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2000 - 2001

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* resigned during the year
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President's
and
Executive Director's
Report

In the last quarter of the 20th century, much has been said and written about the loss of neighborliness and the disappearance of community. The growth of our large cities, the increase of poverty, violence, drugs, and the business of our personal lives has contributed to the loss of community, the erosion of “the neighborhood” where people knew one another, looked out for one another and shared what they had, even if there wasn’t much to share.

During that same period, we also saw the move towards “deinstitutionalization”, a term used to describe a new direction with respect to supporting people with disabilities. This direction saw the close or significant downsizing of large institutions that at one time served as the “home” of thousands of people with disabilities. Deinstitutionalization was seen as a means of achieving “integration” of persons with disabilities into the fabric of community life.

It was not until the move towards desinstitutionalization was well underway that there came a

realization that the community did not have the capacity to respond. Old neighborhoods no longer existed and the caring community of the past was now the lost community.

In the last decade of the 20th century, social policy thinking began to identify the need to recreate the “caring community”. We began to hear about terms like “community building” and “building community capacity”. We now have funding streams both in government and non-governmental organizations like the United Way for community building. We have awards for caring communities and for new strategies that build community capacity.

Community building is about increasing the capacity of people to look out for one another and care for one another. It is about the power to take care of our own, to be responsible for one another. It involves reaching out to people, bringing them together around a common, positive purpose, **building relationships** - and in the process building the strength of the community.

The forefathers of the Citizen Advocacy movement, Wolf Wolfensberger and others, were among the first to understand the absence of community, particularly for individuals with disabilities.

They saw that people with disabilities were seen as “belonging” to some kind of human service organization. Even today, there continues to be a perception that people with disabilities are special people, needing special places with specially trained people with them. This often means *separate from*.

Citizen Advocacy organizations have been at the forefront of community building since the 1960's. In developing the concept of “citizen advocacy”, there was an understanding of the need to engage people, one at a time, around a common, positive purpose - building relationships with other people, who because of a disability and because of their difference, have been left out. These relationships would be one means of including people with disabilities into the everyday life of the community.

Citizen Advocacy of Ottawa has quietly and consistently engaged in community building for the past 27 years. We have initiated hundreds of caring relationships between people with disabilities and others in the community. More than 100 of these are currently supported by the Citizen Advocacy staff. Still, there are close to 150 people with disabilities who are known to Citizen Advocacy that are waiting for someone to “include them,” and build that caring relationship. These people want to become more

connected with the community around them.

The work of the Citizen Advocacy staff is at times difficult, challenging, but more often than not a cause for celebration. The difficulties and challenges stem from the fact that people are too busy and often don't have room to include anyone or anything else. Then there is the sense that people with disabilities are seen as too demanding and that developing a relationship is more like “work” rather than an extension of friendship and leisure. There is also the fear that as an ordinary citizen, I might make a mistake that would have some dreadful consequence and the belief that only the “experts” know how to deal with people who have disabilities.

The celebrations stem from the inspiration of many powerful stories that arise from these relationships. One story is Betty, who became disabled after being hit by a car, and now also lives with post traumatic stress. With great pride, she describes how her advocate Paula helped her overcome her anxiety and fear of flying, helped her increase her self-confidence and brought joy back into her life. Joyce who describes her advocate Mary “like a sister to me”. Mrs. C says Citizen Advocacy brought her “the brother I lost” when she speaks about her advocate. Mrs. T who says her

advocate is “a great friend”. After 20 years of being matched, Maurice says of Richard, “we re old friends.” Cassandra says of her advocate Diane, “her sense of humour brightens up my life, making it easier day to day”. Since being matched with his advocate Michael, Steve says, “I feel better inside. He's a great friend, this is a great match.”

The range and scope of relationships supported by Citizen Advocacy is very broad. We are truly a unique “cross disability” community building organization. Chart I depicts the range of disabilities represented by people who are matched and waiting to be matched.

Citizen Advocacy of Ottawa: Disabilities of Protégés

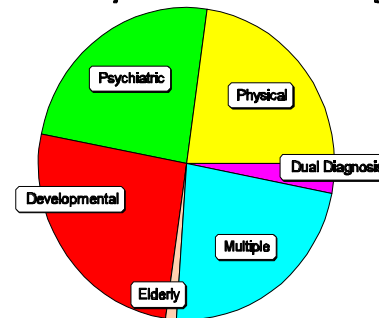
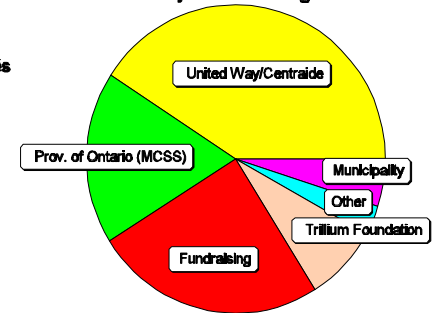


Chart I

The process of building relationships takes time and intensive work. Creating citizen advocacy relationships doesn't happen naturally. The work of the staff is essential to build personal, voluntary, unpaid relationships between people with disabilities and

others in the community. It requires an understanding of disability and how the quality of one's life has been affected. It requires an understanding of how to engage people, how to support relationships and how to demystify what is seen by some as the realm of experts. Staff need to continually develop new strategies to seek people who are willing to include someone with a disability in their already busy life. It is an ongoing process of teaching and learning that needs the resources of our funders and contributors. Chart II depicts the source of funds and level of support from each source.

Citizen Advocacy: 2000 Funding Sources



Of particular concern is the increase in reliance on self-generated funds. Now representing 36% of the funding for the core program, this represents another significant challenge for the future. Sustaining the work of Citizen Advocacy represents many challenges, some of which have been mentioned in this report.

Sustaining the level of self-generated funds represents an even greater challenge and decreases the capacity of Citizen Advocacy to focus on the important work of building relationships. As Citizen Advocacy moves forward, financial stewardship and development will be critical factors in determining our success in achieving our core mandate.

The Executive Director of Citizen Advocacy continued to lead the implementation of a person-centered planning initiative during 2000. Person-centered planning is a holistic approach to developing individualized action and life plans that embraces all areas of a person's life. It is collaborative in nature and recognizes that the person at the center is the primary authority on their life's direction. It aims to help that person define and access the resources they need, based on their own preferences and values, to create a rich and integrated life with ample supports and connections.

Traditional service planning has a tendency to limit the vision of the future for a person with a disability and their families. Person-centered planning inspires people to envision a future for themselves, or in the case of families, for their sons and daughters that is not limited by what "is" but what "could be". It calls upon the values and principles of community building to assist the person achieve the vision of their

future. As we move into 2001, this project will come to a close until it is fully evaluated and directions for the future of this initiative emerge and are decided upon by the funding body.

Another leading initiative was the purchase of 312 Parkdale Avenue, now known as **1 Community Place**. As the new home for Citizen Advocacy, Family Service Centre and Rideauwood Addiction and Family Services, this initiative and the subsequent relocation of the Citizen Advocacy, was another major undertaking in 2000. The results of this initiative will be unveiled upon its successful completion in 2001.

The core work of Citizen Advocacy and its staff, the person-centered planning initiative and the **1 Community Place** project have all contributed to a remarkable, unusual, productive and exciting year. The remainder of this annual report focuses on other critical activities of the Board of Directors and its committees over the past year which have supported this work.

*Linda George
President, Board of Directors
1999/2000
Brian J. Tardif
Executive Director*

Long Range Issues Committee

The focus of the Committee during 2000 was on the implementation of the 2000-2002 long range plan. The objectives of the plan are as follows:

- < reach 200 one-on-one matches by the end of 2002;
- < continue the pilot project of providing advocate services in group homes;
- < pursue new opportunities to extend advocacy support to people with disabilities; and
- < work in partnership with governments and other organizations to improve service to people with disabilities

The ability to reach and support a level of 200 matches was predicated on support from major funders for recruitment people and tools and social work staff. No increases from funders were forthcoming for 2000. We invested, nevertheless, in a new initiative to recruit people in their workplace and, by the end of the year, much groundwork had been laid in making contacts, developing materials and generating enquiries and applications from prospective advocates. The results of this work will be seen in 2001 and beyond. Total matches at the end of 2000 were 112, with the year producing

30 new matches, but seeing 37 closures.

2000 was the final full year of the Group Home Advocacy Project. The group home advocates will continue to be supported and an evaluation of the project will take place in early 2001.

This year Citizen Advocacy sought and received funding from the Ontario Trillium Foundation to help develop and pilot a matching program tailored to older people with disabilities who are vulnerable to neglect or abuse. With the aging of the population, the higher prevalence of disabilities among older people and alarmingly high rates of abuse among this population, this pilot program will test the benefits of advocacy service in strengthening the quality of life of people at risk and increasing the resources available to them, thereby preventing or reducing abuse and neglect. The program will run for three years.

During the year there were two very major undertakings with other organizations. The 1 Community Place partnership with Family Service Centre and Rideauwood Addiction and Family Service which resulted in the joint purchase of a building; with rental rates skyrocketing, this will protect funds for programs which otherwise would be reduced by higher accommodation costs; shared

common services will further reduce costs. At the same time, the services and expertise of the Executive Director, Brian Tardif, were again made available to the Ministry of Community and Social Services to lead in the design and piloting of the Person Centered Planning approach for people with developmental disabilities. Both these undertakings were ground-breaking initiatives and it is due to Brian Tardif's herculean efforts that both have been successfully completed. Citizen Advocacy also continued its work with numerous groups and committees related to disability issues throughout the region.

Thanks to fellow Committee members Veronica Anderson, Donna McCarthy, Kay Ryan, Charlie Singer and Marvin Zalman for their time, energy and ideas.

*Diane Cloutier
Chair
1999/2000*

**External Relations
and
Communications
Committee**

This year the ERCC focused on the recruitment of new advocates as part of the implementation of the

marketing plan. New public service announcements, newspaper fillers and other recruitment materials, including a new brochure, emphasized the benefits of this volunteer opportunity. The public service announcements were put out during the peak periods of past volunteer recruitment.

Our outreach activities included booth displays at volunteer fairs and shopping malls – 10 in all. With the need for more male volunteers in the west end of the city, the ERCC put up posters in athletic facilities and public libraries. Media advisories and releases were issued for all major events. Citizen Advocacy key chains (the separating kind, symbolizing that “together we're better”) were designed and ordered. They are now available in a thank you card to be given as a token of our appreciation.

This year we hired Timothy Maxwell as Corporate Liaison Officer to carry out the employer outreach component of the marketing plan. By the end of the year, Timothy had contacted 80 companies and organizations and had 30 initial meetings. Of these, more than half agreed to circulate an e-mail about us to their employees or to put up posters in the workplace. Six allowed him to give an in-house presentation to interested employees, and three agreed to let Citizen Advocacy set up a booth with recruitment information. While

traditional outreach efforts have yielded one application for every two enquiries, early results from the employer outreach show five applications for every six enquiries. Timothy has repeatedly demonstrated wonderful creativity, adaptability, persistence, and unfailing good humour in this difficult and often discouraging job. Many thanks, Timothy.

In terms of the total number of new matches, results for the year were less than we hoped. We need to develop and sustain systematic efforts in recruitment and public relations, and we need the resources, both human and financial, to support these efforts. Citizen Advocacy depends on advocates who are prepared to make a long-term commitment to a protégé, and such people are hard to find. As the list of potential protégés grows, recruitment efforts will have to be increasingly focused and intensive.

My sincere thanks go to the members of the ERCC: Isabelle Des Chênes, Allan Dolenko, Maurice Groulx, Chuck Letourneau, Diane McComb, Donald Shultz, and Marvin Zalman. Their hard work and excellent ideas have been invaluable to the successes we have had.

*Anna Bilsky
Chair
1999/2000*

**Group
Advocacy Project**

2000 saw The Group Advocacy Project, initially known as the High Support Advocacy Project as the final year for this project. This project was created to enhance the capacity of Citizen Advocacy to provide independent advocacy support to individuals with complex disabilities living in “high support residential settings”.

Early in the year we saw Claude Beauchamp leave Citizen Advocacy as the Project Coordinator to be replaced by Teresa Van Dongen. Prior to the change in staff, the committee took the opportunity to conduct a brainstorming session that was facilitated by an independent consultant and facilitator, Kathleen Stephenson. Participation in this interim review included staff from participating group homes, advocates, project committee members and Citizen Advocacy staff.

The conclusions of this interim review were unanimous. It was clear that the need for this type of advocacy support will only increase in the future. This project was able to establish a strong foundation in the first two years and the “practice” was developed and clarified. However, more experience in

implementation is required before any conclusions can be drawn concerning the impact of the project.

At the end of 2000, there were 10 advocates that were trained for matching with a group. Throughout the project, 8 advocates were matched with residents of 3 different group homes. At the end of 2000, there were only 2 advocates currently matched in a group home.

Notwithstanding the many challenges that lay ahead for this project, it was very clear that the main challenge was recruiting and sustaining advocates. As the project activity progressed, several new attempts were made to increase the number of advocates with little success. As the year came to a close, project staff member, Teresa VanDongen left Citizen Advocacy to pursue another career opportunity. As the project funding was near the end, the Committee decided to design and implement the evaluation process for the project. This evaluation will be completed early in 2001 with a final report to be submitted to the Trillium Foundation and the Ministry of Community and Social Services.

Early indications reinforce the identified need for the availability of this type of advocacy support. However, to recruit and sustain volunteer advocates in this program, renewed efforts will be required to “normalize” or demystify the role of an advocate and the experience

required to support residents of high support group homes, for both potential volunteers in this program and staff of participating organizations.

Many thanks to all members of the committee for their contributions and advice throughout the past year of implementation.

*Brian Tardif
Executive Director*

Financial Stewardship and Development Committee

date is to oversee the general financial stewardship and development of Citizen Advocacy of Ottawa-Carleton. The mandate will be achieved by:

- < developing and pursuing new funding sources and fund raising opportunities,
- < financial planning for the future,
- < ensuring sound financial management practices for the organization, and
- < maintaining and promoting relations with existing funders.

Although the committee was not active during the year, members of the committee were actively involved in three main areas:

- < participating in the plans for purchasing and renovating 312 Parkale Ave as the future home of Citizen Advocacy. This critical move will ensure Citizen Advocacy achieves a greater degree of control over the second largest budget expenditure - accommodation and will lead to cost savings that can be redirected into directly supporting the creation of more advocates/protégé match relationships;
- < the Treasurer of Citizen Advocacy attended to oversee the financial management and practices of the organization in partnership with the Executive Director; and
- < examined strategies to enhance Citizen Advocacy funding from our three funding partners, the United Way, the Ministry of Community and Social Services and the new City of Ottawa.

*Tom Brooker
on behalf of the Board*

Consumers Advisory Committee

ers Advisory Committee looks at areas of concern that affect consumers of Citizen Advocacy (matched protégés and protégés on the waiting list and work on ways to resolve some of the issues. This committee is composed of mainly matched protégés and with two unmatched members.

The Consumers Advisory Committee has been in existence since 1995. The main two functions of this committee are:

- < to provide an opportunity for protégés to learn what it is like to participate in committee work and decision-making, and
- < to advise the Board of Directors on issues of concern to protégés.

This year several members of the committee made a presentation to the Transition Board for the new city of Ottawa. We brought our concerns over funding and other matters pertaining to living with a disability in the new City of Ottawa to their committee.

The membership of the Consumers Advisory Committee changed this year. Two members resigned to go

to the Group Advocacy Project. We will miss Kathy and Margie. Their vacancies were filled by Denise and Jean-Guy, who has since resigned. Various members of this committee now sit on other committees of the Board. Donna and Veronica are on the Long Range Issues Committee. Maurice and myself are on the External Relations and Communications Committee.

Thanks a Bunch this year was postponed until April 2001 due to the move to **1 Community Place**. Also it was decided to set up a sub-committee to organize **Thanks a Bunch**. Two members from this committee and one from External Relations. The members are Veronica, Donald and Anna.

In November the committee met with a representative of OC Transpo with concerns for people with disabilities who don't qualify for Para-Transpo. There were two main concerns. One was the taking up of more than one seat by persons placing their parcels or purses on the seat next to them. This forces people with disabilities who use OC Transpo to stand. The second concern was with strollers on the bus blocking the aisle. The OC Transpo representative was very supportive of our concerns.

I would like to thank my fellow committee members for their patience and support. Veronica, Maurice, Denise, Andrew, Donna, Kay and Kimberly. A special thanks

goes to Réjeanne Lalonde. I also want to thank Brian Tardif and Colleen McFadden.

*Donald Shultz
Chair
2000 - 2001*



edition of **An Evening in the Maritimes** was a huge success – since we measure the success of a major fund raiser by the amount of funds that are raised! In 6 years, the net profits of this event have increased from \$4,000 to \$40,000.

There are many reasons for this success and the members of the organizing committee would agree that a number of lessons have been learned as we have moved forward. The 1999 version of **An Evening in the Maritimes** was well organized and introduced this important agency to the world of hi-tech. However, problems with the entertainment package and the featured door prize resulted in a flat-line in profits over the previous year. These problems were overcome in 2000 and the bottom line demonstrated this to the benefit of Citizen Advocacy. The group, KILT, provided wonderful celtic/rock music and a large portion

of the audience was prompted to visit the dance floor. This will no doubt bode well for next year.

The Honourary Co-Chairs in 2000 contributed in terms of their personal time and effort and their “hands-on” participation resulted in increased sales, particularly in the corporate division. Penny Collette, Vice-President, Chairman’s Office, George Weston Ltd. and John MacDonald, CEO of Leitch Technologies brought their enthusiasm and expertise to the table. The results were extraordinary.

The profile of the organizing committee, noted below, changed slightly from former years ... we missed those who opted not to participate this year as Committee members. Happily, each new addition to the Committee brought their individual talents to the team. The results, again, can only be described as “spectacular”.

The breakdown of the revenue areas:
Corporate Sales - \$43,250.00
Individual Sales - \$ 18,023.00
Silent Auction & Prize Package - \$20,000.00
Miscellaneous Revenue - \$2,270.69

Through the years we have learned ways to reduce our expenditures, so for this millenium **Maritime** Evening we realized a net profit of \$40,000.

Regardless of this year’s financial success, the value of introducing Citizen Advocacy to hundreds more people in Ottawa is immeasurable. The attendance figures grew by almost one hundred people in 2000 – we know we have many who return each year . We also know that each event provides an opportunity for hundreds more to learn about Citizen Advocacy.

Collectively, the Organizing Committee wishes to thank our Honourary Chairs, the Board of Directors of Citizen Advocacy, and everyone who helped make **An Evening in the Maritimes** such a huge success by supporting the Silent Auction, selling or purchasing tickets or volunteering the day or evening of the event.

The colloquialism: “We can’t spell success without ‘u’” may sound trite but it IS true. We prove it every year with **An Evening in the Maritimes**.

Thank you to our Honourary Co-Chairs: Penny Collette and John MacDonald and committee members Cheryl Bourgeois, Gillian Brouse, Diane Cloutier, Ross Hammond, Barry McKenna, Bob Mimeault and Marie Pearce.

*Patricia J. Parker
Chair
2000*

WITH SPECIAL THANKS

The Board of Directors expresses its appreciation and gratitude to the following corporations, local businesses and individuals for their support and assistance in 2000.

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