

Citizen Advocacy of Ottawa-Carleton

2002 Annual Report

At ***Citizen Advocacy***, our **vision** is of a community that welcomes and values the participation and contribution of all its citizens, including those who live with disabilities.

Our **mission** is to enhance personal choice and community participation for persons living with disabilities through advocacy support.

Our **guiding principle** is to focus our resources on individuals who may be vulnerable because they lack a support network or who may have difficulty accessing needed services.

1

We strive to achieve our mission through **four key goals**:

- ⇒ *To match individuals (proteges) in supportive relationships with volunteers (advocates).*
- ⇒ *To encourage self-advocacy and self-reliance while recognizing the interdependence of everyone in our community.*
- ⇒ *To advocate for the needs and rights of people living with disabilities.*
- ⇒ *To maintain an efficient, effective and healthy organization to fulfill our mission.*

Our report to you provides information on the activities of the Board of Directors and Staff of Citizen Advocacy during 2002 as they relate to each of these four goals and includes highlights of the 2002 program evaluation.

2

Matching individuals in supportive relationships with volunteer advocates from the community continues to be the number one goal of Citizen Advocacy and primary means of achieving our vision and mission. During 2002

- ✓ advocate enquiries increased by 78% translating into 76 new enquiries;
- ✓ applications have increased by 77% translating into 46 potential new volunteer advocates;
- ✓ the number of new match relationships has increased;
- ✓ the total number of match relationships increased from 119 to 133, an increase of 12%;
- ✓ the number of proteges supported in a match has increased from 117 to 141, an increase of 20.5%;
- ✓ the number of match closures has decreased;
- ✓ the average length of a match continued to be in the range of 5 years;

3

- ✓ the Group Advocacy program was successfully integrated into the overall Citizen Advocacy program with one new home added to the number being supported with advocates;
- ✓ the Chance for Choice program continued to grow with matches increased from 2 to 6; and
- ✓ the number of people seeking an advocate remained high regardless of the waiting period.

Matching individuals involves four key activities as follows:

- Recruiting people to become advocates**
- Screening advocates and people who want advocates (proteges)**
- Creating match relationships**
- Providing follow-up and support to matches.**

4

Recruiting people to become volunteer advocates is another critical element of the work of Citizen Advocacy. Along with the “traditional” approaches to public awareness and recruitment, Citizen Advocacy continued to invest in a series of new recruitment strategies during 2002. The **Corporate Liaison Advisory Group** acts as a resource to Heather Badenoch, Coordinator of Community Relations. The impact of the investment is clear - **174** enquiries from people interested in being advocates - an **increase of 76 over 2001 - up 78%**. These enquiries resulted in **106 applications** to become advocates, an **increase of 46 over 2001 - up 77%**. Six out of every 10 people who enquired about becoming an advocate followed through with an application, reflecting a **“conversion rate” of 61%**, well above the traditional standard of 20 - 25% in the broader voluntary sector.

Successful recruitment is a team effort led by the Coordinator of Community Relations working in close liaison with the social work staff. Several key findings of the 2002 Program Evaluation support this conclusion. Advocates reported that initial meetings with Citizen Advocacy social work staff:

- resulted in a major change in perception about the nature of the volunteer opportunity for many;

5

- allayed “completely” or “a lot” the concerns for a majority of the respondents;
- had major or significant influence over the decision of 64% of males and 51% of females to proceed with the application/screening process; and
- assisted in their early experience with the match.

The message is critical as evidenced by 85% of respondents reporting that the most important attribute attracting advocates to Citizen Advocacy was the opportunity to work one-on-one with another person. With this in mind, Citizen Advocacy began to embark on a project with the advertising agency McMillan to “rebrand” Citizen Advocacy, with a view to completing this project in 2003.

A new Citizen Advocacy video for recruitment purposes was completed in 2002. Focussing match stories and testimonials from advocates and proteges, the approach very much supports the finding of the survey with advocates that real stories of the one-on-one relationships will assist in converting an expression of interest into an application and eventual match. A bilingual version of this video is scheduled for completion in 2003.

6

Screening - getting to know people who want to become a volunteer advocate and those who want to have a volunteer advocate is a key to creating successful advocacy relationships. Our highly productive recruitment stretched the capacity of Citizen Advocacy at the end of 2002. Each application requires participation in an orientation, one or more interviews, the collection of references and securing a “police check”. This process is designed to ensure that Citizen Advocacy is the right match for the potential volunteer advocate and to strengthen our ability to make the best match possible. The Board of Directors, at its December meeting, agreed to hire an additional social worker in an effort to shore up our capacity to respond to this interest and the resulting projected increase in the number of matches.

Creating relationships between an advocate and a person with a disability who is marginalised is community building at its most micro level - the individual. The skill and knowledge our social work staff bring to this process is critical to success. Matching requires a careful analysis of interests, skill, strengths, assets, levels of comfort and experience with people who have a disability from both the perspective of an advocate and a protege in the match. At the end of 2002, there were 141 proteges receiving the support of an advocate in a match.

7

Support and follow-up with advocates and proteges also contribute to successful relationships. Whether it is through individual contact, our program of social events (such as the picnic, Christmas Party or Thanks-a-Bunch - all well-attended events), or educational opportunities for advocates to share their experiences with one another - these activities all form part of the strategy to support a successful match experience and maximize the potential impact for the protege. In 2002, we were unable to respond to the interest for educational opportunities, but the results of our program review suggest that increased emphasis will be required in this area in 2003.

Advocates have reported that the most important factors in keeping matches going were feedback from the protege, feedback from the Citizen Advocacy social worker and information /advice from the Citizen Advocacy social work staff.

The evidence from the 2002 Program Evaluation is clear - the impact of the social work staff in all steps of the process from initial contact with Citizen Advocacy through ongoing feedback, information and other support is critical to achieving long-term match success.

8

Encouraging self-advocacy and self-reliance is achieved on a number of fronts within Citizen Advocacy. For some people, the ability to become a self-advocate and increased self-reliance occurs naturally over time through many Citizen Advocacy relationships. Through these relationships, proteges develop greater feelings of self worth and confidence, experience a decrease in isolation and an increase in community participation. With the support and friendship of a volunteer advocate, they are able to express their wishes and dreams.

The results of the evaluation provided clear indications of our progress with this goal and the impact on proteges;

- ✓ proteges overwhelmingly reported being happy to have an advocate;
- ✓ 97% indicated their lives were better for having an advocate;
- ✓ 94% reported an increase in self-esteem;
- ✓ 77% reported having received help with self-advocacy; and
- ✓ 87% reported having benefited through improved social skills.

9

Opportunities for developing self-advocacy and self-reliance are also available through the **Consumers Advisory Committee**, a standing committee of the Board. The Thanks-a-Bunch annual event is an example of how consumers have taken an idea to reality - creating an event that illustrates the value of Citizen Advocacy relationships. This experience has provided committee members with an opportunity to enhance their understanding of developing and implementing plans and evaluating outcomes.

December 3rd was proclaimed by the United Nations General Assembly in 1992 as the International Day of Disabled Persons to promote a greater understanding of disability issues and increased awareness of gains to be realized through full and effective integration of persons with disabilities. On December 3rd, 2003, Citizen Advocacy, in partnership with the Ottawa Office of the Canadian Paraplegic Association and the Partnering for Participation and Inclusion Coalition, led **A Celebration of People** - a special event to bring attention to this important day. Featuring a full-day symposium and trade show, the very busy day was concluded with the first ever “**A Celebration of People Awards Dinner**”. With close to 400 people attending, this event brought together a series of existing awards with a series of new awards. A highly-successful first effort, it is our plan to build on this event for the future.

Advocacy - Advocacy is a process of defending or promoting a cause on behalf of oneself and/or others. The two main levels of advocacy are individual and systemic. Although the core business of Citizen Advocacy is individual “social” advocacy, as one of the region’s few cross-disability organizations, we are called upon to engage in efforts to promote systemic change. As a cross-disability organization, our consumers are often confronted with issues within one or more of the mental health, long-term care, justice, health care and developmental service systems. We are often in a unique position to bring forward the perspective of consumers from across these systems and have been asked to do so on many occasions.

For example, Citizen Advocacy has continued to put forward a unique perspective on behalf of individuals with developmental disabilities through continued participation in activities and networks in the developmental service sector in Ottawa.

As a participating partner in the Partnership for Participation and Inclusion Coalition - a group of individuals and organizations in the City of Ottawa with a common goal to improve the quality of life for citizens of Ottawa living with disabilities - the Executive Director of Citizen Advocacy participated in the Project Steering Committee

responsible for the research and resulting report Maximizing our Assets: Partnering for Participation and Inclusion. The project was funded by the City of Ottawa and United Way/Centraide Ottawa. The information in this report will allow the City of Ottawa, other funding organizations, and service providers to identify service gaps, address participation barriers, and target decision-making in an effort to enhance the opportunities for people with physical disabilities as well as hearing and vision loss living in our community.

The Consumers Advisory Committee of Citizen Advocacy tested the survey that was used for the Coalition’s project, providing the perspective from people with a range of disabilities. Their contribution helped create a more user-friendly tool for the study.

The work of the Mental Health Reform Task Force - Advocacy and Education Work Group was concluded in 2002. The mandate of this group was to provide recommendations to the government regarding the function of advocacy as a feature of the new mental health system. The Executive Director of Citizen Advocacy assisted the work of this Task Group with information about the process of advocacy at the individual level, particularly with respect to advocacy for people who are living with a mental illness or with a dual disability - mental illness and developmental disability.

Maintain an efficient, effective and healthy organization

In addition to the activities of delivering the Citizen Advocacy programs during the past year, attention of the Board and Staff was also directed at sustaining solid management of **1 Community Place**, the home of Citizen Advocacy, with our partners, the Family Service Centre and Rideauwood Addiction and Family Services.

Notwithstanding the support Citizen Advocacy has received from our funders (United Way/Centraide Ottawa, the Ministry of Community and Social Services and the City of Ottawa), fundraising and fund development are matters of strategic importance.

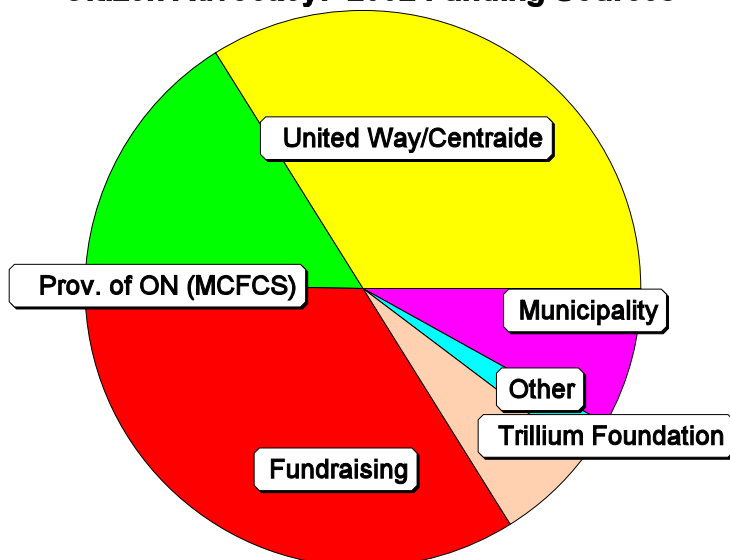
It is worth noting that fund-raising or self-generated revenues account for 35% of Citizen Advocacy's total revenues, excluding one-time projects. Of particular note is the increasing success of our signature fund-raiser, ***An Evening in the Maritimes***, which generated a 50% net increase in revenues in 2002. Special mention must be given to our Honorary Co-chairs in 2002, Penny Collenette and Jim Watson, who along with an outstanding event committee, were responsible for exceeding the targets for this event.

13

Other sources of revenues include grants, memberships donations and a weekly bingo at Bingoland South, aptly managed by a team of volunteers led by Eileen Belisle. Our core

team of volunteers include Priscilla Lanois, Steve Liberty, Jessica Wolters, Lynn Fleming and Carol Lee. Many thanks also to volunteers: Steve Strtak, Jean Perry, Kelly Partridge, Liz Adams Lori Streefkirk, George Cook and Marvin Zalman.

Citizen Advocacy: 2002 Funding Sources



UW/C	- 34%
MCFCS	- 16
Municipality	- 8
Trillium	- 6
Other	- 2
Fund-raising	- 34%

14

In October of 2002, a Board/Staff Retreat was held with the able assistance of Robbie Giles as facilitator. It cannot be understated that the participation of almost every Board Member, all staff and a selection of advocates and proteges contributed to a highly successful planning event that culminated in what we believe to be a solid business plan for the next three years. The full day retreat included a review of the results of the 2002 Program Evaluation, a review of our achievements over the past three years, and the development of strategic directions for the future.

The stage for the work of the Board and Staff for the period 2003 - 2005 is set. We will see an increase in our staff over this period beginning with the addition of another social worker to respond to the very positive increase in advocate recruitment and number of people being supported in a match. We will see the addition of a fund development officer to support the increasing reliance on self-generated funds and to sustain the gains we have made to-date in our history. We will see the addition of a special events coordinator to sustain and enhance our calendar of events for matches, for advocates and for a new "advocate for a day" project.

15

The success of our new business plan will depend on a strong and committed Board of Directors, a stable and skilled staff, and the continued and enhanced support of our funding agencies along with the strong support of our community.

We trust you will agree that this report of our activities for the past year demonstrates a healthy and stable organization, a capable organization, building a stronger community "one person at a time", an organization that provides community leadership through its collaboration and partnership activities, a community organization worth your continued support and investment.

Our position would not be one of strength were it not for the contributions of many. Our advocates represent some of our community's most outstanding volunteers. The contribution and commitment of the Board of Directors, through its support and direction to a staff that shares its commitment and dedication to the mission and vision of Citizen Advocacy, results in a powerful team. As an inclusive and learning organization, consumers of Citizen Advocacy invariably teach all of us about strength and courage. Committee volunteers strengthen our ability for action. Funders and donors together with members of the broader community provide the financial and moral support that reflect the value for Citizen Advocacy and its contribution towards a richer community for everyone.

16

Board of Directors and Staff:

EXECUTIVE COMMITTEE:

Diane Cloutier	President
Gillian Brouse	Vice President
Charlie Singer	Secretary
David Lackey	Treasurer
Allan Dolenko	Past President

DIRECTORS:

Veronica Anderson	Kathy Banville
Cheryl Bourgeois	Trudy Grealis-Sturton
Jeff Ickovich	Dick Lee
Claude Leost	Patricia Parker
Dianne Pritchard	Daria Strachan
Fred Trebilcock	

**International Day of Disabled Persons,
Honorary Chair** - Mayor Bob Chiarilli

STAFF:

Brian Tardif	Executive Director
Sheila Robertson	Coordinator of Programs
Jackie Cameron***	Social Worker
Jacqueline McKenna	Social Worker
Robert Adolfsen	Social Worker
Timothy Maxwell*	Corporate Liaison Officer
Heather Badenoch**	Community Relations Officer
Susan Brown	Administrative Assistant
Michele Casey	Administrative Assistant

* left during the year
** appointed during the year
*** contract employee

**An Evening in the Maritimes Honorary Co-Chairs
2002** - Penny Collette & Jim Watson

17

The Board of Directors expresses its appreciation and gratitude to the following corporations, local businesses and individuals for their support and assistance in 2002.

Special Event Contributors:

Thank you to the following persons and companies who showed their support for the **International Day of Disabled Persons, Annual Picnic** and the **Annual Christmas Party**:

Agnes Wee
Air Canada
Andrea Mercier
Arnie's Food Service

Baskin Robbins 31-Ice Cream,
Meadowlands Drive East
Blockbuster Video, 1600 Merivale
Blossom Farm Products
Brian's Printing and Signs
Brian's Food Basics
Bronson Bakery
Bruce & Joan Riley
Bryan Lowe
Canada Science & Technology
Museum
Canadian War Museum
Canadian Museum of Civilization
Canadian Tire - Bell's Corners
Canadian Museum of Nature

CD Warehouse, Clyde Avenue
Centrepointe Theatre
Chris Callaghan
CHUM Radio Network
City of Ottawa
Connoisseur Coffee Services
Côté Poultry Inc.
Crazy Chesters
Dan Burgess
Dan Sheney
Dave Ward Badenoch
Debra Belanger
Dominic D'Arcy
Donald Shultz
E-Ramp Inc

18

East Side Mario's, St Laurent Blvd
English Butler
Excellent Eateries Group
Farmers Pick Fruits and
Vegetables
Fredericos Gondolas
Gary's Food Basics - Kanata
Giant Tiger - Wellington St.
Giovanni's Restaurant
Glebe Meat Market
Gloucester Lions Club
Great Canadian Theatre Company
Harvey's Restaurant - Kanata
Hellenic Banquet Centre
Herb & Spice Shop
Hershey Canada
Innovera Integrated Solutions Inc.
Jacqueline McKenna
Jean Perry
Joan Brown
John Gelowsky

"Jungle Jim" Jerome - The Team 1200
Laurie's Originals
Les Suites Hotel
Lise Ramsden
Loblaws - Merivale Road
Martin Massey
Masha Twana
McDonalds Restaurant - Bronson Ave
McKales Service Centre
Mini Golf Gardens
Moe & Heather Turner
Mongomery Legion, Branch 351
Mr. & Mrs. Mason
Mulligan's Florist Ltd.
National Gallery of Canada
National Aviation Museum
National Life Assurance Company
of Canada
Neilson Dairy
Nick Tkotz
Ottawa Lynx Baseball

Ottawa 67's Hockey Club
Ottawa Senators Foundation
P&H Foods Ltd.
Paul Bhullar
Paul Sonichson
Paul's Boat Lines
Perkins Family Restaurant,
St Laurent
Power Press
RBC Financial Group
Robbie's Italian Restaurant
Rocky Mountain Chocolate
Factory
Roger's Video, Earl Grey Dr.
Sarah-Jane Ward Badenoch
Shoppers Drug Mart - 1642 Merivale
Shoppers Drug Mart - 1460 Merivale
Starling Access Services
Subway
Sun Life Financial
Swiss Chalet, Carling Ave.

19

Synergy Concept Solutions Inc.
Taipei Economic and Cultural
Office, Canada
The Side Door Bingo Hall
The Ottawa Congress Centre
The Rehabilitation Centre
The Ottawa Citizen
Tim Hortons, 100 Sparks Street
Vela Tadic
Veronica Langelier & the
Euchre Team
Vertex Media
Virtronics D.J. Services

An Evening in the Maritimes:

Corporate Supporters:

Alcatel
BCP

Bell Nexxia
Blake Cassels Graydon, LLP
Borden Ladner Gervais, LLP
Bridges AGT
C. Ross Hammond
Canadian Cable Television
Association
Canadian Tourism Commission
CMHC
Cognos
Ms. Penny Collenette
Design 1st
George Weston Ltd.
Global Public Affairs
The Halifax Group
Liberty Health
Majic 100
National Capital Commission
The NewRO
Nordx/CDT

Olands Specialty Beer Company
The Ottawa Citizen
The Ottawa Congress Centre
Perley-Robertson, Hill &
McDougall, LLP
Potvin Rowland Financial
Services
Power Corporation of Canada
(Joliet Energy)
Procom
Reid Eddison
Rogers Communications
Rose & Associates
Royal Bank
SNC-Lavalin International
Sussex Circle
Swiss Pastries
Transpolar Technology
X-Wave

20

Silent Auction Donors:

AlernaTEK
 Alex Munter
 Alex Cullen
 Amber Garden Restaurant
 Arthur Black
 Bell Nexxia
 Bev Hastings
 Bev Arnold
 Bob Hartley, Colorado Avalanche
 Canadian Tourism Commission
 Canadian Museum of Civilization
 Cathi Fournier
 City of Ottawa
 Cosmic Adventures
 Dave Connelly
 Davidson's Jewellers and
 BPH Billiton Diamonds
 Deborah Mirsky Cosman
 Delta Ottawa
 Dennis Fryer

Dianne Pritchard, Just Imagine
 Home and Garden Decor
 Diplomat's Choice
 Distinctively Wood
 Don Grant
 Dr. Victor Rabinovitch
 Eastern Ontario Biodiversity
 Museum
 Edwina MacDonald
 Excellent Eateries Group
 Fairmont Le Château Montebello
 Laura Carter, Framing & Art
 Centre
 Galerie d'Art Vincent
 Gotta Paint
 Grete Hale and Gay Cook
 Holt Renfrew
 Hugh Winsor
 Huguette Harrison
 Jack Kirschner

Jay Stone
 JC Sulzenko
 Jean Taggart
 John Lacharity
 Jubilee Jewellers
 "Jungle" Jim Jerome
 Keltic Lodge, Nova Scotia
 Konrad von Finckenstein
 Le Moulin Wakefield Mill Inn
 Le Cordon Bleu
 Madame Chief Justice McLachlin
 Majic 100
 Marcomm Integrated Business
 Solutions
 Margaret Schade
 Marthe Markowsky
 Mastermark Pewter
 Max Keeping
 Mayor Bob Chiarelli
 Meadowlands Pub & Eatery

Merivale Fish Market and Seafood
 Grill
 Mette Baker
 Minto Place Suite Hotel
 Moda
 Mr. Bigfellow
 National Arts Centre
 Noah's
 Norman Bloom, Prosebusters
 Northern Fan
 Odyssey Theatre
 Oggi Italian Restaurant
 Oland's Specialty Beer Co.
 (Keith's), Nova Scotia
 Ottawa Congress Centre
 Ottawa Chamber Music Society
 Ottawa International Jazz festival
 Ottawa Police Service
 Ottawa Senators Foundation
 Ottawa Symphony Orchestra

Pamela Wallin
 Penny Collette
 Pinchas Zukerman
 Potvin Rowland & Associates
 Prime Minister Jean Chrétien
 Produce Depot
 Random House
 Reach
 Réjeanne Lalonde
 Richard Robinson Haute Couture
 Robert Fontaine
 Roch Carrier
 Rodd Crowbush Golf & Beach
 Resort, P.E.I.
 Sharon Stewart
 Sharon Sholzberg-Gray
 Hon. Sheila Copps and
 Mr. Austin Thorne
 Sprint Computers
 Stuart McLean

Susie King
 The Brewing Station
 The Broken Cue
 The Hull-Chelsea-Wakefield
 Steam Train
 The Minto Skating Centre
 The Tulip Festival
 Vanilla Boutique
 Wallack Galleries
 Wendall Hughes, Phytiness
 Wilderness Tours

Event Supporters:

Majic 100
 McMillan
 The NewRO
 The Ottawa Citizen
 The Ottawa Congress Centre
 St. Joseph M.O.M. Printing
 Baldwin Audio Visual

Event Design
Professional Sound & Lighting
(PSL)

Raffle Prize Donors:

Air Canada
WestJet
Via Rail Canada
Majic 100
Memramcook Vacation Resort

Other donations:

1299022 Ontario Inc.
A. Whitley
Anna Bilsky & Peter Humber
Axial Lighting and Productions
Calvin Saunders
Charlie Singer
Clarica Life Assurance
Company, Volunteer Program
Colonnade Pizza

Doug Arnold
Elizabeth Young
Florence J. Ladds
Francoise Plourde
Frank Cestnik
Iva Allard
Jay Koornstra
Katherine Dzerowycz
Kathleen Stephenson
Kathy Banville
Kiwaniame Club of Rideau
Krysia Pazdzior
Laurentin Levesque
Margaret Fietz
MBNA
Michael Biunta
Newport Restaurant
Patricia J. Parker
R. Franklin
Red Lobster
Reid Eddison

Richard D'Addese
Robert Adolfson
TD Waterhouse Investment
Advice
The Community Foundation of
Ottawa for the C. Clifford
Taggart Fund
Veronica Anderson
Willem & Susan Van Iterson
Zhong An

Thanks to the following supporters,
many of Citizen Advocacy's
matches were able to enjoy some of
Ottawa's fine entertainment:

Sixth Chord Productions Inc.
Lions Club of Cumberland
Savoy Society of Ottawa
Optimist Club of Nepean
Alcatel