

2015

Annual
Report



Healthy People
Vibrant Communities
Sustainable Environments

www.prontario.org

Our Vision

Healthy People, Vibrant Communities, Sustainable Environments

Our Mission

Advance quality recreation and parks through advocacy, standards, tools and training

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Message from President and CEO

In 2015, Parks and Recreation Ontario celebrated 20 years of leadership, quality and excellence. At the heart of the celebration are the people: the leaders past and present who have made an indelible mark on communities through their passion and commitment to recreation and parks. PRO is powered by an incredible and passionate membership who contribute locally, provincially and nationally to supporting PRO's mission and vision. PRO's role as a leader for advocacy, quality and education would not be possible without that support.

We are pleased to share with you some of the highlights of PRO's 20th anniversary year in this annual report. The organization also renewed its strategic plan for 2016-2020, continuing to build on its three pillars for success: policy leadership through advocacy, supporting wellbeing in communities through training and tools, and enhancing quality standards for service delivery. After 20 years, PRO's mission and vision are stronger than ever and our membership continues to grow and strengthen our voice. We can be proud of what we have achieved and know that we are positioned for success for the next twenty years.



Michael Cleland
President



Larry Ketcheson
CEO

Parks and Recreation Ontario Board of Directors 2015-2016

President

Michael Cleland

Treasurer

Derek Edwards

President Elect

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Camelia Bostan, Coordinator, HIGH FIVE Operations

Jeff Carmichael, HIGH FIVE Business Development Representative

Diane English, Director, Research, Policy and Communications

Sean Fitch, Graphic Designer and Marketing Specialist

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Susan Huang, Bookkeeper

Sue Li, Program Assistant, HIGH FIVE

Fotini Missios, Coordinator, Membership and Special Initiatives

Denise Ponte, Coordinator, Projects and Events, HIGH FIVE National

Jennifer Pelletier, Education and Training Specialist

Marion Price, Director, Education

Tia Wintre, Manager, HIGH FIVE National Standard

Emina Secerbegovic, Coordinator, HIGH FIVE Ontario

Strategic Plan

In 2015, Parks and Recreation Ontario celebrated its 20th anniversary. The theme for the year was 20 years of leadership, quality and excellence. These three pillars have formed the foundation for PRO's renewed strategic plan, which will guide the organization through 2020.

The PRO Board of Directors, PRO Staff and leaders from across Ontario contributed to the renewal of PRO's Strategic Plan. PRO has consistently used its strategic plan to guide its business operations and to provide a strong framework for PRO to increase its ability to be a leader for the recreation and park sector in Ontario.

The 2016-2020 Strategic Plan builds on the achievements of the past and aligns PRO's Vision and Mission with current trends in health and wellness. It streamlines PRO's priorities and will help focus PRO's efforts, while still offering the flexibility to respond to challenges and opportunities that arise.



Healthy People, Vibrant Communities,
Sustainable Environments



Advance quality recreation and parks
through advocacy, standards, tools and training

Goals and Strategic Priorities

Policy Leadership

Public policy at all levels supports and enables equitable access to quality recreation and park opportunities.

Aligning with the goals of the Framework for Recreation in Canada, PRO will advocate for funding and legislation and regulation that support community sport and recreation delivery.

Establish PRO as a primary stakeholder in community sport delivery with Ontario government and sport sector.

Supporting Wellbeing

Stakeholders will have enhanced capacity to deliver quality programs and services that will help people to lead healthier lifestyles.

Conduct, support and disseminate collaborative research that quantifies and promotes the health, social and environmental benefits of quality recreation.

Develop and deliver evidence-based tools and training to extend the capabilities of delivery agents and stakeholders.

Quality Standards

Through the HIGH FIVE® Standard, organizations are delivering quality programs that contribute to the holistic health of participants.

Enhance and increase the reach of existing quality standards.

Develop new quality standards that support quality programs and enhance holistic health.

Advocacy

Advocacy is one of the most important services that PRO provides to members. Working collaboratively with members and a diverse group of stakeholders, PRO advocates for funding and legislation that enhances recreation delivery in communities across the province. PRO uses evidence-based policy platforms to position the benefits and importance of recreation and parks for healthy communities.

Parks, Trails & Access to Nature

Community Planning and Parkland Dedication

In 2015, the Ministry of Municipal Affairs and Housing introduced Bill 73, Smart Growth for Our Communities Act. The Act proposed changes to the methods by which municipalities can acquire parkland. The changes gave municipalities less flexibility and threatened to reduce the ability for municipalities to adequately provide greenspace for residents. PRO and the Ontario Parks Association collaborated on a submission to government that focused on the very important benefits of parks for healthy communities. While the Bill was passed, PRO and OPA have continued to advocate for greater funding support for parks.

Ontario Trails Act

An Ontario Trails Act was introduced into the Legislature in 2015. PRO provided input on the draft legislation and is a member of a provincial stakeholder table organized by the Ministry of Tourism, Culture and Sport. PRO has made strong recommendations on issues such as joint and several liability to ensure communities can continue to build and develop trails for active transportation and recreation. As a result, PRO will be working with ministry staff and allied organizations on training and awareness initiatives.

Children and Youth

Modernizing Childcare: Ministry of Education

PRO continued to play a strong leadership role on this file, leading a coalition that included municipalities, Boys and Girls Clubs and the YMCA. PRO informed members of changes pertaining to recreation delivery and conducted a provincial survey to assess the reach and diversity of recreation programs affected by the new legislation. PRO continues to work with the Ministry to ensure that the regulations relating to recreation-based programs for children are in line with industry standards.

Sport

Canada's Year in Sport

2015 was not only PRO's 20th anniversary, it was also Canada's Year in Sport. Following the successful Pan/Parapan Am Games, Ontario released Game ON, a new sport plan. PRO met with Minister Michael Coteau of the Ministry of Tourism, Culture and Sport to position the importance of community recreation in the sport plan. As a result, PRO is working with ministry staff on several important policy initiatives.

National

Framework for Recreation in Canada

In February 2015, the Provincial and Territorial Ministers responsible for sport, recreation and physical activity endorsed the Framework for Recreation in Canada. PRO played a leadership role in the development of this Framework, which provides a new vision for recreation and common themes to help communities achieve the vision of individual and community wellbeing. PRO is using the Framework in its new Strategic Plan and with government to advocate for recreation and parks.

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 2015, PRO worked collaboratively with many ministries across government to align policies and legislation that support recreation and parks.

Ministry of Children and Youth Services

Ministry of Education

Ministry of Health and Long-Term Care

Ministry of Municipal Affairs and Housing

Ministry of Tourism Culture and Sport and the
Pan/Parapan Am Secretariat

Ontario Seniors' Secretariat

Building Capacity

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 training, tools and resources that support the delivery of quality recreation and parks programs and services.

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 2015, 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. PRO kicked off its 20th anniversary celebration at the 2015 PRO Forum, which drew nearly 600 delegates, exhibitors and guests. The PRO Aquatics Conference had a special stream devoted to the relationship between recreation and emergency services, featuring speakers from the US and Canada. PRO also held the 15th MBA Symposium on Youth Development which featured a new pre-symposium workshop youth development.

Workshops

PRO continued to increase the breadth and reach of the training through a variety of workshops and mini-conferences. PRO supported the development of future leaders through a series of management training sessions. PRO also offered highly successful mini-conferences focused on After School and Camps.

Online Tools

PRO and the Leisure Information Network (LIN.ca) developed an online program planning and evaluation tool to help communities better measure the quality and success of their physical activity programs. The tool focused on helping organizations build capacity for evaluation, while providing provincial data on efforts to increase opportunities for quality physical activity.

Engaging Communities

Membership

PRO celebrated 20 years of leadership, quality and excellence in 2015. Over its history, PRO's services have expanded to meet the diverse needs of its membership of more than 5,500 leaders in recreation, parks, health, education and other allied sectors.

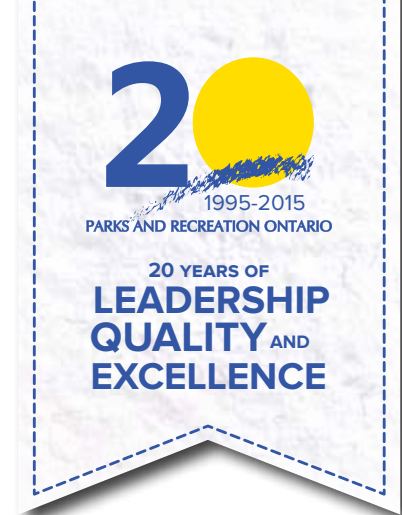
June is Recreation and Parks Month

**JUNE IS RECREATION
& PARKS MONTH**

Each June, communities across Canada join together in celebration of Recreation and Parks Month. In 2015, JRPM ambassador organizations celebrated Canada's Year in Sport. Communities shared their great program ideas to keep their citizens active and engaged. From lessons in lacrosse to a focus on increasing daily steps, recreation providers used June is Recreation and Parks Month as a platform to launch initiatives and raise the profile of recreation and parks.

Play Works – Youth Friendly Recognition Program

The Youth Friendly Recognition Program was launched in 2005 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, representing 41% of Ontario's population, across Ontario committed to promoting youth play.



Quality Assurance



HIGH FIVE®

As Canada's only comprehensive quality standard for children's programs, HIGH FIVE provides organizations with the tools, resources and expertise to deliver positive experiences for kids in sport, recreation and physical activity programs. With the support of stakeholders, 2015 was a year of incredible growth, reaching more leaders and children than ever before. Here are some of the highlights:

2015 Highlights

- ★ More than 100,000 people who work with kids have been trained in the Principles of Healthy Child Development
- ★ More than 400 Organizations across Canada offering quality programs for kids
- ★ More than 1,500 HIGH FIVE Trainers have been certified to deliver HIGH FIVE training for organizations seeking quality trained staff
- ★ 21 Accredited Organizations meeting the highest standard of excellence in their programs for children

Aboriginal Project

With the support of the Ministry of Tourism, Culture and Sport, HIGH FIVE has been able to strengthen the capacity in aboriginal communities by monitoring quality participation through training, assessment and new resource development. This project enables more children in Aboriginal, low income and rural/northern communities to participate in high quality programs with HIGH FIVE trained leaders.

After School Project

In collaboration with the Ministry of Tourism, Culture and Sport, HIGH FIVE supported After School Program (ASP) recreation service providers to build capacity and enhance the quality of their programs. An astounding 90% of ASP organizations participated in the project and are now better equipped to deliver positive experiences for children, using HIGH FIVE.

Sport Day in Canada

HIGH FIVE collaborated with other sport advocates, organizations and athletes to celebrate physical activity at #RBCSportsDay in Canada. Check out the interview with Scott Russell, host of CBC'S Road to the Olympic Games, at www.HIGHFIVE.org/scott-russell-interview

Celebrating 2 Incredible Milestones!

15 years
of HIGH FIVE

More than
**1 million
kids**

annually are having
positive experiences through
organizations using HIGH FIVE!



The best way to play™

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
Guelph
Hamilton
Markham
Mississauga
Peterborough
Pickering
Sarnia
Sault Ste. Marie
Greater Sudbury
Thunder Bay
Vaughan
Welland
Windsor

Municipalities

Chatham-Kent
Port Hope
South Huron

Towns

Ajax
Aurora
Blind River
Bracebridge
Caledon
Gananoque
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

Celebrating Excellence



2015 PRO Award Recipients

President's Award of Distinction

Leisure Information Network

Excellence in Design Award

Park of Reflection, Cullen Central Park, Town of Whitby,

Daimian Boyne, Wounded Warriors Canada & Henry Kortekaas & Associates

Regan Ridge Bridge, Town of Halton Hills & R & M Construction

Wedrick-Nightstar Bridge, Town of Richmond Hill

Innovation Award

CKRecreation Play Rangers Program, Municipality of Chatham-Kent

Franklin's Pollination Station and Teaching Garden, City of Toronto

Let's Play in the Park, City of Mississauga

Recreation & Culture Mobile App, City of Vaughan

Toronto Sport Leadership Program, City of Toronto in partnership with YMCA, TDSB & TCDSB

Trillium Award

Martha Neely, City of Markham

Emerging Leader Award

Luke Hiltz, City of Markham

HIGH FIVE® Champion Award

City of Mississauga, HIGH FIVE Core Team

Jennifer McPetrie, Town of Milton

Lisa Himmelman, SkateABLE™ and Trillium Skating Academy

HIGH FIVE® Innovation Award

Sergeant Valerie Gates + Community Services Unit, Barrie Police Services

Student and Academic Awards

Bob Secord Student Leadership Award

Devon Kathleen Brady, Centennial College

Hugh Clydesdale Bursary

Debbie-ann Fender, Niagara College



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

CAAWS

Canadian Forces

Canadian Mental Health Association – Ontario

Canadian Recreation and Parks Association

Canadian Red Cross

Evidence: a unit of First Work

Health Nexus

Imagine Canada

Lifesaving Society

Leisure Information Network

Northeastern Ontario Recreation Association

Ontario Chronic Disease Prevention Alliance

Ontario Collaborative Group on Healthy Eating and Physical Activity

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 for Life Society

The Students Commission of Canada

University of Waterloo, Faculty of Recreation and Leisure Studies

YMCA Ontario



Treasurer's report

I am pleased to report on a financially sound and stable year for Parks and Recreation Ontario. Through prudent financial planning and operations in 2015, we were able to allocate \$83,000 towards the Research and Development Reserve and also realize net revenues of \$35,750 that will be allocated to PRO's risk management general reserve.

In 2015, we were able to build upon our solid financial position due to growth and above-budget revenue gains attributed to the Membership, Education/Training and HIGH FIVE business units. We also managed to create additional 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 2015. I look forward to collaborating with you in 2016 as we work towards several exciting, new initiatives including the development of a management training program, the expansion of the HIGH FIVE standard for older adult service delivery and a project that will support the development of youth councils in rural communities and strengthen the Youth Friendly Community Recognition Program.

Derek Edwards, Treasurer

STATEMENT OF FINANCIAL POSITION

As of December 31

	2015	2014
Assets		
Current		
Cash and short term investments	524,686	352,227
Accounts receivable	225,257	490,103
Prepaid expenses	47,223	87,658
Inventory	44,597	65,448
Property, plant and equipment	13,875	8,293
	\$ 855,638	\$ 1,003,729
Liabilities		
Current		
Accounts payable and accrued liabilities	153,708	233,673
Government remittances	6,863	1,519
Deferred contributions	301,866	473,024
	\$ 462,437	\$ 708,216
Net Assets		
Invested in property and equipment	13,875	8,293
Unrestricted	258,388	228,220
Internally restricted	120,938	59,000
	\$ 393,201	\$ 295,513
	\$ 855,638	\$ 1,003,729

STATEMENT OF OPERATIONS

For the year ended December 31

	2015	2014
Core revenue		
Corporate services	35,830	42,357
Education and training	559,688	465,820
HIGH FIVE	1,290,916	1,007,691
Communications and public relations	30,458	55,968
Membership services	319,890	322,064
Contract services	119,420	188,906
	\$ 2,356,202	\$ 2,082,806
Core expenses		
Corporate services	303,820	274,073
Amortization	5,347	2,805
Education and training	404,085	325,688
HIGH FIVE	1,020,100	836,678
Communications and public relations	219,427	250,937
Membership services	174,506	202,506
Contract services	110,167	170,413
	\$ 2,237,452	\$ 2,063,100
Core revenue in excess of expenses	\$ 118,750	\$ 19,706
Project revenue	189,229	227,101
Project expenses	189,229	227,101
Contribution to research and development reserve fund	(83,000)	(40,000)
Contribution to general reserve	\$ 35,750	\$ 19,706

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, 2015, 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, contribution 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, 2015 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



1 Concorde Gate, Suite 302
Toronto, ON M3C 3N6

Tel: 416 426.7142
Fax: 416 426.7371
pro@prontario.org

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