



LE CENTRE  
Cummings  
CENTRE

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**ENGAGING WITH AGING, SEPT. 2016**

# AGENDA

- What is the Cummings Centre?
- Who do we serve?
- What challenges do we face?
- What successes have we had?



# INCREASING DIVERSITY

- 1951: Ashkenazi women, mid-seventies+
  - Grassroots organization serving seniors through social clubs in various synagogues
- 1999: launched our Adapted fitness programs
- 1988: JSSE established to provide support services for the elderly
- 2000: JSSE merged with the Golden Age Association, officially bringing together services and programs for the frail and for the well over 50 years of age



# WHO WE ARE

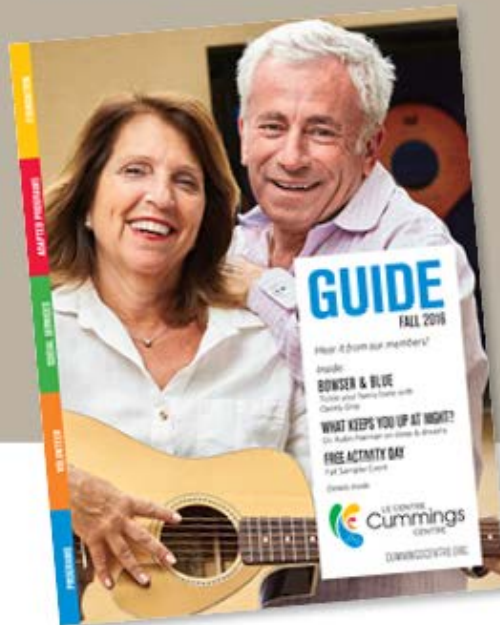
- 500 people pass through our building daily
- 10000 pass through our building annually
- 3500 members
- 3300 active social service clients
- 900 volunteers
  
- 300 classes per season



# PROGRAM DEPARTMENT

NEW SEASON.  
NEW  
PROGRAMS.

[VIEW THE GUIDE >](#)



# STRATEGIC PLAN 2011-2016

- Increase engagement of men: 30% growth in membership
- Increase engagement of younger seniors: 50% growth in membership
- Increase engagement of francophones: increasing slowly but steadily each year
- We are striving for greater and greater diversity...



# OUR CHALLENGES – SERVE THE 50+???

- Francophone
- Anglophone
- Russian
- Women
- Men
- 50+
- 80+
- Pre-retired
- Retired professionals
- Retired stay-at-home moms
- Singles
- Couples
- Stroke survivor
- Frail elderly
- Mental health diagnosis
- Pilates pro
- Recent widower
- Parkinson's diagnosis
- World traveller
- Socially isolated
- Home-bound
- Donors
- Subsidy recipients
- Professional artist
- Memory loss diagnosis
- Synagogue presidents
- Divorcee
- Fixed income
- Hiker
- Retired judge
- Immigrant

<https://www.youtube.com/watch?v=IYdNjrUs4NM>

# OUR CHALLENGES – OUTGROUP BIAS





# OUR CHALLENGES

- Alienation of one cohort when outreaching to another
- Maintain a comfortable, familiar environment for long-time members
  - “This doesn’t feel like our space anymore.”
- Entice 50+ users with fresh, engaging programs and more ‘trendy’ environment
  - “Everyone in there is old. I am not socializing with my mother’s friends!”
- Multilingual / multicultural staff, signage, resources



# OUR SUCCESSES

- Maintain a vision of integration, and set short-, medium- and long-term goals
- Remove 'Jewish' and 'Seniors' from our name
- Rebrand with more younger faces, men and women, Sephardi and Ashkenazi community members, etc.
- French classes for existing staff
- Modified hiring practices for diversity
- Integrate individuals / groups in single physical space whenever possible
- Programs vary across the year to emphasize different cohorts
- Variety of food choices



# OUR SUCCESSES – CONT'D

- Strategic self-selection: time of day, type of music, topic, format vs cohort
- Strategic selection of decision-makers, committee members

<https://youtu.be/7U0dwjkOSLE>



**THANKS!**

