

20

1995 - 2015

PARKS AND RECREATION ONTARIO

ANNUAL REPORT

2014

20 YEARS OF
LEADERSHIP, QUALITY
AND EXCELLENCE



STORIES OF ADVOCACY, BUILDING CAPACITY AND QUALITY ASSURANCE

OUR VISION

Healthy People, Vibrant Communities, Sustainable Environments

OUR MISSION

Parks and Recreation Ontario is a non-profit association that advances the health, social and environmental benefits of quality recreation and parks through evidence-based practices, resources and collaborative partnerships.

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CHAPTER 1



MESSAGE FROM PRESIDENT AND CEO

THE STORY STARTS TWENTY YEARS AGO, WHEN A GROUP OF COMMITTED ADVOCATES FOR RECREATION AND PARKS RECOGNIZED THE POWER OF CREATING A UNIFIED VOICE TO ADVANCE THE SECTOR. THEY IMAGINED A STRONG, STABLE AND EFFECTIVE ORGANIZATION THAT COULD BRING TOGETHER LEADERS FROM ACROSS THE PROVINCE TO WORK ON A COMMON AGENDA: ENHANCING QUALITY OF LIFE THROUGH RECREATION AND PARKS. SO, AFTER MUCH THOUGHT, HARD WORK AND COLLABORATION, IN 1995 PARKS AND RECREATION ONTARIO EVOLVED FROM THE 13-MEMBER PARKS AND RECREATION FEDERATION OF ONTARIO.

Early on, PRO drew strength and expertise from its membership base of about 900 professionals in the sector. A stable governance structure led to measured and steady growth and focused strategic goals. Today, PRO has more than 5,500 members across the province, including recreation and parks staff and volunteers, public health, education, students and elected officials. PRO is strong today because of its members in all parts of the province who remain committed to our vision of healthy people, vibrant communities and sustainable environments.

We are pleased to be able to present to you this annual report that celebrates 20 years of leadership, quality and excellence. It is the story of PRO's growth and development, but also of the achievements in our sector and beyond. It's also an opportunity to look to the future of recreation and parks and dream about what we can achieve with a strong, collective voice.

MICHAEL CLELAND
President

LARRY KETCHESON
CEO

PARKS AND RECREATION ONTARIO BOARD OF DIRECTORS 2013-2014

President
MICHAEL CLELAND

Treasurer
DEREK EDWARDS

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PARKS AND RECREATION ONTARIO STAFF

Larry Ketcheson, Chief Executive Officer
LJ Bartle, Director, HIGH FIVE® National Standard
Camelia Bostan, Coordinator, HIGH FIVE Operations
Diane English, Director, Research, Policy and Communications
Sean Fitch, Graphic Designer and Marketing Specialist
Carol Harding, Accountant
Mike Hood, Membership Administration
Susan Huang, Bookkeeper
Fotini Iriotakis, Coordinator, Membership and Special Initiatives

Denise Ponte, National Liaison, HIGH FIVE National
Jennifer Pelletier, Education and Training Specialist
Marion Price, Director, Education
Tia Wintre, Manager, HIGH FIVE Marketing and Client Experience
Emina Secerbegovic, Coordinator, HIGH FIVE Ontario
Sue Li, Program Assistant, HIGH FIVE

CHAPTER 2



ADVOCACY



A STRONG VOICE FOR THE SECTOR

ADVANCE THE DEVELOPMENT OF GOVERNMENT POLICY THAT ENSURES SAFE, AFFORDABLE, ACCESSIBLE AND QUALITY RECREATION AND PARKS OPPORTUNITIES AND INCREASE AWARENESS OF THE IMPORTANCE AND BENEFIT OF RECREATION AND PARKS.

Recreation is recognized as a fundamental need for society. In the rich and varied history of public recreation in Ontario, there is one constant thread: the notion of equitable access for all. The recreation sector in Ontario has come a long way in identifying the benefits of recreation and the barriers to participation that exist for many citizens. In 2000, the members of Parks and Recreation Ontario adopted a policy statement on affordable access to parks and recreation services. That was followed by the adoption of a National Policy Statement and the formation of a multi-sectoral task group on affordable access to recreation.

In one of the most successful collaborative efforts ever undertaken by PRO, The Task Group on Affordable Access to Recreation held provincial meetings, created compelling research documents and met with decision makers in provincial government. The Task Group was chaired by long-time PRO member and Past President Howie Dayton. The culmination of the Task Group work came in 2009, when the Affordable Access to Recreation for Ontarians Policy Framework was published and subsequently supported by the Association of Municipalities of Ontario. Since then, this Framework and the accompanying implementation guide have helped numerous municipalities and organizations adopt affordable access policies.



The Township of Rideau Lakes, a rural community located along the historic Rideau Canal corridor between Kingston and Smiths Falls, with one stop light, just over 10,000 people and no major facilities embraced a policy titled “ACCESSING THE RECREATIONAL EXPERIENCE” in May of 2012.

Thanks to PRO’s initiative, Council understands the importance of affordable, accessible recreation and continues to provide lighted soccer and ball fields at no cost, reduced rates for multiple family members in their recreation programs, free spaces in programs when possible and administrative support to over 400 volunteers. With the tools created by the Task Group and PRO, Rideau Lakes has excelled in its goal toward providing affordable, accessible recreational opportunities for its residents and visitors.

- Susan Dunfield, Manager of Community & Leisure Services, Township of Rideau Lakes

ADVOCACY IS ONE OF THE MOST IMPORTANT SERVICES THAT PRO PROVIDES TO MEMBERS

Working collaboratively with members and a diverse group of stakeholders, PRO aims to positively influence legislation, regulation and public policy that will improve access to quality recreation experiences for all Ontarians.



Average of 12 meetings annually with Provincial Government Ministers and Staff.



In 2014, PRO created platforms for the provincial and municipal elections, highlighting the benefits of investing in recreation and parks.



PRO publishes important and influential research, like the 2007 Infrastructure Study. This study formed the basis for the advocacy that led to a \$900M investment in recreation infrastructure.

PARKS, TRAILS & ACCESS TO NATURE

Ontario Children's Outdoor Charter

PRO was a member of the collective that created the Children's Outdoor Charter. The Charter aims to get children outside to discover the wonders of nature. Spending time outdoors is essential to every child's development, health and well-being. It builds a connection to our rich natural and cultural heritage. PRO promoted the Charter as a tool for master planning and provided resources for municipalities and organizations to adopt the charter.

CHILDREN AND YOUTH

Modernizing Childcare: Ministry of Education

The Government of Ontario passed Bill 10, The Child Care Modernization Act, updating the Day Nurseries Act. PRO was an active stakeholder in consultations and presentations to committees and the Ministry. The new Act recognizes recreation as part of the child care continuum. PRO is continuing to work with the Ministry to ensure that the regulations relating to recreation-based programs for children are in line with industry standards.

COMMUNITIES

Pathways to Recreation

PRO, with support from the Government of Ontario's EnAbling Change Partnership Program, created a Guidebook that addresses the Design of Public Spaces Standard under the Accessibility for Ontarians with Disabilities Act. The guidebook, and accompanying webinar, have been used and viewed in dozens of communities to help recreation and parks staff increase access to outdoor spaces.

Election Platforms

PRO created two election platforms in 2014, intended to spark debate amongst candidates about the importance and benefits of recreation. Both platforms highlighted the need for investments in recreation infrastructure. During the provincial election, PRO received a positive letter of response from the Ontario Liberal Party. It states "The Ontario Liberal Party recognizes that participating in sport and recreation is vital to the health and well-being of Ontarians. We understand that investing in sport, recreation, and physical activity contributes to positive economic and social outcomes, such as reduced health care costs, improved student achievement, and a better quality of life for all. That is why we are committed to continuing and strengthening our support for community sports and recreation programs." PRO is using this statement as the basis for a collaborative relationship with the governing party.

NATIONAL ADVOCACY

Framework for Recreation in Canada

In 2014, PRO co-hosted a National Summit on the Framework for Recreation in Canada. Bringing together thought leaders from across Canada, this two-day event built consensus for the Framework's goals and objectives. The Framework will act as a catalyst for a new Ontario plan to help realize the full potential of recreation.

A Collaborative Approach

Parks and recreation play a vital role in the daily lives of Ontarians and as such, many provincial policies and programs are relevant to the sector. In 2014, PRO worked collaboratively with many ministries across government to align policies and legislation that support recreation and parks.

Accessibility Directorate of Ontario
Ministry of Children and Youth Services
Ministry of Education
Ministry of Health and Long-Term Care

Ministry of Municipal Affairs and Housing
Ministry of Natural Resources
Ministry of Tourism Culture and Sport and the
Pan/Parapan Am Secretariat
Ontario Seniors' Secretariat

CHAPTER 3

BUILDING CAPACITY



INSPIRING LEADERS AND ENGAGING COMMUNITIES

STRENGTHEN THE CAPACITY OF SECTOR STAKEHOLDERS
TO HELP ONTARIANS TO LEAD HEALTHIER LIFESTYLES.



Play Works recognizes Youth Friendly Communities, such as the Town of Hanover. Hanover boasts a Youth Friendly Business Designation Program and a Positive Ticketing Program, done in conjunction with the Hanover Police Service. This community really listens to young people in order to best serve their needs. The Free Ride Bike Park is an example of this, whereby youth were actively involved in the development and building of the Park. It boasts a beginner/intermediate trail, called ‘The Pig’ and it has a dirt jump park with jumps ranging from beginner to expert and two skinny parks, one for beginners, and one for intermediate riders. To truly find out how youth feel about being included and how they feel about the Park, it is best to hear it from their own words and, as one young person said, it is “sweet!”



“The City of Pickering is a recognized leader in youth programming, events and initiatives. We make a concerted effort to foster a Youth Friendly Community, as we truly believe that our young residents are our most valuable asset. By supporting and nurturing our youth, we are the building the foundation for a more dynamic, strong and cohesive community.”

- Mayor David Ryan, City of Pickering

“Brooke-Alvinston prides itself in the contributions made by the youth in our small community. Not only do our youth participate in the sports and recreation programs, they also volunteer with other community activities. Our facilities invite and encourage our youth to lead involved and active life styles. By engaging themselves in the community, our youth have benefited while still excelling in fitness, their studies and civic awareness. Brooke-Alvinston is honoured to be selected as a Youth Friendly Community.”

- Mayor Don McGugan, Municipality of Brooke-Alvinston

“This designation reaffirms our Council’s commitment to supporting and engaging youth in our community. It demonstrates some very important values that our community holds true for our citizenry. We are proud of this designation and we will continue to work to maintain and improve on our efforts for the ultimate benefit of the young people in our Town.”

- Mayor Rick Bonnett, Town of Halton Hills

2014 BY THE NUMBERS

Ontario has a strong and vibrant recreation and parks industry. Each day, in every corner of the province, parks and recreation leaders are making a difference in the lives of citizens. PRO strives to support community leaders with evidence-based training, tools and resources to enhance capacity and the quality of recreation services and programs.

+140
training sessions
delivered by PRO

+199
June is Recreation
and Parks Month
Ambassadors

42
Youth Friendly
Communities

PROFESSIONAL DEVELOPMENT

WITHIN TODAY'S COMPETITIVE AND RESULTS-DRIVEN ENVIRONMENT, PROFESSIONAL DEVELOPMENT IS ONE OF THE MOST IMPORTANT INVESTMENTS TO ENSURE THE GROWTH OF OUR SECTOR. IN 2014, PRO CONTINUED TO RESPOND TO SECTOR NEEDS WITH A DIVERSE RANGE OF TRAINING OPPORTUNITIES.

Conferences

Annually, PRO hosts three major conferences: the Educational Forum and Trade Show, the Aquatics Conference and the MBA Symposium on Youth Development. In 2014, the PRO Forum featured a full-day session devoted to recreation registration software, focusing on the need for new and innovative software solutions. For the first time, the MBA Symposium on Youth Development had two separate educational streams to focus both management and programming.

Online Learning and Engagement

PRO continued to increase the breadth and reach of the training and resources available through online learning platforms. PRO led webinars on topics ranging from the AODA Design of Public Spaces to risk management.

PRO continue to invest in the ON After School Portal, an online resource for quality after school programs, that was created in partnership with the Leisure Information Network (LIN.ca). Staff in after school programs have free access to videos and webinars, plus lesson plans and other resources.

ENGAGING COMMUNITIES

Membership

When PRO was formed in 1995, there were about 900 members. In 2014, PRO's membership reached the 5,300 mark and is steadily growing. PRO has members in over 150 municipalities, providing service to more than 85% of Ontarians. In addition, 18 post-secondary institutions have joined the PRO network, ensuring that PRO stays connected with the academic community and with the students, our leaders of tomorrow. PRO's strong membership is essential to the success of the organization.

June is Recreation and Parks Month

**JUNE IS RECREATION
& PARKS MONTH**

Each June, communities across Canada join together in celebration of Recreation and Parks Month. In 2014, 199 organizations and communities became JRPM Ambassadors by proclaiming June as Recreation and Parks Month at local council meetings, hosting JRPM events and activities and connecting with citizens to showcase the great recreational opportunities available across the province and in their communities.

Play Works – Youth Friendly Recognition Program

The Youth Friendly Recognition Program was launched 10 years ago by the Play Works Partnership. The initial goal was to have youth play recognized on the public and political agenda. Since then, The Play Works Youth Friendly Community Recognition Program has become a benchmark for excellence in youth engagement and there are now 42 communities across Ontario committed to promoting youth play.

PRO Milestone: Recognizing, Encouraging and Rewarding through the PRO Awards

PRO recognizes excellence in recreation, parks, health promotion and sport through its annual awards program. Since 2001, PRO has recognized 185 individuals and organizations for their dedication and innovation.

CHAPTER 4

QUALITY ASSURANCE



SETTING A STANDARD FOR EXCELLENCE

STRENGTHEN QUALITY STANDARDS TO FACILITATE CONTINUOUS IMPROVEMENT IN SERVICE DELIVERY.

At the same time as PRO was formed, the sector identified the essential need for a quality standard for children's recreation programs. In the absence of legislation and regulation, PRO pioneered the research for such a standard. The work was led by Nina de Vaal and Janie Romoff, in collaboration with a myriad of stakeholders in academia and in the field. With that, HIGH FIVE® was born. Since that time, HIGH FIVE has become recognized as Canada's preeminent quality standard for children's programs. It is used in recreation, sport, education and as this next story shows, by police services in the City of Calgary.



The City of Calgary has created a special program, in partnership with elementary schools and the City's recreation department, in which officers develop a positive relationship between police and the student community. As part of their regular shift, Officers get to know students over oatmeal and orange slices as a part of the school breakfast program or by grabbing a hockey stick to play ball hockey in an after school program. In 2014, the City of Calgary partnered with the Calgary Police Service to offer 19 officers the opportunity to become certified in the HIGH FIVE Principles of Healthy Child Development.

The HIGH FIVE Trainer that day, Jen Goeres, soon found out that the police officers were great students. Over the course of the day, the Officers' passion for working with kids was evident. But what was more amazing was their realization that sport and recreation is much more than just playing games - it is about making connections and that a quality experience was essential to the success of any program.

Now, the City of Calgary has 19 Police Officers who take on the role of A Caring Adult to ensure that kids in these under-served schools have intentional, positive experiences each and every day.



The best way to play™

HIGH FIVE® BY THE NUMBERS

+675,000
kids being positively
affected by their
experiences in
HIGH FIVE
organizations
across Canada

+96,000
front line leaders
trained in the
Principles of Healthy
Child Development

+360
Registered and
Accredited
Organizations

11
Authorized Providers
across Canada

HIGH FIVE

PRO IS CELEBRATING TWO DECADES OF GROWTH AND SUCCESS THROUGH ITS HIGH FIVE STANDARD. HIGH FIVE HAS HELPED RAISE THE BAR FOR CHILDREN'S RECREATION AND SPORT PROGRAMS. ANNUALLY, MORE THAN 675,000 CHILDREN ARE HAVING A POSITIVE EXPERIENCE THROUGH HIGH FIVE ORGANIZATIONS.

2014 BENCHMARKS

Resiliency and Recreation

HIGH FIVE partnered with Resiliency Initiatives on a study to look at the effects of recreation on child resiliency. The study, which involved a questionnaire and more than 200 children in recreation programs across Canada, showed improvement in core character traits such as adaptability and social connectedness after the children participated in recreation programs.

Key findings also substantiated the foundation on which HIGH FIVE is based, specifically that as the role of A Caring Adult and Friends increased, so did the children's core character traits which help develop resiliency.

This is just the beginning of our work in this area. These are great trends that we can build off of in our continued efforts to help providers of kids' programs provide The Best Way to Play™!

Supporting Mental Health

HIGH FIVE proactively responds to societal challenges and initiatives related to healthy child development by constantly updating resources and adding new training modules. The Healthy Minds for Healthy Children online training offers engagement strategies for nurturing resiliency in children and provides insights into common mental health distress or conditions that children could be experiencing.

In collaboration with Canadian Mental Health Association Ontario, a new training was developed for managers. Strengthening Children's Mental Health focuses on helping supervisors be more informed and prepared to support their staff in promoting positive mental health among children in their programs.

Staying Current

HIGH FIVE launched a newly-enhanced Principles of Healthy Child Development as well as a refresher course, Principles in Practice. Both focus on the latest research incorporating learnings on physical literacy, physical activity guidelines, conflict resolution, healthy eating and more. HIGH FIVE is constantly seeking to update training and resources to meet the demands of today's leaders.

Get Social

Social media is more than just cat videos and celebrity news. PRO is using social media to connect and engage the HIGH FIVE community across Canada and to inform parents and raise awareness about the importance of intentional positive experiences for children. In 2014, PRO's social media presence doubled, reaching new audiences with important messages.

PRO Milestone: HIGH FIVE Accreditation

In 2006, HIGH FIVE Accreditation was launched. The accredited designation serves as a benchmark for excellence in children's recreation and sport programming. This is the standard for those organizations committed to focusing on healthy development of children and providing programs with the highest recognized levels of quality and safety. There are 19 organizations in Ontario that have reached this coveted status. Accreditation has truly raised the bar for quality in children's programs.



CHAPTER 5

LOOKING TO THE FUTURE

AS PRO MARKS 20 YEARS OF LEADERSHIP, QUALITY AND EXCELLENCE, WHAT WILL THE NEXT 20 YEARS BRING? HERE ARE A FEW OF THE THINGS TO WATCH FOR IN THE COMING YEARS.

NEW TRAINING: STRENGTHENING CHILDREN'S MENTAL HEALTH	ADVANCED TRAINING: FOR MIDDLE MANAGERS IN RECREATION	NEW TOOLS: FOR MEASUREMENT AND EVALUATION	PROFESSIONAL DEVELOPMENT: HIGH FIVE ONLINE LEARNING LAB
STANDARDS: FOR OLDER ADULT RECREATION	TECHNOLOGY: SUPPORTING QUALITY RECREATION	ENHANCED: HIGH FIVE DATABASE	COLLABORATION: WITH ACADEMIC INSTITUTIONS



PRO WOULD LIKE TO RECOGNIZE THE HUNDREDS OF VOLUNTEERS WHO HAVE CONTRIBUTED TO THE GROWTH AND DEVELOPMENT OF THE ORGANIZATION. PRO THANKS EACH AND EVERY VOLUNTEER FOR YOUR COMMITMENT AND SHARING YOUR IDEAS AND EXPERTISE.

THANK YOU

AN IMPRESSIVE HISTORY OF LEADERSHIP
PRESIDENTS OF PARKS AND RECREATION ONTARIO

MICHAEL H. HALL 1995
DARLENE W. JOSLIN 1996
MARION PRICE 1997
JANIE ROMOFF 1998/99
STUART TAYLOR 2000
PERRY SMITH 2001
TERRY ALYMAN 2002
SHARON MAY 2003
HOWIE DAYTON 2004

KAREN MAKELA 2005
NINA DE VAAL 2006
FRANK PROSPERO 2007
AARON BURRY 2008
DON MAY 2009
LIZ WEAVER 2010/11
JENNIFER REYNOLDS 2012/13
MICHAEL CLELAND 2014/15

CHAPTER 6

CELEBRATING EXCELLENCE

2014 PRO AWARD RECIPIENTS

AWARDS OF EXCELLENCE

EXCELLENCE IN DESIGN AWARD

ALTON CAMPUS PROJECT, CITY OF BURLINGTON
AUDLEY RECREATION CENTRE, TOWN OF AJAX
CORNELL COMMUNITY CENTRE AND LIBRARY, CITY OF MARKHAM AND PERKINS + WILL
ISAAC RIEHL MEMORIAL SKATEPARK, TOWN OF PELHAM

INNOVATION AWARD

REBEL 13, CITY OF MISSISSAUGA
STEP-BY-STEP FUNDRAISING GUIDE, CITY OF TORONTO
CNIAGARA.CA, CITY OF ST. CATHARINES



EMERGING LEADER AWARD

ERIC BERESFORD, TOWN OF OAKVILLE



HIGH FIVE® CHAMPION AWARD

MAGGIE HENDERSON, CITY OF BURLINGTON



STUDENT AND ACADEMIC AWARDS

BOB SECORD STUDENT LEADERSHIP AWARD
JUSTINE BROPHY, ALGONQUIN COLLEGE
VANCE KORNOBIS, CENTENNIAL COLLEGE



HUGH CLYDESDALE BURSARY

KATELYN WUILLEME, MOHAWK COLLEGE





ACCREDITED ORGANIZATIONS

Boys and Girls Club of Durham
Boys and Girls Club of Niagara
Boys and Girls Clubs of Kawartha Lakes
City of Burlington
County of Brant
Dovercourt Recreation Association
East Scarborough Boys and Girls Club
Futures Gymnastics
Municipality of Port Hope
Rainbow Programmes for Children
St. Alban's Boys and Girls Club
Town of Ajax
Town of Bracebridge
Town of Essex Parks and Recreation
Town of Halton Hills
Town of Milton
Town of Oakville

YOUTH FRIENDLY COMMUNITIES

Cities

Barrie
Belleville
Brampton
Burlington
Cambridge
Hamilton
London
Markham
Mississauga
Peterborough
Pickering
Sarnia
Sault Ste. Marie
Greater Sudbury
Thunder Bay
Vaughan
Welland
Windsor

Communities

Lawrence Heights, Toronto

Municipalities

Chatham-Kent
Port Hope
South Huron

Towns

Ajax
Aurora
Blind River
Bracebridge
Caledon
Halton Hills
Hanover
Ingersoll
Milton
Newmarket
Oakville
Richmond Hill
Whitby
Whitchurch/Stouffville

Counties

Brant
Norfolk

Townships

Brooke-Alvinston
Rideau Lakes

First Nations

Wikwemikong Unceded
Indian Reserve No. 26

Canadian Forces Bases

Petawawa

CHAPTER 7



STRATEGIC PARTNERS

WORKING IN COLLABORATION IS ESSENTIAL IN ORDER TO LEVERAGE RESOURCES AND MAXIMIZE THE IMPACT OF INITIATIVES. PRO IS PROUD TO WORK WITH MANY ORGANIZATIONS ACROSS THE PROVINCE TO ADVANCE THE FIELD OF RECREATION AND PARKS THROUGH TRAINING, RESOURCE DEVELOPMENT AND ADVOCACY.

4-H Ontario
Arts Network for Children and Youth
Association of Municipalities of Ontario
Back to Nature Network
Boys and Girls Clubs of Canada – Central Region
CAAWS
Canadian Forces
Canadian Mental Health Association – Ontario
Canadian Recreation and Parks Association
Canadian Red Cross – Ontario Zone
Canadian Sport for Life
Evidence: a unit of First Work
Health Nexus
Imagine Canada
Lifesaving Society
Leisure Information Network
Northeastern Ontario Recreation Association
Ontario College and University Coordinators
Ontario Lung Association
Ontario Public Health Association
Ontario Parks Association
Ontario Recreation Facilities Association
Ontario Society of Physical Activity Promoters
in Public Health
Ontario Trails Council
Ophea
PHE Canada
RBC First Office for Injury Prevention at Sunnybrook
Resiliency Initiatives
Rugby Canada
Sport Alliance Ontario
The Students Commission of Canada
Trails Open Ontario
University of Waterloo, Faculty of Recreation and Leisure Studies
YMCA Ontario

CHAPTER 8



TREASURER'S REPORT

As PRO enters its 20th year, I am pleased to report on another financially sound and stable year for Parks and Recreation Ontario. We did significantly better than budgeted in 2014, allowing us to contribute an additional \$40,000 towards the Research and Development Reserve and realize net revenues of \$19,706 that will be allocated to PRO's risk management reserve.

In 2014, we were able to build upon our solid financial position due to growth and above budget revenue gains attributed to the Membership and HIGH FIVE business units. We also managed to create significant savings in the area of Public Relations.

I would like to congratulate the PRO staff and all of the members and volunteers who have contributed to the success of the association in 2014. I look forward to working with you in 2015 as we work towards two key new priorities of an HR management program and initiation of enhancement of the core PRO database.

DEREK EDWARDS, TREASURER

INDEPENDENT AUDITOR'S REPORT

TO THE BOARD OF DIRECTORS, PARKS AND RECREATION ONTARIO

We have audited the accompanying financial statements of Parks and Recreation Ontario, which comprise the statement of financial position as at December 31, 2014, and the statement of changes in net assets, operations and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe, except as explained in the following paragraph, that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

In common with many not-for-profit organizations, Parks and Recreation Ontario derives revenues from membership fees, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Organization and we were not able to determine whether any adjustments might be necessary to revenues, contributions to reserve and net assets.



Opinion

In our opinion, except for the effects of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves as to the completeness of revenue, as described in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of Parks and Recreation Ontario as at December 31, 2014 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations

GILMORE AND COMPANY
CHARTERED PROFESSIONAL
ACCOUNTANTS
LICENSED PUBLIC
ACCOUNTANTS

STATEMENT OF FINANCIAL POSITION

As of December 31

	2014	2013
ASSETS		
CURRENT		
Cash and short term investments	352,227	216,728
Accounts receivable	490,103	246,799
Prepaid expenses	87,658	43,019
Inventory	65,448	73,414
Property, plant and equipment	8,293	11,098
	\$ 1,003,729	\$ 591,058
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	233,673	156,444
Government remittances	1,519	-
Deferred contributions	473,024	150,624
	\$ 708,216	\$ 307,068
NET ASSETS		
Invested in property and equipment	8,293	11,098
Unrestricted	228,220	205,709
Internally restricted	59,000	67,183
	\$ 295,513	\$ 283,990
	\$ 1,003,729	\$ 591,058

STATEMENT OF OPERATIONS

For the year ended December 31

	2014	2013
CORE REVENUE		
Corporate services	42,357	74,382
Education and training	465,820	519,510
HIGH FIVE	1,007,691	949,243
Communications and public relations	55,968	123,143
Membership services	322,064	234,339
Contract services	188,906	244,487
	\$ 2,082,806	\$ 2,145,104
CORE EXPENSES		
Corporate services	274,073	296,344
Amortization	2,805	4,059
Education and training	325,688	389,043
HIGH FIVE	836,678	873,295
Communications and public relations	250,937	239,946
Membership services	202,506	151,822
Contract services	170,413	178,317
	\$ 2,063,100	\$ 2,132,826
Core revenue in excess of expenses	19,706	12,278
Project revenue	227,101	389,228
Project expenses	227,101	389,228
Project revenue in excess of expenses	-	-
Contribution to reserve	\$ 19,706	\$ 12,278



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HEALTHY
PEOPLE.

VIBRANT
COMMUNITIES.

SUSTAINABLE
ENVIRONMENTS.



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