



# 2022 Annual Report

# Message from the Board President

I am pleased to report that while the 21/22 period has been another very unsettled and challenging year, Meta and our amazing staff continued to navigate these challenges with perseverance, compassion, creativity, and innovation to keep our clients healthy, safe, active and engaged. While pandemic protocols, programing and staffing continued to present significant challenges, the Meta team worked tirelessly in developing and delivering on protocols, clinical services, team training, and new forms of programming that included leveraging technology to deliver virtual services enabling clients to learn, socialize, access entertainment, and engage online safely from their residences.

The organization has also made excellent progress towards the remaining goals in our existing Strategic Plan, which extends out to March of 2023, and includes key focus around Person-Centered Care and Innovation of Service Delivery. In parallel, over the summer, the Meta Board and management kicked-off the development of our new Strategic Plan which will come into effect in March '23 and set our direction for the next 3 years. The participation, insights and inputs we receive from our staff, clients and extended stakeholders are key to building these Plans and we are grateful to all who continue to passionately contribute to this critical process.

As we look ahead, we firmly believe that the complexities and challenges of the pandemic have made us a stronger and more effective organization. While the conception and development of new protocols and safety measures along with brand new service delivery models in the midst of the pandemic was certainly difficult, the tuition value extracted from these initiatives will greatly inform us on new types of program delivery options and operational effectiveness, as we look to the future.



**Warren Harvey**  
**Board President**  
**Meta Centre**

In closing, I want to thank our staff, our Board of Directors and our extended stakeholders for their commitment to supporting Meta specifically over these last 2+ years, which has been a period like no other. The investment of your time, passion and knowledge is greatly appreciated and valuable as we strive to assist our clients with achieving their greatest potential.

## **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.**

# Message from the Executive Director

I am pleased to share with you Meta Centre's Annual Report 2022. The year marked a continuation of a time in our history like no other. The global pandemic that raged, and continues to make its presence known, forced our agency to become vigilant, more creative, more resilient, and more resolute in our determination to sustain high standards for the health and safety of the people in our care and our staff who support them.

Globally, the pandemic left a wake of uncertainty, fear, sickness and, sadly, death. However, opportunity can sometimes emerge from such darkness and shadows. During 2022, we began rebuilding with renewed commitment to doing things in reimagined ways. For more than two long years we were tested but, as I hope this report will illustrate, our resilience never wavered. We learned how to pivot quickly and effectively. We did our best to mitigate disruption to routines, and navigate between governmental directives and making difficult decisions to either scale down or close services altogether when the risks in doing otherwise eliminated viable options. During the year, we have had to call for patience and support from those who use our services while we sought our path forward.

This Annual Report is a testament to the hard-working, dedicated staff at Meta. It highlights the significant strategic advancements made from the previous year. While no amount of preparation is ever enough during real-time events beyond our influence or control, each occurrence during a strange and unpredictable time strengthens us.

We would like to erase the turmoil of the last two years but, realistically, it is now a part of our history, and has shaped who we are moving forward. Thankfully, there were parts of our rethinking supports we hope to continue and refine, such as those conducted virtually and with which many people thrived. We successfully transitioned from lockdown to reopening; our fundraising events moved from virtual to hybrid events in our quest for normalcy once again.

The effort to return to pre-pandemic scenarios will not stop with this Annual Report. We are busy at work to redefine ourselves and our support because we must, so we can continue to be relevant in the lives of the people we support. The past two years has changed us – and that is not a bad thing.



**Antonet Orlando**  
Executive Director  
Meta Centre

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

# Meta Centre's Strategic Plan Response, Recovery and Reset

In 2019 Meta Centre developed a three-year strategic plan that defined our future vision and identified goals and objectives. Unfortunately, soon after the development of the plan we were faced with a global pandemic. The COVID-19 crisis forced us to quickly respond by implementing crisis management and resilience measures. This resulted in program closures, a down-size of staffing, ongoing implementation of infection prevention and control measures along with a perpetual fear for the health and safety of the persons supported and staff. As a result, we had to extend the timeline of the plan into 2022/23 as well as re-evaluate and pivot Meta's strategic priorities.



## Recognized Leader

**Be a leader by setting the standard for person-centred care and high-quality program/service delivery**

Family and Client satisfaction surveys were completed to assess satisfaction regarding Meta services within the scope of COVID-19

- 75% of families were satisfied with the level of care to their loved ones
- 74% of families were satisfied with the health, safety, and wellness of their loved ones at Meta
- 90% of families were satisfied with the protective measures put in place at Meta
- 93% of people supported felt safe within their Meta home
- 94% of people supported were educated on COVID safety measures, vaccines, etc.
- 73% of people supported accessed new technology during the pandemic



## Increased Reach

**Expand on high-quality programs and services to support more people**

Meta succeeded in getting 5 affordable subsidized rental units – which in turn created vacancies within Meta group homes, enabling us to respond to the needs of the community especially those in crisis

- Virtual Classes - started June 2020 and served approximately 9 participants
- At the end of 2021 virtual classes were serving approximately 61 participants - 577% increase
- 31% of participants in virtual classes are new and had no previous affiliation with Meta



## Motivated, Skilled & Fully Aligned Team

**Empower passionate and caring teams that are skilled and fully aligned to the highest professional ethics and standards**

Employee Engagement Survey Results

- 82% of staff are proud to work for Meta
- 86% of staff feel they know what needs to be done to be successful in their role
- 81% of staff know how their work contributes to Meta's goals

"I want to thank the volunteers & staff at Meta Centre for their tireless efforts to help people live inclusive, engaged & enriched lives." **Mayor Maurizio Bevilacqua**



## Brand Awareness, Outreach & Marketing

**Extend awareness of Meta through strategic partnerships and outreach**

Meta's social media marketing has increased our brand awareness in 2021/2022 as follows:

- 280% increase in social media profiles
- 42% increase in engagement from followers
- 9,000+ web page visitors each month

Meta leveraged community partnerships and increased brand awareness (i.e., Tim Hortons, Pizzaville, local MP's, MPP's and City Councillors)



"The staff & volunteers at Meta Centre go above and beyond...to provide a warm, caring and supportive environment where people & families of all abilities can live healthy, active & fulfilling lives." **MPP Michael Tibollo**



## Revenue Development

**Generate revenues to support the needs of the individuals and families we service today and tomorrow**

Meta Fundraising Events raised after expenses - \$285,395.29

Meta Centre has 19 new donors

New Horizons for Seniors Grant was approved (\$24,000) enabling Meta to purchase technology devices and to have funds to hire specialized virtual instructors

"Meta Centre, whose unwavering commitment to helping people of all abilities live fulfilling lives is immeasurably appreciated by all." **MP Francesco Sorbara**





# 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 a diverse roster of virtual events and our committees worked tirelessly to execute on enjoyable virtual fundraiser experiences which thankfully, despite COVID-19, continued to increase our following of loyal supporters and friends.

We are mindful of our exceptional 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 assist Special People with Special Abilities achieve life's full potential.

Of the funds raised, expenditures were made on COVID-19 safety protocols, 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 organized and operated the virtual fundraising events. It takes a team to complete the dream.



**Lu Galasso**  
Foundation President  
Meta Centre



## Meta Centre Financials

### Meta Centre Revenue & Expenses for the Year Ended March 31, 2022

	2022		2021
	REVENUE (\$)	EXPENSES (\$)	REVENUE (\$)
MCCSS-TORONTO	21,943,271	21,945,498	19,769,125
MCCSS-CENTRAL EAST	2,033,139	2,034,619	2,057,999
DONATIONS			738
OTHER	1,921,964	2,023,747	1,714,869
Note: Audited Financial Statements are available upon request	<b>25,898,374</b>	<b>26,003,864</b>	<b>23,542,731</b>

### Meta Foundation Revenue & Expenses for the Year Ended March 31, 2022

ACTIVITY	2022		2021	
	REVENUE (\$)	EXPENSES (\$)	REVENUE (\$)	EXPENSES (\$)
FUNDRAISING ACTIVITIES	212,035	55,298	133,398	40,648
GENERAL DONATIONS	91,361		62,652	
INVESTMENT INCOME & OTHER	3,486		3,669	
META PROGRAM / CENTRE COSTS		292,305		36,150
Note: Audited Financial Statements are available upon request	<b>306,882</b>	<b>347,603</b>	<b>199,719</b>	<b>76,798</b>

100% of our corporate donors continued to support Meta in 2021



**85**  
# of individuals that received holistic therapy

**92**  
# of individuals that received counselling

**40**  
# of individuals that received psychiatric consultations

## Impact Report

Although there has been much to celebrate as we continue to meet the growing demand for quality care, we have also been dealing with the additional pressures caused by the current pandemic; this year more than ever, we have needed the support from our community.

With over \$300,000 of funds raised from 2021 fundraising events, Meta has enhanced and increased the support from the clinical team, offered new supports for Virtual classes, provided increased accessibility to technology to help residents stay in touch with loved ones and provided resources and supports, such as PPE, educational tools and social enrichment.

19 New donors have joined Meta



**119**  
# of individuals that received behaviour consulting care

**109**  
# of nursing visits

**30**  
# of individuals that received in-home medical/dental care

## DREAMS DO COME TRUE!

Earlier this year, Sara, Meta Centre's PDP facilitator, created a Person Directed Plan with Richard along with the help of his chosen circle of support, a group of people to help formulate, promote and support his goals, dreams and aspirations.

With the help of Meta's fantastic staff not one but two of Richard's dreams came to fruition. Richard was able to attend the World Wrestling Entertainment event in Toronto and also had a fantastic experience taking part in the Argo's game at the BMO Field with a bonus trip to the CNE!

Person-directed planning assists individuals to create a meaningful life in their community by helping them to identify their goals, exercise their rights, express their choices and respect their decisions.

Encouraging people to explore their dreams and making those dreams come true is precisely what Meta Centre is all about.



"They say a picture is worth a thousand words. We took 100s of pictures, and Richard is smiling in every single one. That equals a lifetime of happiness and a dream come true for this wonderful human being."

Mareidith S. - Meta Centre Facilitator

For more information or to make a donation, visit

[www.metacentre.ca](http://www.metacentre.ca)



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Meta Centre

