



ANNUAL REPORT 2015

Our Vision

All seniors in southwest Edmonton enjoy an enhanced quality of life.

Our Mission

SWESA provides opportunities for adults 55+ in southwest Edmonton to pursue healthy and satisfying lives through engagement in a variety of programs and through social connections.

Our Values

Respect
Program diversity
Collaborating with other organizations
Lifelong learning
Building social connections
Social and cultural inclusion
Being responsive to the needs of our community
Sustainability

Southwest Edmonton – A Great Place to be 55+

PRESIDENT'S REPORT (Carol Bigam)



In June 2012 SWESA (SouthWest Edmonton Seniors Association) was registered as a non-profit organization focused on addressing the social, cultural and recreational needs of the more than 30,000 individuals aged 55+ in southwest Edmonton. Since then, SWESA has grown to a paid membership of nearly 300, hired a Program Coordinator to oversee membership activities, developed partnerships with other community groups, and increased programming in two locations.

In 2015, SWESA initiated a membership fee of \$30.00 *per* person (consistent with other Edmonton seniors centers). Our members receive discounts and priority registration for SWESA programs, as well as a special discount at City of Edmonton sports and fitness facilities. We have also been able to negotiate membership rates for selected venues and special events.

We were pleased to receive a second Seniors Centres Emerging Grant from the City of Edmonton to continue developing our programs and activities. We were successful this past year in obtaining approval for a casino license and are scheduled to hold our first casino in mid-2017. Meanwhile, our Fund Raising Committee is reviewing ways to diversify our funding to increase program capacity and services.

During the course of 2015, we were busy developing SWESA's infrastructure. We have established committees to assist with the work load and instituted appropriate policies and procedures. Our 2015-16 Business Plan has guided our work to date and is assisting us in building the capacity to operate as a fully operational seniors centre and to sustain operations from year to year.

Thanks to all who have assisted on the Board and as volunteers this past year and to the City of Edmonton for its support and encouragement. Without your dedication we would not have been able to accomplish what we have. You have made SWESA a great place to meet people, attend programs and talks, and have fun!!!

CURRENT SWESA BOARD OF DIRECTORS

Carol Bigam	President
Mack Fysh	Vice President
Shirley Adam	Acting Treasurer
Phil Brooks	Past President
Judy Baker	Member
Ellen Frombach	Member
Bob Hoddinott	Member
Barbara Olsen	Member
Elaine Parfitt	Member
J.Lawrence Tymko	Member
Kathy Trepanier (<i>ex officio</i>)	Volunteer Consultant
Earl Bubis (<i>ex officio</i>)	Liaison, City of Edmonton

COMMITTEE REPORTS

FINANCE (Shirley Adam)

The year 2015 has been very successful in some areas and challenging in others. I assumed the role of Acting Treasurer in September 2015 when the need arose. Thanks to Lou Marta, our bookkeeper, for teaching me the accounting system, SAGE 50, which has enabled me to keep our records up-to-date.

Fundraising is our priority as it is necessary for SWESA to become sustainable. We are working in this area now and would welcome ideas or suggestions from anyone with expertise in this field.

Our fiscal year end is December 31 and our 2015 books were audited by two SWESA members in good standing, Sue Whittington and Leona Penner. Our thanks for their donation of time.

HUMAN RESOURCES (Shirley Adam)

SWESA had two Program Coordinators in 2015, both of whom did a great job. Elizabeth Bouchard, hired in January 2015, resigned in August to have her baby. Jennifer Hanrahan, with two weeks training overlap, continued in the position.

Our Committee prepared job descriptions, developed the hiring procedure, and designed the on-going evaluation process. Our vision is to assist the Association's growth, while working towards sustainability. We hope to have the resources to hire more staff in the future.

MARKETING AND COMMUNICATION (Ellen Frombach)

The Committee, formed in April 2015, focuses on the delivery of SWESA information to its members, funders, and the community. It supports all of SWESA's Committees in achieving the goals of the Business Plan.

Achievements this year included the completion of a Case for Support, geared to provide information to prospective funders on the future directions of the organization. Policy development was also high on the agenda and included the development of policies to guide communication tools for members, to implement Canada's Anti-Spam Legislation, and to define readable text. The development of Facebook policy led to the introduction of SWESA's Facebook page on January 1, 2016. SWESA also published its first Annual Report in April 2016 under the direction of this Committee.

MEMBERSHIP (Shirley Adam)

In 2014, SWESA's Board introduced a membership fee of \$30.00 per person for the calendar year January to December 2015. Our Committee developed support materials for our membership campaign, including membership forms, member cards, receipts, and website updates to accommodate our needs.

The campaign started off slowly, but by the end of October 2015 we had 278 paid members. We also had numerous phone calls and e-mails asking for **2016 Program Guides** from individuals who wanted to know what programs SWESA would be offering in the next quarter.

Our campaign began November 1st, 2015 and by December 31, SWESA had 150 paid members for the following year (2016). This far exceeded the previous 2014 campaign. Our next increase in members will occur when our snowbird group and those individuals who don't participate in winter due to inclement weather return in the spring.

We appreciate our members and wish to encourage continued growth. We have limited space, however, and, therefore, sometimes cannot accommodate everyone. We will continue to monitor, evaluate, and work to provide the best services for our Association and its members.

PROGRAMS (Carol Bigam)

This is an exciting time for programming at SWESA. We now offer over 50 programs on a wide range of fitness, health, nutrition, social and educational topics as well as our popular monthly luncheons. SWESA also has speakers on many topics of interest to seniors, often relating to health or security.

Many members attended our mid-summer Popovich Dinner Theater. Also during the summer our Board members and volunteers joined in the fun at the Blue Quill Party in the Park and the Terwillegar Farmers Market and flipped pancakes at the community Seniors Pancake Breakfast held at the Blue Quill Community Centre. SWESA members have also enjoyed a number of bus trips. We visited several multicultural centers, toured the Christmas lights and went on a day-long trip to the Rosebud Theater Summer Opera House where we saw the Wizard of Oz.

SWESA frequently partners with Edmonton Public Library (EPL) to offer a variety of technological sessions (i.e., **Go Go Gadgets, Introduction to Facebook, Introduction to Photo Apps, EPL + Tablet = Fun**). A **Go Go Gadgets** workshop with EPS was offered to members of the Korean Lions Association in Korean

For a complete listing of SWESA programs and events, please consult our website and/or SWESA's current Program Guide.

VOLUNTEERS (Elaine Parfitt)

The Volunteer Committee was established this year and has formulated terms of reference and volunteer policies and procedures. Our members include Rose Bateman, Jennifer Hanrahan, Kathy Trepanier, and Mary Wagner.

We did a recruitment mail out, including an application form, job descriptions, and vacancies. Currently, SWESA has a volunteer core of approximately 50 individuals.

We have developed a data base and tracking system for volunteer hours. We have also planned a Volunteer Appreciation event for April 12th at which all SWESA volunteers will be honoured.

Thank you to all committee members and volunteers who make SWESA's programs and activities possible.

BUSINESS PLAN (Carol Bigam)

At last year's AGM, SWESA's Board tabled a two year business plan (2015-16) focused on building the capacity to operate a seniors centre. In March 2016, the Board

completed its second quarterly status report on progress to date. Some of the highlights not already covered in Board Committee Reports include:

- Program Guides are produced on a regular basis.
- A weekly bulletin is sent out to members with program and event news.
- A regular newsletter is provided to members and community partners.
- A Facebook page was added to share program information.
- Customized maps were developed for SWESA to use census data in planning programs and addressing access concerns in southwest Edmonton.
- Standing Board Committees have been struck and are active.
- Board policies have been written to ensure continuity between Boards.
- An orientation package and Board binders have been developed to support Board transition.

The biggest challenge for SWESA in moving forward on this business plan is the focus on fund raising capacity.

BOARD RECRUITMENT (Carol Bigam)

The March 2015 Board recruitment campaign resulted in a slate of ten Directors for election at the April Annual General Meeting. To fill vacancies that occurred during the summer, a second campaign was run in the fall and additional Directors were appointed by the Board to fill the vacancies. These appointees and any new nominees will be put forward in the slate at the 2016 Annual General Meeting.

In addition, the Board approved policies written by this Committee on Board recruitment, orientation and the confirmation of the Executive and Portfolio positions.

SouthWest Edmonton Seniors Association

Balance Sheet (audited)

As at December 31, 2015

Assets

Current:

Petty Cash	\$ 50
Bank	<u>67,833</u>
Total Assets:	\$ <u>67,883</u>

Liabilities

Prepaid Membership	4,410
Total Liability:	\$ <u>4,410</u>

Equity

Retained Earnings Previous Year	\$ 19,062
Current Earnings	44,411
Total Equity:	\$ <u>63,473</u>
Liabilities and Equities	\$ <u>67,883</u>

SouthWest Edmonton Seniors Association Statement of Income (audited)

For the year ended December 31, 2015

Income:

City of Edmonton	\$ 100,000
Other Grants	2,944
Social Services	667
Recreational Programs	14,102
Nutrition Services	4,358
Health and Wellness	737
Community Development	1,813
Memberships	8,350
Donations	750
Fund Raising	274
Other	372

Total Revenue: **\$ 134,367**

Expenses:

Staffing and Benefits	\$ 46,113
Social Services	564
Recreational Programs	14,320
Nutrition Services	2,748
Community Development	309
Volunteer Services	168
Office Supplies	1,749
Telephone	1,274
Rent	19,440
Website Maintenance	315
Postal Charges	430
Bank Fees	82
Insurance	800
Advertising and Promotions	780
AGM and Board Meetings	610
Other Expenses	254

Total Expense: **\$ 89,956**

Net Income/Loss for the Year: **\$ 44,411**