



MROO

**Municipal Retirees
ORGANIZATION ONTARIO**

ANNUAL REPORT 2021 - 2022

Municipal Retirees Organization Ontario - MROO

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Municipal Retirees Organization Ontario Annual Report June 2022



While the return to normal we all yearned for has not yet been fully realized, MROO carried on meeting, both in-person and remotely, to ensure that its mission to protect the pensions and enhance the retirement experience for our members continued.

2021 saw a renewed focus on reviewing and rewriting policies. Getting them up to date has been time consuming and exposed some flaws in file sharing that demand action.

The new Ontario Not-for-Profit Corporations Act has prompted a project to combine the by-laws and constitution into a single, more cohesive document. Additionally, operations have undertaken a clean-up of our offices, identifying old documents that can be destroyed, as well as a creating a plan for digitizing others.

With the end of the previous cycle, a new Strategic Plan has been developed. This annual report will focus on effort to realize the new 2022-2025 Strategic Plan objectives.

Strategy 1 **Membership Growth and Services**

MROO retains members and grows membership by increasing value to members and representing them.

Objective: Deliver regular communications and education programs to members.

Report: MROO continues to deliver a printed or electronic newsletter to all members three times per year. In addition, a monthly (except July and August) webinar program has been put in place, delivering educational topics to members over Zoom. Each webinar also concludes with an interactive question period where we assist the presenter as they answer as many questions as possible. This low-cost program has proven to be quite popular.

The loss of Zone Meetings, again, meant a shift to an on-line “all Zones meeting.” This event proved quite popular and, when Zone Meeting resume in 2023, we are exploring continuing this format with an on-line all zones Zoom meeting in the fall to further increase contact with our members.

Strategy 2 **Advocacy**

MROO develops proactive and effective advocacy to address relevant issues and concerns in real time.

Objective: Develop/revise advocacy program to address member and emerging issues in a timely manner.

Report: The development of an Advocacy Committee has only just been touched upon currently. More work is expected in the coming Q3 and Q4.

Objective: Survey to identify those issues most important to Members.

Report: This survey was completed in May 2022. Results are still being compiled.

Objective: Assess seniors' housing demonstration project opportunities (e.g., Abbeyfield) in our real estate needs study.

Report: Through the Housing Support for Ontario Seniors (HSOS) Committee, presentations have begun with the first being from a proponent of LifeLease seniors' residences. In September a HSOS will receive a presentation by Canada HomeShare.

Objective: Review/revise terms of reference and enhance Housing Support for Ontario Seniors (HSOS) Advisory Committee mandate.

Report: This review has begun with further meetings scheduled.

Objective: Refine senior care advocacy (aging in place, services & supports).

Report: A presentation will be made at the September Board Meeting which could lead to MROO creating a Memorandum of Understanding with Carleton University to assist in their studies on "aging in place." If this is successful, we will look to expand this with all new schools that become part of the revised scholarship program.

Strategy 3 **Reputation and Awareness**

MROO improves awareness and its reputation among current and prospective Members and key stakeholders.

Objective: Leverage public relations (PR) function to expand reach/ impact of reputation matters.

Report: The addition of a marketing manager has brought a focus on producing media recognition for the good works of MROO in an effort to build brand awareness and its mission. The scholarship program was the first project and resulted in over a dozen stories in local publications recognizing the efforts of MROO.

Objective: Enhance reputation for quality and relevant training/webinars.

Report: The MROO Webinar Series made its debut in April of 2021 and since then an even dozen webinars have been presented to our members. All have been well received and feedback from our members, we do a small survey of all attendees after the webinar, is now helping shape future content. These webinars are also stored on MROO.org in the Member Area for those that may have missed the webinar; This also helps to improve traffic to the site.

Objective: Review Scholarship Program impact for PR and awareness, revise.

Report: A proposed program revision will be brought to the June 2022 Board Meeting aimed at targeting a portion of the scholarship program to assist students heading into careers, or performing research, that will directly impact seniors. These scholarships will also produce relationships with institutes of higher education, providing further outlets for public relations recognition for MROO.

Strategy 4 **Organization Capability and Effectiveness**

MROO identifies and implements the organization structure and resources, particularly staffing and technologies, necessary to implement strategic direction.

MROO builds organization capabilities to levels that serve the evolving structure and resources in place over time.

Objective: Review Human Resource (HR) Plan to determine appropriate level of staffing needed by MROO.

Report: Human Resources review is ongoing and has only recently seen the impact of COVID-19 lessen. Access to the office is starting to return to normal allowing for more face-to-face interaction and a better understanding of the impacts on the staff of new programs such as the MROO Webinar Series. Additionally, the pandemic stopped progress on a materials handling and distribution agreement that will hopefully have an impact on workloads. Until that agreement is in place a true gauge of staffing needs is difficult to determine.

Objective: Identify real estate (office) needs and opportunities (e.g., Abbeyfield) and present a viable plan to Board

Report: The terms of reference for this undertaking are currently underway.

Objective: 1. External and internal communications tools development.
2. Migration strategy to modernize IT and communications platforms.

Report: Though these are two separate objectives with separate timelines, a study is currently underway to potentially tackle both strategies while, at the same time updating the Computer Purchase Policy. More details will be shared at the June Board Meeting.

MROO improves decision-making by adopting good practices, processes, conduct, information, deliberation, communication and respect for the outcome.

MROO maintains role clarity of the people working on its behalf, which fosters greater focus and accountability.

Objective: Update constitution/bylaws & policies re Not-for-Profit Corp Act

Report: As of the writing of this report a very preliminary document has been received. This will be reviewed, and a plan developed to take this document to its ultimate form before the deadline of **by October 18, 2024**.

Objective: Develop onboarding, orientation and training programs/processes

Report: Though not due in 2022, a Board of Directors Orientation manual has been constructed to help with current and future on-boarding of new board members. This will be followed by manuals for alternate directors, ambassadors and the executive director.

Manuals will not be final part of achieving this objective but will assist in decision making around the roles of board members and zone directors, etc.

Conclusion

The last year has seen significant turnover of the board, with more to come. While all changes come with added work for operations, these changes have brought new insights, opinions, and skillsets to the board.

The new board will be tasked with the challenges laid out in the new strategic plan. The plan itself was a tremendous group effort and has refocussed the organization. The Municipal Retirees Organization Ontario is indeed an advocacy organization, and the strategic plan will help us to expand our advocacy efforts and deliver results for our members and all seniors as well.