

Canada Blooms Donation

Date:	April 2, 2009
To:	Advisory Committee on Long-Term Care Homes and Services
From:	General Manager, Long-Term Care Homes and Services
Ward:	24 - Willowdale
Reference Number:	

SUMMARY

For the second year in a row, Canada Blooms donated plants and flowers to seniors after their annual four-day gardening festival. The donated blooms made their way to Toronto's seniors, living in a variety of long-term care homes, St. John's Rehabilitation Hospital and individuals living in the community, through the Canada Blooms event at Cummer Lodge.

On Monday, March 23, 2009, over 500 flowers, potted plants, trees and shrubs were transported to Cummer Lodge for distribution to residents and community clients. Invitations were also extended to Carefree Lodge, Extendicare Bayview, St. John's Rehabilitation Hospital and Willowdale Manor, so that seniors living in these locations could also receive a fresh, colourful bloom to brighten their day and living environment. In addition, blooms were delivered to a number of community clients served by Cummer Lodge' adult day program, meals-on-wheels program and the City's supportive housing and homemakers and nurses services program.

Canada Blooms also donated bags of spring bulbs, which will be shared amongst the City's long-term care homes to enhance the homes' spring gardens.

This report summarizes the Cummer Lodge event.

Financial Impact

There are no financial implications arising from this report.

ISSUE/BACKGROUND

During the four-day festival, 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.

At the close of the festival, volunteers gathered plants for donation and boxed them for shipping. Once again this year, Procter's Cartage Ltd. donated their services to bring the items from the Metro Toronto Convention Centre to Cummer Lodge.

In the early afternoon, a presentation ceremony was held in the auditorium to receive and acknowledge the generous donation. Residents from the home and clients from the adult day program and guests from Willowdale Manor and Carefree Lodge gathered for refreshments and selected a pot of blooms to take back to their room. City Councillor David Shiner (Ward 24 – Willowdale) was on hand and helped to distribute the plants. Mr. Gerry Ginsberg, General Manager of Canada Blooms also spoke, indicating the enjoyment that Canada Blooms realizes in sponsoring this event for Toronto's seniors, and seeing the happiness that residents and clients display in being able to select their favourite bloom.

Flowering bulbs, trees and shrubs recovered from Canada Blooms were also added to this year's event and will be planted in the outdoor gardens at Cummer Lodge and Lakeshore Lodge, providing a safe, accessible, colourful outdoor space for residents, clients, their families and guests to enjoy.

COMMENTS

Coordination of the Canada Blooms donation was very successful.

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

Print media covering the event included The Toronto Sun, The Mirror & Guardian, Ming Pao and Epoch Times.

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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