



# 2018 Annual Report



# President's Report

Chris Powell

When I presented the budget at last year's AGM, I said that 2018 would be a watershed moment for the organization. Little did I realize how significant of a change that would be. This year has seen amazing growth in all aspects of our organization – membership, volunteers and programming. While this is exciting news, it has also created many challenges for us.

On your behalf, the Board worked very hard over the past year to support this growth and to ensure that SWESA is well positioned for the future. Some of the initiatives were:

- Significantly revamping the 5-year strategic plan
- Investing in current technology (MySeniorCenter) to streamline administrative processes and provide information to support planning and decision making
- Applying to the Canada Revenue Agency (CRA) for registered charitable status to enhance revenue generating opportunities
- Developing a 3-year financial plan to support the strategic plan
- Enhancing the organization's credibility through the preparation of audited financial statements
- Improving its financial tracking processes for programs
- Continuing to look for adequate space in the short term and partner with other organizations.

But this is only part of the story. SWESA's major strength is its members. We are member-driven and because of this we can be very responsive to the requests of our members. Our 2018 membership survey had almost a 60% response rate and we have closely examined the results to improve our programs. We have recently started evaluating each of our programs and are committed to reviewing the results in order to address any concerns in a timely manner.

Many of our members volunteer to help SWESA run smoothly. Without their contribution, the organization would not exist.

The third component of SWESA's success is its dedicated staff - Jennifer Hanrahan and Barbara Newell who work tirelessly for our members and continue to provide excellent programming and services.

SWESA's biggest challenge will be maintain this momentum and move forward to bigger and greater heights. I have no doubts that we will be able to achieve more as we continue to work together.





## **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**

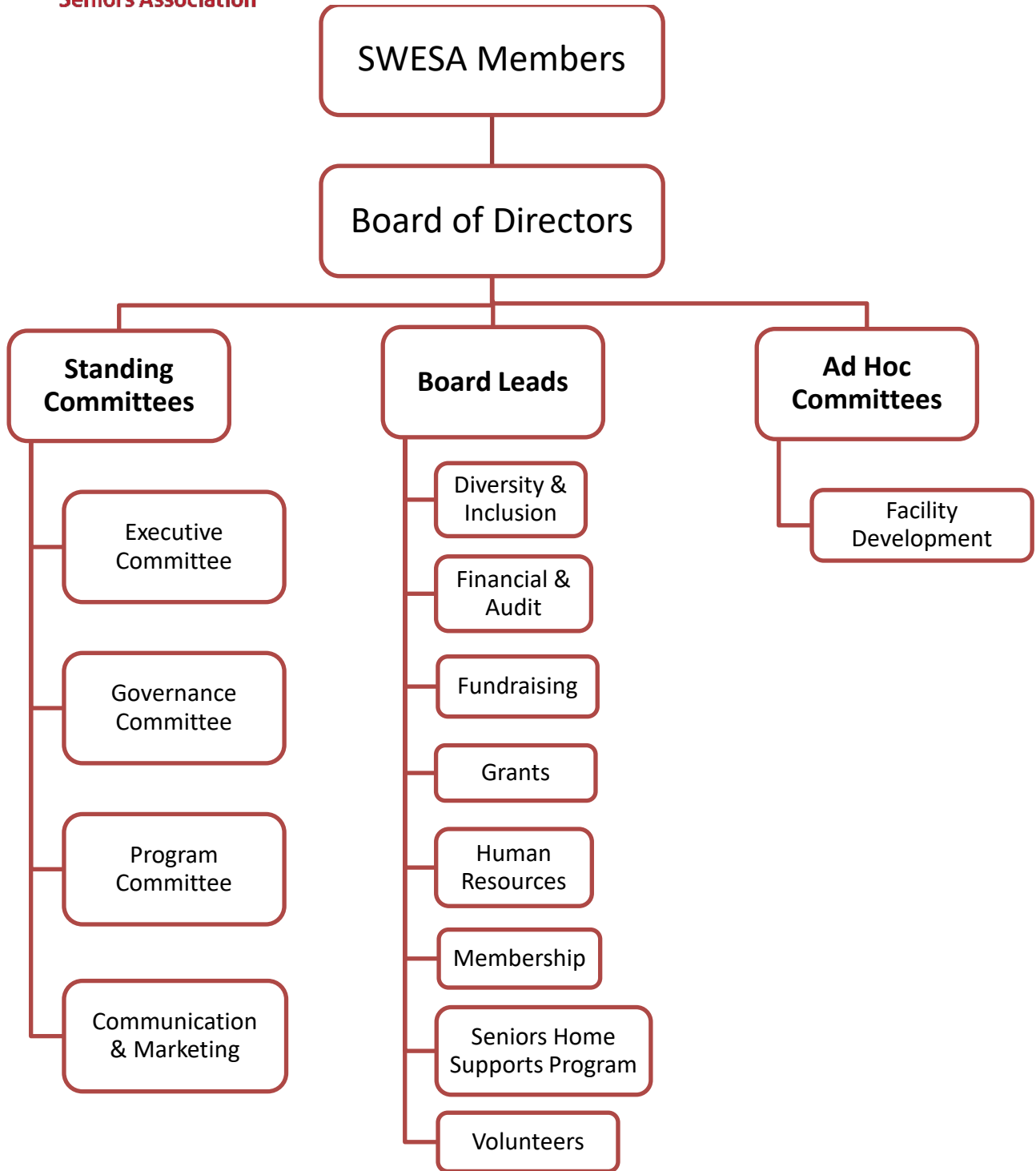
Collaboration: working with others to achieve mutually beneficial goals

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 2018-2019

President: Chris Powell  
Vice-President: Judy Baker  
Treasurer: Sam Radke  
Secretary: Judith Abbott  
Governance: Lawrence Tymko  
Program: Judy Baker  
Communication & Marketing: Carol Vaage  
Diversity & Inclusion: Rob Agostinis  
Financial & Audit: Sam Radke  
Fundraising: Rob Agostinis & Bob Power  
Human Resources: Chris Powell  
Membership: Pamela Williams  
Seniors Home Supports Program: Josie Richardson  
Volunteers: Bob Power  
Facility Development: Lawrence Tymko  
City of Edmonton Representative: Shelley Kwong

### SWESA Staff



Jennifer Hanrahan  
Program Coordinator



Barbara Newell  
Seniors Home Supports Program

# Program Report

Judy Baker

The Program Committee was very active in 2018. Many thanks go to our fabulous Program Coordinator, Jennifer Hanrahan, for all the effort she put into making our programs so great! We are pleased to announce that Program spaces increased from 6400 in 2017 to approximately 9200 in 2018, which is almost a 50% increase.

Our work also involved updating our Terms of Reference as well as developing Policy on Luncheons and the Luncheon Procedures. We started a review of program finances to allow us better decision-making about program pricing in the future. Several members of the Lunch Bunch have successfully completed an AHS Food Safety course.

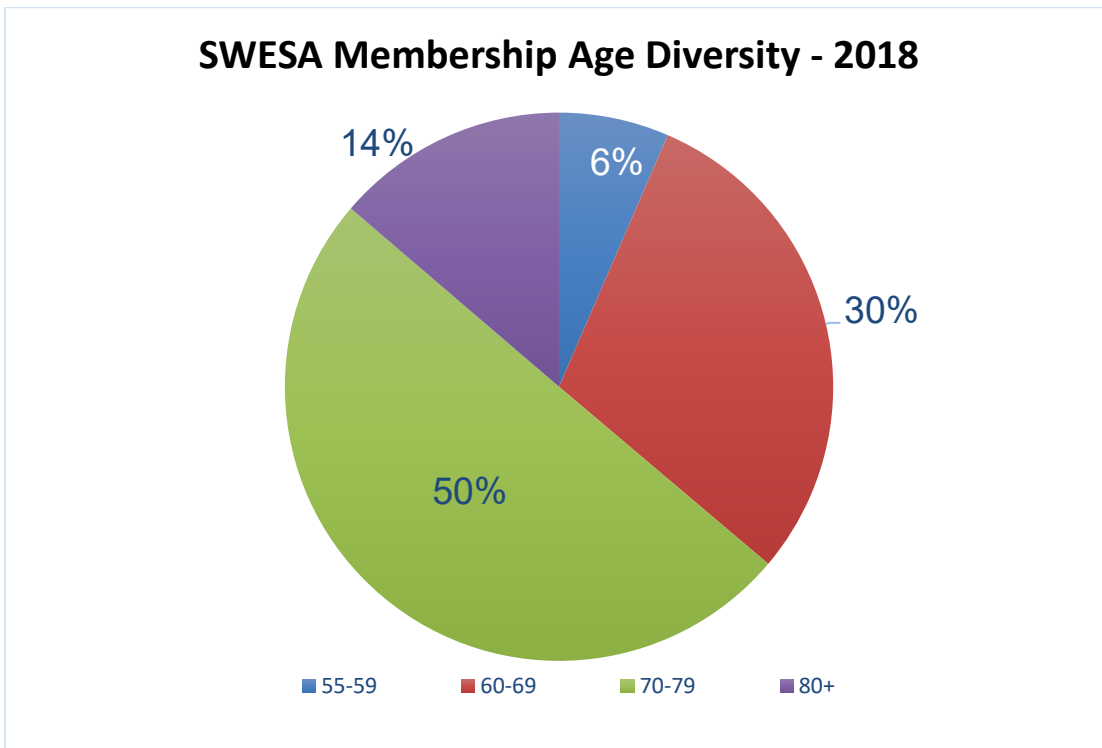
A key goal was to implement feedback from our members and so we piloted an evaluation process for lunches and other programs. Most evaluations have been very positive, and any comments are followed up for future improvements.

Several new initiatives were introduced over the past year. We piloted and successfully implemented the sale of alcohol at our monthly lunches. A new sound system was purchased and after a few startup problems were ironed out, it has contributed to a better sound. We also tried opening the facility for social interaction and cards for 3 days over the Christmas holiday and it was very successful. As well, there are significantly more games, cards, art classes, health and wellness programs, and toonie talks.



## Membership

SWESA experienced an unprecedented growth in 2018 (52% increase from 2017) and that was without the benefit of any formal membership drive. As we move forward, one of the challenges will be to ensure that SWESA will have the capacity to meet the needs of its members.





## **Facility Planning**

**J. Lawrence Tymko**

Throughout 2018 SWESA continued to progress along a growth trend-line with regards to membership, program service engagements, and space demands. This development is due in part to a growing, aging population but more so to SWESA's active presence in southwest Edmonton. The result of this growth is that SWESA has outgrown the admin-program space available to it in Yellowbird.

In anticipation of this development SWESA since 2016 has been actively searching out facility space opportunities and options on a two-track basis: short term temporary (up to 5 years) space and long term permanent (5+ years) space. In doing so we have learned that the commercial lease market in southwest Edmonton is very tight and what lease opportunities become available are costly and beyond SWESA's means.

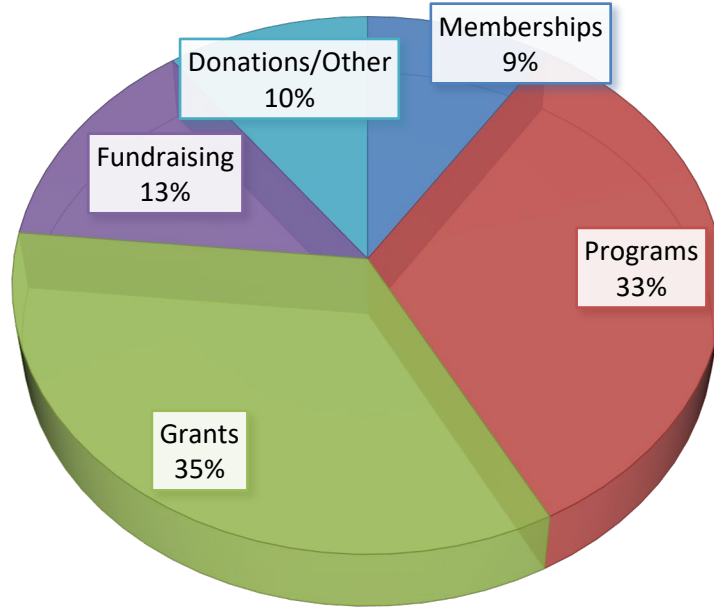
In the meantime, the City of Edmonton has determined it will no longer build large, free-standing senior centres as in the past leaving SWESA to develop innovative space solutions to our space problems. With the traditional pathway no longer available to it, SWESA, having no land on which to site a facility and no financial means to design and develop its own facility, has no option but to consider renting further space and developing partnerships if it is to continue to increase its membership and program service opportunities.

Currently SWESA is in the initial stages of exploring several facility opportunities: Blue Quill Community League (2019-20 occupancy); Oak Hills Community League (North of Lillian Osborne High School) (2022 occupancy); Greater Edmonton Foundation-housing for seniors in Blue Quill (2026 occupancy); and, Chartwell Residents for seniors.

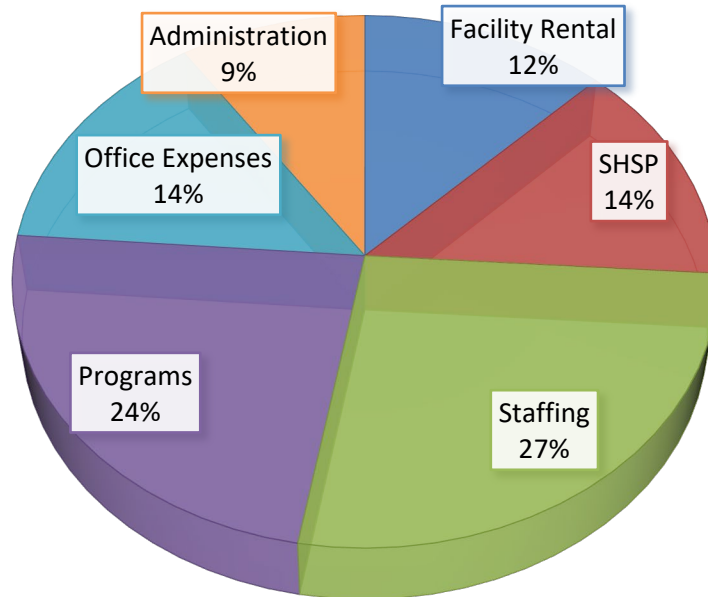
Stay tuned for further developments!

# Financials

## SWESA REVENUE 2018



## SWESA EXPENSES 2018



# Our Volunteers

## Bob Power

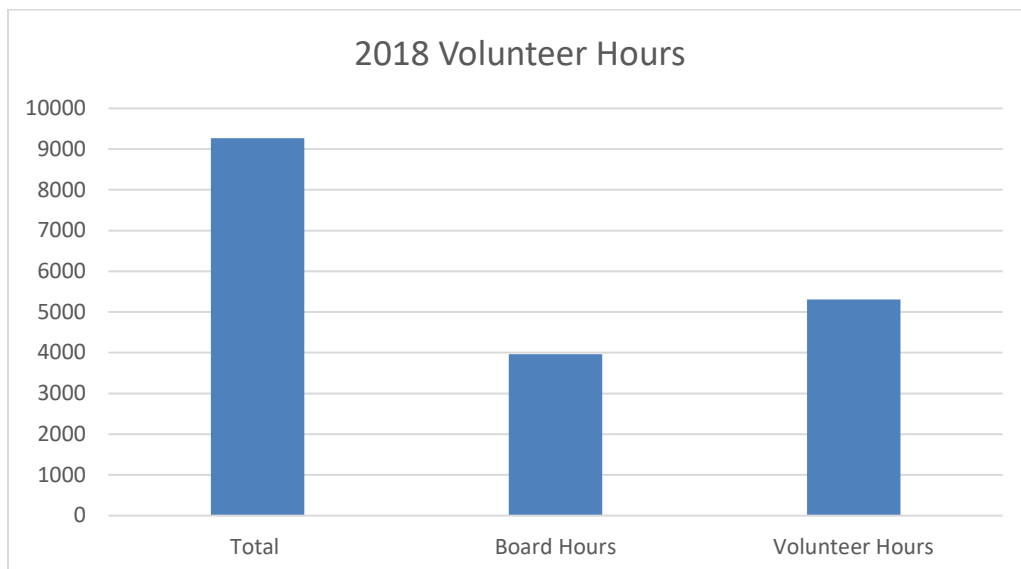
Volunteers are the backbone of this organization. They are dedicated to supporting all events and it shows by the number of hours that they put in.

Our volunteer coordinator works with the Volunteer Working Group to register and invite volunteers to serve on different committees. Front Desk volunteers greet and assist members and guests as well as accepting registrations and fees for programs and memberships.

Each committee consists of several volunteers who help organize and host events, like the luncheon committee. Other volunteers help set up rooms and materials for various programs or promote SWESA through farmer's markets or sales of tickets. The fundraising committee has been very active and required many volunteers for its success.



Volunteer Appreciation Tea 2018



## Fundraising

Rob Agostinis and Bob Power



SWESA in 2018 embarked on an aggressive fundraising campaign through some new initiatives. The extra monies have gone toward the expanding programming for SWESA's increasing membership.

**The Spring Fling** was our first annual signature fundraising event. It was themed *'Under the Tuscan Sun'*. Guests were welcomed with a sampling of sparkling Italian wines and waters, followed by a fashion show and a classic Tuscan dinner complete with wines, beer(s), Italian beverages and a gelato bar. Our Italian themed evening also included opera singing, a silent auction, dancing & door prizes. A great big thank you to all our volunteers. We raised just over \$14000; a phenomenal accomplishment.

UNDER THE  
TUSCAN SUN

**Taste of Edmonton:** SWESA for the last two years has been an integral part of the Taste of Edmonton, selling tickets. Last year we made \$4800 for volunteering. Again, a big thanks to our amazing SWESA and non- SWESA volunteers. See you in July 2019.



**50/50 Draws:** The 50/50 for the year 2018 was \$2570.00 This is for lunches and our Spring Fling.

The fundraising committee has planned upcoming events and functions for 2019:

SWESA is hosting a new event called the **SWESA LIVE ACTIVE EXPO – Promoting Health & Wellness**. This will happen on Saturday, May 11, 2019 from 10 am – 4 pm at the Lillian Osborne High School. So, mark your calendars. This free event will have many exhibitors related to health and Wellness, Break Out Sessions promoting fun activities, lunch and refreshments, entertainment and amazing door prizes and raffle prizes.



Another initiative is our **Fall Fling**. The theme for this fundraising event is Oktoberfest. We will have a buffet dinner, silent auction, dancing, and other entertainment. This event happens on Saturday, October 19, 2019 at the German Club. Mark your calendars for that too.



# Seniors Home Supports Program

**Josie Richardson**

SWESA is one of six senior centers participating in a city-wide Seniors Home Supports Program (SHSP). The purpose of the program is to provide all seniors with referrals to service providers who can be trusted to provide quality, affordable and timely services for home and yard maintenance projects. In 2018 the scope was expanded to include additional service categories of personal services and moving help.

Barbara Newell, our Home Supports Coordinator, is responsible for program development, recruiting and vetting service providers. The program has experienced exponential growth in southwest Edmonton due to her dedication and commitment to the seniors we serve.

As of December 31, 2018, SWESA's Home Support Program had 720 registered clients and received 420 referral requests. Most referrals were for home repair and maintenance, housekeeping and snow removal. 23% of individuals who used the program were SWESA members and 28% were repeat callers. Individuals who used the service reported a 96% satisfaction rate. Reasons for using the service included convenience, safety, independence and inclusion.

Of those registered in the program 39% of the individuals have been identified as low-income. The SHSP coordinator provided ancillary services to callers by advising them of low-income subsidies available, emailing them forms and providing references to a Seniors Outreach worker, even if a referral for service was not given.

Community based presentations by the Home Supports Coordinator have been successful in providing seniors with information on topics relating to home maintenance and in raising awareness of the program. To date, the program has been funded by the City of Edmonton. Funding for 2019 has been approved through a grant from Family and Community Support Services (FCSS).

Program challenges for SWESA included workload, lack of office space, administrative support staff and funding insecurity. The Home Supports Coordinator works at SWESA one day a week and the remaining hours from her home office. At SWESA, a Board Lead offers support and direction, usually via email, and outreach support is offered through Strathcona Place Seniors Centre. On a positive note, additional funding has been received for 2019 which addresses some of the challenges from 2018. Also, Barbara continues to work with a volunteer for support with client follow-ups and

registration at presentation events. The Home Support contact phone number and email is well advertised, and she attends many of SWESA's luncheons and gatherings.