

2024-2025



ANNUAL REPORT

VON Canada

*Building a healthier future,
together*



BOARD CHAIR AND CEO MESSAGE

As we reflect on the past year, we are struck by how many of our goals we have accomplished. 2024-25 was the final year of a five-year strategic planning cycle that took us through one of the most challenging times in health care. Our VON team faced the difficulties head on, creating stability and making significant progress towards a stronger, more people-focused home and community care sector.

The theme of this annual report is “Building a healthier future, together.” VON is a large community made up of many smaller communities, united by a sense of purpose. Throughout Nova Scotia and Ontario, our staff and volunteers work diligently to help clients live every day to the fullest.

“Together” also includes our funders, donors, partner organizations, community supporters and, most importantly, our clients and their families. It takes the deep commitment of many people to ensure that we can develop services, initiatives and practices that will benefit our clients and the system as a whole, now and well into the future.



Monique Porlier
Board Chair

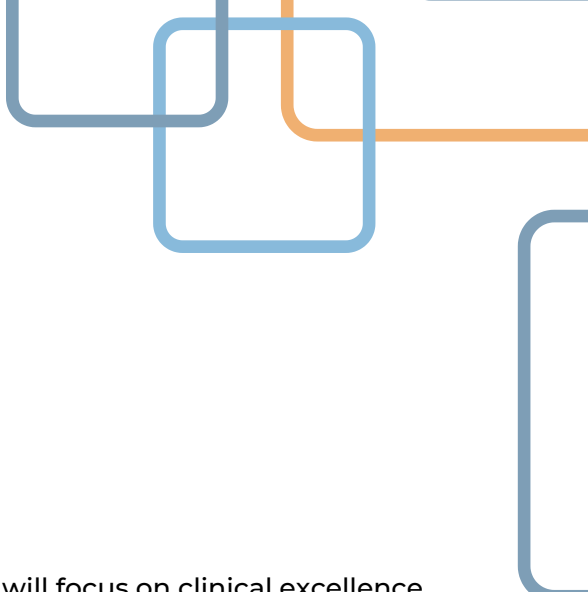


Jo-Anne Poirier
President and CEO

It was that shared commitment that brought our community together to reach our \$10 million VON Connect campaign goal, and begin to implement VON Connect, powered by AlayaCare. This digital health transformation project will revolutionize the way we provide care, and it has been all-hands-on-deck to bring it to fruition. Read more about VON Connect on page 14.

In 2024-25, we continued to advocate for increased funding for home care sustainability and modernization. We were pleased to see some rate increases, but continued to seek sector increases and cross-sector wage comparability.

We also boosted our recruitment and retention efforts in order to address ongoing health human resources challenges.



In addition, we worked to develop new, innovative models of care that would serve more people in need of crucial healthcare supports, helping to prevent premature admissions or readmissions to hospitals or long-term care.

Last year, we also finalized our new 2025-2030 strategic plan: “Transforming Integrated Care for People and Communities.”

This new plan focuses on bringing integrated clinical care and support services to more people in more communities and addressing significant system gaps that may prevent people from aging well in place. We are grateful for the many clients, employees, volunteers, partners and Board members who provided invaluable advice and guidance.

As we look ahead to the next five years, we have a goal to help clients better navigate the healthcare system and connect to more services that support health and wellness. We will accomplish this directly with our own work, and through our partnerships with others in the sector, including colleagues, hospitals and long-term care homes.

Together, we will focus on clinical excellence and person-centred experiences, with the goal of improving client, provider and system impact.

We are proud to bring you these highlights from 2024-25. While the challenges that face the home and community care sector remain, our team continues to lay the foundation for a system that meets people where they want to be, providing them with the essential supports they need to live healthier, more fulfilling lives.

**Shared commitment brought
our community together to
reach our \$10 million
VON Connect campaign goal**

Our deepest thanks to our staff, volunteers, clients and the many people who are helping us to build a healthier future for our friends, neighbours and loved ones. (You’ll see some of their words and faces in the pages ahead.)

We’re excited about all that we will continue to accomplish together!

A YEAR OF PROGRESS

We are continuing to embed equity, diversity and inclusion (EDI) into the fabric of the organization.

Our Employee Advisory Committee (EAC) and leadership have engaged in education, developed a communication strategy, identified focus areas and advocated for and promoted inclusive work practices. VON is committed to embracing and celebrating EDI, considering it fundamental to our values of respect, compassion and excellence. Highlights include collaborative policy design, ongoing education and resources for staff and leadership and frequent communication to all staff to build EDI awareness.

On October 17, 2024, VON celebrated the 30th anniversary of SMART (Seniors Maintaining Active Roles Together) .[®]

Over 1,500 participants at 52 locations joined in classes, following the same routine. Introduced in London, Ontario in 1994, SMART offers no-cost group exercise classes to seniors and adults living with disabilities, to improve strength, balance and mobility. Also in 2024, the Erie St. Clair SMART team's pilot program, Mobility Matters, which provided mobility screening, education and interventions to 330 older adults, showed improved mobility screening scores in 75 percent of participants over six and 12 months and a 30 percent reduction in falls.

Internationally educated nurses (IENs) working as continuing care assistants (CCAs) for VON took part in body mechanics training through an occupational therapy (OT) pilot program. The client safe handling and mobility sessions took place in Annapolis Valley, Truro and Pictou, Nova Scotia with 27 staff. OT Amanda Bradshaw shared methods for safe client handling and discussed available equipment to help IENs perform physically demanding work more safely. Funded by a grant from the Department of Seniors and Long-term Care, the pilot provided support to frontline employees across home care agencies.

VON partnered with McMaster University and the Greater Hamilton Health Network (GHHN) in the development of a new people-centred care micro-credential.

This education helps healthcare providers build competencies needed to engage clients and caregivers. The micro-credential was made available for a small fee to individuals involved in planning, delivering or managing patient, client and caregiver engagement in Ontario's health and social services sectors.

It was a year of significant innovation and transformation, as we worked to expand our services to meet the needs of a growing and changing population.

We continued to grow our Nova Scotia Meals on Wheels (frozen) program to provide nourishing meals to clients who are unable to cook for themselves. In partnership with the Department of Seniors and Long-term Care and other home support agencies, we delivered over 600,000 meals throughout the province, up from 400,000 meals the year before, and over 13 times the number of meals delivered in 2021-22.

The increased availability of home-style meals supports wellbeing for vulnerable clients, while freeing up time for continuing care assistants (CCAs) to provide vital supports, such as personal care, light housekeeping and mobility assistance.

We celebrated the grand opening of our Saugeen Shores Nurse Practitioner-Led Clinic. VON partnered with Ontario Health, the Town of Saugeen Shores, the Grey-Bruce Ontario Health Team (OHT) and the local Primary Care Network to provide area residents with access to a primary care provider. Nurse practitioners work alongside allied health professionals and VON's Assisted Living and SMART programs.

We also expanded our Adult Day Programs (ADPs) to meet demand. The Cobourg ADP site grew by 1,200 sq. ft., accommodating up to 45 clients each day, up from 25.

An expansion of our Dorchester ADP meant space for five more clients per day, plus two overnight respite rooms, community bathing facilities and room for congregate dining events, blood pressure clinics and caregiver supports.

Together with Nova Scotia's Department of Seniors and Long-term Care, we announced the expansion of the CAPABLE (Community Aging in Place, Advancing Better Living for Elders) program to more neighbourhoods in the Halifax area. Teams of nurses, occupational therapists and handy workers support seniors with mobility, safety and confidence in living independently.



AT A GLANCE

Q1: April - June 2024

- CEO Jo-Anne Poirier celebrates 10 years with VON
- The team marks VON Week with the theme “Connected with Purpose”
- VON honours 737 long-serving staff members
- We begin to develop new 2025–2030 Strategic Plan with staff & stakeholder input
- Inaugural 50/50 raffle launches #VirtualJackpot
- Pictou County, NS pilot site implements VON Connect
- Launch of new Culture Project strengthens team collaboration
- \$652k Millett Trust gift supports transportation & VON Connect project in Annapolis Valley, NS



Q2: July - September 2024

- VON Board appoints Monique Porlier as our new Chair
- We honour VON Canada Award recipients at AGM
- ON SMART team trains NS Cluster Care staff
- Hike for Hospice raises \$154k for VON Sakura House Hospice
- Occupational Therapy pilot trains internationally educated nurses in body mechanics. **See page 4**
- VON Connect launches in Cumberland County & Annapolis Valley, NS
- We welcome new General Counsel & Chief Privacy Officer, Sara Gottlieb



Q3: October - December 2024

- VON opens a community nursing clinic in Sackville, Nova Scotia, as work continues with Nova Scotia Health on a clinic-first strategy
- VON partners with government to expand CAPABLE program in Halifax area. **See page 5**
- With VON's support, three Cape Breton nurses become Registered Nurse Authorized Prescribers, improving client access to primary care
- Community celebrates the 30th anniversary of our SMART program. **See page 4**
- Two ON Adult Day Programs (ADPs) expand to meet demand. **See page 5**
- VON Oxford, serving 2,900+ clients and operating Sakura House Hospice, wins Community Engagement Award
- VON Connect launches in Cape Breton, Antigonish & Colchester East Hants, NS

Q4: January - March 2025

- VON Connect launches at Richmond, Tri-County, Lunenburg, Queens & Halifax sites, marking the final AlayaCare launch in NS
- Client and Family Engagement and Practice Quality and Risk teams review client fall events for new safety initiative
- Team hosts "Caring for the Soul" palliative care event in ON with keynote speakers
- Nurse Practitioner-Led Clinic (NPLC) in Port Elgin, ON opens to enhance access to primary and urgent care. **See page 5**
- VON continues to partner with Aamjiwnaang and Kettle & Stony Point First Nations, training two classes of Indigenous PSWs to become HCTs through eHomecare

CHANGING LIVES, TOGETHER

Our impact on families, neighbours and communities

Busy grandmother stays connected thanks to VON services

A busy grandmother in Truro, Nova Scotia says the supports she receives from VON's Cluster Care team have increased her social connection and physical safety. The 72-year-old client has mobility challenges due to rheumatoid arthritis and surgeries on her knees and feet. She values the help she receives from VON's on-site team—like sourcing a stool to reduce swelling, restoring her phone service and creating a buddy system to clear snow from her car. She also enjoys the program's social activities, which have helped her connect with neighbours. Thanks to these supports, she is able to assist her daughter by driving her grandchildren to school and other activities.



CARE IN ACTION



394,974
DAYS OF ASSISTED LIVING*
*ONTARIO ONLY
133,973
ADULT DAYS OF RESPITE



126,952
RIDES



Grateful husband gives back to VON

For Jim, VON's in-home nursing services were a constant source of support during his wife's cancer journey. When she transitioned to care at home, VON nurses visited daily, tending to a painful feeding tube site with skill and compassion. The care allowed him to continue working while knowing his wife was safe and supported. Jim chose to donate so others could experience the same high-quality care. With his gift, he wrote, "The nurses have done a great job. My experience is VON is by far the best functioning part of our healthcare system."

“

*My experience is the VON
is by far the best functioning
part of our Health Care system.*



22,541,211
STUDENT BREAKFASTS*
*ONTARIO ONLY
1,366,940
DELIVERED MEALS



1,859,566
NURSING VISITS
2,049,709
HOURS OF HOME SUPPORT

TEAMWORK IN ACTION

*Building a healthier future, together - our staff and volunteers
are connected with purpose*

We couldn't do what we do without our volunteers

Our volunteers are key to our mission to help people live in their homes and communities by delivering the caring support that they and their families need. Each one of them brings unique gifts, skills and experiences. Here are just a few of the special people on our team:

Louise Gillis, a former nurse, joined VON's Client and Family Advisors Council to address accessibility issues in health care. She brings a wealth of knowledge, as well as lived experience around visual impairments. Her work has influenced VON's organizational approach to accessibility, helping us to design and deliver visually accessible services and technology.

Inspired by memories of his grandmother, once a VON Meals on Wheels (MOW) client, **Marc Cipparone** is an MOW volunteer, secretary on the VON Windsor Essex Board of Directors and a monthly donor.

"Your service allows a senior to continue to live independently," he says. "Our visit may be the only social interaction they have in a day."

Volunteer **Evangelyste Nacnac** moved to Canada from the Philippines in 2024. She had a history of volunteering and was eager to continue. She is now a volunteer fund development assistant in Oxford, putting her skills and enthusiasm to work raising funds for Sakura House Hospice and VON. Evangelyste was instrumental in making the lanterns for Sakura House's Lights of Love event.



ADP staff extends lifeline to family caregiver

On one of the most difficult days of his life, retired firefighter Tom Quinn didn't know where to turn. His wife, Helen, had dementia, and her condition was getting worse. Out on a drive that day, Helen was upset and Tom was at his wit's end. Finally, he recalled seeing the sign for VON's Waterloo Wellington Dufferin site.

Administrative Assistant Kayla Stock remembers the couple arriving. "I sat him down, took his hand and told him he had come to the right place. After hearing his story and the love he expressed for his wife, I directed him to our Adult Day Program (ADP) supervisor." Helen began to attend the ADP regularly. "It was a tremendous relief for me just to get a bit of time off," Tom says.

Kayla is grateful she could help. "I feel Tom and I were meant to meet. For me to offer a helping hand, a warm smile and open ear and for him to touch my life and show me that old-school love truly does exist."



Spirit of collaboration helps team members to excel

VON staff members support each other in excelling professionally and beyond.

In April of 2024, **Desiree Welch**, a client service associate (CSA) for VON Middlesex Elgin, completed the 128th Boston Marathon, the world's oldest annual marathon. Her VON team surprised her with a send-off party and created VON-themed bracelets for her to wear. "VON is not just a job. It's definitely family here, and I cannot say enough how grateful I am for that," Desiree says.

**"VON IS
NOT JUST
A JOB. IT'S
DEFINITELY
FAMILY
HERE."**

Kelly Goreham, a continuing care assistant (CCA) in Shelburne County, echoes the sentiment. Kelly represented Nova Scotia at the Special Olympics Canada Winter Games in Calgary, competing in floor hockey and ultimately winning gold.

Kelly says her colleagues are incredibly supportive, helping her to balance professional responsibilities and athletic pursuits. Kelly has learned valuable lessons from her Special Olympics journey that she applies in her work, particularly the importance of teamwork, collaboration and accommodating different abilities.

THE POWER OF GENEROSITY

How donor support builds a healthier future

14,049
WONDERFUL DONORS



\$2,162,380
IN LEGACY OR MEMORIAM



26,454
DONATIONS



\$9,022,735
TOTAL DOLLARS RECEIVED



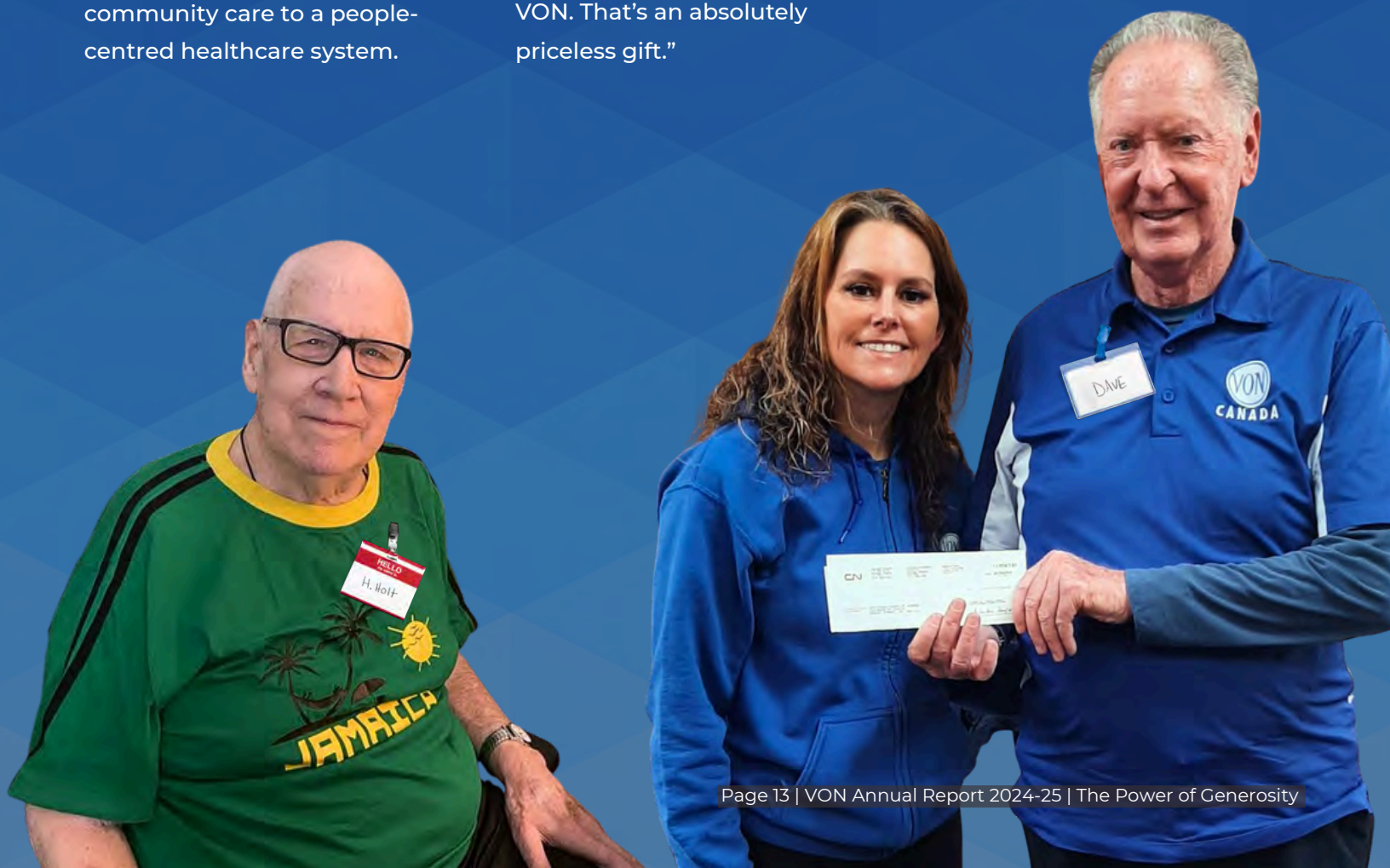
Esteemed Canadian businessperson **Annette Verschuren** is both a donor and a VON ambassador, widely sharing her belief that those who are able should support the evolution of the healthcare system. “Most senior Canadians want to live safely and independently in their own homes, for as long as possible,” she says. “In order to provide the supports they require, we need to invest in home and community care, including the life-enhancing services that VON provides.” Annette Verschuren is an Officer of The Order of Canada, Chair and CEO at NRStor Inc. and Chancellor of Cape Breton University.

Donors choose to give for many different reasons

As a registered charity, we are grateful for the many donors who help us to carry out our mission. People choose to give to VON for many different reasons—some are former or current clients who are grateful for the care they've received. Others are family members of clients looking to pay tribute to their loved ones and their VON care providers. We also receive gifts from individual and corporate donors who recognize the importance of home and community care to a people-centred healthcare system.

VON client **Hal Holt** donates in recognition of the exceptional care he receives and the staff who deliver that care with skill and compassion. A retired human resources professional, Hal has long been a dedicated volunteer, passionate about contributing to his church and various Equity, Diversity and Inclusion (EDI) initiatives. "VON's in-home care has enabled me to live in my own home on my own terms and continue to do work that is meaningful to me," says Hal. "That's something everyone deserves. I'm able to give back to my community, thanks to VON. That's an absolutely priceless gift."

Dave Dougherty is a VON volunteer and a donor. After decades working with CN Rail, he found a new calling—empowering older adults through exercise. Now a dedicated volunteer with VON's SMART (Seniors Maintaining Active Roles Together)® program, Dave helps seniors to build strength, fitness and mobility. "There are clients who came in wheelchairs at first," he says. "After a few months, they were able to come to class using a walker and were able to do most of the exercises. That really makes me proud."





CONNECT

The future of home and community care



We reached a major milestone in the evolution of our digital health transformation project, VON Connect, powered by AlayaCare. VON's Halifax team launched on February 24, 2025, completing the rollout at all 11 Nova Scotia sites and setting the stage for Ontario launches.

We also successfully raised the \$10 million needed to implement VON Connect and the innovative features that will make the best home and community care even better. VON Connect is more than a technology upgrade, it is a transformative shift in how we deliver care.

Our frontline teams are embracing real-time access to client health information, improving the consistency and quality of care. The system supports faster decision-making, coordination among care providers and the ability to track outcomes.

We are grateful for the support of VON's staff, volunteers, donors and community members. It has been a shared effort to build and implement this innovative technology that will put a paper-based record in the past and carry us into the future of home and community care.

"We are profoundly grateful for the generous donors who enabled this significant transformation, helping our VON team to better support clients and their families."



—**Dr. Fran Gregor** is a former member of the VON Canada Board of Directors and Nova Scotia Chair, VON Connect Campaign Committee

FINANCIAL REPORT

Summary of Victorian Order of Nurses for Canada's consolidated revenue and expenses for the year ended March 31, 2025.

	2025		2024	
	% of revenue		% of revenue	
Revenue				
Fees for service	281,229,350	74.2%	252,401,199	73.9%
Program grants	90,035,320	23.8%	82,919,208	24.3%
Miscellaneous income	4,741,254	1.3%	4,508,702	1.3%
Donations and Other	2,849,094	0.8%	1,897,219	0.6%
	378,855,018	100.0%	341,726,328	100.0%
	% of expenses		% of expenses	
Expenses				
Salaries and benefits	301,500,699	80.8%	270,909,277	80.8%
Mileage and travel	16,142,449	4.3%	15,337,166	4.6%
Direct program costs	27,142,083	7.3%	23,012,855	6.9%
Bad debts	191,669	0.1%	172,398	0.1%
Occupancy costs	9,980,408	2.7%	9,220,959	2.7%
Administrative, office and general	9,794,631	2.6%	9,441,110	2.8%
Telecommunication costs	3,603,820	1.0%	3,243,310	1.0%
Information technology services	3,952,812	1.1%	3,500,626	1.0%
Amortization of capital assets	668,727	0.2%	643,257	0.2%
	372,977,298	100.0%	335,480,958	100.0%
Net revenue for the year	5,877,720		6,245,370	





VOLUNTEER



DONATE



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