

THE LOOP

The Foundation's Quarterly Update



Spring 2025



[2024 granting program funds wide range of projects from coast to coast](#)

As reported in the fall issue of Embrace Aging, we contacted all 51 RTOERO district presidents to ask for the names of organizations in their local community that could benefit from funding. As a result, organizations in almost every province received our request for proposals (RFP) last year.

We are thrilled to announce that for the first time in the foundation's history, a single round of grants spans the country with one in Nova Scotia, two in Ontario and one in British Columbia.

East Cumberland Lodge, Pugwash, Nova Scotia:

Engaging Seniors: Intergenerational Strategies

This project will extend the successful activities program created by East Cumberland Lodge, a long-term care facility in rural Nova Scotia, into the local community. A collaboration with the local high school aims to foster intergenerational education and tackle ageism.

Wilfrid Laurier University, Waterloo, Ontario:

Documenting Social Engagement Through Singing

The Circle of Music program brings people with dementia, their caregivers and student volunteers together in a choir. This project will produce a documentary and website to help other Canadian communities create intergenerational choirs.

Western University, London, Ontario:

Skin-Mounted Biosensor for Osteoporosis Diagnosis

This project aims to develop a new biosensor patch as a minimally invasive, cost-effective tool for early osteoporosis detection enabling earlier diagnoses and timely intervention.

The University of British Columbia

Sharing Knowledge on Geroscience for Healthy Aging

Geroscience emphasizes biological aging as the greatest risk factor for age-related diseases and frailty. This project examines how lifestyle, environment and behaviour can prevent disease and promote healthy aging.

Please visit us on the [RTOERO Foundation website](#) to see all past grants we've funded with the generous support of our donors. Thank you for supporting the important work we do for older adults in Canada.

The rtoero Chair in Geriatric Medicine:

Paula A. Rochon, MD, MPH, FRCPC

2024: A year in review



Dr. Paula Rochon is the RTOERO Chair in Geriatric Medicine. She is a Senior Scientist at Women's College Hospital in Toronto and the Founding Director of the Women's Age Lab.

In 2024, Women's Age Lab celebrated its third anniversary. In just three years, the lab has achieved incredible milestones, thanks to its dedicated team and partners. The lab's mission is to improve the lives of older women by using science to transform care and practice. Throughout the years, and as they look to the future, the lab remains committed to advancing research that supports the healthy aging of women.

Please visit us on the web to read our full [Year 3 Impact at a Glance](#)



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webinar series and fundraising initiatives.

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The link between social connection and philanthropy

CanadaHelps, an online portal for charitable donations, has launched its *2024 Giving Report*. The report gives Canadians a comprehensive overview of the charitable sector. According to the report, the number of Canadians donating to charity has been declining for over a decade. In 2013, 82% of Canadians reported donating to charity, but by 2023 that number had dropped to 60%.

Many sources indicate that as a society, we are becoming increasingly disconnected and isolated. Social connection is often measured by the number of close friends people report to have. A national survey question measures social connection by asking Canadians if they have six or more close friends. In 2013, 37% of Canadians said yes, but by 2022, only 22% of Canadians reported having six or more close friends.

As we become less socially connected, it gets harder for us to see our role in our society and how we can make a difference in our communities and in the world. This isolation is likely one of the underlying reasons for the decline in charitable giving.

This trend has the potential to affect the RTOERO Foundation negatively. We raise money to fund grants to promote social engagement. If Canadians donate to charities less as the years go on because they feel disconnected from one another, then we receive fewer funds to invest into research and community programs designed to connect people.

We need to continue to focus on our mission, and for that we depend so much on charitable giving from individual donors. Thankfully, older Canadians are the most generous demographic, and in many ways, are responsible for keeping the charitable sector alive and well.

For more information about the work of the RTOERO Foundation, please visit us on the [web](#).

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