



Parks and Recreation Ontario

2021 Annual Report



Table Of Contents

- 03 Message from the CEO
- 04 Positioning Parks and Recreation
- 05 Knowledge Mobilization
- 06 Quality Assurance
- 07 Youth Employment Programs
- 08 Message from the Treasurer
- 09 Financial Information

Message from the CEO and Board Chair

Positioning Parks and
Recreation

Knowledge Mobilization

Quality Assurance

Youth Employment

Programs

Treasurer's Report

Financial Information



Message from the CEO and Board Chair

2021 was a year of rebuilding. The sector emerged from the restrictions of 2020 battered but armed with the knowledge and experience to contend with ongoing public health mandates. At PRO our goal was simple: listen to our members and meet them where they are.

For this reason, PRO's focus became access. Our objective was to develop content and create spaces for knowledge sharing that would speak to the heart of the issues parks and recreation professionals were facing. We brought together over 100 of our members and stakeholders to share knowledge and mobilize key advocacy pieces. Through this outreach, it became clear that public health restrictions would continue to affect the way our sector was able to train staff. In response, PRO made much of its content available virtually in English and French. Finally, we developed new content based on the needs we saw arising from these meetings.

In 2021, PRO continued to be a strong supporter of the Canadian Parks and Recreation Association (CPRA) and the work they did to secure funding for positions, deepen gender equity in sport, and advocate for the national childcare system. PRO managed two youth employment programs administered by the CPRA: the Green Jobs Initiative and the Youth Employment Experience. In total, PRO was able to disperse close to a million dollars in federal funding to support youth employment in the parks and recreation sector.

In this report, you will read about the challenges and opportunities that PRO faced in 2021. It is an impressive summary for an organization that has consistently hit well above its weight. We would be remiss not to acknowledge the hard work of our board, staff, and volunteers in making this happen. While we know that the future of parks and recreation looks challenging, we do not take our responsibility lightly. We are committed to continual growth and improvement so that we can meet the needs of our sector and ensure that all Ontarians receive equitable access to parks and recreation.

In play,

Cathy Denyer
CEO

Jeff Payne
Board Chair

Message from the CEO and
Board Chair

Positioning Parks and
Recreation

Knowledge Mobilization

Quality Assurance

Youth Employment

Programs

Treasurer's Report

Financial Information



Positioning Parks and Recreation

One of PRO's key strategic drivers is positioning the parks and recreation sector by facilitating coordinated advocacy. In 2021, the sector continued to face instability based on changes to policy and regulations that had an impact on service delivery and provision. PRO pursued an evidence-based approach, collecting data from over 100 communities and organizations for its recommendations. Below are some of PRO's key successes in policy and government relations in 2021.

Advocating for Outdoor Recreational Amenities

In April 2021, for the second time during the COVID-19 pandemic, the Ontario government announced the closure of outdoor recreational amenities. PRO successfully advocated for the reversal of the decision, both with the Ministry of Heritage, Sports, Tourism, and Culture and with the Office of the Premier, releasing a [formal statement](#) on the issue.

Child Care and Early Years Act, 2014

PRO played a key role in advocating for the exemption of some authorized recreation providers from restrictions on the numbers of hours in a day they are able to operate.

Reopening Ontario Act and COVID-19 Safety Guidelines for Camps

With the continual changes in regulations related to the Reopening Ontario Act, PRO represented the sector in order to ensure the health and well-being of parks and recreational professionals, the safe continued operation of programs and facilities, and that the sector was fully informed on how best to implement new regulations. PRO also provided input on iterations of camp safety guidelines and was able to provide members with access to the documents as soon as they were made available.

Message from the CEO
and Board Chair

Positioning Parks and
Recreation

Knowledge Mobilization

Quality Assurance

Youth Employment

Programs

Treasurer's Report

Financial Information



Knowledge Mobilization

PRO's education and training portfolio supports the Knowledge Mobilization pillar of the strategic plan. Through it, PRO advances innovation to strengthen policy and practice. In 2021, PRO continued to host virtual events and webinars to build capacity in the sector.



The 2021 PRO Educational Forum hosted 432 delegates from across the province attending two inspirational keynotes, over 20 sessions, and multiple networking opportunities.



PRO held its annual Aquatics Conference virtually in November, hosting 150 delegates for an innovative event designed to meet the needs of aquatic professionals in the midst of critical challenges to service provision.



The Parks and Recreation Management Certificate (PRMC), presented in partnership with the Schulich Executive Education Centre at the School of Business at York University, provides training on communication, strategic planning, and political acuity. 2021 saw 76 graduates of the program, a three-fold increase from 2020.



2021 saw a renewed investment in PRO's Knowledge Hub, an online, members-only community that houses resources, toolkits, and opportunities for connection. With over 100 organic posts and 35 resources, the Knowledge Hub provides PRO members with a place to go for all things parks and recreation.



Message from the CEO
and Board Chair

Positioning Parks and
Recreation

Knowledge Mobilization

Quality Assurance

Youth Employment

Programs

Treasurer's Report

Financial Information



Quality Assurance

In 2021, PRO's quality standards portfolio grew to make sure it met the emerging needs of the sector. As it became clear that most communities and organizations would continue to require virtual training due to public health restrictions, PRO's goal was to broaden the accessibility of its HIGH FIVE trainings and other professional development opportunities.



What we did



In partnership with the Regional Municipality of Halton, PRO developed resources, hosted webinars, and facilitated discussions on how best to develop a quality service delivery framework for inclusive recreation programs for children.



Trained 5,414 participants from over 300 organizations nationally through 338 trainings.



In partnership with the CPRA, PRO redeveloped its HIGH FIVE Sport training and created 4 new modules focussing on barriers to participation for girls and women at all stages of life to help ensure gender equity in sport.



Developed 14 HIGH FIVE trainings made fully available virtually OnDemand or asynchronously in both English and French

Message from the CEO
and Board Chair
Education and Training
Policy and Government
Relations
Quality Assurance
**Youth Employment
Programs**
Treasurer's Report
Financial Information



Youth Employment Programs



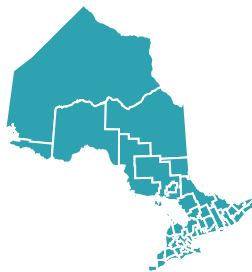
Angela Parker
Cornwall, ON
Sustainability
Coordinator

"It was a really good opportunity for the City to have this grant. It encouraged the community to be more in tune with the trees around them and helped them understand how climate change and extreme weather events affect our natural assets."

In 2021, PRO continued its work administering the CPRA Green Jobs Initiative, a program designed to provide funds to communities to hire additional youth to advance their green priorities and provide job placements for youth with a focus on building experience in the green sector.

In addition, PRO supported the roll out of the Youth Employment Experience . This grant focussed on providing job placements for vulnerable youth, allowing them to connect with a mentor, and gain hands-on experience in a workplace setting.

Numbers at a glance



85 communities and
organizations served



221 youth receiving positive
career experiences



\$990,000 in federal funding
disbursed

Message from the CEO
and Board Chair

Positioning Parks and
Recreation

Knowledge Mobilization

Quality Assurance

Youth Employment

Programs

Treasurer's Report

Financial Information



Treasurer's Report

2021 was a continuation of extraordinary times, and PRO responded with fortitude and resilience. The relevance of the strategic plan was emphasized by a strong message from our membership and our Board and provided our focus through this turbulent year. And in this regard, we were able to drive innovation and sustain our operations so that we can move forward with renewed success in this post-pandemic era.

We would like to recognize the strong commitment from our membership and HIGH FIVE stakeholders. This support, coupled with government subsidies and restructured operations, have allowed PRO to end the year with an operating net surplus. A strong cash balance and reserves at the year-end are the result of a prudent strategy of carefully managing expenditures. This position will allow PRO to capitalize on opportunities while managing risk, all while we will continue to seek the advice and input of our members as we invest in our products and services within the parks and recreation sector.

A handwritten signature in black ink, appearing to read 'Romas Kelacius'.

Romas Kelacius
PRO Board Treasurer

Message from the CEO and
 Board Chair
 Training and Education
 Policy and Government
 Relations
 Quality Assurance
 Engagement Highlights
 Treasurer's Report
Financial Information



Summary Financial Information*

Statement of Operations For the Year Ended December 31, 2021

REVENUE	
HIGH FIVE®	\$652,603
Government subsidies	410,197
Membership services	401,444
Contract services and grants	201,010
Education and training	180,102
Corporate services	80,513
	<u>\$1,925,869</u>
EXPENDITURES	
Corporate services	\$ 1,172,967
Contract services	201,674
Education and training	101,979
HIGH FIVE®	84,603
Communications and public relations	51,824
	<u>1,613,047</u>
Excess of revenue over expenditure	<u><u>\$312,822</u></u>

Statement of Financial Position As at December 31, 2021

ASSETS	
Cash and cash equivalents	\$797,554
Accounts receivable	51,864
Government subsidies receivable	101,093
Inventory	49,257
Prepaid expenses and sundry assets	23,261
Deposits	12,643
Capital assets	27,014
	<u>\$1,062,686</u>
LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and accrued liabilities	\$209,187
Government remittances payable	19,357
Deferred contributions	109,138
Loan payable (CEBA)	40,000
	<u>377,682</u>
Net Assets	685,004
	<u><u>\$1,062,686</u></u>

*Full financials statements available.



PARKS AND RECREATION ONTARIO

