottawa Arts Council, IATSE Local 471, and the Ottawa University School of Music.

- PAL Ottawa thanks PAL Canada and its other chapters for sharing their experiences and materials.
- Thank you to All of PAL Ottawa's volunteers and supporters for your support and generosity.
- And finally, we are very grateful to OCH for this great opportunity to bring the PAL Ottawa residence into realization.

Together we can, and will, build affordable housing and provide the services required to ensure local artists can live, not in isolation, need or fear, but in dignity within a caring community.

Together, we're building Art & Soul.