



# Variety Village

## Annual Report 2010

### **Vision**

Opportunities for people with disabilities.

### **Mission**

Variety Village promotes appreciation, interaction, empowerment and inclusion. We facilitate the achievement of life goals for people with disabilities through sports, fitness, wellness; awareness; education; training and skills development.

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## *Variety Volunteer Program*

This year the volunteer program has taken a new direction, engaging volunteers in new ways and expanding our corporate volunteer program. Variety was proud to welcome over 600 volunteers contributing over 10,000 hours of their time.

As a result of corporate volunteer days in the last year, a number of areas throughout the facility have been upgraded and beautified. We would like to acknowledge the following companies and their contributions:

PCL Constructors- Freshly patched and painted walls in the Administrative offices, the hallways throughout the building and all of the main doors. PCL also repaired and repainted the cafeteria, and installed new lockers in the family changeroom.

Home Depot- New accessible, water resistant benches in the Aquatics changeroom.

Lowe's- The renovation and reconstruction of our kitchen including new appliances, countertops and an accessible island.

The Volunteer Program has also moved forward by acquiring many more skilled administrative volunteers. From graphic design work to fundraising, Variety's volunteers are making waves.

“Variety Village is about getting along and having fun.”- Nick Heard



**Nick Heard**  
Variety Village Volunteer

# Report from the CEO

The following pages highlight some of the accomplishments of Variety Village and Variety, The Children's Charity over the past year. I have had the honour of being CEO of this wonderful organization for over two years and it has been a constant source of pleasure for me to witness the diversity of events, the tireless efforts of the Variety staff and volunteers, and the outstanding accomplishments of our athletes and members.

We have made great progress with many initiatives toward our teams, partnerships and governance. Capital and energy have been injected into long-needed maintenance projects such as the roof replacement and the interior painting (donated and performed by our friends at PCL Constructors). But, as I said last year, there is still much work to do.

Much time has been devoted to trying to determine how Variety Village can deliver the greatest benefit possible to Ontarians with disabilities. The outcome of this goal is the creation of a long term plan focusing on three main areas: health, education, and sports and recreation.

Ontario is facing an onslaught of aging baby boomers. As they enter their senior years, they will place a tremendous burden on the health care system through age-related issues. These problems can be deferred through regular physical activity. Once a serious health event happens, regular physical activity is the top indicator of what will defer a recurrence of the incident. We are working with health care providers to develop rehabilitation programs to be carried out at Variety Village which could significantly reduce the impact of this impending demographic crisis.

The Government of Ontario has passed the Accessibility for Ontarians with Disabilities Act (AODA). This wide-ranging act demonstrates the Province's commitment to providing people with disabilities with increased opportunities in Ontario. Variety Village has been a leader in this area and now, through our outreach programs and other initiatives, we are uniquely placed to educate the public on issues surrounding disability and to participate in creating accessible environments.

All Canadians are proud of our performance at the 2010 Winter Olympics. Variety Village has always been a leader in adapted sports and recreation and many of our athletes have participated, with great success, at Paralympics and Special Olympics. As we move forward, the Village can be an ideal training ground for grass-roots and elite level athletes, continuing our proud tradition of excellence at these games. The Village is also well-suited to participate at the 2015 Pan-American and Para-Pan American Games in Toronto and we look forward to playing an important role in those Games.

Our future is very dependent on the ongoing support of our donor community. I would particularly like to thank Pizza Nova, The Ontario Teamsters, The Toronto Sun and Mike Strobel, the LCBO, Toronto Police Association, The Toronto Firefighters Association and our very significant support from the Province of Ontario. With our renewed focus and energy we will work hard to expand our donor base. Finally, I would like to thank the staff and volunteers of Variety for their continued dedication to the work that we do. I am constantly motivated by your efforts and believe that we have a promising future with your continued support.

Sincerely,

**John Willson, CA**

**Chief Executive Officer**



# Health

Physical activity plays an important role in the health, well-being and quality of life of all Canadians. People who are physically active live longer, healthier lives and are more likely to avoid illness or injury. In its recent report concerning the lack of physical activity for Canadian children, Chief Public Health Officer, Dr. David Butler-Jones said, "This may be the first generation of children not to live as long or be as healthy as their parents. "We need to encourage our kids to get active and we need to set an example for them."

Variety has a long history of keeping our children active. Children of all abilities participate annually in our programs and events such as the Toronto Police Children's Games, Lieutenant Governor Games, Fitness Friends and March Break and Summer Camps.

## Membership

Membership sales have continued steady growth in the past two years as a result of marketing and promotion initiatives. Membership sales for 2010 were 13.2% higher than 2009 and 18.2% higher than 2008.

With the new membership structure of the Variety Village General Membership, our members now have access to a variety of free drop-in fitness classes held throughout the week. Classes include activities such as Zumba, Tabata Box, Kickboxing and Aquafit.

In addition to offering a varied program of classes and instruction, we have expanded our efforts to keep our equipment current and interesting by adding an attractive array of cardio equipment, children's fitness equipment (including "game bikes" where children are able to play a video game only if they continue to exercise) and adapted equipment to further extend our ability to provide fitness to persons with a disability.

These fitness centre enhancements all contribute to our objective of health improvement by encouraging regular physical exercise.

## Partnerships

Variety made great strides in the past year in establishing important partnerships within the healthcare sector.

One highlight is the creation of the new "Autism at Play" program in partnership with the Geneva Centre for Autism. This program develops fine and gross motor skills, improves mental health, enhances self-esteem, reduces anxiety, encourages better resilience to stress and increases self-awareness and knowledge of safe practices and equipment use for physical activity. Autism at Play addresses the current lack of community programs available to help children with autism progress from a high-support clinical setting to community involvement with minimal support. This project will ensure that more children with autism can acquire the vital skills they need to participate in sport and recreation programs with other children in their communities.

By September of 2011 we are looking to cross over into other programs such as aquatics with the ultimate objective of having an "Autism at Play" option for all of Variety's programs.

# Sports

Variety Village has always used a sport as a means of encouraging participation and personal growth in our youth. We believe that fostering a sports “habit” at an early age will lead to lifelong fitness and health. To this end, the Variety Village Athletic Club has seven teams involving over 270 children and youths of varying abilities. Highlights in 2010 included:

Synchronized swimming – Our club placed 2nd overall in Ontario with 5 swimmers making the provincial team. One of our teams travelled to Germany and placed 8th against a collection of national teams; Nicole Flynn represented Variety Village with an emotional solo swim showcasing swimmers with a disability.

Taekwondo – Jason Bunt, athlete and junior coach placed 3rd in sparring at the National championships.

Weightlifting – Matthew O’Brien placed 16th overall at the Junior World Championship in Bulgaria.

Sunshine Swim Team (for athletes with an intellectual disability) – Nerissa Pooran placed 3rd in the 50 metre butterfly at the Nationals.

Track and Field – Ethan Smith set an Ontario 800 metre record and competed at the Hershey North American Nationals finishing 3rd in the tyke 400 metres.



# Education

Variety Village's education and outreach program educates individuals, classes and community organizations about the importance of providing opportunities for people of all abilities. Through inclusive and hands-on activities and energetic discussion, participants learn the importance of accepting and understanding that we are all able and this leads to support of each other's goals whether they are related to sport or social ventures.

Variety's education initiatives include four main areas:

- Outreach to classrooms and businesses to educate individuals
- Introducing adapted sport and recreation to the education system
- Educating post-secondary students in the area of disability and inclusion
- Providing guidance to businesses and the general public on disability legislation such as the Accessibility for Ontarians with Disabilities Act (AODA).



Over the past year the program has increased in numbers and geographic reach encompassing nearly all school boards, colleges and universities in the greater Toronto area and beyond, together with an array of businesses, both public and private. In addition, programs such as Fitness Friends continue to grow in the Peel, Durham, and Peterborough regions. Our summer camps are always fun-filled and well attended. The Toronto Police Games and Lieutenant Governor's Games are very popular, both with the participants and with the volunteers and staff.

Other involvement included conference guest speaking, inclusion certification courses, daycare programs and City of Toronto programs.



## Our Participants Speak

“We had an excellent time and it was a great learning experience. The facilitators were amazing, they did a great job keeping everyone's attention and making sure everyone had a wonderful time. The best part was teaching the students that regardless of your ability, you can still play sports and be a part of a team.”

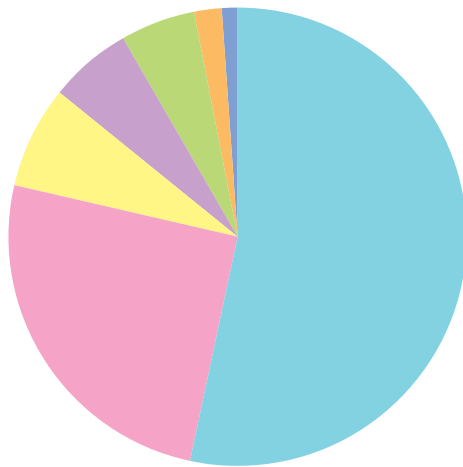
*Teacher – Peel District School Board, April 2010  
after attending Variety Village's Outreach program - Ability in Action*



“Variety Village became our second home away from home. My children were happy and safe participating in programs and being watched over and loved by the staff. Thank God for this little community because they came together and they saved my life. Variety's dedicated staff always have a smile and a word of encouragement for us, I feel blessed to have such a place in our midst.”

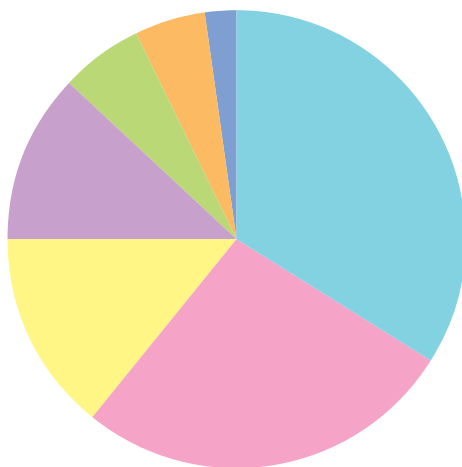
*Maria O'Kane – diagnosed with cancer in 2007 and mother of Seth, who has autism*

# Operating Results



**2010 Revenue with fundraising revenue consolidated** (\$ in thousands)

|              |     |             |
|--------------|-----|-------------|
| Fundraising  | 53% | 3,415       |
| Fitness Club | 25% | 1,619       |
| Programs     | 7%  | 469         |
| Teams        | 6%  | 409         |
| Other income | 5%  | 327         |
| Education    | 3%  | 106         |
| Gaming       | 1%  | 89          |
|              |     | <hr/> 6,434 |



**2010 Expense with overhead allocations** (\$ in thousands)

|                  |     |             |
|------------------|-----|-------------|
| Fitness Club     | 34% | 1,842       |
| Programs         | 27% | 1,428       |
| Teams            | 14% | 775         |
| Fundraising      | 12% | 623         |
| Education        | 6%  | 321         |
| Interest expense | 5%  | 252         |
| Other expense    | 2%  | 120         |
|                  |     | <hr/> 5,361 |

# Operating Results

## Variety - The Children's Charity (Ontario) & Variety Village Consolidated (unaudited) Statement of Operations\*

- Years ended September 30 (in \$ ,000 )

|   | 2010          | 2009            |
|---|---------------|-----------------|
| <b>Revenue</b>  |               |                 |
| Fundraising   | \$3,062       | \$2,139         |
| Fitness Club Membership   | 1,697         | 1,502           |
| Program fees and contributions  | 674           | 506             |
| Team fees and contributions   | 422           | 290             |
| Education   | 208           | 89              |
| Other income  | 285           | 248             |
| Gaming operations, net  | 86            | 199             |
| <b>Total revenue</b>  | <u>6,434</u>  | <u>4,973</u>    |
| <b>Expense</b>  |               |                 |
| Facility  | 954           | 1,132           |
| Programs  | 805           | 777             |
| Administration  | 804           | 814             |
| Fundraising   | 590           | 561             |
| Teams   | 393           | 352             |
| Fitness Club  | 1,076         | 802             |
| Interest  | 252           | 200             |
| Education   | 193           | 272             |
| Other expense   | 294           | 295             |
| <b>Total expense</b>  | <u>5,361</u>  | <u>5,205</u>    |
| Excess (deficiency) of revenue over expenses<br>before amortization of capital assets | 1,073         | (232)           |
| Amortization of capital assets  | 653           | 674             |
| Excess (deficiency) of revenue over expenses  | <u>\$ 420</u> | <u>\$ (905)</u> |

\* This consolidated (unaudited) statement of operations is based on the financial statements audited by Collins Barrow LLP. Complete audited financial statements are available on request.

# Fundraising

## Thank you to our donors

October 1, 2009 - September 30, 2010

### \$100,000 to \$500,000

The Grocery Foundation

### \$50,000 to \$99,999

Estate of Mr. Howard Ross Elliott  
Pizza Nova Take Out Ltd.  
Rabih Holdings Ltd.  
Teamsters Joint Council 52  
Toronto Police Services Board  
Ministry of Health Promotion and Sport

### \$25,000 to \$49,999

Associated Toronto Taxi-Cab Co-Operative Limited  
City of Toronto - Parks, Forestry and Recreation  
Jays Care Foundation  
MLSE Team Up Foundation  
Unity For Autism

### \$5,000 to \$24,999

Anonymous Donor  
Bil-Wil Holdings  
BMO Employee Charitable Foundation  
Chaitons LLP Barristers & Solicitors  
Colliers Macaulay Nicolls Inc.  
Tie Domi  
Estate of Laura Ethel More  
Funds for Canada Foundation  
Gowlings – Gowing Lafleur Henderson –  
LLP Barristers and Solicitors  
ING Real Estate  
Rosella Kidd  
Kraft Canada Inc.  
LCBO  
Nicholas Macos  
Magna International Inc.  
Shoppers Drug Mart Life Foundation  
Sunrise Medical Canada Inc.  
The James Rutley Grand Memorial Fund –  
at the Toronto Community Foundation  
Toronto Professional Firefighters' Association  
United Way of Greater Toronto  
University of Toronto - Athletics  
Estate of Vernon Lindo

### \$1,000 to \$4,999

7-Eleven Canada, Inc.  
Robert and Mary Pat Armstrong  
James and Minnie Ashton  
Avanti Properties Group  
W. Ballard  
Bowlerama Newtonbrook  
Rudolph Bratty  
Brookfield Properties Management Corporation  
Canadian Foundation for Physically Disabled Persons  
Coaching Association of Canada  
Laura and Christopher Coates  
Cogeco Data Services LP  
David Craddock  
Jack and Valerie Cribben  
Faye Clack Communications Inc.  
Mike Fontaine  
Margaret Granger  
The Ha Family  
Philip and Cheryl Hampson

Ernest and Rivette Herzig  
Anthony Heughan  
Tony Hsiung  
I.A.T.S.E. Local 873  
intact Insurance  
Gordon Josie  
Paul Kennedy  
KRG Children's Charities  
Bonnie Kushner  
Dalton McGuinty  
Steve McKechnie  
Modern Niagara Toronto Inc.  
Molson Canada  
Lisa Nethercott  
Gene Ogino  
Ontario Power Generation Inc. Charity Trust  
Pattison Sign Group - Central Region  
Reno King Contracting Ltd.  
Shell Albian Sands Exp. 1  
The Dan Family Foundation  
Richard Thomson  
Toronto East Rotary Club  
United Way of Peel Region  
Valentine Health Club  
Variety Village Advisory Committee  
Webkinz Foundation  
Barbara Williams  
John Willson  
Woodbine Entertainment

### \$500 to \$999

Centennial Alumni Association  
Kenneth Butler  
Cardinal Leger Child Care Centre  
David Christie  
Marion Cooper  
Daniel DaSilva  
Fergie Devins  
Graeme Duff  
Robert Eisenberg  
Jaime Escallon  
Tracey Ferguson  
Peter Filardi  
Mario Forte  
Gary Bluestein Charitable Foundation  
Leonie Heffernan  
Highview Aluminium & Vinyl Ltd  
Peter Kee  
Mathias Krutzberg  
Kevin Lafferty  
J B Landers  
Robert Leufkens  
Khalil Moghul  
New Apostolic Church  
Martin Nixdorf  
Dan O'Brien  
R.R. Health Centres Limited  
RBC Foundation  
RBC Royal Bank of Canada Diversity Committee  
Mary Riddell  
Rotary Club of Willowdale  
Royal Canadian Legion Seniors Club Branch 345  
Robert Sandford  
Scarborough City Cab  
Timothy Schnare  
Michael Sherriff  
Margaret Simionati  
Springdale Public School  
Sun Media  
Tara Inn

Teamsters Local Union 847  
Thomas Large & Singer Inc  
James Turner  
United Way of York Region  
Mirjam Uretsky  
Michael Wills  
William Young

## In Kind Donors

Toronto Police Services  
Toronto Sun  
CTV  
PLC  
Home Depot  
Merlin's Party Bouncers  
SuperPufft Snacks  
Lindt Sprungli  
Sun Valley Supermarket  
Dancap Productions  
Coca Cola  
Molson Canada  
McDonalds of Canada  
Pizza Nova  
Active Green & Ross  
Jupiter Inc.  
Fabricland  
Solo Cup  
Amore Foods  
Peak Frea'n's  
CeDe Candy  
Hershey Canada  
S. F. J. Food Service  
Ganz  
Hasbro Sales  
The Beverage Co.  
Yoplait  
Warner Music  
Scholastic Canada  
Sunstar America  
Bulova  
Goody  
Archway  
Regal Confections  
Wings Food  
Shoppers Home Health Care  
Oak Leaf Confections  
Amrans  
Kraft Canada  
Forest's Lock Service  
Waffleworld  
Universal Music  
Alberto Canada  
Longworth Associates  
Dairy Farmers of Canada  
Furnishings by Corey  
Wm. F. White International  
Luv2Pak  
Best Buy  
TFB Associates Ltd  
Team FLOW  
Q-ssis  
Tim Horton's  
Karry's Bros. Ltd  
Myron's Corp.  
EJ Bags and Boxes Co.  
Cowling & Braithwaite Co.  
Delta Toronto East  
Dave & Busters

# Fundraising Highlights

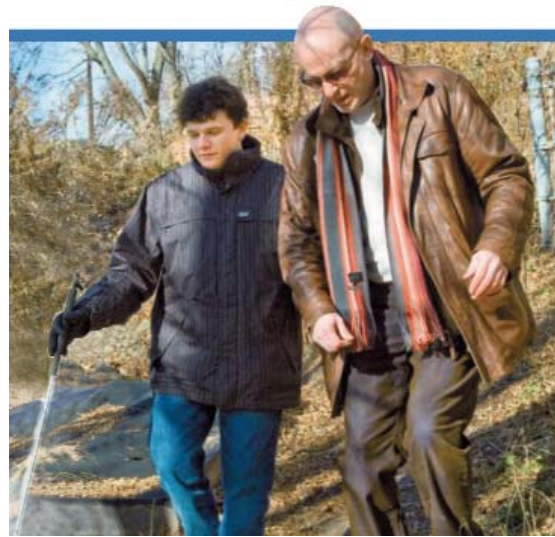


**Teamsters Golf**

- Teamsters Ontario Invitational Golf Tournament – children’s programs \$95,655
- Pizza Nova – That’s Amore Pizza for Kids Day - \$85,006 - general and \$5,000 for scholarships
- Jays Care Foundation – Children in Motion - \$35,000
- Toronto Sun Fund – general - \$31,000
- MLSE/TeamUp Foundation - Outreach program - \$30,000
- James Rutley Grand Memorial Fund through the Toronto Community Foundation – Sci-Fit and Motomed machines - \$14,000



**Pizza Nova –  
That’s Amore Pizza for Kids Day**



**The Toronto Sun’s Mike Strobel highlighted  
Variety Village’s need for a bus stop**



Variety Village is the flagship project of Variety – The Children's Charity (Ontario)

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Charitable Registration Number: 118955137RR0001