



meta Centre

2020 Annual Report



A Message from Meta Centre's Board President



Warren Harvey
President of Meta
Centre's Board of
Directors

On behalf of the Board of Directors, I am pleased to report that 2019/2020 was another good year for Meta Centre, full of both change and progress. We welcomed new members to our Board of Directors, continued to build existing and new relationships with political and extended stakeholders and, following a year of development, we formally launched our Strategic Plan, that will guide us through the next three years.

As outlined further in this report, you will see that there have been significant advancements across the five (5) Strategic Directives, which revolve our continued focus on the people we serve and the quality of care we provide so that each individual can reach their greatest potential. These directives will lead to an enhanced and expanded range of services to ensure we remain at the forefront of person-centered care for the developmentally disabled community, as we have for over 30 years. The implementation of this new plan also presented us with an opportunity to reimagine our brand, which culminated with the launch of a refreshed and bright new logo. We also expanded our digital footprint with the introduction of a reenergized and informative website to better reflect our new branding and to provide a more effective way to present ourselves to the community. Our social media program was also remodeled, gaining an expanded range of followers across multiple platforms and opening new channels for gathering support, inputs, feedback and issuing calls to action. These are just a few of the many developments over the past year which will support our continued progress. While we have made great progress in expanding opportunities for individuals with developmental disabilities, we are also acutely aware that there is still much work to be done.

As we look ahead, we do so with excitement, optimism and confidence, much of which is owed to our fantastic staff. We are incredibly proud to be working with such an extremely dedicated and caring team who serve the wide range of supports our clients require and it is this team that truly sets META apart. Their commitment is to the individuals we serve and they will continue to be our most important asset and source of differentiation. As we strive to continue in our leadership role across our sector, we must also continue to listen to our constituents and learn about their needs and concerns; we must engage with all stakeholders whose objectives align with ours to advance our agenda and we must deliver on our commitment to providing meaningful person-centered care for those we serve. This has been, and will continue to be, woven into the fabric of our continuous improvement and approaches to most effectively serving our clients.



Our Vision

A community where all persons thrive as valued, respected citizens leading dignified, fulfilling lives.



Antonet Orlando
Executive Director
Meta Centre

A Message from Meta Centre's Executive Director

The focus of this year's report reflects the implementation of Meta Centre's new three-year Strategic Plan and our rebranding. We gratefully acknowledge the help of the people we support, their families, our Board of Directors, staff and community partners as we unfolded our Strategic Plan in 2019. We wanted many voices heard while designing the fundamental elements of the Strategic Plan and specially engaged stakeholders to assist in this process.

Our intention was to create a comprehensive roadmap toward continued success and long-term organizational sustainability and, in turn, positioning Meta Centre as a leading developmental service agency. We're excited about our future as we enrich our approach to quality care. The rebranding efforts included a new, modernized logo and a refresh of Meta Centre's mission, vision and values statements. These will guide the continued development of our organizational culture, setting the standard for excellence in care and community value.

As we prepare this report, we are in the second wave of the COVID-19 pandemic and entering flu and cold season. While we continue to deliver on our Strategic Plan, we must remain vigilant for the well-being of everyone involved with Meta Centre. More than ever, our solid foundation and history of quality care will be essential to providing safe, high-quality services for the people supported by Meta. We must always focus on providing exemplary care.

Finally, the successful delivery of strategic plans relies on the proficiencies and capabilities of our Board of Directors and diverse staff, who have proven time and time again to be tireless in their dedication and commitment to the people supported. We are proud to have a close partnership with our main funder, the Ministry of Children, Community & Social Services that allows us to do our essential work in the community. We have other solid relationships with the United Food and Commercial Workers Union that represent our direct support staff, funders and supporters, as well as elected officials. A special thank you to the men, women and children for allowing Meta the honour of supporting you through your life's journey.



Our Mission

Meta offers a wide spectrum of services and personalized supports to help people live in inclusive engaged and enriched lives in the community.



Meta Centre's New Logo

Our staff and clients are integral stakeholders that truly represent Meta Centre's brand. Therefore, it was important that they were involved in the journey of choosing a new logo for Meta Centre as part of our rebranding.

In the spring of 2019, a survey was sent out to all staff and clients to choose between two logo designs to decide on Meta Centre's new logo. We received over 400 responses from staff and clients, and on July 29th Meta Centre held an agency wide barbeque with food, fun and games to celebrate the reveal of our new logo.



By the Numbers 2019



Our Values

- Person-Centered or Choice
- Compassion
- Inclusiveness
- Respect and Dignity
- Excellence, Quality & Innovation
- Integrity & Accountability
- Partnership & Collaboration
- Safety

STRATEGIC PLAN OVERVIEW

2019-2020

In April 2019, we began implementing Meta Centre's new strategic plan. Information provided below speaks to our five new strategic directives, the goals for each, along with our accomplishments for year one. We continue to work on directives from the plan as we are invested in our vision and will carry it forward.

Strategic Directive 1: Recognized Leader

Meta Centre will be recognized as an accredited provincial leader, setting the standard for person-centered care & high-quality program/service delivery.

Goal: Increase relevance and impact by being evidence-based, data-driven and accountable

92% of community families reported that they are seeking traditional Day Program services with an emphasis on recreational activities. This data was collected from the **2019 Community Needs Survey** that is completed by families in need of support. Information gathered from this survey will aid Meta in the development of new and improved services for 2021.

Goal: Position Meta Centre as a leader and a Centre of excellence in the developmental services sector

A promotional video was created portraying Meta Centre's quality service delivery. The video is available on YouTube and to date has received **419** views.

Throughout 2019, changes were made to Meta Centre programs and services in areas that were in need of improvement based on the the 2018 Satisfaction Surveys results. The **2019-2020 Family Satisfaction Survey** results showed that that there was improvement made in those areas;

- 16%** Increase was given in the overall satisfaction of all Meta Centre services.
- 17%** Increase was given on Meta Centre services that support community involvement and social inclusion
- 15%** Increase was given regarding program activities that promote independence & skill development for the individuals Meta Centre supports



Goal: Develop research partnership with a university to demonstrate the impact of person-centered care in developmental services

Meta Centre has partnered with a York University professor and a graduate student who have begun working on a project to complete an international literature review of best practices around quality of life and person-centered care.

Goal: Meta Centre will implement new person-centered aging at home program for residents

A Barrier-Free Checklist was created for all Meta Centre residential sites – assesses interior/exterior areas of the site, assistive devices and specialized equipment required to help clients that are aging.

Meta created an agency-wide database that focuses on 20 health care guidelines identified by the Canadian Consensus Guidelines on primary care. The database was compiled by collecting detailed health care information on 83 Meta Centre residential clients that are 45 years + and/or have complex medical care issues. The data and care guidelines will help us to determine the medical needs of the aging individuals we support and implement preventative measures to help maintain their overall health.



A Preventative Care Checklist was also created to identify areas for regular screening (depending on client diagnosis, age, medical needs, health history, etc.). Based on recommendations from the Primary Care Guidelines, services will ensure the best medical practices are implemented for each client, as they age or medical needs change.

Strategic Directive 2 : Increased Reach

Expand high-quality programs and services to support more people with developmental disabilities, in keeping with Meta's growth principles (responsive to individual needs, maintain quality, integrity and agency values and sustainability)

Goal: Expand delivery of relevant, innovative, high-quality programs and set annual growth targets for each program area as resources permit

Meta Centre received Employment and Modernization Funding - we expanded our current partnership with a mainstream employment supports provider, Next Steps Employment Centre in Toronto, to include Vaughan and Scarborough regions. This partnership enabled us to provide pre-employment workshops, employability skills sessions and job coaching support services across the GTA to improve employment prospects and supports to people with developmental disabilities.

The funding also enabled Meta Centre to hire a job specialist to oversee our partnership with Next Steps Employment Centres and to ensure the individuals we serve get the opportunity to pursue real work for real pay → 68% of target outcomes were met with regards to participants finding part/time or seasonal paid employment.



2019 Meta growth plan and outcomes



- * Residential - August 2020 - Meta Centre has 3 new 2 bedroom apartment rentals
- * Day Programs - 7% more individuals overall are attending from last year
- * Respite Programs - 10% more individuals overall are attending from last year

Strategic Directive 3: Motivated, Skilled and Fully-Aligned Team

Empower a motivated, skilled and fully-aligned team that is passionate and caring and adheres to the highest professional ethics and standards

Goal: Update recruitment and selection process and build succession plans to ensure qualified and motivated staff and board members are in place

Human Resources department updated Meta Centre's interview recruitment package for new hires. The new interview package involves questions that are competency and behavioural based. Preliminary results indicate retention rate of staff has increased from 70% → 85% in 2019 since using the new interview package.

Goal: Update performance management and supervisory training to build a positive organizational culture

The senior management team announced the new strategic plan across the organization to demonstrate Meta Centre's relevance and impact. The plan was shared with employees, the union and all families so that they understood Meta Centre's goals and their roles.

Strategic Directive 4: Brand Awareness, Outreach and Marketing

Grow awareness of Meta Centre as an excellent organization with a strong reputation through strategic partnerships and outreach, as resources permit

Goal: Meta Centre will grow awareness of its brand and the value that it brings to the community.

Meta's website design has been improved and updated as it is the face to our new brand and it is in sync with the services we provide.

Goal: Leverage corporate and community partners to increase brand awareness

Meta Centre has increased both community and corporate partnerships.

Goal: Meta Centre will renew digital marketing program to families, community partners, and existing and potential funders

Meta implemented a social media strategy both internally and externally to increase brand visibility and recognition to produce a wide audience.

Strategic Directive 5: Revenue Development

Generate revenues to support the needs of the individuals and families we serve today and into the future

Goal: Meta will increase revenue streams and implement cost-saving opportunities across the organization

Meta Centre was approved the New Horizons for Seniors grant - funds enabled Meta to conduct various activities & classes for seniors that we support as well as for the community.

Meta Centre determined efficiencies and implemented cost savings, where possible, without compromising quality of care



Lu Galasso
President of Meta
Foundation

A Message from Meta Foundation's Board President

On behalf of the Board, I am pleased to report another rewarding Meta Foundation fundraising and friend-raising year. The Board organized and supported a diverse roster of fundraisers and our event committees work tirelessly to execute on an enjoyable fundraiser experience which thankfully continues to increase our following of loyal supporters and friends.

We are rooted in awareness as to our exceptional and loyal supporter base, who continue to believe in the goals and good work of Meta Centre. We continuously give gratitude for their generosity and support of Meta Centre's efforts to help Special People with Special Abilities achieve life's full potential.

Of the funds raised investments were made for educational tools, technology training, enhancing the clinical team and social enrichment.

Lastly, thank you to the small army of volunteers with big wonderful hearts who organize and operate the fundraising events. It takes a team to complete the dream.



Meta Centre Financials

META CENTRE SOURCE OF REVENUE AND EXPENSES FOR THE YEAR ENDED MARCH 31, 2020			
	2020		2019
	REVENUE (\$)	EXPENSES (\$)	REVENUE (\$)
MCSS-TORONTO	17,933,614	17,941,840	17,809,141
MCSS-CENTRAL EAST	2,155,034	2,304,664	2,171,422
DONATIONS	523		38
OTHER	2,796,621	2,618,998	2,617,686
Note: Audited Financial Statements are available upon request	22,885,792	22,865,502	22,598,287



**META FOUNDATION REVENUE AND EXPENSES BY ACTIVITY
FOR THE YEAR ENDED MARCH 31, 2020**

	2020		2019	
ACTIVITY	REVENUE (\$)	EXPENSES (\$)	REVENUE (\$)	EXPENSES (\$)
FUNDRAISING ACTIVITIES	391,030	297,569	408,304	281,414
GENERAL DONATIONS	173,271		134,845	
INVESTMENT INCOME & OTHER	12,846		9,692	
META PROGRAM / CENTRE COSTS		48,235		54,340
Note: Audited Financial Statements are available upon request	577,147	345,804	552,841	335,754



For more information or to make a donation, visit

www.metacentre.ca



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[meta_centre](https://www.instagram.com/meta_centre)

