

ANNUAL REPORT 2024-2025



ROSSS
Rural Ottawa South Support Services



A message from the Executive Director

Dear Friends of ROSSS,

On behalf of the Board of Directors, it is our pleasure to share with you the 2024–2025 Annual Report for Rural Ottawa South Support Services.

This year, ROSSS focused on growing our reach and deepening our impact across the communities we serve. Every program we offer—from transportation and Meals on Wheels to caregiver support and social connection—experienced increased engagement. This growth speaks to the trust our community places in us, and to our ability to meet that growing demand with care, professionalism, and compassion.

We continued to expand and adapt our services in direct response to the evolving needs of seniors and adults with disabilities in rural Ottawa South. Whether it was launching new social programs, opening additional foot care clinics, or adding a second caregiver support group, each new initiative reflected our commitment to removing barriers and supporting people to live well at home.

Collaboration remained a cornerstone of our work in 2024–2025. As an anchor partner in the Ottawa West Four Rivers Ontario Health Team, we continued working with healthcare and community agencies to ensure rural voices and community supports are part of broader system planning. Our involvement in the Ontario Palliative Care Network’s regional rollout further reflects how community agencies like ROSSS contribute to integrated, person-centered care.

We also continued to grow the reach of *A Friendly Voice*, our warm line for isolated seniors. The program expanded its impact across Ontario and the Atlantic provinces—connecting even more seniors to meaningful conversation and social connection, often at the moments they need it most.

Thank you to our staff, volunteers, partners, funders, and supporters. Your commitment to our mission and to the people we serve makes everything we do possible. Together, we are helping more people age well at home—with the right supports, at the right time, in the communities they know and love.

Warm regards,

Kelly Dumas
Executive Director



Rural Ottawa South Support Services Profile

ROSSS plays a critical role in the local health care system by providing affordable, quality health and social programs that support older adults, adults living with disabilities and their caregivers who reside in the rural communities of Ottawa South.

In close collaboration with its clients, ROSSS delivers essential services that foster independence, promote quality of life, and help maintain a healthy and safe environment for clients to continue to live independently at home. As a trusted community-based resource, ROSSS facilitates access to additional health and social programs to meet each client's individual needs.

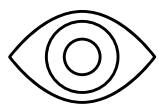


Rural Ottawa South Support Services Profile



Mission

ROSSS champions the wellness of older adults and adults living with disabilities in rural Ottawa South providing high-quality, innovative, and accessible health and social services that strengthen their capacity to live independently at home and age well in their rural communities.



Vision

A vibrant and healthy rural community where individuals have timely access to a full range of services and programs to support their well-being.



Values

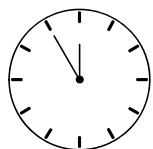
Compassion, Respect, Equity, Collaboration, Stewardship.



approx. 1,100km
of catchment
area



1,792 clients
served



30 FTE



17 PTE



235 Volunteers

Focus on Impact

Program Service Statistics

ROSSS' range of unique community-based programs and services continue to grow, serving rural seniors and adults with disabilities.

Total clients served: 1,792



Caregiver Support

522 Visits
31 Clients Served



Volunteers

12,301 Hours
235 Volunteers



Social Connections

3,407 Attendances
289 Clients Served



Adult Day Program

805 Attendances
37 Clients Served



Respite

1,242.25 Hours
25 Clients Served



Transportation

8,971 One-Way Drives
415 Clients Served



Service Arrangements

132 Matches
119 Clients Served



Meals on Wheels

10,033 Meals
190 Clients Served



Home Support

22,081 Hours
242 Clients Served



Friendly Visiting

6,116 Visits
293 Clients Served



Foot Care

1080 Visits
260 Clients Served

Focus on Impact

Advancing Our Mission: A Year of Growth, Leadership, and Compassionate Care

The 2024–2025 fiscal year was defined by strengthened community connections and expanded support for clients across rural Ottawa South. From collaborating on system change to enhancing grassroots programming, ROSSS continued to rise to the challenge of supporting seniors and adults with disabilities in our rural communities.

Through dedicated service, strategic partnerships, and a deep understanding of community needs, 2024–2025 marked a significant expansion of both our reach and our impact.

Over the course of 2024–2025, ROSSS saw steady and meaningful growth in service use across our programs. More seniors and adults with disabilities in our catchment area connected with supports such as transportation, adult day programs, Meals on Wheels, home support, respite, caregiver support, and foot care. This increase reflects a renewed awareness of ROSSS' role in the community and a growing number of individuals reaching out for the services they need to remain safe, supported, and independent at home. It's a testament to the dedication of our staff and volunteers, who have ensured that rising demand is met with responsiveness and a strong commitment to quality.



Focus on Impact

Collaborating to Shape a More Integrated Health System

In 2024–2025, ROSSS continued to play an active and valued role in the transformation of Ontario’s health care system through our involvement with the Ottawa West Four Rivers Ontario Health Team (OHT). As an anchor partner, ROSSS worked collaboratively with local health and community agencies to improve how care is planned, coordinated, and delivered.

Our contributions were rooted in partnership and a shared commitment to person-centered care. Throughout the year, we worked alongside OHT partners to ensure that rural voices were heard, and that community support services—like those provided by ROSSS—were recognized as essential to integrated care. This collaboration helped ensure that the needs and realities of people aging in rural communities were considered in system planning and innovation.



Focus on Impact

Expanding Programming to Meet Community Needs

Throughout 2024–2025, ROSSS continued to expand and adapt its programming to reflect the evolving needs of seniors and adults with disabilities in our rural communities. Our commitment to listening, responding, and strengthening supports led to the introduction of new initiatives and the growth of several long-standing programs.

Social connection remained a top priority. ROSSS introduced new programs and expanded existing ones to strengthen opportunities for social connection across our rural communities. Men's Mugs made a welcome return, reuniting men for a monthly gathering in Osgoode. Coffee and Cards, also launched in Osgoode, created a warm and welcoming environment for socializing over games and conversation. In November 2024, Osgoode Bingo kicked off and quickly became a crowd favourite. Our congregate dining programs also continued to thrive, with the addition of a second monthly breakfast in Metcalfe to complement the well-attended Manotick breakfast. Meanwhile, Pickleball remained one of our most popular offerings, with three weekly sessions drawing steady participation and new interest.

To better support caregivers—many of whom are under increasing pressure—ROSSS introduced a second caregiver support group in 2024–2025. These groups provide much-needed space for connection, understanding, and shared experience, reinforcing our recognition of caregivers as central to the wellbeing of their loved ones and to the broader community.

We also expanded access to essential foot care clinics with the addition of a second weekly foot care clinic in Manotick. Alongside our established clinics in Osgoode and Metcalfe, this expansion allowed us to meet increased demand and ensure more clients had timely access to this important preventative service.

Together, these program expansions reflect ROSSS' ongoing commitment to delivering meaningful, responsive supports that promote health, connection, and quality of life for those we serve.

Focus on Impact

Welcoming New Clients with Care and Compassion

A major highlight of 2024–2025 was the continued success and growing impact of our Client Liaison role—now a cornerstone of how ROSSS connects with new clients. Navigating the complex web of services and supports available to age well at home can be overwhelming, especially for those unfamiliar with the system or unsure of where to begin. For many older adults and their caregivers, knowing what's available, who to call, and how to access the right supports can be a significant barrier to getting the help they need.

The Client Liaison has played a transformative role in removing that barrier. By providing a single, accessible point of contact, this role ensures that every new client is warmly welcomed, listened to, and guided through what ROSSS offers in a way that is personalized, practical, and easy to understand. Whether someone is looking for transportation to medical appointments, help around the house, caregiver support, or opportunities to stay socially connected, the Client Liaison is there to help them navigate their options and get started with the services that best meet their needs.

This client-centered approach has made it easier for individuals to find and access the right supports without frustration or delay. As a direct result of this role, ROSSS saw significant growth in new client engagement in 2024–2025, with more individuals accessing services earlier, more confidently, and with a clearer understanding of how we can help. The Client Liaison has proven to be a critical part of our commitment to making supports accessible, understandable, and rooted in human connection.



Cindy Powell,
Client and Caregiver
Liaison

Focus on Impact

Leading the Way in Palliative Care

In 2024–2025, ROSSS took on a leadership role in advancing palliative care in our region through a collaboration with Beth Donovan Hospice on the Ontario Palliative Care Network's (OPCN) Health Services Delivery Framework. As Project Leads, Jeanne Pronovost and Cindy Powell supported implementation of this system-wide initiative to improve access to quality, person-centered palliative care in community settings.

Highlights of this work include providing assessments, resources, and navigation support for clients and families; completing certification to become ROSSS Palliative Care Champions; implementing Advance Care Planning and Serious Illness Conversations; and supporting priority populations, including Indigenous clients, Francophones, people experiencing homelessness, and those in long-term care.

Jeanne Pronovost, Senior Manager, Client and Caregiver Services also completed the National Certificate in Palliative Care and mentored three ROSSS Personal Support Workers through their own certification. This investment in training ensures our team is equipped to provide compassionate, holistic care for clients at end of life.



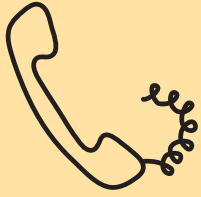
Focus on Impact

A Friendly Voice: Growing in Reach and Impact Across Canada

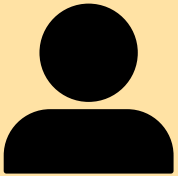
In 2024–2025, A Friendly Voice (AFV) continued to grow as an essential service for seniors experiencing loneliness and social isolation. This free, confidential, and non-judgmental phone line provides a lifeline for older adults who may have no one else to talk to—offering real human connection and support in the moments it's needed most. With its low-barrier, no-referral model, AFV remains uniquely accessible to seniors who may be isolated due to geography, mobility challenges, health concerns, or personal circumstances.

Thanks to continued federal support from Employment and Social Development Canada (ESDC), ROSSS was able to significantly expand the reach and impact of AFV during 2024–2025. Over the course of the year, the number of seniors served increased by 25% across Ontario and the Atlantic provinces. At the same time, partnerships with community organizations, health care providers, and social service agencies expanded significantly, strengthening support networks and allowing more seniors to access the service at critical points in their lives.

2024/25



20,228
calls



579 Clients
served*

*includes anonymous
callers who may be
duplicated

Our Reach

With the growing populations of older adults across Canada, we are seeing an increase in calls from all the areas we serve.

468

77%

Year over Year Growth

Since it's inception in 2018, A Friendly Voice has seen a consistent increase in calls. This trend shows no signs of slowing for 2025.

Total Calls

The total number of calls received by AFV since it's inception in 2018 is 65,098!

90,672

401

Number of Volunteers

Volunteers are the lifeblood of this service. A Friendly Voice would not exist without our dedicated and compassionate volunteers. We continue to recruit and onboard volunteers regularly.

"It's affirming that I'm not alone, that there is someone out there that understands. There's a connection with the volunteers." – A Friendly Voice user

Focus on Impact

The Growing Impact of A Friendly Voice

In addition to increased volume, AFV's impact deepened through targeted outreach and engagement strategies. We worked with frontline professionals, public libraries, and senior-serving community services to reach individuals who are often overlooked—those who may not be connected to formal services or who are hesitant to ask for help.

In 2024–2025, AFV reaffirmed its role as a trusted companion for thousands of seniors across the country. With growing demand and expanding reach, this warm line continues to prove that sometimes, a simple conversation can change everything.



In November of last year, France Connor, Manager of A Friendly Voice, appeared on CTV Halifax to highlight the vital role the program plays in supporting isolated seniors. She also spoke on CTV Radio and made an appearance on Rogers TV's Thunder Bay Age Friendly program, helping to raise awareness about the importance of connection and conversation for older adults.



Focus on Impact

Gratitude and Growth

The accomplishments of 2024–2025 reflect the strength, resilience, and responsiveness of ROSSS as a community-based organization. From program expansion to collaborative system engagement, and from frontline impact to organizational development, this year stands as a powerful reminder of what is possible when we stay rooted in purpose and committed to serving others. Every milestone reached helped strengthen the supports that rural seniors and adults with disabilities rely on to live well at home. It was, without question, a year to be proud of.



OUR DEDICATED STAFF - MILESTONES

5 YEARS



Joanne
Williams

I have been working with ROSSS for 6 years as Operations Administrator.

When I saw the opportunity for this position, it really resonated with me and it felt like a calling to give back to the community.

It was more about finding purpose in what I do and making a difference in the lives that we all touch along the way.



Louis
Lacelle

Working at ROSSS has been a pleasure.

As a retired PSW, it's been rewarding to continue supporting seniors in a new way.

I'm grateful for the opportunity—and our clients' kind words remind me we're making a real difference.



Kriti
Tanner

Hi, my name is Kriti, and I'm a PSW. This is my sixth year with ROSSS.

It's a joy to give back to the community that welcomed me 20 years ago.

Thank you to ROSSS and my team for making this work so meaningful.

10 YEARS



Cathy
Beckwith

I've had the privilege of working with seniors since I joined ROSSS in 2014, alongside a very dedicated group of co-workers, and it's been incredibly fulfilling.

I truly enjoy supporting our clients in living their best lives and feel grateful for the opportunity to make a positive difference every day.

OUR DEDICATED VOLUNTEERS - MILESTONES

5 YEARS



Edwina
Legere



Pamela
Ramsay

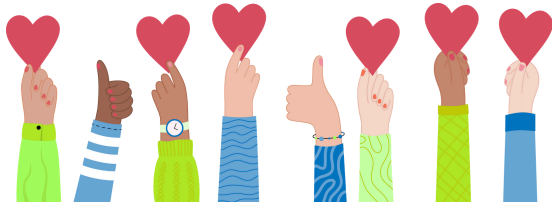


Judith
Garbo



Monica
Brown

THE HEART OF ROSS: OUR VOLUNTEERS



At ROSS, volunteers are more than helping hands — they are the heart of everything we do. Whether delivering meals, providing transportation, offering companionship, or supporting events and programs, our volunteers bring warmth, compassion, and connection to rural seniors and adults with disabilities every single day.

This year, over 235 volunteers gave 12,301 hours of their time to ensure that no one in our community feels forgotten or alone. From friendly phone calls to snowy driveway shovels, their impact goes far beyond tasks — they provide dignity, independence, and joy.

In a world where time is precious, their willingness to give it so freely is a reminder of what community truly means. We are deeply grateful for each and every one of them. ROSS would not be ROSS without our volunteers.



OUR YEAR IN PICTURES

MUSICALE



The Musicale was held on May 4th, 2024, at Parkway Church in Greely. We extend our heartfelt gratitude to the performers, The Village Singers, and Manotick Brass, whose dedication and talent made Musicale an unforgettable experience.



RIDE FOR ROSS

Ride for ROSS was nothing short of spectacular! With 22 riders the event drew a fantastic crowd who enjoyed a delicious BBQ provided by Smokin R&Rs BBQ truck. Under stunning blue skies and with incredible music provided by Gabrielle Brie, the day was a resounding success

SHROOMFEST



The month started with a record-breaking Shroomfest check presentation, and ROSS once again benefited generously, receiving an impressive \$12,500!

ROSS AFTERNOON TEA



The ROSS Afternoon Tea was a resounding success with 180 guests and almost \$8,000 raised! It was an elegant afternoon that will be remembered by all!

HOLIDAY TRIVIA NIGHT



The ROSS Holiday Trivia raised over \$6,000 and welcomed 185 guests for an evening of fun and fundraising!

RICHMOND FAIR SENIORS BINGO

ROSS had the honour of hosting a Seniors Bingo with the Richmond Agriculture Society on Seniors Day at the fair! It was a huge success and we plan to continue this in the coming years!



ROSS MYSTERY BUS



ROSS was very excited to bring back The Mystery Bus! Guests embarked on an exciting adventure to Pumpkins at Night at Wesley Clover Parks, followed by dinner at The Mandarin.



HOLIDAY MEAL DELIVERIES



In partnership with Manotick Place Retirement Community and many volunteers we were able to deliver over 100 meals to seniors in need!

LOCAL CHRISTMAS PARADES



ROSS had the privilege of taking part in four Christmas parades in December. We marched in the Manotick, Richmond, Metcalfe, and Osgoode parades, spreading holiday cheer along the way!



ST. PATRICK'S TRIVIA NIGHT



The ROSS St. Patrick's Day Trivia raised almost \$5,000 and welcomed 120 guests for an evening of fun and fundraising!

Our Funders

Ontario Health East

Ministry for Seniors & Accessibility

Ottawa Community Foundation

United Way East Ontario

City of Ottawa

Employment and Social Development Canada (ESDC)



**Ontario
Health**

Ontario 
**Ministry for Seniors
and Accessibility**



 **OTTAWA
COMMUNITY
FOUNDATION**

 Government of Canada Gouvernement du Canada

Canada 



United Way
East Ontario

Our Corporate and Community Donors

ROSSS is deeply grateful for the generosity and loyalty of our donors. As a non-profit, we depend on community support to continue delivering the high-quality services and programs our clients rely on.

This year, the outpouring of support was remarkable. From Trivia Nights and a highly successful Afternoon Tea to continued generosity through the Musicale, we received contributions from long-time supporters, new donors, and special funding opportunities. Once again, the community's kindness and commitment have truly inspired us.

A big THANK YOU to our donors this year!

Gloucester Lions
Harvest House
Richmond Lions Club
All Saint's Anglican Church
Shroomfest
Royal Canadian Legion, Branch 314
Lagois
W.O Stinson
King Drywall
Fidelity Investments
St. Pauls United Church
Osgoode-Kars United Church
Manotick Village Community Association:
Community Garage Sale
RONA Manotick
Riverwalk Community Block Party

Metcalf and District Lions Club
Kiwanis Club and Manotick
BCG Funding Innovation
Aha! Software
Dentistry @ Manotick
Hoffman Materials
Vernon Catholic Women's Institute
Ken Gordon Holdings
Richmond Agriculture Society
Ms. Manotick Greely
RBC
HL Perkins Co.
Haworth Foundation
St. James Anglican Church
Bronyk Holdings Foundation
Greely Legion



OUR PARTNERS

Collaborative and innovative partnerships are vital to the work of Rural Ottawa South Support Services. From idea sharing, best practices, resource sharing and program coordination, we are grateful to have wonderful partnerships with many key organizations.



OUR BOARD OF DIRECTORS

Dianne Pritchard, Chair

John Flack, Vice-Chair

Doug Anderson, Treasurer

Akshai Iyengar

Bruce Brayman

Edwina Legere

Gay Pratt

Herb Lagois

Mélanie Lefebvre

Michael Roche

Marc Sauvé

Richard Jokiel

Robert Wein



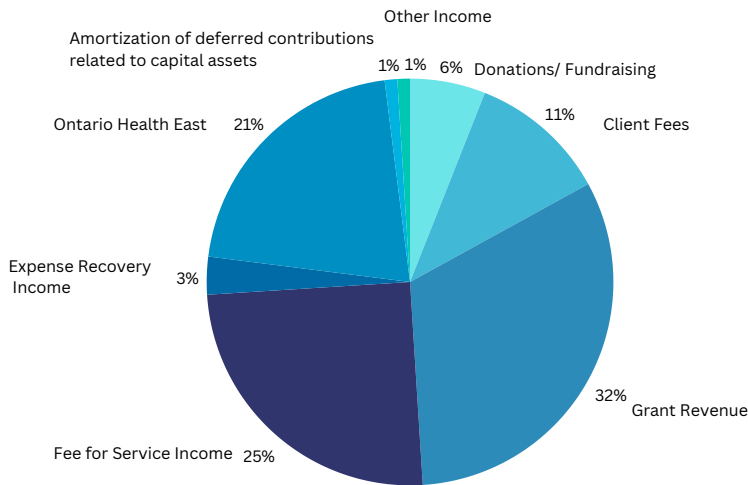
FAREWELL

Thank you to Retiring Board Member Gay Pratt

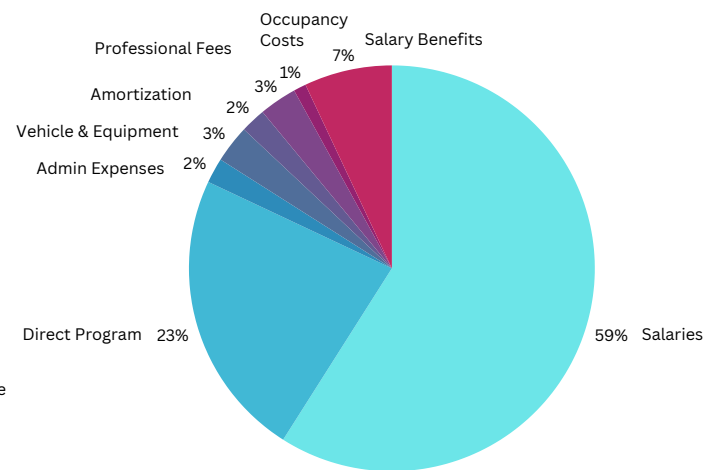
The Board of Directors extends its heartfelt gratitude to Gay Pratt on the occasion of her retirement from the ROSSS Board. Since joining in 2022, Gay has played a key role in strengthening ROSSS' connection to the Osgoode community. Her efforts included fostering closer collaboration with the Osgoode Outreach and helping to organize two community consultations in Osgoode. Gay also ensured that the feedback and recommendations from these consultations were brought back to the Board, where they helped inform and shape ROSSS' strategic plan. We are sincerely grateful for her dedication and many contributions during her time on the Board and wish her all the very best in the future.

FINANCIAL STATEMENTS

2024 - 2025 Financials highlighting revenues and expenses.



Revenue
\$3,291,000.00



Expenses
\$3,287,663.00

Year over Year Summary 2022 - 2025

	2024/2025	2023/2024	2022/2023
Revenue	\$3,291,000.00	\$3,036,263.00	\$2,778,466.00
Expenses	\$3,287,663.00	\$2,970,845.00	\$2,826,070.00
Surplus (Deficit)	\$3,337.00	\$65,418.00	(\$47,604.00)

LOOKING AHEAD



As ROSSS reflects on the achievements of 2024–2025, we are equally focused on the work ahead. The coming year will be one of strategic growth, quality improvement, and deeper engagement with the people and communities we serve.

A central focus in 2025–2026 will be strengthening our programs and services by creating more opportunities for clients, caregivers, and community members to provide feedback. We know that meaningful change starts with listening. By opening up new channels for input, we hope to better understand what's working, what could be improved, and what additional supports are needed to help people age well at home.

We will also be placing increased emphasis on expanding awareness and access to ROSSS services. Many people in rural Ottawa South still don't know what's available or how to connect with us. In the year ahead, we will work to change that—through targeted outreach, stronger community partnerships, and clearer pathways for clients to access the support they need.

One of the most significant undertakings in the year ahead will be the launch of our journey toward organizational accreditation. This is a major milestone for ROSSS, one that will strengthen the quality, accountability, and consistency of everything we do. Accreditation is not just a process—it's a statement about our commitment to continuous improvement, best practices, and delivering the highest standard of care to our community.

As we move forward, we will continue to play an active role in the transformation of Ontario's health care system. As an anchor partner in the Ottawa West Four Rivers Ontario Health Team, ROSSS remains deeply involved in building more integrated, person-centered systems of care. We are proud to contribute a rural lens and the perspective of community support services to this important work, and we will continue to advocate for equitable access to care for seniors and adults with disabilities in our region.

With a clear focus and strong foundation, ROSSS enters 2025–2026 ready to deepen our impact, improve the client experience, and strengthen the essential services our community depends on. We are excited for what's ahead—and we look forward to shaping the future of community care, together.



ROSSS
Rural Ottawa South Support Services