

## Canada Blooms Donation

<b>Date:</b>	March 23, 2010
<b>To:</b>	Advisory Committee on Long-Term Care Homes and Services
<b>From:</b>	General Manager, Long-Term Care Homes and Services
<b>Ward:</b>	28 – Toronto Centre Rosedale
<b>Reference Number:</b>	

### **SUMMARY**

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For the third consecutive year, Canada Blooms donated plants and flowers to seniors after their annual gardening festival.

On Monday, March 22, 2010, over 500 flowers and potted plants were transported to Fudger House for distribution to residents. Half of the donation was made available to seniors served by other long-term care homes, seniors' housing and community programs in the neighbourhood including the supportive housing site, Winchester Square.

### **Financial Impact**

There are no financial implications arising from this report.

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### **ISSUE/BACKGROUND**

During the five-day festival, visitors enjoyed the beautiful gardens at Canada Blooms. At the close of the event, there are hundreds of plants and flowers remaining and it was decided to share the plants with seniors who may not have been able to attend the festival.

At the close of the festival, volunteers from Fudger House gathered plants for donation and boxed them for shipping. Procter's Cartage Limited donated their services to bring the items from the Direct Energy Centre to Fudger House.

In the early afternoon, a presentation ceremony was held in the auditorium to receive and acknowledge the generous donation. Dozens of residents from the home gathered for

refreshments and selected a pot of blooms to take back to their room. Deputy Mayor Joe Pantalone was on hand and helped to distribute the plants as was Gerry Ginsberg, General Manager of Canada Blooms and Clayton Procter from Procter's Cartage.

## **COMMENTS**

Coordination of the Canada Blooms donation was very successful. Working with neighbourhood groups and community partners, plants were allocated to two nearby seniors homes - Belmont House and Fellowship Towers; True Davidson Meals-on-Wheels were able to deliver 50 plants to clients; seniors programs at Dixon Hall, Toronto Tamil Seniors Association and Seniors Pride Network collected blooms for their clients and Homemakers and Nurses Services clients in the area and residents at Winchester Square (55 Bleecker Street) also received a touch of spring when the potted plants arrived.

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 a welcome annual event for Toronto seniors.

## **CONTACT**

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## **SIGNATURE**

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