

Third Age Learning, Burlington

Address: PO Box 91551 3023 New St. Burlington, ON L7R 4L6

Website: www.3alb.org

Non- Profit Number: 1857724 Ontario

A short history

Vincent Leahy introduced the idea of offering a Third Age Learning program to Cathy Lamb, Supervisor of Adult and Senior Programs for the City of Burlington in 2009. The original concept proposed by Vincent was to offer the program through the Burlington Seniors` Centre. It was decided that a Third Age program was a Community based program and should therefore be offered as such, through the community and as an independent program.

The initiative remained dormant until November 2010 when a meeting between Vincent and Cathy resulted in a series of exploratory emails. Cathy offered to provide community development assistance. This was followed by a meeting with Mark Waldron, the Chair of the Third Age Learning group in Guelph in January 2011.

Vincent Leahy organized a meeting of interested individuals at the Burlington Seniors` Centre in late March 2011, having previously discussed the initiative with the BSC`s current affairs group. Names of Guelph attendees living in Burlington and other interested individuals were also gathered and from this two lists were created. Those willing to actively participate in organizing a Third Age program were identified and began meeting March 31, 2011. The second list identified individuals who were willing to act as advisors.

The initial list of organizers was as follows;

Mairi Fulcher	Joe Galea	Penny Hersh	Austin Knowlton
Cathy Lamb	Vincent Leahy	Jennifer Lobo	Jim Penton
Bill Williams			
George McRae	Barbara Pickworth	Ludvik Prevec	(joined in April)

Series 1:

January 19, 2012 to March 8, 2012 – Thursdays - 10AM to Noon – 8 sessions

Held at the Burlington Central Library, 2231 New St., Burlington

Participants: 150 registered, ultimately 2 withdrew / 20 day- pass participants

Registration Fee: \$40 for the series or \$7 for a day-pass

Evolution of Series 1

Organizing meetings were held every two weeks from March 31, 2011 to August 15, 2011 at the home of Austin Knowlton. Meetings were suspended for July and re-convened on a monthly basis beginning September 2011. The following outline identifies the major issues discussed and the decisions made by month.

April 2011

Decisions:

Burlington Central Library was selected as the location for series 1
The day and time of the series was identified as Thursday mornings from 10 am to 12 pm beginning January 2012
Projector to accommodate speakers would come from Village Theatre – free twice, then a fee
3ALB was selected as the identifier for the group

Discussions:

Organizations that might provide grants
Website designs
Insurance and Incorporation issues

May 2011

Decisions:

Retired Teachers of Ontario (RTO) approves a donation of \$1,000
Brechin & Huffman agree to act as legal agents on a pro bono basis
3ALB.org as the website identifier / address - \$171 for 3 years
E-mail account established

Discussions:

Use of Guelph's Board Guide as model for Burlington
Summary of progress by each committee
Website content and design
Grant applications
Insurance requirements and costs
Need for a bank account
Registration process / need for a mail box
Brochure design options

June 2011

Decisions:

Flyers to be distributed beginning August 15
Seniors Expo September 10 – 3ALB to participate
Registration to begin mid-September
Mail box procedure and registrant notification process completed
Privacy statement posted on website
Title search underway
John Deere & RBC Foundation decline funding

Discussions:

Budget for series
Bank account for 3ALB
Insurance for 3ALB
Incorporation timeline
By Laws based on Guelph model
Postal address for 3ALB

Publicity for 3ALB via Seniors Centre, Central Library, Information Burlington, Seniors Expo
Grant applications – Trillium deadlines of July 1 & November 1/ New Horizons/ Burlington Community Fund

August 2011

Decisions:

List of potential speakers presented by Program Committee
Flyers to be circulated to Burlington Seniors' Centre, Seniors Expo, Different Drummer, Probus newsletter
Display at Seniors Expo on September 10/11

September 2011

Decisions:

Incorporation – title search and filing fee presented
Austin's home address to serve as official address for 3ALB
Bank account arranged at RBC
Online registration to begin October 11th
New Horizons grant application sent September 15
Vincent agrees to act as Treasurer on interim basis
Speakers for series 1 presented
Article in "Centre Piece" – BSC newsletter to appear

Discussions:

By laws to be rewritten
Trillium application – Nov 1st submission date
Brochure design decided/ Printing costs presented
Preliminary budget presented by Vincent
Enhanced membership
New location investigation

October 2011

Decisions:

RTO cheque received
All speakers confirmed
Registration begun – 52 applicants / 29 cheques processed
A \$7 admission fee for an individual session
Burlington Seniors Centre display October 27

Discussions:

Burlington Post article
Bylaw draft to be circulated
Insurance – desired policy
New Horizons & Trillium applications
New location for Fall 2012

November 2011

Decisions:

Report of 126 applicants received/ 102 cheques processed
Admission ticket to be produced for each participant and each series
Letter of Patent distributed
Rehearsal date confirmed
Marketing at Alzheimer's Society meeting on November 30th

Discussions:

Admission ticket design
Insurance quotes
Four topics presented for survey of Fall 2012 series
Location of Fall series
Re-write of Board Guide

December 2011

Decisions:

Report of 155 applicants, 146 cheques received
Website to carry message that series is sold out
Cancellation process completed and posted on website
"Pathfinders" theme for Fall 2012 series
Series participants will be notified of Fall series in January
Insurance policy is live as of December 1/11

Discussions:

Receipts and admission process for first session
Board Guide circulated

January 2012

Decisions:

Report of 150 participants & 12 on the waiting list
Communication on when participants are to be in place
New bank account opened
Day one logistics
Committee responsibility guide circulated

Discussions:

Day 1 logistics
Need for Winter series co-ordinator
Move to Burlington Arts Centre for Fall series
Trillium application – March 1st submission deadline

February 2012

Decisions:

Fall series to begin at 1:30 PM each Thursday beginning September 20, 2012

Discussions:

New members appeal – posters presenting Committees & sign-up sheets

March 2012

Decisions:

Results of membership appeal – 9 interested individuals
Report on last session survey – 79 respondents
Declined participation in TAN at this time
Consolidation of bank accounts

Discussions:

April 20th library display
Discussion of the 2 bank accounts

Program Development:

The Program Committee began exploring themes, investigating and ultimately discarding ideas between May and July 2011. Ultimately, the decision was made to present a wide range of topic areas as a means of introducing potential members to the 3ALB concept. Mairi Fulcher, Program Chair and the few committee members began planning the actual series mid-July. Speakers were suggested, invitations issued and liaisons made. All speakers were confirmed by August 17.

Between August and December Mairi's work on developing presentation descriptions, speaker's biographies, photos and AV requirements continued. Details were communicated to the webmaster and the marketing group to assist in brochure and flyer design.

As the series began, Mairi liaised with the speakers prior to their presentation dates and subsequently issued the cheques for the presentation along with travel expenses as required. Emails were sent to each speaker expressing 3ALB's thanks.

A short member's survey was prepared and distributed at the last presentation on March 8. The survey indicated a considerable degree of satisfaction by the 79 respondents. (A-18: B-20: C-35: D-4: F-1) The suggested improvements will be incorporated into series 2.

Planning for series 2 began in December with "Pathfinders: Researchers, Practitioners, Visionaries" selected as the title for the program. Mairi will coordinate the new series.

Website Development

George Mac Rae developed a website (www.3alb.org) that allowed easy access to information through 8 tailored tabs. The site presented the series program along with biographical information on the speakers and relevant details on the location and time of the presentations. A separate tab accessed the series brochure. The website also enabled on-line registration and the option to subscribe and receive emails from 3ALB. A private, members only section, with password access completed the website.

Marketing Initiatives:

A data base of community organizations and contact information was developed initially with a view to disseminating program information via email messages. An initial message was sent to a short list of organizations but did not prove beneficial.

The greatest exposure was gained through presentations at the Seniors Centre, articles in the BSC newsletter and a manned display during the Flu shot program on October 27. An additional manned display on November 30 was presented in conjunction with a meeting of the Alzheimer's Society. Response was marginal and due to the late date, remaining series spaces were limited. The display at the Seniors Expo in early September was not a productive venture as the majority of vendors were commercial enterprises.

The delay between the time of an interview with the Burlington Post and the actual publication date of December 15, created a problem. Interested individuals attempted to register only to learn that the series was fully subscribed. The delay between interview and publication was approximately 5 weeks and the editing resulted in inaccurate information. Submitting a prepared article is likely a better method for publicity of the series.

Mairi prepared an article for the "Silver & Gold" magazine that has become a regular feature in the publication.

Cogeco TV provided some coverage within their feature of "Happenings Around Town". This may be a contact to pursue as planning for series 2 progresses. Information about 3ALB was also provided to the Burlington Tourism office and should be updated as we proceed.

Flyers were developed and distributed beginning in August and were followed by distribution of the registration forms in September. Various outlets -Royal Botanical Gardens, Different Drummer Books, Seniors Centre, several churches, the Burlington libraries along with clubs and organizations- were either sent or had registration brochures provided. The brochures were valuable to the 10% of participants who did not have access to email.

Financial Results:

The following information covers the period beginning August 2011 to the end of April 2012. A copy of the budget is attached. Actual revenues received were \$8,610, expenditures were \$6,509 for a profit of \$2,101 for series 1. The data includes \$678 in accruals based on cheques written prior to the end of April but unreported as of March 23, 2012 bank statements. The result is slightly better than the proposed budget with revenues of \$7,000, expenditures of \$5,706 and profits of \$1,294.

The Third Age Burlington account is with the Royal Bank of Canada through a Royal Business Community account.

Series 1 Survey Results:

A survey was completed by 79 participants on March 8, 2012. A copy of the results is attached to this report.

It is also worth noting that an initiative to expand the working group yielded 9 individuals who have expressed an interest in becoming involved. Cathy Lamb has taken on the task of contacting the individuals and will report back at the next Ad Hoc meeting.

Prepared & Submitted by:

Barbara Pickworth, Acting Secretary – April 19, 2012