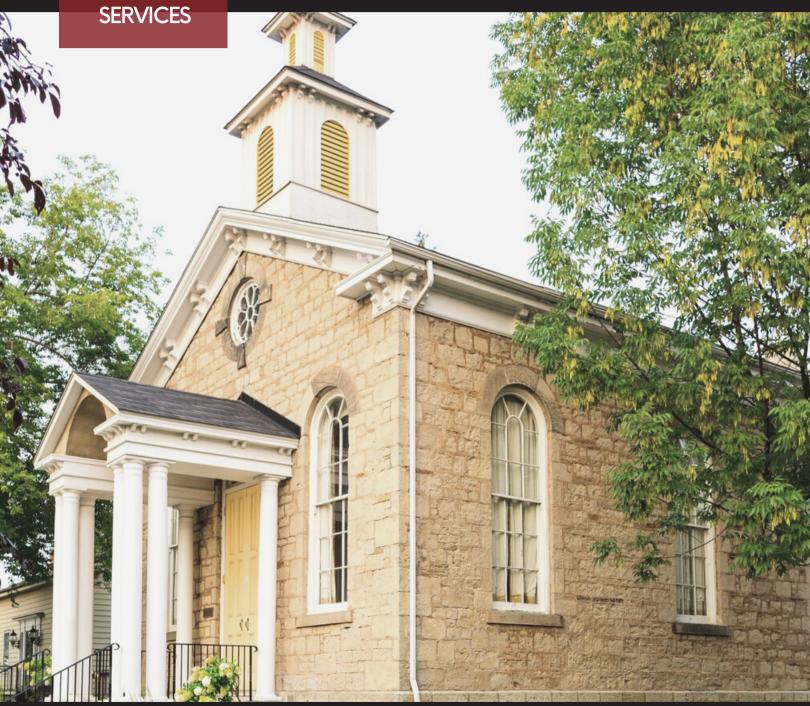
# ANNUAL REPORT 2020-2021





## **BOARD CHAIR STATEMENT**



The board of directors of Ancaster Community Services (ACS) is a group of dedicated volunteers who care about their community and the important role that ACS plays in the lives of the residents of Ancaster. The board of directors of an incorporated, non-profit organization like ACS is responsible for overseeing the governance of the organization.

We look back on another year of adaptation and transition for ACS, not only due to the continuing pandemic, but also the change in leadership. We bid farewell to Melanie Barlow as the Executive Director of ACS, and thanked her for her service. We were very pleased to welcome Lynne Morris as the new Executive Director of ACS in November 2020.

Lynne is a seasoned executive in the private sector and she brought her calm presence and extensive experience to bear in ensuring a smooth transition and continuity in services. The board of directors works collaboratively with Lynne to support ACS in the achievement of its objectives.

The board of directors and its subcommittees continued to meet virtually during the pandemic and advanced important governance objectives, most notably, the policy work required to achieve accreditation. The board of directors voted to confirm its commitment to achieving accreditation as it ensures a strong governance framework for ACS and also supports the organization's funding, particularly in grant applications. To achieve accreditation requires a comprehensive review and update of the organization's policies and procedures. In the past year, the board of directors made significant progress in updating a number of important policy documents to support accreditation.

The pandemic restrictions continued to have an effect on operations but the ACS team of staff and volunteers ensured that important services were maintained. As an essential service, ACS has remained open and fully staffed during the pandemic. The services of ACS are particularly vital to maintain connections within the community in the context of the isolation created by pandemic. These impressive achievements include:

- The Youth Program, the Net, successfully pivoted to a virtual environment hosting a variety of programs from education to mental health. The Youth Program continued to grow and hosted approximately 20 events per month.
- Shopping for Seniors was introduced to align to the needs of our seniors during the pandemic.
- The uptake on frozen meals doubled in the last year, supporting healthy nutrition for seniors and vulnerable populations in the community.
- ACS introduced the Friendly Calling program, which is designed to conduct regular phone check-ins on seniors in our community to
  ensure their health and well-bring.

ACS is well-known for hosting events that not only raise funds for its worthy causes, but also bring the community together. The pandemic restrictions did not permit in-person events, but ACS conducted its first ever online auction which was very well received. The Christmas campaign was the most successful campaign to date.

ACS continues to partner with local groups and businesses, including the Ancaster Community Food Drive. The virtual food drive, in which ACS was one of the agencies supported, was the most successful the agency has experienced.

The ACS Volunteer Dinner could not take place due to public health restrictions, but I was happy to participate in the "drive-through" appreciation event and meet some of our amazing volunteers.

I wish to acknowledge the extraordinary generosity and support that the Ancaster community has shown for ACS. This Annual Report includes many heartwarming stories of the impact of this generosity through the services that ACS provides.

Finally, on behalf of the board of directors, I wish to thank Lynne Morris, ACS staff, and ACS volunteers for their incredible accomplishments in the midst of the challenges of the ongoing pandemic. We look forward to continuing to support their work in the community.

## **ROSEMARIE MCCUTCHEON**

BOARD CHAIR



# **WORDS FROM** THE EXECUTIVE **DIRECTOR**

As our community experienced a year like no other, I am incredibly proud of how Ancaster Community Services (ACS), guided by our mission, continued to serve the community of Ancaster. ACS showcased how quickly we could adapt with innovative programs in response to the global pandemic, which ensured our essential programs continued to be delivered to our community. In every decision we made we put the well-being of our clients, volunteers, staff and community at the forefront.

Our Youth Program led by the Youth Advisory Team, The Net, successfully pivoted to mainly virtual events programming to ensure the continuation of our youth engagement activities. Activities that ranged from wellness and mental health events, leadership forums, mentorship opportunities, as well as group activities that included online games, trivia and creative projects. During an extremely difficult time with an inability to socialize in-person or learn in classrooms, the Youth Program created an inclusive and welcoming space that enriched and supported its many youth members.

Our Shopping 4 Seniors program, launched at the onset of the pandemic, continued to grow as a critical service to our seniors who were most at-risk. Additionally, the Friendly Calling program also launched and offered supports to seniors who were socially isolated. Our Frozen Meals and Meals on Wheels programs saw significant combined growth during the pandemic and provided our clients with flexibility for delivery as well as a variety of food choices. The Assisted Volunteer Driving Program remained a flexible program aligning to the ongoing public health restrictions, ramping up and ramping down as the emergency measures dictated.

66 In every decision we made, we put the well-being of our clients, volunteers, staff and community at the forefront.



Meeting all the challenges of the past year, both the ACS staff and volunteers continued to deliver on our programs with resilience, dedication and grace. Incorporating all the public health and safety protocols, the staff and volunteers rose to the challenge and never missed a beat. Their relentless pursuit of community service, during extraordinary times, was both inspiring and humbling.

We would not be able to do all our important work in the community without the generous support from our dedicated volunteers and community donors. As our charity is only partly funded by government grants and foundations, we continue to rely on donations from local individuals and businesses to provide our vital services and programs.

A sincere thank you to all members of the Ancaster community for your unwavering support and commitment to ACS. We will continue to build on this trust and support to serve our community and enhance the quality of life for all.

Typne & Morres

**INE MORRIS** 

**EXECUTIVE DIRECTOR** 

# **ACS OVERVIEW**

#### MISSION

Ancaster Community Services (ACS) serves the diverse community of Ancaster by providing programs, volunteer opportunities, information and resources, which enhance the quality of life for all.

### VISION

ACS aspires to create an energized, caring community for all.

### **VALUES**

Accessible, dependable, quality services powered by volunteers who treat our clients with dignity and respect.

Established in

Charitable Number:

1969

118786375RR0001



### **BOARD MEMBERS**

CHAIR Rosemarie McCutcheon

Lisa Morine

Lisa Mancini

TREASURER Owen Griffiths

Matthew Gibson

**Sherry Parsley** 

Jeremy Russell

Gloria Rojas

**Scott Moreton** 

Julie Rutledge

Karl Hanley

Margaret DeGroot

OTHER BOARD MEMBERS IN 2020

**VICE CHAIR** 

SECRETARY

Lynne Morris

Linda Dayler

Scott Massey



# **OUR STAFF**

LYNNE MORRIS

**EXECUTIVE DIRECTOR** 

**KAYLEE NORWOOD** 

SUPERVISOR, VOLUNTEER & SOCIAL SERVICES

KRISTIN SHUTTLEWORTH

**PROGRAMS COORDINATOR** 

**REHA SANDILL** 

**SOCIAL MEDIA & MARKETING COORDINATOR** 

HODON ABDI-HORVAT

YOUTH PROGRAMS COORDINATOR

2020-21 CO-OP STUDENTS

JENNIFER MELO

MOHAWK COLLEGE, SSW (SEPT.'20 - APR.'21)

SYDNEY MANSON

MOHAWK COLLEGE, SSW (NOV.'20-DEC.'20)

OTHER STAFF IN 2020

MELANIE BARLOW

**EXECUTIVE DIRECTOR** 

HEATHER TIEDE

**SPECIAL EVENTS COORDINATOR** 

100+

PROGRAM VOLUNTEERS

Our volunteers are the power behind our programs.

# **MEALS ON WHEELS**

Our volunteers deliver a hot, nutritious lunch-time meal to seniors who may have difficulty preparing meals and maintaining optimal nutrition.



66 As caregivers, we thank you and the entire Meals on Wheels team for your services. It has made our job so much easier and has quite literally saved our parents' lives. 99

This program helps local seniors stay healthy with fresh and nutritious meals delivered right to their door contact-free. Our meal provider is local caterer, **Set The Table Kitchen & Co.** We have seen steady growth in clients served during the 2020-21 fiscal year. In total, we served **70** unique clients in the Ancaster area this past year and on average, our volunteers delivered to approximately **22 clients a month.** We have **55** dedicated volunteers for this program who have driven **12,243 KM** to deliver meals.

#### WINTER PROMOTION

In collaboration with Set The Table, we offered eligible Ancaster residents the opportunity to try our service and receive 3 meals for free. This promotion ran from February 16th to March 19th and there was no additional cost to ACS for participating in this initiative. We provided 91 total meals served to 33 local seniors. Of the 33, 12 have remained on regular service.



**55** 

seniors served through this program

2964

meals delivered during the 2020-21 fiscal year

54%

increase in total meals delivered in March 2021 compared to March 2020

12,243

KM driven by our volunteers

#### **PROGRAM BENEFITS**



Social interaction with no-contact



Increased nutrition



Provides a wellness check

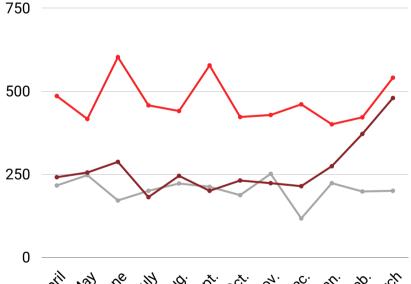
## **FROZEN MEALS**

Delicious, home-style meals are freshly prepared, frozen at our provider's location and available for pick-up or delivery.

Our Frozen Meals program allows clients to place an order and pick up their meals from our office or have them delivered. Our Frozen Meals provider continues to be **Ina Grafton** in St. Catherine's. Clients have the opportunity to select entrees, desserts and soups from a five-week rotational menu.

Frozen Meals has continued to see strong growth throughout the year, as many seniors isolated at home and adhered to the provincial safety guidelines. In total, we served **6,547 meals** and saw a **36% increase in clients served**. ACS also subsidized **713 meals** for low-income seniors.







#### **TOTAL MEALS SERVED**

Shows the trends for Frozen Meals served between the 2018-19, 2019-20 and 2020-21 fiscal year. There is a noticeable increase in meals served in the 2020-21 fiscal year.

251

free meals provided to local seniors through a promotion in June 2020

66 We really appreciate the care demonstrated for seniors living alone by your agency.

69%

increase in meals during the fiscal year 102

clients served through our program

116%

increase in KM driven by volunteers

# EMERGENCY FOOD ASSISTANCE PROGRAMS



## **FOOD BANK**

ACS assisted a total of 1,243 people for all Food Assistance Programs from 464 households throughout the year, compared to 1,207 from 428 in the 2019-20 fiscal year. There was an 8% increase in households served and there was a 125% increase in seniors who accessed our Food Bank.

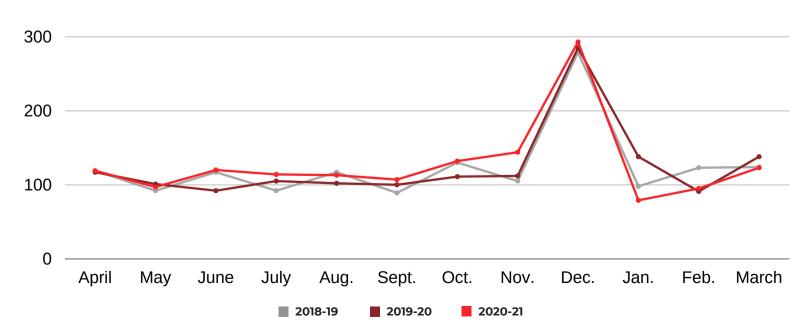
29,480

lbs. in food provided to clients

32

new households registered this year \$17,967

provided to clients in food cards



# EMERGENCY FOOD ASSISTANCE PROGRAMS

Our Food Bank has served...







... during the 2020-21 fiscal year.

Providing fresh fruit and vegetables is a priority of our Emergency Food Program. During the year, we purchased an industrial fridge and freezer in order to store fresh and frozen items such as vegetables, fruit, milk and more.



## **GOOD FOOD BOX**

In the 2020-21 Fiscal Year, **197 individuals** received a Good Food Box (GFB) and **66 boxes were distributed** in total. Due to the COVID-19 pandemic, our provider halted service delivery to the Good Food Box program for six months.

#### Items in GFB include:

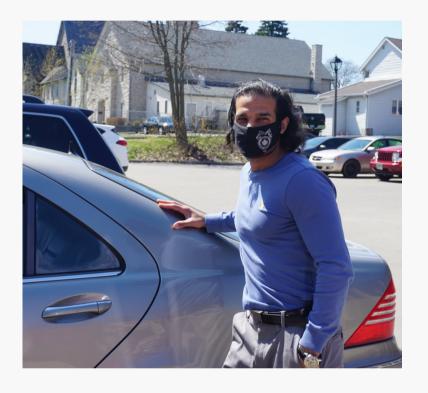
Bananas Apples Peaches Plums Pears

Lettuce Cucumbers Tomatoes Green Beans Peppers



# ASSISTED VOLUNTEER DRIVING PROGRAM

Providing safe and reliable transportation for local seniors to attend important medical and medical-related appointments.



In 2020-21, we had **48 registered** clients who used this service, and **8 volunteers** who continued to drive throughout the pandemic. In total, **ACS provided 172 drives** throughout the year to medical and essential appointments in the Hamilton area. This is one of our programs that was temporarily suspended at the start of the fiscal year due to the COVID-19 lockdown. It remained closed for 4.5 months, after which it was restarted with enhanced health and safety protocols.

**172** 

drives to important medical appointments.



400

hours of time driven by our program volunteers



**1262** 

KM driven by our volunteers through this program.





Now providing drives to COVID-19 Vaccine Appointments to local residents 55+!

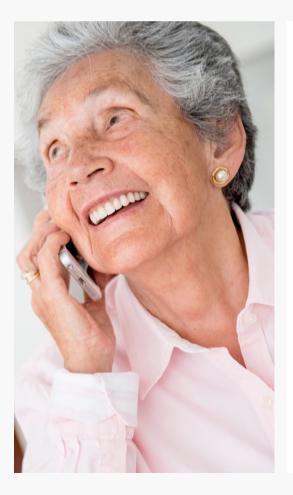
# SHOPPING 4 SENIORS

This program empowers local seniors with little to no support to take care of their nutritional health. Seniors can place grocery orders for volunteers to pick up and deliver to their door contact-free. Groceries can be ordered from Food Basics or Longo's Ancaster.

In the first year of this program, we had **63** registered clients and **7** dedicated volunteers. In total, our volunteers completed a total of **105** shops and drove **518KM**.

DATE OF FIRST SHOP: APRIL 23, 2020





## FRIENDLY CALLING PROGRAM

Through this service, volunteers will call local senior clients 1-2 times every two weeks for a friendly chat while simultaneously performing a wellness check. This past year, we had 41 registered clients and 6 volunteers. In total, 585 calls were made to local seniors.

#### **BENEFITS INCLUDE:**

- Decreases social isolation during the lockdown
- Improve mental health of those who cannot visit family
- Ensure the health & safety of seniors living alone

# THE NET

## A youth lead initiative that aims to help young people connect, learn, and be engaged in their community.

Our Youth Empowerment Program, **The Net**, has been thriving this past fiscal year. This program has provided an important platform for youth in the our community to connect with each other. Members of The Net have been busy planning engaging events and activities, creating volunteer projects for other youth, and addressing the important issues and challenges facing youth today.

The Net's Youth Advisory Team of student representatives from various local middle schools and high schools continues to grow.



The Team includes students ages 13-18 from schools such as Frank Panabaker Elementary School, Ancaster High School, Bishop Tonnos CSS and Hillfield Strathallan College.

#### **SOME OF THE NET'S EVENTS INCLUDED:**



Valley Green Park Community Clean-up



Pumpkin Carving Sessions



Virtual Coffee House with Brian Melo

90

local youth engaged with The Net

139

activities created and hosted by The Net

1,767

volunteer hours earned through programs with The Net

# CARE PACKAGES FROM THE NET

The Net showed tremendous initiative this year by stepping up to help our community during challenging times. They assembled care packages for isolated seniors to help support them while isolating from family, and mental health care packages to spread some positivity to those struggling during the pandemic.







# SUMMER BABYSITTING COURSE 2020

Our Summer Babysitting Course ran **virtually** for two week-long sessions in July 2020. Students were given the chance to learn about important topics such as fire safety, water safety, personal safety and mental health awareness. In total, we had **18 students** who all graduated to become certified babysitters.



#### YOUTH SERVICES PROGRAM

ACS ran our Youth Services Program for the months of July and August in 2020. With enhanced safety protocols due to the COVID-19 pandemic, we connected youth with opportunities where jobs such as grass-cutting, lawn-care and babysitting were needed.



# CHRISTMAS ASSISTANCE PROGRAM

Providing local income-challenged families, seniors and individuals with Christmas hampers, food and grocery gift cards for the holiday season.

102

HAMPERS DELIVERED

293

INDIVIDUALS SERVED
THROUGH THE PROGRAM

\$13,617

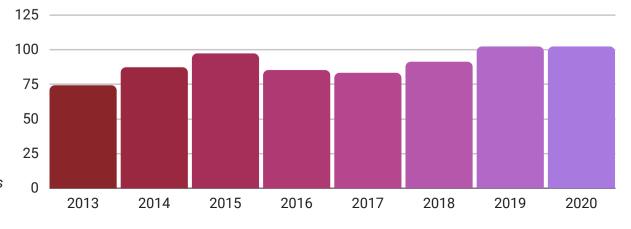
IN GIFT VOUCHERS PROVIDED



Our Christmas Assistance Program registration opened on October 5th and closed on December 4th. Hamper Assembly ran between November 30th to December 16th **thanks to the support of our amazing volunteers.** Hampers were available for pick-up or delivery from December 17th to 23rd. Overall, **69 families and 132 children** were served through this program.

## YEARLY HAMPER DISTRIBUTION

Showing the total number of Christmas hampers distributed through our Christmas Assistance Program, highlighting that 2019 & 2020 remain our largest number of hampers thus far.





# OUR COMMUNITY AT CHRISTMAS

A special thanks to everyone who volunteered their time during the holiday season to help support our Christmas Assistance Program:





**Rotary Club of Ancaster A.M.** delivering food items for our holiday hampers



**The Meisner Family** helping sort gift and food items in our hamper assembly room

# SANTA TO A SENIOR

This year, our Santa to a Senior program was facilitated by our Youth Program, The Net. To ensure the safety of all senior clients, members of The Net created care packages filled with thoughtful gifts such as tea, socks, puzzle books and more. Everyone assembling the bags was pre-screened for COVID symptoms, wore gloves and a mask, and had access to hand sanitizer between each bag. In the end, we provided **100 gift bags** to local seniors for the holiday season.







# INFORMATION & REFERRAL SERVICES

Providing the community with relevant and current information.

ACS has received many calls and visits from community members and those coming from out-of-town regarding general questions, community inquiries or related tourism information. We also commonly receive calls from residents and clients asking about other social services and organizations in the community for programs that we may not offer, such as mental health supports and medical services.

In addition to calling and in-person visits, we receive information requests through emails and social media messages.









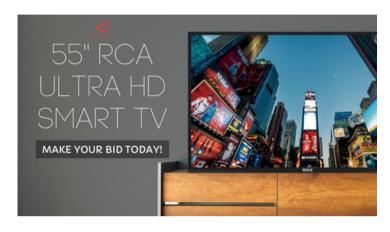
# EVENTS & COMMUNITY FUNDRAISERS

Over the past year, ACS has planned or been a part of many fun and safe events in the community, including:

#### **ONLINE AUCTION - JUNE-AUGUST 2020**

While we could not hold our annual Community Links Golf Tournament due to the pandemic, ACS held an Online Auction. Thanks to the incredible generosity of our community, we raised over \$5000.

We'd also like to thank the wonderful sponsors and prize donors who supported our auction.



#### **DRIVE-THRU SANTA - DECEMBER 2020**

This year, in place of the Ancaster Village Christmas Tree Lighting ceremony, we joined Ancaster Heritage Days at the Ancaster Fairgrounds for a socially distanced, Drive-Thru Santa event. Members of the community were able to get their picture taken with Santa and also make a donation in support of Ancaster Community Services.



## ANCASTER COMMUNITY FOOD DRIVE - FEBRUARY 2021

The Annual Ancaster Community Food Drive was a virtual event this year, with monetary donations being encouraged in place of food items. As one of the eight local food banks participating, ACS was blown away by the incredible support of our community. With these donations, we were able to bulk purchase fresh produce to store in our fridge and freezer.



#### OTHER COMMUNITY FUNDRAISERS & INITIATIVES INCLUDED:

#### THE GREAT PUMPKIN STROLL

HOSTED BY ANCASTER BIA & FRANK PANABAKER HOME AND SCHOOL ASSOCIATION

BULK BAKED GOODS DONATIONS ARYZTA BAKERY

## GIVE & GROW FUNDRAISER BY BIGYELLOWBAG

FOOD DRIVE
GABRIELLA & STUDENTS FROM HOLY
NAME OF MARY CATHOLIC SCHOOL

## COBS DOUGHNATION DAY BY COBS BREAD ANCASTER

PRODUCE DONATION
FORA OUTDOOR CENTRE

## **VOLUNTEER SUMMARY**

During this past year, we have been fortunate to have such dedicated volunteers who helped power our many programs and services, especially during the COVID-19 pandemic. In total, our volunteers have contributed over 5,000 hours of dedicated service towards our Ancaster community in the 2020-21 year.

#### **VOLUNTEER BREAKDOWN**

#### **MEALS ON WHEELS**

55 volunteers12,243 KM driven

#### **AVDP**

16 volunteers +4400KM driven 400 hours contributed

#### FRONT DESK

7 volunteers, 588 hours contributed

#### **FOOD BANK**

6 volunteers599 hours contributed

#### **FROZEN MEALS**

10 volunteers1,745KM driven408 hours contributed

#### **CHRISTMAS**

75 volunteers603 hours contributed

#### **BOARD OF DIRECTORS**

12 volunteers, 600+ hours of support

## **VOLUNTEER DRIVE THRU APPRECIATION EVENT**

To celebrate all the incredible volunteers who reached 5, 10 & 15 year milestones, we held a socially distanced. Drive-thru Event in November 2020.







## **ONTARIO VOLUNTEER SERVICE AWARDS**

ACS nominated the following volunteers in January 2021 for their dedicated years of service towards our organization.

Bill Sturgeon 15 YEARS

Anne Ralph **5 YEARS** 

Krista Hann
10 YEARS

Lauren Pringle 2 YEARS (YOUTH AWARD) Owen Griffiths

5 YEARS

Alexandra Cloutier
2 YEARS
(YOUTH AWARD)

Karen Lane-Groen
5 YEARS

Leanne Tran 2 YEARS (YOUTH AWARD)

## **VOLUNTEER MILESTONES**

The following volunteers are celebrating important milestones of years of service with Ancaster Community Services:

#### 20+ YEARS OF SERVICE

### Norma Chapman Bob Penny Mary Penny Barbara Raphael Gloria Stodulka Anne Van Rooijen

#### 15-19 YEARS OF SERVICE

Margaret Jenkins
Julia Masterson
Bill Sturgeon
Anthony Vallentin
Jan Vallentin

Anne Book

#### **10-14 YEARS OF SERVICE**

Joan Aird
Peter Barnes
Anne Greenlay
Krista Hann
Jennifer JewittMatsumoto
Karen Llewellyn
Rennie Lyon
John Parkhill
Nancy Parkhill
Kristen Puccini
Wendi Van Exan

#### 5-9 YEARS OF SERVICE

Roberta Burke Diane Collinson Jeanette Cross Pat Foley Owen Griffiths Dave Howie Andy Kalbfleisch Sue Kalbfleisch Karen Lane-Groen Carol Larsen Joanne McGowan Judy Munro **Donald Oates** Jackie Oke Kamila Rempala Anne Ralph Lloyd Spalding Denise Wilson



# FUNDERS, DONORS & SUPPORTERS

Despite the unprecedented challenges we faced in the past fiscal year, we were able to continue providing our essential programs and services thanks to our wonderful supporters throughout the year. We would like to thank all those who gave back to our organization through financial commitment, a food donation or time volunteered.

**Adams Family** 

**Affinity Biologicals** 

**Alonzo Family** 

**Ancaster Avalanche Girls Hockey** 

**Ancaster BIA** 

**Ancaster Family Chiropractic** 

**Ancaster Fairgrounds** 

**Ancaster Film Fest** 

**Ancaster Heritage Days** 

**Ancaster Joint** 

**Ancaster Knights of Columbus** 

**Ancaster Lions Club** 

**Ancaster Little Gems** 

**Ancaster Orthodontics** 

**Ancaster Village Church** 

**Aryzta Food** 

**Bagnall Family** 

**Baker Family** 

**BarBurrito** (Ancaster)

**Bay-Lynx Manufacturing Inc.** 

**Bennett's Apples & Cider** 

**Bishop Tonnos CSS** 

**Blitz Basketball** 

**Boston Pizza (Ancaster)** 

Bourenane Family

Bovd Family

Brouwers Family

**Brownlow Partners** 

Canadian Reformed Church of Ancaster

**Canadian Tire (Ancaster)** 

**Carrington Place Retirement Residence** 

**Charity of Hope** 

**CHML Children's Fund** 

City of Hamilton

COBS Bread (Ancaster)
Curly Willow Floral

**Dairy Queen (Ancaster)** 

**Delsnyder Family** 

**DiLoreto Family** 

**Dodsworth & Brown Funeral Home** 

**Engler Family** 

**Fairway Electrical Services** 

Fair Excavating & Fairway Transport Ltd.

**Fengate Community Foundation** 

**Food Basics (Ancaster)** 

**Fora Outdoor Living** 

Frank Panabaker Elementary School

**FYidoctors** 

**Gibson Family** 

**Greg Muldoon Wealth Services** 

**Griffiths Family** 

**Hamilton Community Foundation** 

**Hamilton Golf & Country Club Foundation** 

**Hamilton Public Library** 

**Highgate Resident's Council** 

**Holy Name of Mary** 

Homesense (Ancaster)

**Hoogendoorn Family** 

**Howell Family** 

**Hustler Family** 

IA Financial

**IG Wealth Matching Program** 

Johnson Family

La Rondine Occasions

**Lazzarato Family** 

Lee Family

LeMare Family

Longo's (Ancaster)

**Malpass Family Chiropractic** 

Mary Brown's Chicken

Marshall Memorial United Church Marshall Memorial Chancel Choir **McCutcheon Family** 

**Meadowlands Fellowship Reformed Church** 

**Meisner Family** 

Melber-Lange Family

**Montour-MacInnes Family** 

**Now What Support Services** 

**Optimist Club of Ancaster** 

**Orangetheory Fitness (Ancaster)** 

**Parante Group Holdings** 

**Parr Family** 

Rotary Club of Ancaster A.M.

RxBio

**Ryerson United Church** 

**Scarfone Hawkins LLP** 

**Schilthuis Family** 

**Scholars Ancaster** 

**Sims Family** 

**Spring Valley Community Association** 

St. Ann's Parish

St. Paul's Presbyterian Church - Carluke

**Stewart Family** 

Stoneridge Insurance

**Subaru of Hamilton** 

**Tesone Family** 

The Mazza Team

TeamM Foundation

Tranter Family

**United Way Halton & Hamilton** 

**Van Exan Family** 

Winegarden Family

Winners (Ancaster)

Wynne, Pringle, Jeske & Kovacs LLP

**Yellow Dog Grooming** 

**Young Family** 



### A SPECIAL THANK YOU...

Ancaster Community Services would like to say thank you to **Councillor Lloyd Ferguson** for his continued support towards our organization. Over the years, Councillor Ferguson has been a longstanding champion of our organization and the essential programs and services we provide. Thank you, Councillor Ferguson.

## **GOVERNMENT GRANTS**



City of Hamilton (City Enrichment Fund)



Ministry of Health



Service Canada - Canada Summer Jobs

## **FOUNDATION SUPPORTERS**



**Hamilton Golf & Country Club Foundation** 



**United Way of Halton & Hamilton** 



**Hamilton Community Foundation** 



Rotary Club of Ancaster A.M. (Rotary International District 7090)



Charity of Hope



CHML Children's Fund



TeamM Foundation

# **MARKETING**

## **SOCIAL MEDIA**



**FACEBOOK** 1,274 FOLLOWERS Highest Post Reach: 3,314 Bennett's Food Drive for ACS



**INSTAGRAM** 1,768 FOLLOWERS Highest Post Reach: 6,889 **Auction Item Donation Post** 



**TWITTER** 1,015 FOLLOWERS Highest Tweet Reach: 1,637 Thanking United Way Halton Hamilton

## **WEBSITE**

### 24,006 WEBSITE VISITS IN 2020-21

ACS' website saw steady growth in visits between the 2019-20 fiscal year to the current fiscal year. It continues to be a vital tool for keeping the community informed about our services and program updates. The month with the most visits was November 2020 with 3,486 visits, which can be attributed to the Christmas Program Launch.

# COMMUNITY CONNECTOR



We currently have 580 subscribers to our e-Newsletter, which goes out on the first Thursday of every month detailing program updates, upcoming local events and more information related to ACS.



# COMMUNITY ASSOCIATIONS & MEMBERSHIPS

### ACS is a proudly affiliated with the following:

Ancaster Business Improvement Association (BIA)

**Ancaster Community Food Drive** 

**Ancaster Ministerial Association** 

Ancaster Senior Achievement Centre (ASAC)

City of Hamilton Age-Friendly Program & Youth Strategy

Community Social Service Network of Hamilton (CSS)

**Emergency Food Planning Strategic Planning Committee (EFSPC)** 

**Emergency Food Strategic Planning Committee** 

Hamilton Administrators of Volunteers (HAV)

Hamilton Chamber of Commerce, Ancaster Division

Hamilton Council on Aging

Hamilton Food Share

Hamilton Seniors Advisory Council

Ontario Community Supports Association (OCSA)

Ontario Not-for-Profit Network (ONN)

Professional Administrators Volunteer Resources Ontario (PAVRO)

Seniors at Risk Community Collaborative (SaRCC)

Social Planning & Research Council (SPRC)

Youth Serving Agencies Network (YSAN)





### ANCASTER COMMUNITY SERVICES

300 Wilson Street East Ancaster, Ontario L9G 2B9 (905) 648-6675

www.ancastercommunityservices.ca