



**Entente
Foundation**

Formerly RTOERO
Foundation

IMPACT REPORT 2025

**Reporting on your
generosity in action
and our collective
impact.**

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Each year, as we reflect on our progress, one truth becomes clear: nothing we accomplish is possible without you. Your generosity, your belief in our mission, and your willingness to invest in healthier, more connected communities for older adults have shaped every milestone we celebrate.

This year's Impact Report is more than a summary of accomplishments. It is a bridge between where we have been and where we are going. Over the past decade, our work has grown in scale and scope. We are reaching more people, funding more research, and supporting more innovation. With growth comes evolution, and with evolution comes the opportunity to strengthen our identity.

I worked for many years in strategic brand development and one of my mentors would often say, "A name is a promise." The strongest organizations evolve their names not for cosmetic reasons, but because they are ready to make a larger promise to the people they serve.

We've seen this in national and global charities who have sharpened their identity to reflect a wider purpose or expanded vision. Their new names are not simply rebrands...they are signals of intent.

This year, we mark our own moment of evolution. On January 1, we became **The Entente Foundation**. *Entente*, meaning understanding, agreement, and shared purpose, reflects the collaborative spirit that has defines our work. *Entente* captures the relationships between researchers and practitioners, donors and communities, and generations building a future where older adults can thrive.



What remains constant is the heart of our mission: supporting healthy aging, community wellness, and the people who make these outcomes possible. And what will continue to guide us is you. Your generosity is not just appreciated...it is transformative.

Thank you for believing in the work we do and for helping us step confidently into this next chapter.

With sincere gratitude,

Mike

ENTENTE FOUNDATION ANNOUNCES DR. JENNIFER WATT AS NEW CHAIR IN GERIATRIC MEDICINE

We are proud to share an exciting milestone in our ongoing commitment to healthy aging. The **Chair in Geriatric Medicine** at the University of Toronto – **established through a visionary campaign by the Entente Foundation** is the most influential and innovative initiatives we have ever undertaken.

When the foundation created this endowed position, the goal was clear: ensure lasting leadership in geriatric medicine, strengthen Canada's capacity for aging research, and advance evidence that improves care for older adults nationwide.

Over the years, this endowed chair, previously held by Dr. Paula Rochon, has delivered remarkable impact by generating new knowledge, shaping clinical guidelines, informing policy, and training emerging leaders in geriatric care. As an endowed position, it provides permanent, stable support for advanced research in a field with rapidly growing needs, ensuring a long-term return on the foundation's investment that continues to strengthen over time.

Today, we are delighted to welcome **Dr. Jennifer Watt** as the new Chair in Geriatric Medicine. Dr. Watt is a clinician-scientist and practising geriatrician at St. Michael's Hospital, as well as an Assistant Professor in the Department of Medicine at the University of Toronto.

Her research focuses on improving care for older adults living with frailty and cognitive changes, using real-world health data and advanced analytic methods to evaluate treatments and support better decision-making. She is also a champion of equitable access to high-quality, evidence-based care for seniors.

Dr. Watt's appointment marks an exciting new chapter. With her leadership, the Chair will continue driving discoveries that support older adults, their families, and the health care systems that serve them. This is why the foundation created the chair – to foster innovation, enhance quality of life, and strengthen the future of aging in Canada.

Please join us in congratulating Dr. Watt as she advances this vital work.



DONOR DOLLARS IN ACTION: 2025 GRANTS UPDATE

Engaging Seniors: Intergenerational Strategies

Organization: East Cumberland Lodge
Location: Pugwash, NS

This project extends the activities program of East Cumberland Lodge, a long-term care facility, into the local community through a partnership with the local high school to tackle ageism and promote intergenerational education.

To date:

- Created two new activity programs
- Developed an intergenerational program on ageism, engaging 20 local high school students
- Launched a community connection program to engage local seniors

Documenting Social Engagement Through Singing

Organization: Wilfrid Laurier University
Location: Waterloo, ON

The Circle of Music unites people with dementia, caregivers, and students in a choir. This project will create a documentary and website to guide other Canadian communities in forming intergenerational choirs.

To date:

- Weekly choir sessions are underway
- Numerous days of filming have taken place
- Website design is in progress

Skin-Mounted Biosensor for Osteoporosis Diagnosis

Organization: Western University
Location: London, ON

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

To date:

- Established standardized methods to test needle prototypes
- Progress has been made on the development of the biosensor
- Ethics protocol has been submitted, paving the way for testing on healthy volunteers

Sharing Knowledge on Geroscience for Healthy Aging

Organization: University of British Columbia
Location: Vancouver, BC

Geroscience links biological aging to age-related diseases. This project explores how lifestyle, environment, and behavior can prevent disease and support healthy aging.

To date:

- Presented three webinars, which will be available on the website
- Held two focus groups with older adults and community partners
- Created a script for a video to introduce geroscience and tips for promoting healthy biological aging

GRANTING PROGRAM

SNAPSHOT

Older adults frequently face ageist attitudes that undermine their dignity, health, and well-being. Addressing ageism means creating spaces for generations to learn from one another. With support from the Entente Foundation, Trent University developed an intergenerational classroom where students and older adults connect through shared learning to build empathy, inclusion, and respect.

CHALLENGE

Many older adults face harmful ageist stereotypes that diminish their value, while youth often have limited opportunities to engage meaningfully with older generations. This lack of connection can reinforce misunderstanding, bias, and social division –contributing to stigma, exclusion, and poorer outcomes for older adults. Dismantling ageism is difficult because it is deeply systemic, culturally ingrained, and reinforced through everyday language, media, and social norms.

SOLUTION

The Entente Foundation awarded a grant to Trent University to develop and test a practical, scalable intergenerational classroom model aimed at reducing ageism. By incorporating older adults into a university course, a structured intergenerational classroom is created. Through weekly collaboration on shared projects, students engage directly with older adults, challenging stereotypes, and building empathy through meaningful connection. This approach fosters real-world understanding of what it means to age, creating space for shared insight, respect, and connection across generations.



RESULTS

- Overwhelmingly positive response from students and community participants
- Students deepened understanding of course material through real-world engagement
- Older adults gained knowledge about aging and connection to campus life
- Many intergenerational relationships continue beyond the course (e.g., meals, game nights, ongoing conversations)
- Analysis shows reduced ageism, greater empathy, and stronger social connections across generations
- A toolkit was created to support replication in other classrooms

IMPACT

Trent University has been inspired to further develop intergenerational activities and to increase interactions with and participation from older adults on campus. Longer-term impacts include a reduction in ageism among students as well as deeper connections between generations.

DEAN'S LIST FUNDS AGING IN PLACE INNOVATION

Our most dedicated supporters exemplify passion and generosity. Their leadership in giving and their deep belief in the work we do together has earned them a place on our exclusive Dean's List. They play a vital role in advancing our mission and driving transformative change for older adults across Canada.



The members of the Dean's List have motivated us to expand our scope with a brand new funding stream that we call the *Dean's List Grant*. Data from a recent survey indicates that "aging in place" is the number one area of concern for Entente (formerly RTOERO) members. All aging adults deserve to live with the dignity and respect that comes with aging safely in their own homes.

DEAN'S LIST GRANT

We are extremely proud to award a \$100,000 Dean's List Grant to the project ***Providing Older Adult Safety and Independence*** led by Carleton University. Our grant funding will allow the research team at Carleton to evolve their brand new GPS prototype; a breakthrough initiative with the potential to transform how people with dementia live safely at home. The team will test the device through user trials and focus groups ensuring real-world usability.



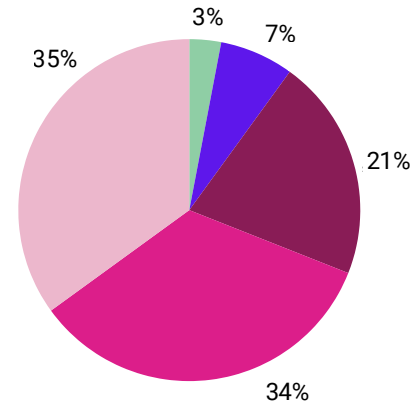
The GPS will be a discreet wearable device, such as a watch, pendant, or bracelet. Equipped with continuous connectivity, long battery life, and integration with first responders, this innovation aims to do more than locate individuals in moments of risk – it will offer families and caregivers greater peace of mind, strengthen personal safety, and could ultimately save lives.

Thank you to all the members of our Dean's List 2025 who made a special gift in support of the foundation's first aging in place grant.

HOW THE FOUNDATION IS FUNDED

Like all foundations, charities and not-for-profits, the Entente Foundation relies on multiple funding sources to fulfill its mission.

- Individual donations = 35%
- Raffle income = 34%
- Corporate sponsorship = 21%
- Investment returns = 7%
- District donations = 3%



Source: 2024 audited financial statements

In our case, our greatest sources of revenue come from generous individual donors, our raffle program, and philanthropic corporate partners. Entente district donations also contribute to total annual revenue. It is important to clarify that District and individual donations are two distinct and essential revenue streams.

District donations are submitted by Entente districts from their allocated budgets. Districts use their budgets to support many charitable causes, but the most direct way to benefit the aging population across Canada is through a donation to the Entente Foundation.

Individual donations are donations made by a single person who receives a tax receipt for their gift.

The foundation receives no financial support from Entente Education Canada or any portion of its membership fees; nor does the foundation receive any government support. The generosity of our donors allows us to fill a funding gap and be recognized as one of the few charities that focuses exclusively on issues that affect our older population. Our donor-funded granting program tackles today's urgent challenges and helps build a more age-friendly future.

THANKS TO ALL OUR SUPPORTERS

Thank you to all of the generous individuals, districts, and community partners who have made the work of the Entente Foundation possible. On our website at ententefoundation.ca/our-donors/ for a full listing of everyone who has made a gift between January 1 and December 31, 2025.

CORPORATE PARTNERS

Thank you to the following businesses that have improved the aging experience through their corporate support:





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