



# 2017 Annual Report



# President's Report

Judy Baker

As you read through our annual report, you will see that this has been an exciting, productive and busy year for SWESA. Our organization is growing and changing and all of us have been challenged to keep up. As with any rapidly changing environment, some of us are unhappy and others think we aren't moving fast enough. Hopefully, like the little bear in Goldilocks, we have got it "just right".

One of the most visible changes is the Welcome Desk that is run by an enthusiastic group of volunteers. This initiative has helped to take some of the work load off Jennifer and has created a friendly, welcoming atmosphere for everyone visiting our Yellowbird site. I have been told by many people that having a friendly volunteer welcome them and help them with their requests has made a big difference in how they view SWESA.

Another program that has become even more successful is our monthly lunches. The "lunch group" has worked very hard to establish safe food handling procedures, to think up fun activities to accompany the delicious food and to decorate the hall for each lunch.

We are now operating out of several facilities. While Yellowbird Community Centre is still our "home," we have partnered with the William Lutsky YMCA, Terwilligar Recreation Centre and the Southside Primary Care Network to help alleviate our requirement for more space. More partnerships may be forged in the next year so that we can offer programs in other neighbourhoods where seniors reside.

Your Board has been working on several initiatives this year. We have had several planning sessions to improve the governance of the organization. Out of one of these strategic sessions, we finalized the new Vision, Mission and Core Values for SWESA. These statements will guide our direction for the next 3 to 5 years. We have also formed a Facility Development Committee that is charged with finding us adequate space for the short and long term. I am very pleased to have worked with our current Board. They are a dedicated bunch who are not shy about pitching in to get the job done!

Looking forward, I predict that SWESA will only get better. We have a dedicated Board, hardworking staff and members who are engaged and involved in the organization. From all of us on the Board, thanks for supporting SWESA over the past year and we anticipate only good things in the upcoming year.



## **Vision**

SWESA is a progressive organization creating a vibrant, welcoming, age-friendly community.

## **Mission**

As a member-driven organization, in concert with community groups and partners, SWESA empowers older adults in Southwest Edmonton, to be active and to be socially engaged through quality programs and services.

## **Core Values**

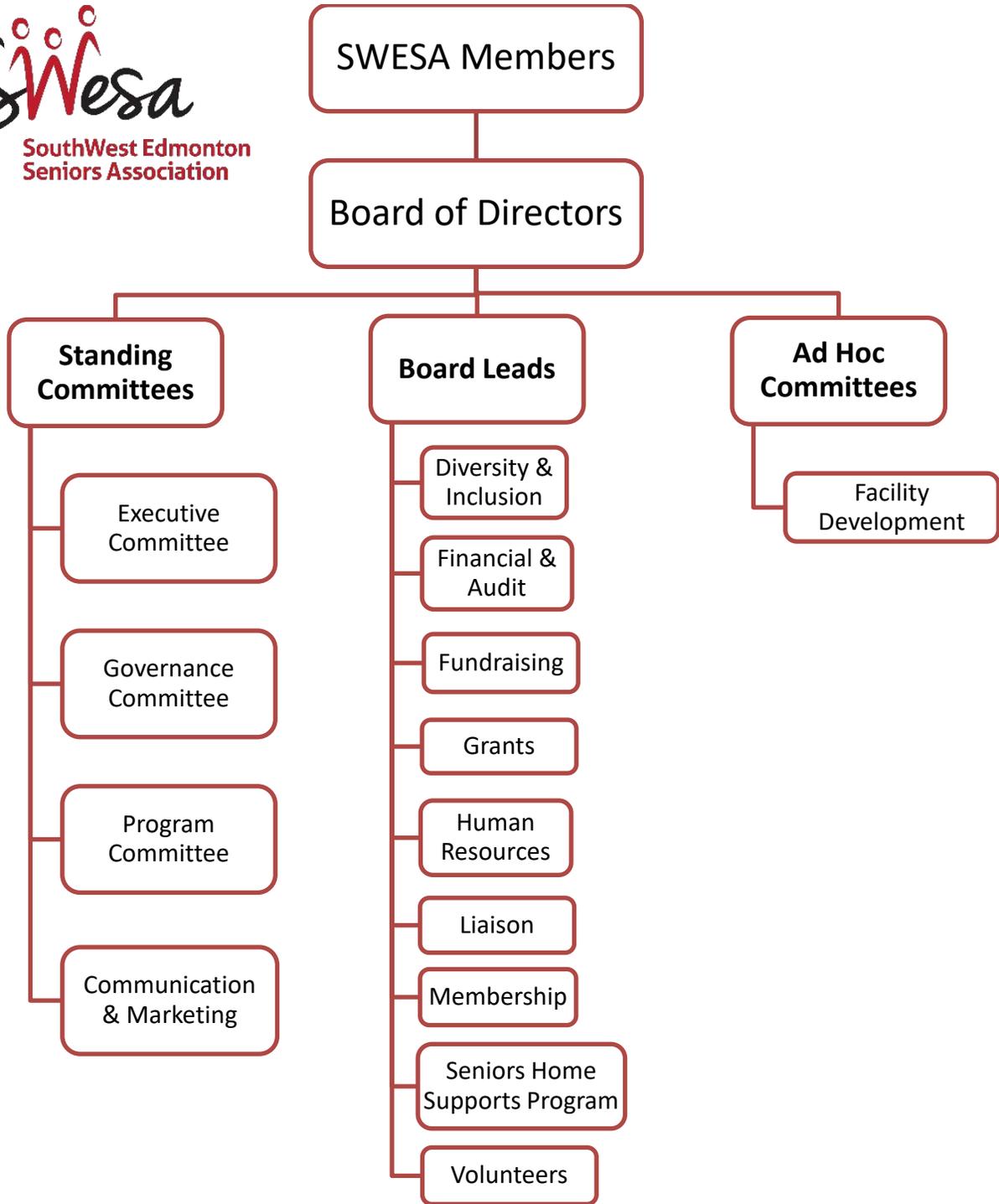
Collaboration: working with others to achieve mutually beneficial goals

Respect: valuing self and others

Inclusion: creating an environment of acceptance, engagement and connection

Accountability: responding to the needs of our members and communicating in a transparent manner

Innovation: exploring new ideas



## SWESA Board of Directors 2017-2018



2017-2018 SWESA Board of Directors (left to right: Rob Agostinis, Judith Abbott - Secretary, Judy Baker – President, Liz Tondu, Bob Power, Lawrence Tymko, Bob Hoddinott, Carol Vaage, Shirley Adam - Treasurer, Fred Rumpel – Vice-President, Chris Powell, Sam Radke)

## SWESA Staff



Jennifer Hanrahan  
Program Coordinator



Barbara Newell  
Seniors Home Supports Program

# Program Report

SWESA put on a significant number of different programs in 2017 with approximately 6,400 program spaces and attendees by members and non-members. These programs support the City of Edmonton's six pillars for seniors' programs: social services, recreational programs, nutrition services, health and wellness, community development, and volunteerism opportunities. New and diverse and interesting program opportunities are offered, like Essentrics and Golden Years Golden Gloves boxing, while SWESA continues to build on its successes such as the monthly luncheon program.

SWESA has grown to the point that we have reached full capacity at the current location at Yellowbird East Community Center. SWESA had to adopt a different program model and looked at partnerships with other organizations in order to offer more programs. We had a successful and mutually beneficial agreement with the William Lutsky YMCA to offer floor curling and pickleball for our members. Another partnership was with Twin Brooks Community Centre to offer Yoga as part of the Seniors Innovation Fund (SIF) program. We look forward to building new partnerships with community leagues so that we can offer programs where our members are, instead of depending on our members to always come to YECC.



SWESA Floor Curling at the YMCA



Klondike Luncheon

## Strategic Planning and Governance

One of the main focuses for the Board was to review and update its Mission, Vision and Value statements to ensure that they reflect SWESA's current direction. The updated version is included in this Annual Report.

With the support of a facilitator from Alberta Culture and Tourism, Angelo Murphy, the Board reviewed and updated its strategic plan that will focus SWESA's direction in the next 3 to 5 years.

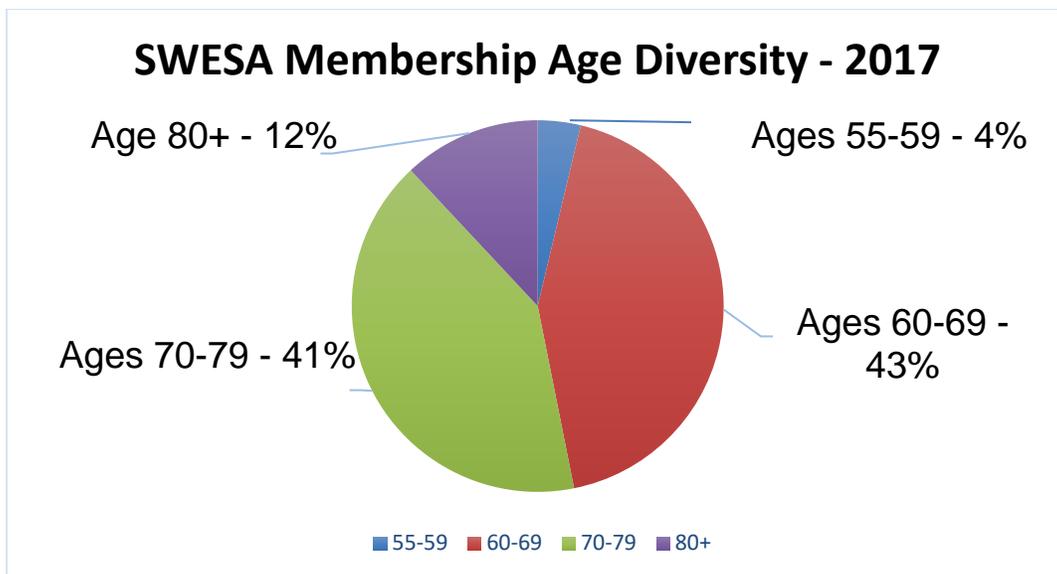
SWESA also positioned itself for the future by ensuring that the Terms of Reference for Board Leads and Committees were updated as well as ensuring that relevant policies were in place. At the same time the Committee has initiated a Board self-evaluation which will be undertaken in September 2018.



Angelo Murphy

## Membership

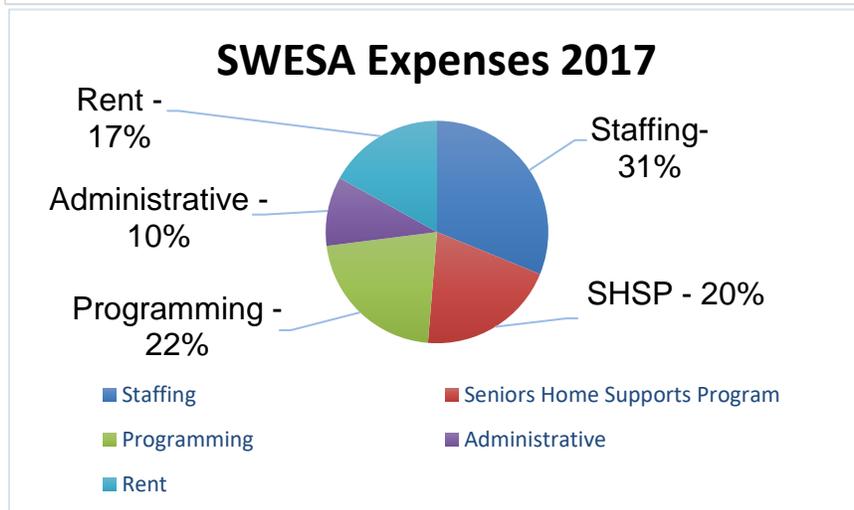
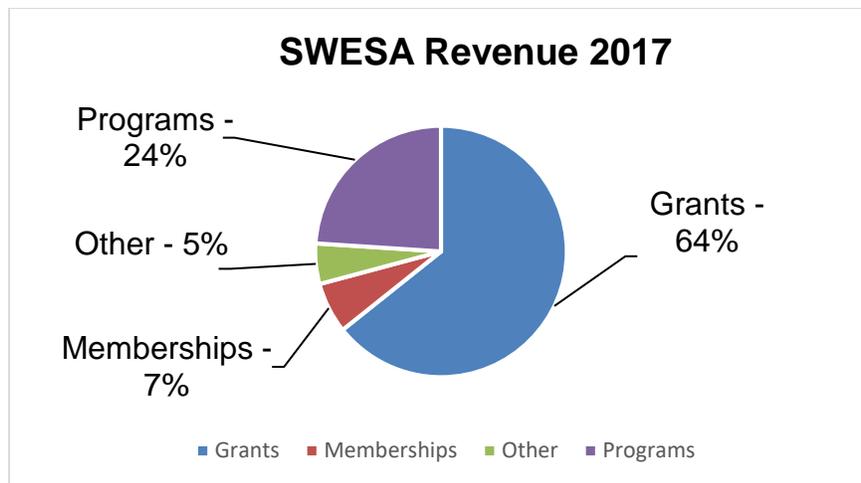
Membership has remained constant from last year. One of the challenges our organization faces is increasing our membership to have adequate capacity to meet their needs. We welcome all of our new members who have joined as a result of our diverse programs.



## Facility Planning

In 2017 the Board established the Facility Development Committee to seek out, explore, identify and advise the Board regarding potential short- and long-term facility development opportunities (rental, purchase or developmental) in southwest Edmonton that will serve SWESA purposes. The Committee continues to address the challenge by exploring various options and opportunities in a very tight market.

## Financials



## Moving Towards Financial Sustainability

2017 was a watershed year for SWESA. It marked the end of funding from the City's Emerging Seniors' Centre Grant program which had sustained the organization since its inception in 2013. It provided SWESA an opportunity to participate in two fundraisers: a casino, which generated over \$75,000 and will be used by the Association over the next two years and *A Taste of Edmonton*, utilized SWESA volunteers working in the ticket booths to raise over \$2,000.

It also required the Association to decide on a future strategy to address the upcoming funding gaps such as having our first signature fundraising event, the Spring Fling, and we hope to have a Health and Wellness Fair in the fall.

Part of this strategy was also to identify and eliminate any potential barriers such as its non-charitable organization status which limit the ability to access other grants.

To this end, SWESA engaged the services of two pro bono consultants, Mr. Colin Knoll and Mr. Herbert Ramos to undertake a comprehensive review to identify, among other things, the key advantages and disadvantages of registering as a charity and the implications for the Association.

Based on this review, it became clear that becoming a registered charity was the appropriate course of action in the organization's pursuit of financial sustainability and it would enhance SWESA's professionalism and credibility as an organization worth supporting financially. Applying for charitable status will be a priority in 2018, as SWESA continues to build on its successes and move forward to become the senior organization that its membership wants and deserves.



Taste of Edmonton Fundraising Event



Pancake Breakfast

## Our Volunteers

Volunteers are the backbone of this organization. That is evidenced by the number of hours contributed in 2017.

There are several opportunities that our members supported SWESA through:

1. Serving the membership by participating on the Board, committees, various working groups, planning and serving the monthly luncheons, hosting the Coffee and Chat sessions, leading programs such as the Let's Walk program, setting and taking down equipment used for pickle ball and floor curling offered through the YMCA.
2. Supporting SWESA's Program Coordinator by volunteering at the front desk to greet and direct members to their program session, accept registrations for programs and memberships, collect the relevant fees, and photo archiving. In addition, the volunteers provide assistance to the Home Supports Coordinator as required.
3. Supporting the SWESA's financial needs through participation in various fundraising activities such as Taste of Edmonton, 50/50 draws, a health fair, casino, etc.
4. Promoting SWESA at various farmers markets and other events.

One of the priorities in 2017, was the establishment of the Volunteer Working Group who established the successful Welcome Desk. Work continues on updating manuals and handbooks for the volunteers.

As well, a great deal of work has been done to ensure that all the volunteer hours are tracked. This information is vital for grant applications, fundraising and sponsorship opportunities.



Volunteer Appreciation Tea - 2017

# Seniors Home Supports Program

## Referral Service

The Seniors Home Supports Program, funded by the City of Edmonton, is comprised of six districts, each having its own home support program coordinator.

For residents living in the south-west area, SWESA (SouthWest Edmonton Seniors Association) is that hub! (Postal Codes: T6G, T6H, T6J, T6R, T6W)

The seniors home support coordinators involved in each of the districts recruit, screen and vet service providers who seniors can trust and enable them to feel safe in their homes.

The role of SWESA's home support coordinator, is to make it easier for seniors to remain in their homes and communities longer by referring vetted service providers.

### Services that are provided for referral:

- **Snow removal:** remove snow and put down anti-slip material to cover icy spots (not chipping ice)
- **Yard help:** mow lawn and do spring/fall clean-up (not including removal of animal waste, weeding gardens or planting flowers)
- **Housekeeping:** vacuum, wash floors, clean bathrooms, do laundry, dust, clean the fridge
- **Minor home repairs:** clean eaves troughs, repair gates/fences and stairs/handrails, change light bulbs, replace door knobs, repair flooring, install grab bars, clean windows (without removing windows)
- **Others:** electricians, plumbers, transportation providers, house sitters, moving services

### Referral Process

- When seniors call the home support coordinator, they are asked questions to determine the best referrals to suit their needs.
- Each district maintains a list of service providers who have been screened and vetted. When seniors request services, they are given a minimum of three referrals.
- The home support coordinator, who provided the referrals, will follow up to check if the client contacted or used one of the providers.

All districts collaborate their services to evaluate if their programs are meeting the needs of seniors or if improvements could be made to help seniors remain in their homes/communities longer.