



• 2025 ANNUAL GENERAL MEETING REPORT •

## A Message from the President

### Colleen Goupil



Colleen Goupil,  
President  
(background)

Lucy Marco,  
Executive Director  
(foreground)

I came to the GRCOA in 2022 as a community member — someone who believed in what this organization was doing and wanted to be part of it. When our President stepped down in 2025, I stepped into this role. It has been one of the privileges of my life.

Fifteen years ago, a small but determined group asked a question most communities weren't asking: what does it actually mean to grow old here? Not in theory — but on the bus, in a waiting room, at a kitchen table, alone. That question became a movement. **And that movement became The Grand River Council on Aging (GRCOA).**

Today we are a recognized voice — championing dignity, independence, and connection for older adults across our region. But our greatest achievement remains the simplest: we listen. That listening is where trust lives. And trust is where lasting change begins.

## A Message from the Executive Director

### Lucy Marco

Fifteen years. Hundreds of volunteers. Thousands of conversations. And one simple, powerful idea — that every person, at every age, deserves to fully participate in the community they call home.

From the very beginning, the people who built the GRCOA believed in the voice of lived experience. They shared their stories with municipalities, businesses, and service providers — and those stories changed how our community plans, builds, and serves.

Because aging isn't one experience. **The go-go, the slow-go, and the no-go each have the same needs — just different ways of getting there.** Housing, transportation, health services, social connection — all of it must be designed with everyone in mind.

To the unsung heroes who have given their time, talent, and love to this work — my deepest gratitude. You are the reason age-friendly communities go from idea to reality.

## Who We Are

The Grand River Council on Aging is a registered charitable non-profit organization dedicated to building an age-friendly community — not just for older adults, **but for everyone aged 5 to 105.**

An age-friendly community is one that optimizes opportunities for health, participation, and security at every stage of life. It is a community designed to work for the teenager with a broken leg, the parent navigating transit with a stroller, and the 80-year-old trying to get to a medical appointment. The challenges are shared. **The solutions benefit everyone.**

The GRCOA works alongside Brantford, Brant County, Six Nations of the Grand River, and Mississaugas of the Credit First Nation — engaging communities in the process of becoming more **age-friendly across eight domains of daily life:** outdoor spaces and buildings, transportation, social participation, civic participation and employment, housing, community support and health services, respect and social inclusion, and communication and information.

## Our Mission

To encourage age-friendly communities for all residents by educating, advocating, and amplifying the voice of lived experience — so that the needs and strengths of older adults are heard, understood, and acted upon

## Our Vision

An age-friendly community where the voice of lived experience is heard and acted upon

## Our Values

**Integrity** — We act with respect, trust, and inclusivity in everything we do.

**Access** — We facilitate participation for all, regardless of ability or disability.

**Community** — We foster engagement and decision-making that supports every resident.

**Voice** — We believe that lived experience is not anecdotal. It is evidence. It drives everything.

## How We Do It

The GRCOA educates service providers, policymakers, and the broader community about the interests, strengths, and **needs of older adults** — through workshops, seminars, research, and direct community engagement. We conduct and share research. We support social participation and healthy aging. And we serve as the collective voice of older adults across our region — not speaking for them, but **making sure they are heard.**

Fifteen years in, that commitment has not changed. It has only deepened..

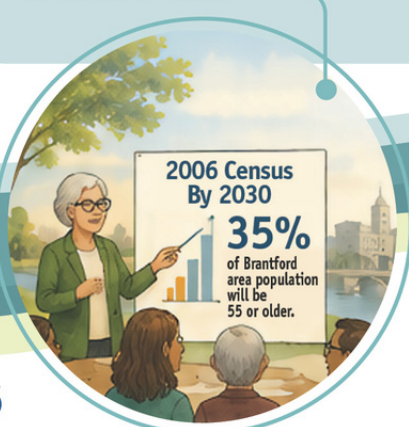
**Mobility. Connection. Community. For all ages.**  
Age-friendly communities benefit everyone.

## A Fifteen Year Story 2010 – 2025

*What began as a concern for our aging population has grown into a powerful movement for an age-friendly community where everyone can thrive.*

### 2006 CENSUS

By 2030  
35% of Brantford-area population  
will be 55 or older



### 1 2006 THE SPARK

- Jean Kincade presents census data that reveals a coming wave of older adults
- Lucy Marco raises her hand to help find solutions

### 2 2010 THE FOUNDING

- GRCOA is incorporated
- Master Aging Plan with 99 recommendations
- Communication, Transportation & Housing committees created
- Kathy Poirier hired as Executive Director

### 3 2011-2012 FINDING THE LANGUAGE

- WHO 8 Domains framework becomes our compass
- “Go-Go, Slow-Go, No-Go” describes stages of mobility
- Age-friendly communities are for everyone, at every age

A language  
that stuck  
with us

**Go-Go**  
**Slow-Go**  
**No-Go**

### 4 2013-2014 COMPASS PROJECT

- Volunteers go into homes and community spaces to listen
- More research needed
- Workshop on a Bus brings education to the community (2013–2019)



### 5 2015-2017 EARNING ITS PLACE

- Community Impact Report produces 635 suggestions
- Shift from “seniors” to “older adults”
- WHO Age-Friendly recognition for Brantford & Brant County
- Stronger voice, stronger brand, growing influence

### COMMUNITY IMPACT REPORT 635 Suggestions



### AGE-FRIENDLY COMMUNITY Brantford & Brant County (WHO recognition)

### The 8 Domains of Age-Friendly Communities

- ✓ Civic Participation & Employment
- ✓ Communication & Information
- ✓ Community Support & Health Services
- ✓ Housing
- ✓ Outdoor Spaces & Buildings
- ✓ Respect & Social Inclusion
- ✓ Social Participation
- ✓ Transportation



MOBILITY  
THROUGH ALL  
LIFE STAGES

*A flowing river. A strong community. A brighter future for all.*

## 6 2016-2019 BUILDING SUSTAINABILITY

- Taco Fest, Musical Matinees & community events
- Sustainability Committee builds annual revenue
- Linda Moyer joins and modernizes our digital presence
- Website & Facebook grow our reach



## 7 2020 COVID & RESILIENCE

- Events cancelled, volunteers left, the world stopped
- We adapted: Zoom, virtual workshops, Info Hub, newsletters & more
- Community needed us more, not less



BRANT  
COUNTY

BRANTFORD

SIX NATIONS

THE GRAND RIVER

## 8 2023-2025 THE CLEAREST VIEW YET

- Stronger partnerships. Stronger community.
- Six Nations Elders Journey begins
- 2026-2030 Strategic Plan sets our course
- Focused on 6 goals for a sustainable future



*"If the organization  
is a house -  
Lucy and Linda keep  
the lights on.  
Kathy poured the foundation.  
And an army of volunteers  
built every wall."*

### STRATEGIC PLAN 2026-2030 OUR 6 GOALS

1. Education & Awareness
2. Succession Planning
3. Diversified Funding
4. Community Partnerships
5. Organizational Capacity
6. Sustainable Impact



## THE PEOPLE WHO BUILT IT

We are deeply grateful to  
our visionaries, leaders,  
volunteers, and community  
champions

- ♥ Jean Kincade
- ♥ Lucy Marco
- ♥ Mary Burnett
- ♥ Geoff Wilson
- ♥ Kathy Poirier
- ♥ Peggy Wickham
- ♥ Dave Levac
- ♥ DeAnna Renn
- ♥ Frank & Gayle Zaunscherb
- ♥ Jim Steele
- ♥ Annette Minutillo
- ♥ Sherrill Heys
- ♥ Linda Moyer



CONNECTION  
ACROSS OUR  
COMMUNITY



AGING WITH  
DIGNITY &  
RESPECT



VOLUNTEERS  
AT THE  
HEART OF IT  
ALL



STRONGER  
TOGETHER  
TODAY &  
TOMORROW



# GRCOA 2025 by the Numbers

## Community Engagement & Awareness

- 4** flag-raising ceremonies across the City and County
- 6** seniors' fairs and community booths
- 12** presentations on Creating a Community for a Lifetime
- 23** Community at Home virtual workshops on topics that matter most



## Organizational Leadership

- 75+** meetings of the Board, committees, subcommittees, and task forces — driving the GRCOA's work and shaping its future

## Reach & Participation

- 106** walkers at The Grand Parade
- 427** Community at Home workshop participants
- 577** subscribers to the bi-weekly Community at Home newsletter
- 871** Facebook posts reaching 1,160 followers

## Resources & Online Presence

- 10,000** Age-Friendly Calendars distributed to apartments, retirement homes, and community locations across the region
- 25,140** website visitors generating 52,950 visits

## Fundraising

- \$37,077** raised through the Grand Parade — the GRCOA's signature community fundraising event

None of this happens without our volunteers. Their dedication, passion, and expertise are the driving force behind everything we do. The GRCOA's impact is a reflection of their generosity — and their commitment to Building a Community for a Lifetime.



Grand River Council On Aging  
**Statement of Financial  
Position** *(unaudited)*

| As at                                    | December 31<br>2025 | December 31<br>2024 | January 1<br>2024 |
|------------------------------------------|---------------------|---------------------|-------------------|
| <b>ASSETS</b>                            |                     |                     |                   |
| <b>Current Assets</b>                    |                     |                     |                   |
| Cash and bank                            | 129,403             | 123,171             | 114,164           |
| Accounts receivable                      | 375                 | -                   | -                 |
| HST receivable                           | 3,552               | 3,058               | 3,073             |
| Prepaid expenses                         | 462                 | 319                 | 348               |
|                                          | 133,792             | 126,548             | 117,585           |
| <b>LIABILITIES</b>                       |                     |                     |                   |
| <b>Current Liabilities</b>               |                     |                     |                   |
| Accounts payable and accrued liabilities | 4,499               | -                   | -                 |
| Deferred contributions                   | -                   | -                   | 19,269            |
|                                          | 4,499               | -                   | 19,269            |
| <b>NET ASSETS</b>                        |                     |                     |                   |
| Unrestricted net assets                  | 129,293             | 126,548             | 98,316            |
|                                          | 133,792             | 126,548             | 117,585           |

Approved on Behalf of the Board:

*Lucy Marco*

Director

*Claudio Pavan*

Director

Grand River Council On Aging  
**Statement of  
Operations and Net  
Assets** *(unaudited)*

| For the year ended December 31           | 2025    | 2024    |
|------------------------------------------|---------|---------|
| <b>Revenue</b>                           |         |         |
| Donation revenue                         | 1,175   | 19,227  |
| Grants                                   | 51,318  | 74,689  |
| Fundraising and other income             | 28,190  | 27,900  |
|                                          | 80,683  | 121,816 |
| <b>Expenses</b>                          |         |         |
| Administrative services                  | 47,428  | 44,304  |
| Bank charges and interest                | 93      | 177     |
| Community awareness and promotion        | 16,401  | 41,334  |
| General and sundry expense               | 1,348   | 2,547   |
| Insurance                                | 1,706   | 1,304   |
| Memberships                              | 712     | 540     |
| Office equipment repairs and maintenance | 903     | -       |
| Office supplies and postage              | 2,705   | 2,535   |
| Professional fees                        | 5,282   | 320     |
| Telephone and website                    | 439     | 445     |
| Workshops and training                   | 921     | 78      |
|                                          | 77,938  | 93,584  |
| <b>Excess of Revenues over Expenses</b>  | 2,745   | 28,232  |
| <b>Net Assets - Beginning of Year</b>    | 126,548 | 98,316  |
| <b>Net Assets - End of Year</b>          | 129,293 | 126,548 |



**Colleen** Goupil  
*President*



## 2025 Board of Directors

*as at December 31, 2025*

**Vaseem** Baig  
*Vice President*



**Claudio** Pavan  
*Treasurer*



**Abu** Noman Tarek  
*Secretary*



**Karli** Cass



**Madelaine** Douglas



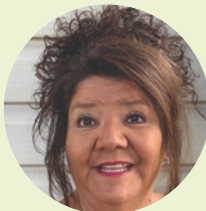
**Holly** Gibbs



**Todd** Gould



**Mohammad** Hijazi



**Stephanie** Hill



**Gary** Jermy



**John** Maynard



**Nina** Okopien



**David** Prang



**Lucy** Marco  
*Executive Director*



## **Looking Ahead Strategic Vision 2026 – 2030**

*Fifteen years of building. Now, a plan to grow.*

### **Goal 1 - Education & Awareness**

Deepen the community's understanding of what it means to age well - through workshops, presentations, and public engagement across all eight domains.

### **Goal 2 - Succession Planning**

Ensure the GRCOA's leadership continuity. Define key roles, develop mentorship pathways, and recruit the next generation of board and staff leaders.

### **Goal 3 - Diversified, Sustainable Funding**

Reduce dependence on any single revenue source. Grow the sponsorship program, pursue foundation grants, and build long-term financial resilience.

### **Goal 4 - Strengthened Connections & Partnerships**

Expand the GRCOA's network across sectors — schools, businesses, health organizations, and government tables — to amplify impact and reach.

### **Goal 5 - Increased Organizational Capacity**

Seek funding to invest in staffing, volunteer coordination, and the systems that allow the GRCOA to do more — and do it well.

### **Goal 6 - Brand & Community Awareness**

Tell the GRCOA's story! Refresh the brand, strengthen the digital presence, and ensure the community knows what this organization does and why it matters.

***The best version of an age-friendly community is still ahead.  
This is how we get there.***



# Thank You

## to our Sponsors & Community Partners



### EVENTS THAT BRING PEOPLE TOGETHER

*None of what you've read in these pages happens without generosity.*

Every sponsor who has partnered with the GRCOA over the past fifteen years has made a choice — a choice to invest in a community where people of every age can live with dignity, purpose, and connection. That investment shows up in the workshops we run, the information we share, the events that bring people together, and the quiet, steady work of making Brantford and Brant County a better place to grow old in.



### RESOURCES & WORKSHOPS THAT INFORM

Sponsorship with the GRCOA isn't a transaction.

It's a relationship — with an organization that is deeply rooted in this community, that is trusted by the people it serves, and that is just getting started.



### ADVOCACY THAT SHAPES AGE-FRIENDLY COMMUNITIES

***The Grand River Council on Aging gratefully acknowledges the generous community support of the City of Brantford, the County of Brant, the Brant Community Foundation, Grand River Community Health Centre, and the Royal Bank of Canada.***



### CONNECTIONS THAT STRENGTHENS OUR COMMUNITY

#### Join Us

*If your organization believes in building a community for a lifetime, we would love to have you alongside us.*

*There are meaningful, flexible ways to partner with the GRCOA - from event sponsorship to program support to calendar recognition.*

To learn more about sponsorship opportunities, contact us.



**admin@grcoa.ca**



**grcoa.ca**

## 2025 Community Sponsors & Partners

### Volunteer Appreciation Event

#### April

- Brantford Blooms Florist
- Royal Bank of Canada
- Seasons Retirement Community
- Whistling Gardens
- Workforce Planning Board

### Le Chocolate du Savoie Chocolate Tasting Event

#### June

- Annette Savoie – Polyak

### Vibrant Living Community Workshop Series

#### September

- Chartwell Tranquility Place Retirement Residence
- Christine Ibbotson

### Grand Parade

#### September

##### Lead Sponsor

- Queensview Retirement Community

##### Host Sponsor

- Kiwanis Club of Brantford

##### Rest Station Sponsor

- AgePro Senior Services

##### Community Sponsors

- Aspira Brant's Landing
- Care Rx
- Century 21 Heritage Home Ltd
- Millards Chartered Professional Accountants
- Seasons Retirement Community

##### Goods & Services Sponsors

- Charlotte Villa Retirement Residence
- Co-Operators Insurance
- Community Paramedics
- Nurse Next Door
- Riverview Terrace Retirement Residence
- Skyline Living

##### Media Sponsor

- BScene.ca

### GRCOA Age Friendly Calendar

#### October

##### Signature pages:

- Adult Recreation Therapy Centre (ARTC)
- Community Paramedics

##### Full Banner Sponsors:

- Brantford Eye Care
- Canadian Mental Health Association (CMHA)
- Grand River Community Health Centre
- Hearing Life
- Kiwanis Club of Brantford
- Stebbing-Butcher Lawyers

##### Half Banner Sponsors:

- Age Pro Senior Services
- Alzheimer Society Brant
- Aspira Brant's Landing
- Brantford Kia
- Brantford Police Services
- Brierwood Gardens Retirement Residence
- Charlotte Villa Retirement Residence
- IG Wealth Management
- Ontario Aesthetic Lighting Design
- Riverview Terrace Retirement Residence
- Telfer Place Retirement Residence
- The Specialty Spot
- Toll Funeral Home
- Victorian Order Of Nurses (VON)
- VitaHeal Homecare

##### Back Cover Sponsors:

- Aspira Brant's Landing
- Holistic Healing Arts
- Millards Chartered Professional Accountants
- Nurse Next Door

##### Community Recognition Partners

- City of Brantford & County of Brant
- Age-Friendly Community  
Acknowledgement



Thank You  for investing in a community for a lifetime

## Be part of something that matters

Brantford is aging. So is every community around us. The question isn't whether that's happening, it's whether we're ready for it.

The Grand River Council on Aging has spent fifteen years making sure the answer is yes. **And we can't do it without people like you.**

Whether you have a few hours a month or you're ready to roll up your sleeves and dig in, we are sure there is a place for you here.

## Ways to get involved

**Fundraising:** Help power the GRCOA's work through the Grand Parade, community events, calendar sponsorships, and more.

**Housing:** Identify and promote accessible, affordable housing options for older adults across our region.

**Communications:** Spread the word. Share resources. Help older adults stay connected and informed.

**Volunteer Coordination:** Welcome new volunteers, attend community fairs, and celebrate the people who make it all happen.

*Join us.*



[volunteer@grcoa.ca](mailto:volunteer@grcoa.ca)



[grcoa.ca](http://grcoa.ca)



 **Grand River  
Council on Aging**  
*Creating a Community for a Lifetime*

