2014 Annual Report on Giving

Building a sustainable future

Gratitude
Message from The Chairman

It is with great pride that the Action Centre Foundation presents its inaugural Annual Report on Giving for 2014. This report highlights and acknowledges the generous gifts made by the Foundation’s donors and how these funds were used by the Action Centre to deliver its services.

2014 was a pivotal year for the Action Centre Foundation (ACF). Since inception, the Action Centre Foundation has traditionally raised funds from legacy donors and two annual events: the fall “Soirée” gala fundraising dinner and more recently, The President’s Cup Wheelchair Basketball Tournament. In 2012, after hosting the fall “Soirée” the 10th year, the Foundation realized that the event needed to be reformulated and the funding strategy needed to be restructured.

The Action Centre Foundation’s primary goal is to raise funds in support of the Action Centre. ACF provides approximately 50% of the Action Centre’s annual operating budget. With reductions in resources in 2013 and 2014, the Foundation moved away from depending heavily on event-fundraising, forcing it to dip into the surplus revenue originally provided from its seed funders, in order to meet the Action Centre’s financial requirements.

During this time, an investment in time and in energy was made to ensure the successful implementation of a sustainable long term Funding Strategy and the immediate survival of the Action Centre. With a view of broadening our donor base, the strategy focused on a new approach to foundations and corporations with the understanding that the results would not be immediate. Four distinct pillars of service delivery – Health, Education, Arts and Creativity and Community Outreach – were identified, allowing the Foundation to communicate both the Centre’s programs and needs, while being fully transparent as to the Action Centre’s costs and obligations.

In parallel, The Action Centre, with the full effort and support of its Management team, implemented many corrective and cost saving measures that, coupled with dynamic funding initiatives, allowed them to close the year successfully with a balanced budget. With an increase in government funding and a decrease in the Centre’s annual operating budget, the level of the Centre’s dependence on the Foundation decreased, allowing the Foundation greater flexibility in order to implement its new sustainable Funding Strategy.

Although the implementation of this Funding Strategy is in its early stages, this new direction is starting to bear fruit. We are very thankful for the continued support of our legacy donors and our new donors during this transition period. We could not have made this significant directional shift without your generosity.

In gratitude,

Andrew T. Pepper
Chairman
Fundraising Results

The Total Revenue for 2014 was $141,401.66. $109,497.66 was raised from general donations to the Foundation while $31,904 was raised through the 5th Annual President's Cup Wheelchair Basketball Tournament.

The revenue was distributed as follows: 24% from Corporations, 67% from Foundations and 10% from Individuals.

The Foundation received two major gifts of note of $20,000 or more from: The J.W. McConnell Family Foundation and The Peacock Family Foundation.

Gifts in-kind: Two flat screen televisions that are actively being used at the Centre from J. Sonic Services and graphic design services for the redesign of Action Centre Foundation’s logo from Equinoxe Graphics.

For a complete list of donors for 2014, see page 6 of this report.

The Action Centre Foundation disbursed $115,000 (81% of the Total Revenue) to the Action Centre in 2014. These funds were used by the Centre for its greatest needs which included the fixed and soft costs associated with Action Centre’s four education pillars: Education, Arts & Creativity, Health & Wellness and Community Participation. These structured activities and workshops are the raison d’être for the Action Centre and how it achieves its mission of helping members Living Life Without Limits. These 1,200 annual workshops represent 1,600 hours of instruction and have an annual attendance of 17,000 participants. They stimulate the mind, motivate the body, help improve self-confidence and self-esteem, and assist members to make the best choices for a healthier more independent lifestyle and improved quality of life.

Looking Forward

With the Action Centre’s emphasis on expanding government commitments and the Action Centre Foundation’s new funding strategy and its success in 2014, the overall objectives for 2015 are:
How does the Action Centre use your donations?

Your gifts help ensure that the Action Centre can continue to deliver its core programming: promote independence and reduce isolation, teach new skills and ensure proactivity and self-sufficiency, promote mutual support, trust and acceptance, enhance self-esteem and reduce risk of depression and isolation and offer hope for a brighter future.

Core programming is accomplished through these workshops and activities which make up the Four pillars:

<table>
<thead>
<tr>
<th>Education</th>
<th>Arts &amp; Creativity</th>
<th>Health &amp; Wellness</th>
<th>Community Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginner and Intermediate French &amp; English</td>
<td>Writing / Photography</td>
<td>Personal Development – Argyle Institute</td>
<td>Outings to tourist attractions</td>
</tr>
<tr>
<td>Beginner and Intermediate Computer</td>
<td>Music Appreciation</td>
<td>Psychological Development – Argyle Institute</td>
<td>Bowling &amp; Boccia</td>
</tr>
<tr>
<td>Beginner and Intermediate Internet</td>
<td>Art / Painting</td>
<td>Fitness &amp; Exercise</td>
<td>Fundraising activities</td>
</tr>
<tr>
<td>Geography, News and Current Events</td>
<td>Gardening</td>
<td>Safe Cooking &amp; Nutrition</td>
<td>Picnics, BBQ, Dances &amp; Holiday Parties</td>
</tr>
</tbody>
</table>
How does your donation change lives?

<table>
<thead>
<tr>
<th>Pillars</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Promote cognitive ability, curiosity, manual dexterity, coordination, self-esteem, self-awareness, &amp; self-confidence</td>
</tr>
<tr>
<td>Arts &amp; Creativity</td>
<td>Promote imagination, creativity, curiosity, resourcefulness, assertiveness, self-esteem &amp; self-confidence</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>Stimulation of heart &amp; muscles, brain oxygenation, increase movement, reduce pain, stress &amp; depression, promote happiness &amp; well-being</td>
</tr>
<tr>
<td>Community Participation</td>
<td>Promote social integration, community engagement &amp; involvement, communication skills, independence, connection, relaxation &amp; reduce isolation</td>
</tr>
</tbody>
</table>

In Memorium

We are very saddened to announce the passing of Peter Cohn, Action Centre Member and long serving Director of the Action Centre (former Chairman) and former Director of the Action Centre Foundation, on Friday January 23, 2015. Peter will be greatly missed.

Special Tributes

We would like to take this opportunity to thank the following volunteers who have set a stellar example by giving of their precious time to help us reach our goals:

5th Annual President’s Cup Wheelchair Basketball Tournament

Jessica Aubé           Ilham Bouzouma           Melissa Goudreau
Nancy Guitard          Leila Kameli             Rebecca Paré
Amine Rachi            Nancy Ryan              Jacek Stomal
Janusz Stomal          Tan Yiyue               

Action Centre Foundation Board of Directors

Phil Belec              Mark Culver              Chuck Frosst
Mike Gareau            Geoffrey Heward           Jodi Lafrenière
Zygmunt Marcinski      Felipe Morales            Sophie Palmer
Andrew T. Pepper       Tyler Schlemm             Charles-Alexander Vennat
The Loyalty Club

Founders
The J. W. McConnell Family Foundation

Builders
Power Corporation of Canada
The George Hogg Family Foundation
The Peacock Foundation

Sponsors
Alice & Euphemia Stewart Family Foundation
BT Advisory Inc. *
BBB Foundation
Heward Investment Management Inc.
National Bank
O’Leary Funds Management
The Toskan Casale Foundation *
Zeller Family Foundation

Benefactors
Costa Adamopoulos
Tony Addona
Judy Augustine
Paul Beattie
Pat Bennett
Martin Bernier *
Iolanda Bertucci *
Aliza Fraid Boghen
Johane Bouthillier *
Jodi Brooks
James Cherry
Claude Crevier *
Douglas Deruchie
Kim A. Drummond
DSS Marine Limitee *
Alain Dugal *
Equinoxe Graphics *
Julius Erdestein *
Georges Farah
Santino Gurreri
Sara Halickman *
Sebastien Harel *
Kevin and Alison Harrison
Sara Henophy
Joan F. Ivory

Supporters
Borden Ladner Gervais
Divco Foundation
Gryphon International Investment Corporation
Imperial Tobacco Employees Charitable Fund
Thomas G. Ivaskiv
James Barriere Foundation for the Underprivileged
Peter Kruyt
Les Placements Monteyric Inc.
Logistec Corporation
Lawrence McManus
Helen Michnowiec
Reitmans (Canada) Limited
Paul J. Setlakwe *
The Birks Family Foundation
The Blema & Arnold Steinberg Family Foundation *
The Drummond Foundation
The Gustav Levinschi Foundation
The Hay Foundation
The Jarislowsky Foundation
The Larry and Cookie Rossy Family Foundation
Walker Glass Co. Ltd.

Stephen W. Jarvis
J. Sonic Services Inc.
Tracy Killen
Julie Lafrance *
Estelle Laporte *
Elie Lauzon-Rivest *
Hélène Leblanc
Alain C. Lindsay *
Andrew Lindsay
Slim Louati *
Luc Prevost Dentiste Inc. *
Karen Macdonald
Jean Macdonnell
Margaret-Ann Nichilo *
Mariline Martel *
Ujala Mir Masood *
Gary McKeown
Sophia Moranelli *
François Morin
Philip Nickels *
Alun Nixon
Jacques Nolin
Nicholas Papadatos *
Jean-François Paris
Mary-Lou Parisé

Andrew Paterson *
Marc-Stéphane Penée
Anita T. Pepper *
Daniel Poitvin
Richard W. Pound
Timothy Price
Punda Mercantile Inc.
Carole Santerre *
Anton Schlemm
Seanaucatic Marine Inc. *
Jean-Guy Senecal *
Shaw Communications Inc. *
Seymour Silverman
Diane Soroka
Harry Stergiopoulos *
Roger Tabah
Leigh Taylor *
The Amazing Scoop Shop Mcgill Inc. *
The Henry and Berenice Kaufmann Foundation
The Stellabar Foundation
Karen Velan *
Barbara J. Whitley
Linda Wishart
Allyssa Zeagman
Debbie Zeituni *

* First-time donors
Action Centre Foundation
Trish Gardham
2214 Dollard Avenue,
LaSalle, QC, H8N 1S6
Phone: (514) 366-6868
Fax: (514) 367-0880
trish@centreaction.org