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Annual
Report



Actionmarguerite

Service & Compassion

Goodness in Abundance

Land Acknowledgement

We acknowledge that Actionmarguerite is located on Treaty 1 territory, the traditional lands of the Anishinaabe, Cree, Oji-Cree, Dakota and Dene peoples, and the National Homeland of the Red River Métis. We respect the Treaties that were made on these territories, and we acknowledge the harms and mistakes of the past. Together, we will work towards a more just and loving world in a spirit of reconciliation and collaboration.

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Thank you to our Board Members

We are incredibly grateful to Actionmarguerite's Board Members. By volunteering their time and talents they have supported us in pursuing our vision and executing our mission. We thank outgoing board members for their dedication: Marc LaBossière, Marguerite Simard, and Susan Stratford and welcome a new board:

René Bouchard – Chair
Réal Cloutier – Vice-chair
Éric Courcelles
Sébastien De Lazzer
André Granger
Mélanie Ferrer
Charlotte Hébert
Nathalie Lafond
Murielle Maccès-Nimi



Message from Board Chair & Chief Executive Officer

Greetings,

Throughout the past year, we have traversed both the joys and challenges of living out our mission of service and compassion. Please join us as we look back on the last year at Actionmarguerite; let's look at what went well, what lessons we learned, and what events have inspired us to pursue new paths. This year we still worked hard to prevent and contain COVID-19 outbreaks, but almost daily we saw examples of our community pursuing excellence in new ways consistent with our mission. We are proud to have embarked on key initiatives to advance our commitment to the people we support now and for years to come, such as:

- Successfully receiving Phase 1 & 2 funding from the Healthcare Excellence Canada Enabling Aging in Place Collaborative Grant to ensure the evolution of the supportive housing programs at Actionmarguerite and Résidence Despins where 96 older adults are supported in community.
- Establishing the Coalition of the Willing with other long-term care leaders, from Riverview, Simkin, and Villa Youville, including Réseau Compassion Network, to reimagine the options and ways of supporting elders in our community by adopting a person-directed living approach and new models of care.
- Creating a partnership with Co-Habit Inc. to explore alternative housing and care options with younger adults so that we can be leaders in advocating for change.
- Successfully welcoming 80 new volunteers through the Reimagining Volunteerism Project.
- Establishment of a new relationship with an Elder to better meet the needs of Indigenous residents, create new links in community, and infuse our efforts towards truth and reconciliation with appropriate wisdom and knowledge.
- Engaging as a key stakeholder in the Vitalité santé initiative to ensure the recruitment and retention of a bilingual workforce.

Our successes are the work of an entire community, and we want to honour their contributions. Above all, appreciation goes to the Actionmarguerite teams for whom this work is a personal commitment, not simply a job. Their empathy, enthusiasm, and creativity do not know any bounds. As always, we worked closely with our partners – Réseau Compassion Network, other long-term care homes, Manitoba Association of Residential Care & Community Care Homes for Everyone (MARCHE), Long Term Care Association of Manitoba (LTCAM), Manitoba Health, Shared Health, the Winnipeg Regional Health Authority, academic institutions, and community partners – to offer the best possible care and services to the people we support.

Despite all this good news, 2023-2024 had its share of challenges; issues that will continue into the new year, with no promise of “magic solutions”. At the provincial level, the transformation of the healthcare system continues, raising concerns about direction and funding. We are in discussions with Shared Health, the WRHA, and the Ministry of Health, Seniors, and Long-Term Care to ensure that we can access the needed resources to continue offering exemplary services. Our aging infrastructure also requires close attention now and into the future.

As we enter the mid-point of our strategic plan, we want to acknowledge everyone’s efforts. Wherever we go, we witness real-life examples of what it means to work together to promote a good life. A deep sense of gratitude goes out to the people we support, their families, our care teams, volunteers, donors, and partners who have generously contributed to co-creating living environments where life is good, for all. We are reminded of the words of Dr. Richard Smith:

Good is done not in grand gestures but in small, personal acts of kindness.

Each act of kindness, compassion, service, and excellence changed us for the better, and we are very proud to share some heartwarming stories with you in this report. Highlights from the 2023-2024 year reflect the heart of Actionmarguerite. We are confident that the entire team is ready and motivated to continue our mission and move ahead on the established priorities. In the spirit and legacy of our Founders, we want to evolve to meet the changing needs in our community. We are on the precipice of profound change in elder care and the team is excited to be a leader in this movement.

Please enjoy these stories; you can find more by following us on social media @actionmarguerite.



A handwritten signature in black ink, appearing to read "René Bouchard".

René Bouchard,
Board Chair

A handwritten signature in black ink, appearing to read "Micheline St-Hilaire".

Micheline St-Hilaire,
Chief Executive Officer

Celebrating the Bounty of Life's Seasons



In marketing, a tagline is a short and memorable bit of text that sums up an organization's essence and helps make a brand memorable. Consider "Just Do It", or "Je me souviens". Of course, at Actionmarguerite, we put our own spin on things. In our logo, you'll see the words "Service & Compassion". We love that this phrase is the same in both French and English. But it is so much more than a tagline – providing compassionate service to our community is our very reason for being, and our guiding principle. It permeates the very fabric of our organization.

A memorable event took place in March; our care team organized an outing with residents and families to visit The Leaf at Assiniboine Park. This might sound like an easy field trip, but it took tremendous planning to ensure each participant's comfort and safety. The trip was a huge success; there were smiles and laughter as everyone enjoyed the lush surroundings, smelled the blossoms, and moved around the open spaces. Kudos to everyone for their knowledge, skills, and effort in designing this memorable event.

We hosted an event to recognize residents who were celebrating their hundredth birthday or more! What a remarkable opportunity to gather with them and their families. Did you know that across Actionmarguerite homes, there are 22 residents ranging in age from 100 to 108? Imagine all the wisdom they bring and all that they have seen in their lives.

In French, when we celebrate such a momentous occasion, we say "c'est à votre tour de vous laisser parler d'amour" which translates to "we now turn to you to speak of love"! You have lived an amazing life, and we are so grateful to have you as part of ours.

Another particularly compassionate moment warmed our hearts this spring; during mass, a resident became anxious. Before an Actionmarguerite team member could respond, her neighbour reached over, held her hand, and provided the necessary reassurance. This small gesture captured a bigger picture: at Actionmarguerite, service and compassion are not one-directional; rather, we are successfully creating an entire community built on these principles. It would be hard to ask for anything more.

Collaborative efforts that enrich our lives

In addition to our commitment to service and compassion, our work is driven by our values which harken back to the principles of our founders. The first of these values is Collaboration. When everyone brings their strengths to the table, the results are worth talking about!

One of our favourite examples of collaboration this year is the story of the stunning mural created at Actionmarguerite St. Vital. Robert, together with Spiritual Care Provider, Annick, penned a Manitoba Arts Council Grant application in the hopes of creating a mural for the main dining room. Upon successfully receiving the funds, artist Michel Saint Hilaire creatively involved residents in co-creating a piece of art that would best represent their wishes. The result is quite spectacular, and the mural will serve to beautify the space now, and for years to come! Bravo!

This year, we also focused on reimagining volunteerism at Actionmarguerite and Charités Despins with the support of a Government of Canada Community Services Recovery Grant and our partnership with St. Amant and Réseau Compassion Network. We successfully recruited over 80 volunteers who have chosen to be part of our mission. We know that when the conditions are right, we can nurture volunteers to foster impactful relationships. Fostering these reciprocal relationships between volunteers and residents has been as important to volunteers as it is to residents. One resident says it well:

"I have a reason for living. I almost gave up at one point. My family abandoned me and stopped visiting. Now I have something to look forward to. I hope that I have given her something to and that something in her life has changed."

Our four-legged friends also come to visit. We should never underestimate the power of animals to bring joy. They are the bridge between humans and the beauty of all that is natural. Often, they connect us back to who we truly are. For many, being around kind animals provides a type of warmth that cannot be easily matched by other people. We are grateful to the St. John Ambulance Therapy Dog Program for reaching out and spending time bringing comfort and companionship to members of our community. With the presence of Bisou we can all reap the therapeutic benefits of their unconditional companionship.

In addition to external granting agencies, many donated directly to the Actionmarguerite Foundation allowing us to create festive events throughout the year. Halloween celebrations, holiday parties, Festival du Voyageur activities, and St. Patrick's Day festivities all gave us something to look forward to, and an opportunity to enjoy beautiful time together. Donations are always welcome!



Interested in joining our Compassion Crew by volunteering?

Sign up today by filling out an application with us online at [Volunteer Here | Actionmarguerite](#), or call Ginette our new Manager of Volunteer Engagement and Life Enrichment at 204-233-3692 extension 521 for more information.

Excellence and respect in all that we do

Excellence in meeting the needs of residents is a value once embraced by our founders, and now adopted throughout Actionmarguerite. The pursuit of excellence never ends. We continually challenge ourselves to find better ways of respectfully serving our community through person-directed living. Respectful care encompasses equality, but it also honours the beliefs, needs, and the worth of each person in our community. There are many stories from the past year, but here are a few.

Part of Actionmarguerite's pioneering spirit invites us to take part in research and development. This year we engaged with the University of Manitoba in the "Supporting Healthcare Improvement through Facilitation & Training (SHIFT)" initiative. SHIFT is a quality improvement project that aims to equip health care aides with the skills needed to implement change ideas that support resident quality of life. Through training and support from a trained Quality Advisor, our teams were able to transform regular bathing into a spa experience, improve mealtimes, and adapt care team approaches to better meet the needs of residents living with dementia. We have had such positive responses that other care teams have implemented changes in their practice as well. Congratulations to the health care aides who dared to imagine new ways of offering care and services for the benefit of all involved. We were honoured to take part in the University of Manitoba's research project.

When you have a washer and dryer in your house, you never lose your laundry (aside from the occasional sock!) However,



nearly every organization with a laundry service, struggles to return the right clothing to the right residents on time. And of course, not having your favourite shirt when you want it is a big deal! We are all deeply grateful to the Actionmarguerite St. Joseph's team who dared to imagine that we could improve in this department. They evaluated and redesigned their system. They introduced new approaches to labelling, scheduling, and sorting clothing with great results. Their methods have been rolled out to all Actionmarguerite homes with great success. We are very proud of their initiative in finding better strategies and residents and families are delighted with the results!

Another project we started is called "What Matters to Me". Using a questionnaire, we create a poster with the people we support to know how they like to be addressed, what they enjoy talking about, who and what is important to them, and how we can help them in their daily life. This information is shared with staff to accelerate us getting to know each other, and to help us respectfully meet a resident's expectations. Watch for this program to expand in 2024/25! Thanks to Healthcare Excellence Canada for the grant that assisted us in launching this project!

Our Adult Day Program at Actionmarguerite St. Boniface has been a preferred gathering space for community members to engage in social activities. The pandemic years saw the program paused to everyone's dismay. We were able to resume all programming over the course of the year even adding evening programming for seniors and younger adults. We congratulate the Adult Day Program team for creating such joy and providing caregivers with much needed respite!

Being a centre of excellence is very important to us; if you have ideas on how we could further improve we'd love to hear about it!

Strength In Numbers

Actionmarguerite is a community, and everyone associated with it plays a part. Some would be surprised to know that across five locations we have:

600

individuals receiving care and support

900

staff

100

volunteers

Everyone contributes to our community. In their own way, each person contributes to making Actionmarguerite the unique and amazing organization that it has become. Thank you to every single one of you.





A year of abundance

Actionmarguerite is supported by two (2) foundations: the Fondation Actionmarguerite Foundation Inc. and the Friends of St. Joseph's Residence Inc. We have been most inspired by the generosity of our donors who believe in supporting Actionmarguerite to be the best it can be. All donations, big and small, make a difference. Actionmarguerite continues to work towards our vision of being a leading provider of long-term care and exceptional health services. We are always grateful for donations that help us in this work. Contributions from our community allow us to provide enhanced programming, special events, capital improvements, and state-of-the-art equipment.

This year, we saw how the generosity of donors allowed us to make beautiful things happen.

While public funds and private donations help finance Actionmarguerite's basic equipment and activities, financial pressure remains to meet all the needs associated with hospitality and welcoming residents. The MarieBenoist and François Gallays COMFORT fund aims to recognize the values and initiatives of Actionmarguerite St. Vital that focus on the comfort and well-being of residents. This fund was established with Francofonds, the francophone community's foundation. Thanks to this fund and to dedicated volunteers, we have been able to beautify our outdoor spaces, bringing joy and beauty to the lives of residents and all who visit our home at Actionmarguerite St. Vital. Our heartfelt thanks for this generous gesture, which will support our mission now and for years to come.

In 2023, after 60 years of contributions to the well-being of the residents and the beautification of the facility, the difficult decision was made to dissolve the Ladies' Auxiliary. In a final show of support, any remaining funds held by the Ladies' Auxiliary were given to create a new endowment fund, the Mission Marguerite Mission Fund. The remaining members of the Auxiliary were proud to present a cheque of more than \$86,000 to the Actionmarguerite Foundation so that enriching activities that bring joy and comfort to residents could be continued. Goodness abounds as we feel so well surrounded by our community at Actionmarguerite! We thank the women who so generously gave of their time, gifts, and talents over the last six (6) decades!



Your donations go a long way!

Donate today to one of our foundations online at [Donate Here | Actionmarguerite](#), by calling Sarah at 204-233-3692 extension 643 or visiting us in person at our Foundation office at 185 Despains Street in the heart of St. Boniface.

Thanks to your generosity, the Actionmarguerite Foundation raised \$900,000 towards our goal of \$1.5 million. These funds are earmarked for the renovation of the residents' courtyard at Actionmarguerite St. Boniface. Now in its 40th season, this space needs attention to make it a true outdoor sanctuary once again. We were overwhelmed by the announcement at our Fall Feast Fundraiser of a generous gift of \$250,000 from Dr. P.G. Mehta and his family, and an additional gift of \$250,000 to create an endowment fund for the ongoing maintenance of the renovated space. The Fondation Langevin has also announced a contribution of \$100,000 and thanks to Réseau Compassion Network donations have been matched up to \$100,000. "It's a beautiful project. And we hope the community will support us in this project. The residents and staff are all on board," indicate Francis and Diane LaBossière, co-chairs of the Cultivating Hope campaign.

Residents at Actionmarguerite St. Boniface prioritized the courtyard renovations for good reasons:

"Being in a garden makes you feel much better mentally and physically. You can breathe better and feel free"
- Joe

"We need to get out and do what we can, whether it's sitting and listening to the birds sing or enjoying the quiet, eating a snack, playing bocchi or relaxing and resting our heads"
- Phyllis



Help us reach a new milestone!

Thanks to our generous donors, we're now at 60% of our fundraising goal. We are counting on our community to help us make this dream of a new courtyard a reality. Donate directly to the courtyard fund by scanning the QR Code to donate online at [Cultivating Hope Capital Campaign | Actionmarguerite](#), calling Sarah at 204-233-3692 ext. 643, or by visiting us at the Foundation office at 185 Despins Street.



Hospitality at its best

When you hear the word “hospitality”, you might think about welcoming guests into your home for a short visit – perhaps for a dinner party or a weekend. But at Actionmarguerite, where hospitality is one of our key values, it takes on another level of meaning. We know that moving to a personal care home is a huge life transition; often accompanied by changes in health status, the loss of independence can be a difficult adjustment. That is why our twist on hospitality is not to welcome residents as temporary guests but to help them truly feel at home in their new living environment.

Cam lives at Actionmarguerite St. Boniface. He is vivacious, charming, and utterly passionate about woodworking. Much of his retirement involved building birdhouses and teaching school children the basics of his craft. We found a way for Cam to continue with his passion once he came to Actionmarguerite; when you enter the lobby, you’ll see “Cam’s Corner”, a spot to pursue his building projects, sell his wares, and provide a lesson on the craft to anyone interested. This is our version of hospitality!

We collaborate with residents to promote a good life. Many enjoy using their imagination, which is why art projects are so popular. Susan makes Actionmarguerite St. Boniface her home where she is a committed painter. At the Actionmarguerite Art Show, she alone contributed 50 paintings! In addition to enjoying the artistic process, she loves knowing that her projects will make other people happy. Having a creative outlet and a place to share her work helps make Susan feel at home.

How else can we help create a comfortable and safe home? A favourite way is with pets – those who visit, and those who live among us! You’ll find fish tanks at Actionmarguerite – our beautiful tropical fish are calming and mesmerizing. This year we adopted a pair of beautiful blue budgies. Everyone loves Sky and Océan! They are just one more way for us to engage with each other, create positive feelings, and add some meaning to daily life – in short, to create hospitality.

We trust you’ve enjoyed hearing about many ways in which all acts of kindness and compassion elevated the level of care being provided at Actionmarguerite this year. Thank you for making time to understand our work. We can’t wait to see what 2024/25 brings and look forward to sharing it with you!

