



# The Not-for-Profit Difference in **Services for Seniors**

Make an Informed Choice



Advant**Age**  
Ontario

Advancing Senior Care



# The Not-For-Profit Difference

When you or a loved one have care needs that have reached the point where you can no longer cope, where can you turn for support?

From Meals on Wheels delivering freshly prepared food to seniors in their homes, to registered nursing care for residents in long term care homes, the not-for-profit sector is dedicated to providing the services that help people make the very most of their lives.

In Ontario, long term care services are provided by not-for-profit organizations as well as for-profit operators. Both are funded by the provincial government. But there are fundamental differences.

It is important that you understand these differences so when the time comes, you will be able to make an informed choice about the care of your loved one.

# Re-Investment in Care

Not-for-profits use every surplus dollar to enhance and expand their services and operations.

With long term care homes specifically, both for-profits and not-for-profits are funded by the government and they essentially receive the same amount of money. But there is a difference.

Not-for-profit operators that generate a surplus re-invest these monies to enhance or increase the level of service provided to residents. Additionally, not-for-profits typically contribute additional resources to their operation to further enhance the level of care and service provided.

“...there is sufficient empirical evidence...to conclude that providing public funding for residential long-term care to for-profit facilities is likely to produce inferior outcomes.”<sup>1</sup>

For-profits, on the other hand, generate surpluses but they are allowed to keep them and withdraw these funds as profit for investors. These profits take money out of the long term care system which is funded through taxpayer dollars.

Recent Canadian research reported that for-profit long term care homes have significantly higher mortality and hospitalization rates than not-for-profit homes.<sup>2</sup>

# Local Accountability

Not-for-profits are accountable to the public through elected representatives and charitable boards. This is a key element in ensuring the appropriateness and effectiveness of the programs and services delivered. We serve local people, with and through local people.

Our accountability is strengthened by greater transparency, including open councils and regular community meetings.

Not-for-profits believe that services in the community should be governed by the people who live in and care about that community.

# Strong Community Support

Not-for-profits are deeply rooted in the cultural, religious and geographic communities we serve. We have a proud history of caring. We are a dynamic sector that is at the heart of cities, towns and villages across Ontario.

Grassroots support of not-for-profits comes in many forms, including active involvement by local volunteers and generous financial contributions from friends and neighbours.

Every year, our professional caregivers are supported by tens of thousands of people – young and old – who volunteer their time. This creates strong linkages between not-for-profit providers and the larger community, and ensures they are sensitive to local needs.

In addition to government funding, not-for-profit homes annually contribute over \$300 million in extra funding toward their homes.

The benefit of volunteerism is one of the added values of not-for-profit care, and one of the reasons that not-for-profits remain a cherished resource in the communities they serve.

# Choice for Ontarians

Not every senior will need long term care; but many will require at least some level of support. In fact, about half of Ontarians now believe that they or a loved one will likely need this support or service in the next 20 years.

For this reason, the public wants to be sure that there is a strong not-for-profit sector in place.

In fact, current data reveals that close to 70 per cent of people on the wait list for a long term care bed in Ontario identified a not-for-profit home as their first choice.<sup>3</sup>

“The people of Ontario and their Government are committed to the promotion of the delivery of long-term care home services by not-for-profit organizations.”  
(Preamble, *Long-Term Care Homes Act*, 2007)



# Innovation and Excellence

From the complex care requirements of the frail elderly to the needs of more independent seniors, not-for-profits have been at the forefront of innovation in service delivery.

Leaders in developing and delivering programs that meet the specific needs of people, we believe in service tailored to the individual. Those we care for deserve more than a one-size-fits-all approach.

The not-for-profit sector is where you will find a wide range of services and programs — Alzheimer day programs, supportive housing, caregiver education and support, respite care, foot clinics, community lunch programs, seniors' fitness programs, drop-in centres, music therapy, creative arts programs, friendly visiting, computer training and much more — developed for seniors living in the community and designed to enrich their lives and help them remain in their own homes for as long as possible.

Not-for-profits are leaders in making services available to seniors living in the community to help them remain in their homes for as long as possible.

Not-for-profits have also led the development of seniors' campuses. This innovative model is getting renewed attention for its potential to offer a range of supports and services in one location that seniors can access as their needs change.



# Make an Informed Choice

Now that you know about the not-for-profit difference, you can make an informed choice. When you visit organizations, ask if they are operated on a not-for-profit basis. Ask to see the mission statement to find out what they are about and what they are trying to achieve.

There is a wealth of information at your fingertips. AdvantAge Ontario offers an online resource centre where you can find current information about not-for-profit homes, housing and services for seniors available in your community. Visit the Resources page at [www.advantageontario.ca](http://www.advantageontario.ca) to learn more.

- 1 *Residential Long-Term Care for Canadian Seniors: Nonprofit, For-Profit or Does It Matter?* Institute for Research on Public Policy. January 2011. Accessed from: [www.irpp.org](http://www.irpp.org).
- 2 *Hospitalization and Mortality Rates in Long-Term Care Facilities: Does For-Profit Status Matter?* The Journal of Post-Acute and Long-Term Care Medicine. JAMDA 18 (2015). Accessed from: [www.jamda.com](http://www.jamda.com).
- 3 *Long-Term Care Home System Report*. Ministry of Health and Long-Term Care. April 2017.



**AdvantAge**  
Ontario

Advancing Senior Care

**AdvantAge Ontario**

7050 Weston Road, Suite 700, Woodbridge, ON L4L 8G7  
T. 905.851.8821 F. 905.851.0744

**[advantageontario.ca](http://advantageontario.ca)**