



PARKS AND RECREATION ONTARIO

Annual Report 2020

Equitable access to quality parks and
recreation.



Cathy Denyer
CEO



Jeff Payne
Board Chair

Message from the Chair of the Board and the CEO

2020 was a year unlike any other. As communities shut down to curb the spread of COVID-19, parks, trails, and other green spaces provided Ontarians with some semblance of normalcy even as the world around them changed rapidly.

Since then, the parks and recreation sector has demonstrated its expertise in managing the ever-changing regulations and public health directives that come with delivering vital services during a pandemic. In the province's hour of need, professionals in our sector pivoted to offer emergency childcare, provide safe shelter to people experiencing homelessness, and staff vaccination and COVID testing sites all while still delivering the parks and recreation services that have become critical to the well-being of Ontarians.

Through all of this, PRO remained a unifying presence. From making space for knowledge sharing and advocating for the sector, to tackling critical issues through events and creating online trainings, PRO mobilized quickly to support our members. In October 2020, PRO launched its new strategic plan, aimed at coordinating advocacy, mobilizing knowledge, and elevating the sector through quality assurance. This plan serves as a road map to help PRO rebuild, grow, and innovate to not only serve our members but to advocate for the sector as a whole.

Challenging as it has been, 2020 brought the sector together and forced us to refocus on the importance of our work. It drew popular attention to just how valuable parks and recreation amenities are to Ontarians. And perhaps most importantly, it showcased the resilience and tenacity of parks and recreation professionals. This year our members have taken on the impossible and come out stronger. You sent a message, loud and clear to all Ontarians: no matter the circumstance, the parks and recreation sector is here for you.

Strategic Plan 2020 - 2024

Positioning Parks and Recreation

Be the catalyst for coordinated advocacy in the sector.

Knowledge Mobilization

Advance innovation through knowledge mobilization to strengthen policy and practice.

Quality Assurance

Elevate the parks and recreation sector through quality assurance.

As the province locked down in March 2020, PRO worked hard to support the sector through a changing set of public health mandates that had significant impacts on service delivery and planning. Released in October of that year, this strategic plan sought to not only set key priorities for the next four years, but codify the work that the organization had already done.

Positioning Parks and Recreation

PRO met with key members of the Ministry of Heritage, Sport, Tourism, and Culture Industries on a bi-weekly basis to represent sector needs vis-à-vis COVID-19. The organization also continued its work with the authorized recreation working group and the childcare advisory group and spearheaded a coordinated response to changes in operating regulations, Bill 108, More Homes, More Choices Act, and regulatory amendments to the Child Care and Early Years Act.

Knowledge Mobilization

Early on, PRO brought senior leaders together to collaborate, identify sector needs, and provide input on emerging advocacy issues on a bi-weekly basis. With these touchpoints, PRO was able to develop 12 resources that helped communities manage COVID-19 directives, create the PRO webinar series designed to provide targeted information on issues and trends that mattered to the sector, and collect important data on the impacts of COVID-19.

Quality Assurance

Recognizing the changes to staffing realities, HIGH FIVE® moved swiftly to turn key in-person trainings into virtual offerings. In 2020 alone, the team developed three new online trainings: Principles of Healthy Child Development-C, QUEST 2, and Tips for Consideration: Training Staff During COVID.

2020 Highlights



Deeply Engaged Membership

Our 6545 members service over 83% of Ontario's population and represent communities from across the entire province. PRO's members showed their strength as they came together to share knowledge and learnings as the province navigated multiple lockdowns.



Sold Out Events & Trainings

Over 1800 professionals joined us from across the province for two virtual conferences featuring 5 keynotes and 22 sessions. 27 leaders earned PRO's highly-rated Parks and Recreation Management Certificate.



Industry Leading Expertise

The PRO Webinar Series brought together experts with practitioners to tackle key policy and management issues facing the sector from risk management to leadership during a pandemic.



Driving Knowledge Sharing

Our team led 27 sector meetings engaging over 100 senior leaders. The result was a comprehensive set of data on the impact of COVID-19 on the sector and the development of resources that directly supported municipalities.

2020 Highlights



Assuring Quality in Recreation

With 384 Registered Organizations and 33 Accredited Organizations operating over 100,000 programs, HIGH FIVE® ensured that close to 1 million children across the country had positive experiences in recreation programs.



Innovation in Training

HIGH FIVE® developed and piloted three new virtual courses: the Principles of Healthy Child Development-C, QUEST 2, and Tips for Consideration: Training during COVID. In total, 7,800 trainings were completed in 2020.



Strong, Consistent Advocacy

PRO advocated on behalf of our members in 27 meetings with the Ministry of Heritage, Sport, Tourism, and Culture Industries, three meetings with Early Years and Child Care Advisory Group, and three meetings with Authorized Recreation Working Group.



Positioning the Sector

Championing the importance of parks and recreation at the highest levels, PRO called for the inclusion of authorized recreation as providers of before and after school care and recommended placing the needs of municipalities at the centre of regulations accompanying the More Homes, More Choices Act.

Financial Overview

Uncertainty remains high as the COVID-19 pandemic continues to impact the global economy. PRO is taking measured steps to execute our strategic plan against shifting realities. As we move forward into the 2021 and 2022 fiscal years, we will actively monitor critical events as they unfold within our sector and beyond. We will ensure our relevance and manage our resources carefully and prudently to enable the organization to pivot quickly as circumstances dictate.

The following are the summarized financial statements for 2020. [Contact PRO](#) for audited financial statements as of December 31, 2020.

Financial Position at December 31, 2020

ASSETS	
Cash and cash equivalents	487,975
Accounts receivable	42,399
Government subsidies receivable	232,676
Inventory	61,263
Prepaid expenses and sundry assets	16,900
Deposits	12,643
Capital Assets	35,310
Total Assets	889,166
LIABILITIES AND NET ASSETS	
Accounts payable and accrued liabilities	256,662
Deferred contributions	220,322
CEBA Loan Payable	40,000
Total Liabilities	516,984
Net Assets	372,182
Total Liabilities and Net Assets	889,166

Statement of Operations for the year ended December 31, 2020

REVENUE	
HIGH FIVE®	462,777
Membership services	437,626
Government subsidies	430,309
Contract grants and services	119,490
Education and training	107,715
Corporate services	11,539
Total Revenue	1,569,456
EXPENDITURES	
HIGH FIVE®	485,764
Corporate services	451,721
Communications and public relations	317,774
Education and training	226,617
Membership services	112,864
Contract service expense	92,868
Total Expenditures	1,687,608
Deficiency of revenue over expenditures	(118,152)