

Canada Blooms Donation

Date:	March 20, 2008
To:	Advisory Committee on Homes for the Aged
From:	General Manager, Homes for the Aged
Ward:	38 – Scarborough Centre
Reference Number:	

SUMMARY

Canada Blooms, through initial contact with the City of Toronto's Office of Partnerships, and Toronto Homes for the Aged, coordinated a program for a post-festival donation of flowers to seniors.

On Monday, March 17, 2008, 600 potted plants were transported to Bendale Acres for distribution to residents and clients in the Home, in the Adult Day Program, at Brimley Acres Supportive Housing Program and delivered to clients of the Homemakers and Nurses Services Program and Scarborough Support Services Meals-on-Wheels Program.

Financial Impact

There are no financial implications arising from this report.

ISSUE/BACKGROUND

During the five-day festival, over 100,000 visitors enjoyed the beautiful gardens at Canada Blooms. At the close of the event, there were hundreds of plants and flowers remaining and it was decided to share the flowering bulbs and annuals with seniors who may not have been able to attend the festival. It has been a particularly long, cold winter with lots of snow and ice, which has isolated a number of seniors from getting out and about. Delivery of fresh blooming flowers brightened up the rooms, apartments and homes of hundreds of seniors.

At the close of the festival, plants for donation were boxed for shipping. A delivery company donated their services to bring the items from the Metro Toronto Convention

Centre to Bendale Acres. In the early afternoon, a presentation ceremony was held in the lobby to receive and acknowledge the generous donation. Residents from the Home and clients from the Adult Day Program and Brimley Acres Supportive Housing Program gathered for refreshments and selected a pot of blooms to take back to their homes. Volunteers made arrangements to deliver plants to clients in the nearby supportive housing site, Brimley Acres.

On the following day, hundreds more were delivered with Meals-on-Wheels by Scarborough Support Services and by staff and volunteers from Bendale Acres to nearby Homemakers and Nurses Services clients.

COMMENTS

Coordination of the Canada Blooms donation was very successful.

Media coverage, on CITY-TV and Global Television focused on the colourful donation and the excitement and appreciation of the seniors in receiving the blooms.

All feedback has been positive and indication from the corporate partners, Gerry Ginsberg, General Manager of Canada Blooms and Clayton Proctor of Proctor's Cartage is that the post-festival donation of plants will become an annual event for Toronto seniors.

CONTACT

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SIGNATURE

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