

UNIONVILLE HOME SOCIETY

REDEFINING AGING

WHERE IMAGINATION MEETS INNOVATION



ANNUAL REPORT 2024 – 2025



Make and Take at UCCS



Brain Games at Union Villa



Villa Residents Visit the Fair



Observing National Day for Truth and Reconciliation



Villa Voices Choir



MISSION

Engaging our communities through a continuum of services that enhances the experience of aging.

VISION

A progressive community where older adults thrive; age well and live better.

VALUES

Caring Genuinely and Passionately
Respecting each Person
Serving with Integrity and Commitment
Advancing Quality and Innovation
Connecting Communities

2024–2025 SENIOR LEADERSHIP TEAM

Abby Katz Starr, President & CEO

Julie Horne, CFO & Privacy Officer

Terry Collins, Union Villa Administrator

Maria Dimson, Director, Development and Communications

Sameer Singh, Director, Facilities, Environmental Services &

Campus Infrastructure

Monique Wilson, Director, Business Operations



A MESSAGE FROM OUR PRESIDENT & CEO

Innovation takes many forms, from advancing technology to strategic partnerships, and groundbreaking research, even small changes can have a profound impact.

This year, Unionville Home Society (UHS) continued to innovate, refine, and strengthen our ability to meet the evolving needs of our seniors community.

Our strategic partnerships are driving meaningful advancements in seniors' care. With collaboration from Seneca Polytechnic, Union Villa implemented a new evidence-based model of care. Dementiability is designed to enhance quality of life across the neurocognitive spectrum, emphasizing an understanding of dementia-related brain changes and reshaping attitudes towards meaningful, inclusive care. These small shifts contribute to something greater: a culture of purpose and hope.

- We are excited about our newest collaboration with York University's Connected Minds initiative. This research partnership explores the dynamic relationship between human and machine systems, paving the way for innovative technologies that will better meet the needs of our aging population. By forging strong academic and institutional alliances, UHS remains at the forefront of sustainable, technology-driven solutions leading to improved care protocols, better health outcomes and increased resident satisfaction.

The past year's strategic planning has led to the implementation of new technologies that improve communication and safety. Our partnership with Evoke, a leader in long-term care technology, introduced Engage+, a secure messaging platform that streamlines updates between the Home and families. Additionally, we are implementing a new Resident Safety System which is an interconnected technology environment designed to be safer, future-proof, and more responsive to community needs.

These innovations are just the beginning. Every advancement stems from rigorous research, collaboration, and stakeholder input. Thanks to our Foundation's fundraising efforts, we can further invest in enhanced services and essential equipment that make UHS a preferred choice for families.

As I reflect on the past year, I am filled with immense gratitude and admiration for the remarkable individuals who make Unionville Home Society the thriving community it is today. To our compassionate and hardworking staff whose commitment to excellence is the foundation upon which we continue to build. To our volunteers, donor and supporters, we thank you for your unwavering generosity and dedication, enriching every facet of our programs and services.

Thanks to each of you, for inspiring us to push boundaries, embrace new possibilities, and ensure Unionville Home Society **is reimagining aging.**

— Abby Katz Starr

A MESSAGE FROM OUR BOARD CHAIRS

It has been an honour to serve as a volunteer on the UHS Board for more than a decade.

Throughout this time, I have had the privilege of working closely with our dedicated staff, who embody a commitment to delivering exceptional care to our residents and clients, each and every day. Their passion, combined with the innovative leadership has fostered a remarkable culture within our organization.

Equally inspiring is the generosity of our volunteers, who devote their time and energy to making life at UHS truly special. Their compassion and commitment reflect the heart of our mission.

This past year has been one of significant progress as the Board continues to advance our long-term strategic plan. Together, we have:

- Appointed a dedicated financial manager to enhance our long-term financial sustainability and optimize our investment strategy for future growth.

- Made significant progress in expanding and diversifying our programs for seniors, with a focus on accessibility, inclusivity, and evolving community needs.
- Further solidified our reputation as a sector leader in innovation and technology for seniors' care by deepening strategic partnerships with academic institutions and community-based service providers.

Serving as Board Chair for the past two years has been an incredible experience, and I am confident that we are on the right path toward continued success. As I pass on this role, I look forward to remaining involved and contributing to the future of UHS in meaningful ways.

Together, we are shaping a vibrant and thriving community for our seniors, and I am excited about all that lies ahead.

– Philip Gunn, Unionville Home Society Board Chair

As we reflect on another year of progress and impact, I am proud to share the success of our fundraising initiatives and the unwavering commitment of our community and corporate supporters. Your generosity has been instrumental in strengthening our mission to enhance the quality of life for our seniors.

To ensure we continue meeting the evolving needs of those we serve, we engaged expert consultants to assess our fundraising operations and explore opportunities for growth. Their findings reaffirmed the strength of our small yet dedicated team while underscoring the importance of expanding our effort to engage new donors and unlock greater giving to increase our impact.

I am deeply grateful for my fellow Foundation Board members. Their leadership and support have been essential in providing governance and strategic direction, allowing us to adapt, grow, and build lasting financial support for Unionville Home Society.

To our generous donors - thank you! Your commitment reflects the deep connection our community shares with our mission. Together, we are advancing toward our strategic goals and strengthening the vision of UHS for years to come.

– Amaar Naqi,
Unionville
Home Society
Foundation
Board Chair





UNIONVILLE HOME SOCIETY

UNION VILLA LONG-TERM CARE

Our resident-first philosophy and approach shapes everything we do at Union Villa.

Our staff are committed to making a positive difference in the lives of residents every day by creating an environment of compassionate care and excellence. This past fiscal year, Union Villa continued to promote independence and quality of life for our residents by investing in a new model of care, Union Villa infrastructure and resources for palliative care.

Implementing our New Model of Care

In fall 2024, UHS adopted DementiAbility, a model of care designed to support residents on all levels of the cognitive spectrum, but especially those with neurocognitive disorders like dementia. Our selection of this model was the result of

our collaboration with Seneca Polytechnic, one of the many partnerships we have developed as we continue to innovate to meet the current and projected demand for seniors care in our community.

DementiAbility aims to create an “ability focused Home” that provides a supportive environment where residents can feel a sense of purpose, belonging, independence and self-esteem. That means providing residents with a variety of opportunities to be active participants in their own routines, such as regular programs inviting them to do familiar purposeful tasks like folding laundry, watering the garden, helping to arrange flowers or participate in a favourite hobby. To support resident independence and comfort, Union Villa has begun incorporating memory and accessibility supports like wayfinding signs and symbols to the resident environment, creating spaces that not only looks, feel and smell like home but are designed to support all cognitive abilities.

From our direct care team to our Senior Leadership, our commitment is to have the entire UHS Team trained in the new care model. To date, in addition to our two in-house coaches, 37% of staff have received their full two-day certification as we work towards an eventual DementiaAbility Home certification for Union Villa, enriching the high standard of care we already provide.

Investing in our Infrastructure

We're always looking for ways to improve and innovate, and as part of our regular check-ins on health and safety, we're excited to roll out a new Resident Safety Initiative. This will see a series of distinct and unique technology environments working together to achieve centralized, streamlined and efficient management of operations with a new resident call alert system, upgraded camera surveillance and automated door access. We also expanded our use of technology to implement electronic documentation of skin and wound care, medication management and access to resident updates from hospital visits.

In addition to the emphasis on technology, many improvements were made to the physical environment to improve the staff and resident experience now and into the future. We are on track to renovate all 5 of our spas with two currently completed. The space was

redesigned to improve the safety, AODA compliance, and incorporate customizations informed by staff and our IPAC leads. We also made improvements to all the dining room flooring throughout Union Villa.

Leveraging Collaborations to Advance Crucial Programs

Through our ongoing collaborations with the Ontario Heath Team and Oak Valley Health, we reviewed our Palliative Care program to ensure it aligned with best practices and the highest standards. Coaching and education for our care team was provided to better serve the needs of residents, caregivers, and staff. Union Villa will be adopting the Risk Evaluation for Elder Life in the Community Tool (RESPECT), a digital information survey to help the team identify palliative needs early and provide resources to support families. Early identification facilitates advancing resident comfort and in-home treatments while preparing both families and residents for the path ahead.



Welcomed **50** new residents to the villa



71 Placement students
14,232 Student Placement Hours



21,286 Number of Resident Programs and Events





“

If you are lucky enough to get selected to come here take it, don't have any worries about it...me and my siblings absolutely loved Union Villa. Our dad felt very comfortable and happy immediately, the staff and residents were like one big family. Something we never felt at another senior's residence. Me and my siblings all wished he could have gotten into Union Villa sooner to enjoy such an amazing facility filled with love and respect.”

– Dina, Resident Family Member



Resident/Family Satisfaction Survey

**93% Residents &
96% Families**

Rated Union Villa as excellent/very
good/good

VOLUNTEER PROGRAM

The UHS Volunteer Program continued to be a cornerstone of our organization with a vibrant presence that enriches the lives of our seniors. Our volunteers bring fresh perspectives, boundless energy, and heartfelt dedication to everything we do. They help create a vibrant and compassionate environment.

Our volunteers come from all walks of life. Students, client families, and community members, each bringing their own unique talents and commitment. Whether through friendly visits, assisting with events, delivering engaging programs, or offering leadership on our boards, their contributions are invaluable.

This past year, we placed a renewed focus on rebuilding our young adult volunteer base by partnering with

121
Active
Volunteers



5125
Volunteer
Hours

local schools and youth organizations. These efforts have sparked powerful intergenerational connections, fostering mutual understanding and joy between our seniors and the youth who represent the future of our community.

We are especially grateful for our long-serving volunteers, including several who have dedicated over 40 years of service. Their unwavering commitment is a testament to the enduring impact of volunteerism and the deep bonds formed through years of shared purpose.



ADULT DAY PROGRAM

The UHS Adult Day Program (ADP) remains a vital support for older adults living with physical or cognitive impairments, offering a safe, supervised, and engaging environment. Over the past year, the program has continued to evolve, with a strong focus on client-centered care and innovation.

To enhance program relevance and responsiveness, staff implemented quarterly reviews of the activity calendar, incorporating client feedback, interests, and suggestions into future planning. We were pleased to partner with the Markham Public Library to deliver unique and enriching experiences, including “Crafting with Cricut” and iPad training sessions aimed at increasing clients’ comfort with technology.

Our Caregiver Support Program expanded its reach through presentations for families, supported by social work student placements. This year’s session offered practical strategies for caregiving and highlighted the benefits of Therapeutic Recreation, the foundation of our programming. ADP clients also participated in joint programming with the Union Villa residents, fostering connections and leveraging the combined expertise and resources of both teams.

SOUTHEAST GERIATRIC OUTREACH TEAM

The Southeast Geriatric Outreach Team (SEGOT) continues to deliver person and family centered services that support older adults in aging safely and independently at home.

SEGOT provides comprehensive in-person assessments that are holistic, addressing medical, functional, cognitive, and psychosocial aspects of care. A key strength of the program is its “eyes in the home” approach, which allows clinicians to observe the living environment firsthand and tailor recommendations accordingly.

Beyond clinical assessments, SEGOT supports families in navigating the healthcare system, offering guidance on long-term planning and connecting them with appropriate community resources.

The team plays a vital role in helping seniors remain connected to their communities while ensuring they receive the best possible supports.

225
Clients



181
In-Home
Visits

1000+
ADP Programs and
Events Delivered

81
ADP Clients
Served

UNIONVILLE COMMUNITY CENTRE FOR SENIORS

Strengthening our Seniors Community Through Connection, Impact and Belonging

The past fiscal year has been an exciting period of growth for the Unionville Community Centre for Seniors (UCCS). With ongoing operations at our two satellite locations (Central United Church and Bethesda Evangelical Lutheran Church), we remained committed to delivering exceptional programming and services to older adults in our community.

In addition to a wide array of regular weekly programs, UCCS enriched the members' experiences, from line dancing and educational workshops to tailored exercise classes for older adults. This year also saw the launch of Make and Take, a creative cooking experience, and Fitness Fun, a lively Zumba-inspired class that quickly became a community favorite.

One of the year's major highlights was the Seniors Active Living Fair, held on November 13, 2024, at Unionville Commons. In partnership with the Older Adult Centres' Association of Ontario (OACAO), and funded by the Ministry for Seniors and Accessibility, we welcomed close to 200 seniors

and caregivers to explore valuable resources from 22 exhibitors.

Another significant highlight was hosting a weeklong March Break Expo at Unionville Commons, a Housing York Seniors building, which enabled us to introduce enriching programs to new clients and to our existing membership. The week was a resounding success, attracting 180+ seniors, generating 508 program registrations and increasing our UCCS membership base.

UCCS remains steadfast in its mission to enrich the lives of older adults with high-quality, inclusive and impactful experiences to support the well-being of seniors in our community.

“

I started coming to the community center after attending the March Break Expo at Unionville Commons. I was so impressed by how well-organized the programs were. I really enjoy participating in Zumba and exercise classes, everyone is so kind, encouraging, and sincere. They always make my husband and me feel welcome. I truly appreciate the effort everyone puts in to make the programs so enjoyable and meaningful.”

– Connie, UCCS member

6000

Hours of
Programming



32

Special
Events





UNIONVILLE HOME SOCIETY FOUNDATION

A YEAR OF IMPACT, STRENGTHENED BY FUNDRAISING EFFORTS

It's been a busy year with **SOLD OUT** signature fundraisers.

The **Garden by the Greens** on April 25th, 2024, was instrumental in funding enhancements to the beautiful sensory gardens that serve as places of tranquility, connection, and well-being.

The **Unionville Charity Golf Classic** on June 18th, 2024, was more than a day on the greens. Thanks to our golfers and sponsors we have been able to upgrade essential equipment, furnishings, and technology, allowing us to continuously improve the overall experience for those who call Union Villa their home.

The **Union Villa Dinner Party** on November 5th, 2024, dedicated funds to support our dementia-friendly care model, ensuring residents of all abilities receive thoughtful, individualized support within a compassionate, well-designed environment.

None of this success would be possible without the dedication and passion of our volunteer event committees. These teams work tirelessly behind the scenes, planning, organizing, and executing each fundraising event with precision and care, ensuring that we not only meet our financial goals but also foster a strong sense of community and connection to our cause.

Beyond these special events, our Foundation team is focused throughout the year on promoting opportunities for our community to engage and contribute. Whether through direct donations,

corporate partnerships, or local initiatives, we are always finding new ways to engage our generous supporters in sustaining and improving our Home.

Every contribution plays a role in ensuring our residents receive the best care, resources, and living environment possible. These efforts reflect the heart and purpose of our Foundation. They demonstrate the power of collective spirit, the generosity of our supporters, and the unwavering dedication to creating an enriched and supportive environment for our residents.

We are grateful to all who have provided philanthropic support. Because of you, our residents are benefitting from a brighter future of care.



2024–2025 Investments in Care

Technology:
iPads for Nursing

Resident Programs:
Clown, Art, and Music Therapy, Sensory Garden Enhancements and Outings

Resident Furnishings:
Specialized Beds, Mattresses, Lifts

Home Renovations:
Cedar Grove and Buttonville Spas, Resident Dining Room Flooring

Staff Engagement:
Staff Wellness Initiatives and Education Bursaries



2024 – 2025

FINANCIAL STATEMENT SUMMARIES

(UNAUDITED)

Audited financial statements are available at www.uhs.on.ca.

UNIONVILLE HOME SOCIETY

Financial summaries (unaudited) of this unconsolidated entity as at March 31, 2025 and for the year then ended are as follows:

	2025	2024
FINANCIAL POSITION		
Total assets	\$ 24,940,345	\$ 24,382,146
Total liabilities	10,618,657	9,299,941
Unrestricted net assets	14,321,688	15,082,205
	\$ 24,940,345	\$ 24,382,146

RESULTS OF OPERATIONS

Revenue		
Union Villa	\$ 18,877,032	\$ 17,914,049
Community Support Services Programs (ADP)	678,151	637,857
Investment and other income	608,182	747,780
Geriatric Outreach Program (SEGOT)	268,872	280,767
Administrative services cost recovery	264,924	257,208
Unionville Community Centre for Seniors	109,439	132,687
	20,806,600	19,970,348
Expenses		
Union Villa	19,177,118	17,995,326
Administrative services	1,242,675	1,148,305
Community Support Services Programs (ADP)	678,343	637,857
Geriatric Outreach Program (SEGOT)	268,872	280,767
Unionville Community Centre for Seniors	178,548	225,031
	21,545,556	20,287,286
Deficiency of revenue over expenses before undernoted items	(738,956)	(316,938)
Unrealized loss on investments	(21,561)	-
Gain on sale of land (net)	-	14,981,704
Discontinued operations	-	133,890
(Deficiency) excess of revenue over expenses for the year	\$ (760,517)	\$ 14,798,656

CASH FLOWS

Cash provided (used) by operating activities	\$ 2,565,585	\$ (790,123)
Cash used by financing activities	(318,279)	(578,837)
Cash provided (used) by investing activities	(3,274,907)	6,835,018
Net (decrease) increase in cash	\$ (1,027,601)	\$ 5,466,058

BOARD OF DIRECTORS

Philip Gunn, *Chair* • Philip Enright, *Vice Chair* • Lyndsey McIntyre, *Treasurer* • Glenn Crosby, *IPC*
 Debra Ambrose • Robert Cattle • Tara Clucas • Paul Cousens • Tracey Deline • Dan Horchik
 Clinton Hugh • Audrey Jamieson • David Rackus • Andy Taylor • Samantha van Velzen

UNIONVILLE HOME SOCIETY FOUNDATION

Financial summaries (unaudited) of this unconsolidated entity as at March 31, 2025 and for the year then ended are as follows:

	2025	2024
FINANCIAL POSITION		
Total assets	\$ 726,549	\$ 1,063,416
Total liabilities	29,376	36,885
Externally restricted net assets	203,558	254,086
Unrestricted net assets	493,615	772,445
	\$ 726,549	\$ 1,063,416
RESULTS OF OPERATIONS		
Revenue		
Fundraising events	\$ 268,095	\$ 266,764
Donations and bequests	75,304	187,169
Investment and other	57,498	60,818
	400,897	514,751
Operating expenses	244,972	226,045
Donation expense	485,283	326,354
	730,255	552,399
Deficiency of revenue over expenses for the year	\$ (329,358)	\$ (37,648)
CASH FLOWS		
Cash used by operating activities	\$ (350,581)	\$ (41,986)
Cash provided (used) by investing activities	278,893	(82,980)
Net decrease in cash	\$ (71,688)	\$ (124,966)

BOARD OF DIRECTORS

Amaar Naqi, *Chair* • Audrey Jamieson, *Vice Chair* • Tara Clucas, *Treasurer*
Ted Madden • Santo Natale • Samantha van Velzen



Volunteers at the Seniors' Expo



Staff Recipients of Crosby Education Fund



Staff Wear Pink to Promote Kindness and Inclusion on National Pink Shirt Day



Learning Majong at UCCS



Recognizing Remembrance Day

SPECIAL THANKS

Our success in supporting the wellness, independence, quality of life, and self-determination of seniors in our community relies on the dedication of our Resident Council and Resident Association, Family Council, Staff, Boards of Directors, Volunteers and Donors.

Thank you for your commitment to serving the needs of our clients with integrity.



4300 Highway 7 East, Unionville, ON L3R 1L8

T: 905.477.2822 | F: 905.477.6080

www.uhs.on.ca

