



WESeniors.ca



WE Seniors

Westend Seniors Activity Centre

2019 Annual Report

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WEBSITE**

www.weseniors.ca

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www.youtube.com/channel/UCfrnsffgwaXv9bnDQk4Blxw



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Mission

To be a community based hub for seniors providing services, programs, information and activities that support the healthy aging of seniors.

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2019 BOARD OF DIRECTORS



President, Jay Pritchard
Vice President, Barbara Gibson
Treasurer, Spurgeon Gammon
Director, Brian Quickfall
Director, Burt Krull
Director, Donna Mae Lambert
Director, John Kennedy
Director, Kaye Langager
Director, Marilyn Tywoniuk
Director, Ruth Ann Linklater
Director, Wendy Laws
Director, Sharon Smith

STAFF

Executive Director, Haidong Liang
Office Manager, Sabine Burgess
Volunteer & Event Manager, Heather Riberdy
Recreation Coordinator, Shelley Kulak
Recreation Assistant, Cherrisse Macayan
Administrative Assistant, Donna Chaffee
Community Engagement, Lorena Smalley
Project Assistant, Thomas Zheng
Community Outreach Coordinator, Shirley Kilsdonk, RSW
Accounting Services, Kathy Dicks
Community Café Program Manager, Tracey Treidler
Community Café Chef, Desirae Parker
Kitchen Help, Samuel Agustin

EXECUTIVE DIRECTOR'S REPORT



Dr. Haidong Liang
Executive Director

I hope you have been staying healthy and positive during this pandemic. We never expected our Annual General Meeting (AGM) would be postponed this long; but now, thanks to our innovative Executive Committee (President, Vice President and Treasurer), they have come up with an innovative way to do a digital AGM. Through this AGM, we hope that we will be able to engage more members in understanding the importance of this organization to seniors in the community and in helping us to become the finest seniors centre in Alberta.

2019, in my opinion, was one of the best years in our Centre's history. Westend Seniors Activity Centre was recognized as one of the only two organizations that received the **Minister's Seniors Service Award** Alberta wide. And, our volunteers were the reason for this award. Last year, our volunteers contributed 12,895 hours (equivalent of \$193,425) to our organization, which is equivalent to paying 5 full time staff in the non-profit sector. THANK YOU! WESeniors Volunteers!

2019 also witnessed our improvement in every single department - Recreation Programs, Community Outreach, Volunteering, Community Engagement and Communication, and Community Cafe. Our Staff team firmly believes that for every single senior we serve through our programs/services, we are making a positive difference in their lives. Thanks to our members' innovative ideas and constructive feedback, our staff team realized that we always have room to improve and we will continue to make our Centre meet and exceed your expectations.

Our Centre continued to be seen as one of the very few innovative players in the non-profit world to establish multi-sectoral (i.e., public, non-profit, for-profit) partnerships. Our 90 page thick program guides, Annual Older, Bolder, Better!™ Seniors Symposium and Exhibition, toonie talks, various special events and functions were perfect examples of our Centre's growing inclusiveness, openness, and responsiveness.

We have accomplished a lot in 2019 and we were so looking forward to a more successful 2020. The pandemic interrupted our operation in mid-March, but our Board, Volunteers, and Staff team immediately responded to this challenge and has been trying our best to serve our seniors in the community. When we reopen, I hope our Centre will give you even more confidence and pride to be part of our "WE Seniors movement" - being a virtual and physical community hub for all seniors in Edmonton and in Alberta!

Stay Healthy, Stay Strong, Trust the Process!

Haidong Liang, PhD, Executive Director

PRESIDENT'S REPORT



Jay Pritchard
President

In 2019 Westend Seniors Activity Centre (WSAC) was “humming” with progress and enthusiasm. Our many volunteers, our staff, our Executive Director and our Board have worked together closely to facilitate growth in all aspects of the organization and to engender excitement and positivity throughout the Centre. Seniors (members and non-members) have responded to this persistent “humming” by providing the harmony parts necessary to make WSAC’s overall voice clear, integrated, sustaining and satisfying for all involved.

In 2019 Alberta’s Minister of Seniors identified WSAC as the finest seniors activity centre in the province. Avenue Magazine acknowledged our Executive Director as one of Edmonton’s top up-and-coming young leaders. These accolades, while greatly appreciated, give external testament to our accomplishments but don’t tell the real story.

To follow are a few of the many accomplishments contributing to the establishment of a solid foundation upon which we will build WSAC’s future include:

- New Bylaws were put in place and became available online
- New Board Policies were put in place and became available online
- The three year Strategic Plan has been revised and became available online
- New Administrative Procedures for all aspects of our operation have been developed
- Accessibility and visibility of staff and Board Members was enhanced
- Organizational transparency has been enhanced by making Board Meetings open to the public, by making Board Meeting Agendas and Minutes available online and by continuing quarterly informal meetings with members
- New procedures and formats for financial reporting were developed
- An improved method for developing and monitoring the budget were developed
- An enhanced focus on accessing relevant grants was adopted

I will close by stating that the Board of Directors is unequivocally satisfied by the work of our Executive Director and believes that Board oversight, financial prudence, and a sincere focus on the future continue to characterize the governance orientation of the organization.

Jay Pritchard, President

ADMINISTRATION & MARKETING

OBSERVER (PRINTED MONTHLY NEWSLETTER)

Over 600 members picked up our Monthly Newsletter each month. Our Newsletter was also handed out at external event promotions. Approximately 10,000 newsletters were printed in 2019!

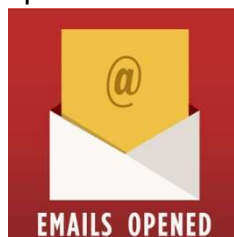
E NEWSLETTER

SUBSCRIBERS

We had 816 new E-Newsletter subscribers in 2019 and a total of 1540 on December 31, 2019.

OPEN RATES

Open rates are one of the best ways to tell whether your email strategy is working.



This number shows what percentage of your audience opens the emails you send them. If you have a great open rate, it usually means your subject lines resonate with your audience.

- The average open rate for ALL industries analyzed by Mailchimp in 2019 is 21.33%.
- Our WESeniors e-newsletter **average open rate for 2019 was 65% (3x the overall average of all industries!)**



Mailchimp also provided examples of what they consider to be successful open rates in 2019. This number shows whether or not your audience finds the emails you send relevant enough to click through for more information.

- The most opened emails are related to government, with an open rate of 28.77%.
- Emails sent by hobbies entities come in second, with a 27.74% open rate.
- Emails about religion came in third with a 27.62% open rate.

CLICK RATES

Another good way to check how well your emails are working is to take a look at the click rates.

The click rate is a percentage that tells you how many successfully delivered emails got at least 1 click. This number shows whether or not your audience finds the emails you send relevant enough to click through for more.

- The average click rate for ALL industries analyzed by Mailchimp in 2019 was 2.62%.
- Our WESeniors e-newsletter **average click rate for 2019 was 20.8% (Almost 10x the overall average!)**



Mailchimp reported that the standard click rates in 2019 were:

- Hobbies had the highest click rate, which is 5.01%.
- Media and publishing newsletters saw the second highest click rate, at 4.62%.
- Government came in third, with a click rate of 3.99%.

ADMINISTRATION & MARKETING

WEBSITE

We created a more engaging website with a lot more information for you at your fingertips.



FACEBOOK

Page Likes

January 2019 = 532
December 2019 = 621
Increase = +89

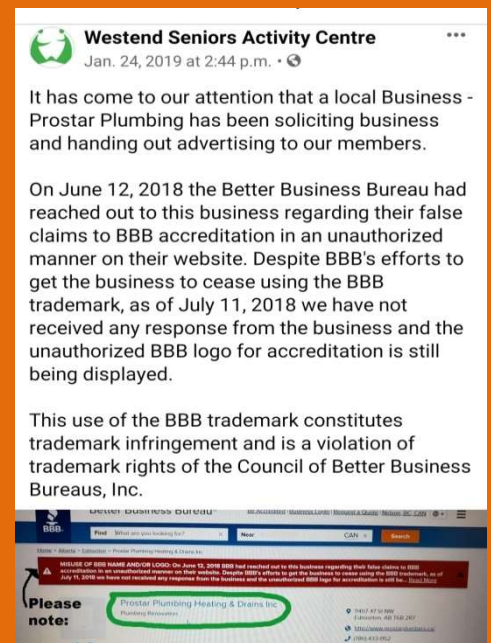
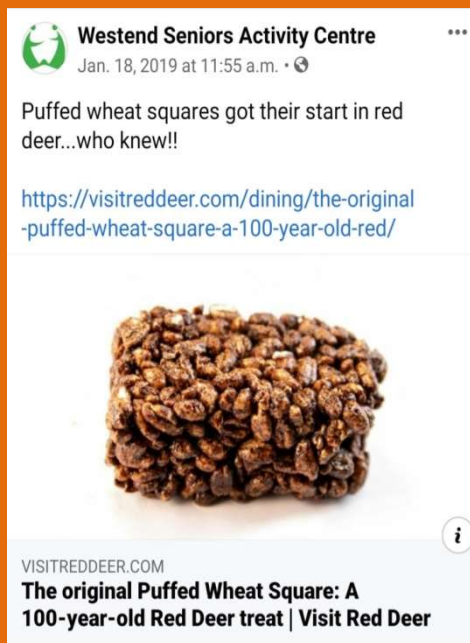
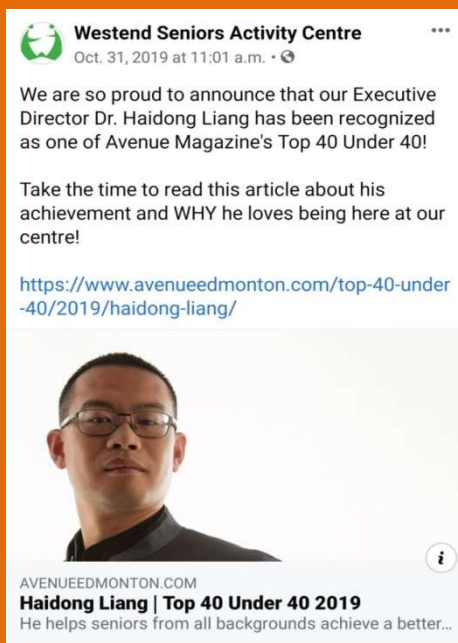
Total Reach = 184,185

The number of people who had our Facebook post enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)

Total Engagement = 15,793

The number of unique people who engaged in certain ways with our Facebook post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. (Unique Users)

TOP FACEBOOK POSTS



ADMINISTRATION & MARKETING

TOP FACEBOOK POSTS



TRENDS FOR HIGHER ENGAGEMENT

- The majority of the posts included a photo
- Posts featured highly shareable content that could be applicable to a wider audience for betterment of community
- Posts featured WSAC events/news

FRIENDS OF WSAC

Non-profit & Business Working Together

What is “Friends of WSAC?”

Friends of WSAC are businesses vetted by the Westend Seniors Activity Centre that are dedicated to providing services to Edmonton and area seniors. They belong to an elite networking group focused on addressing the needs and challenges seniors face in their daily lives.

- We begin recruiting members for our Friends of WSAC each summer.
- Businesses are given the opportunity to do “Toonie Talk” presentations during our Winter programs (January to March), Spring programs (April to June) and Fall programs (September to December)
- There were 31 businesses and non-profit organizations that were members of our Friends of WSAC Program in 2019.

ADMINISTRATION & MARKETING

YOUTUBE

We have 130 subscribers of our YouTube channel and our videos had 683 views in 2019

Our top 3 most watched videos were actually videos we created in 2018 as part of our commercials:

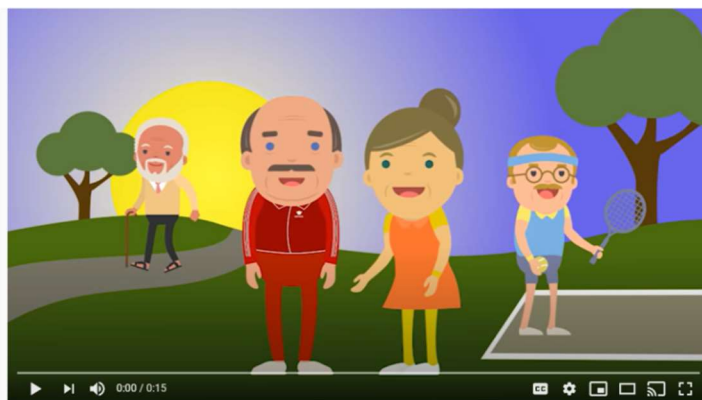
1. Getting To Know Westend Seniors Activity Centre
2. Connect At the Westend Seniors Activity Centre
3. Accessible Services At Westend Seniors Activity Centre



Getting to Know Westend Seniors Activity Centre



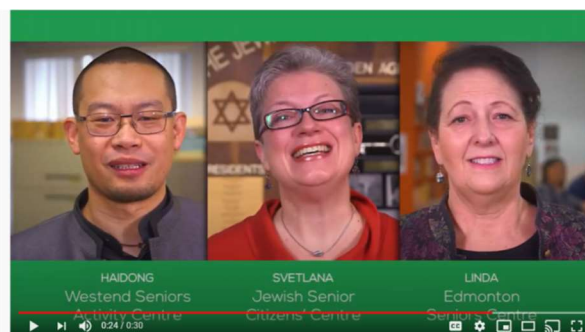
Connect at the Westend Seniors Activity Centre



Accessible Services at Westend Seniors Activity Centre

The next most popular videos were created in 2019 and featured on our YouTube page and across all of our marketing platforms

1. **Welcome Aboard. Start Your Journey With Us** - This video promoted WSAC as well as the Edmonton Seniors Centre and Jewish Seniors Centre with the message "Seniors Centres - Friends For Life"
2. **This Is What It Is Like To Be A Senior** - This video featured us asking children "What will you do when you are your grandparents age" and then had them watching a video of the different activities seniors are doing to help promote healthy aging
3. **Dementia Prevention Through Diet** - this video outlined the importance of a healthy diet as a way to prevent dementia



Welcome Aboard Start Your Journey With Us



This Is What It Is Like To Be A Senior

Subscribe to our
YouTube Channel

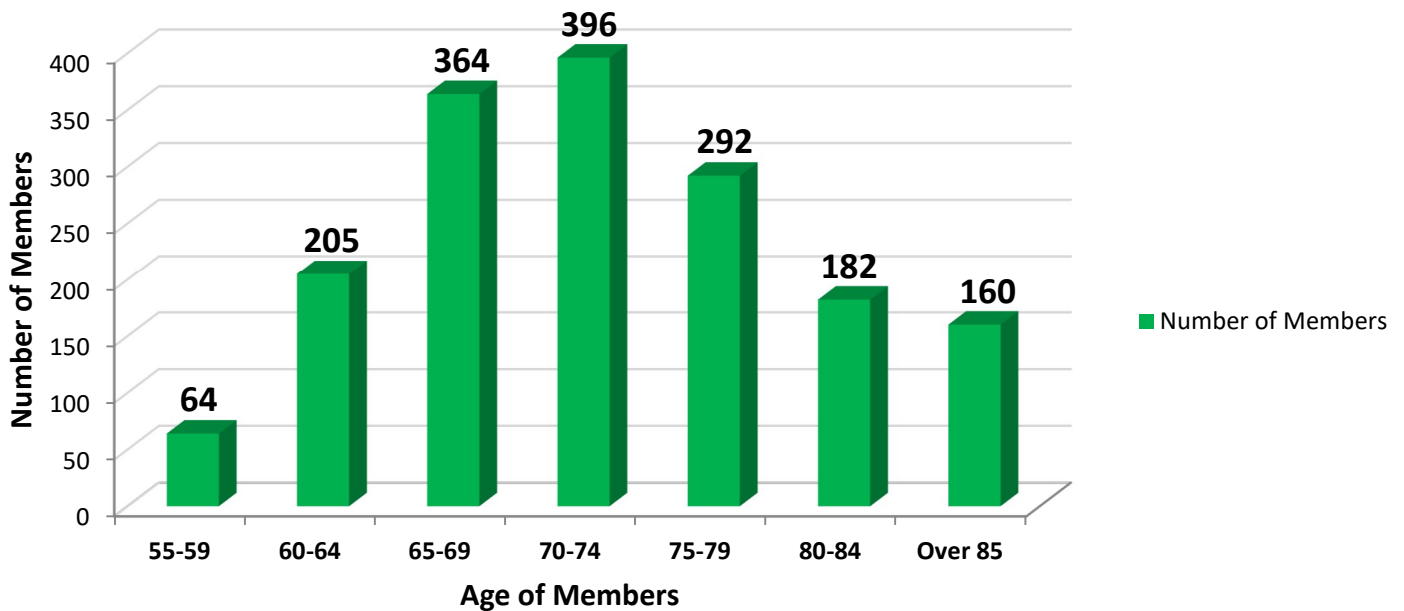
www.youtube.com/channel/UCfrnsffgwaXv9bnDQk4Blxw

DEMENTIA PREVENTION
THROUGH DIET

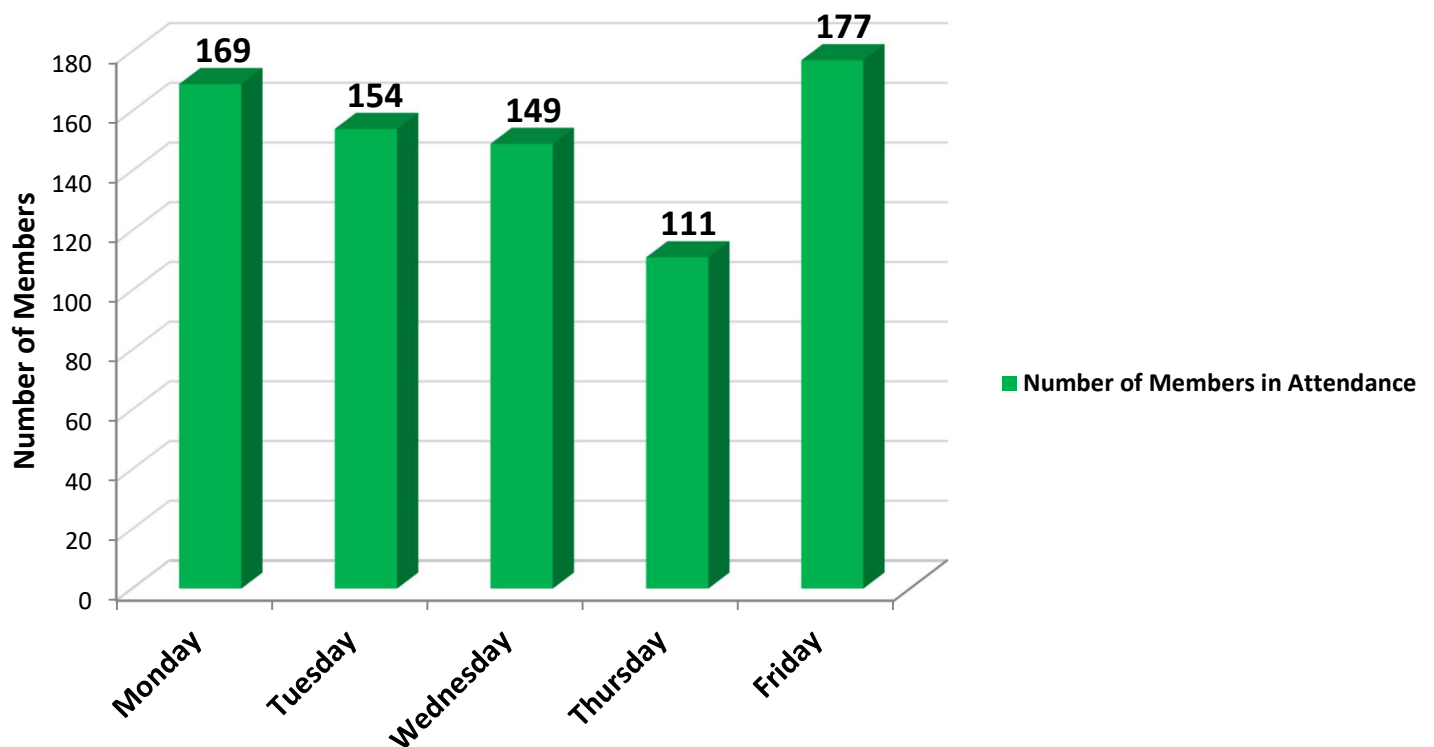


PROGRAMS REPORT

AGE DEMOGRAPHIC OF MEMBERS

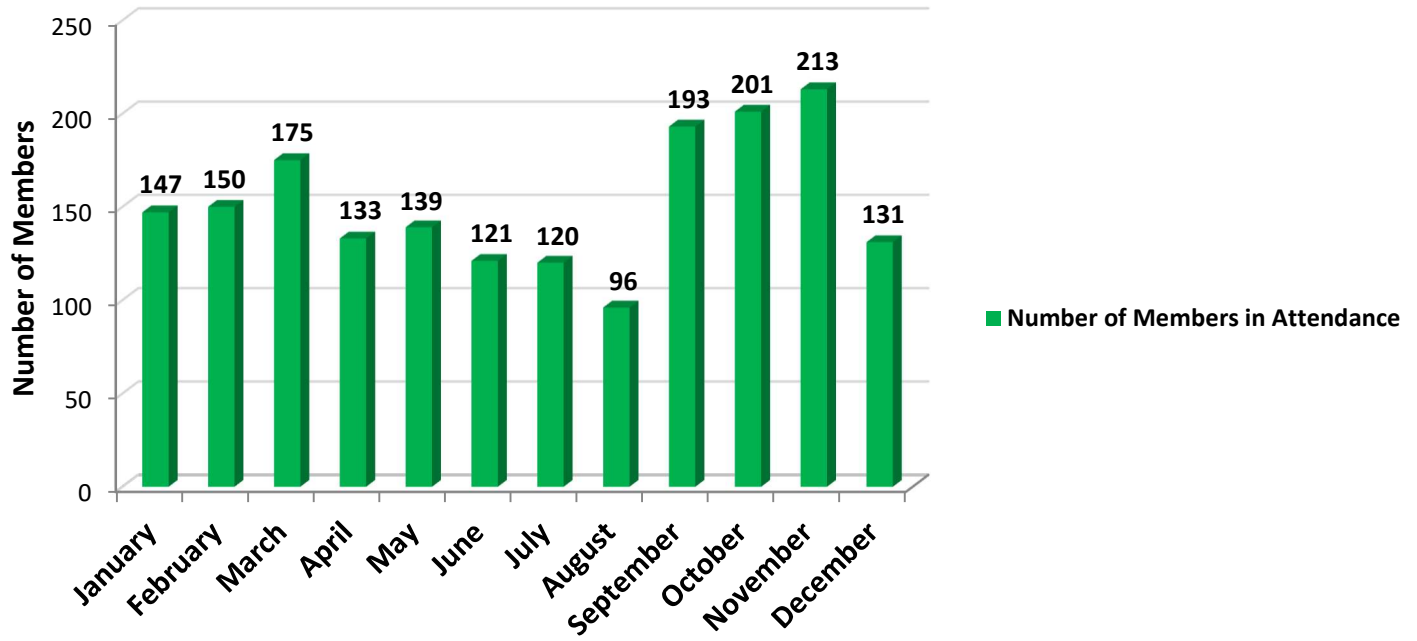


AVERAGE DAILY ATTENDANCE



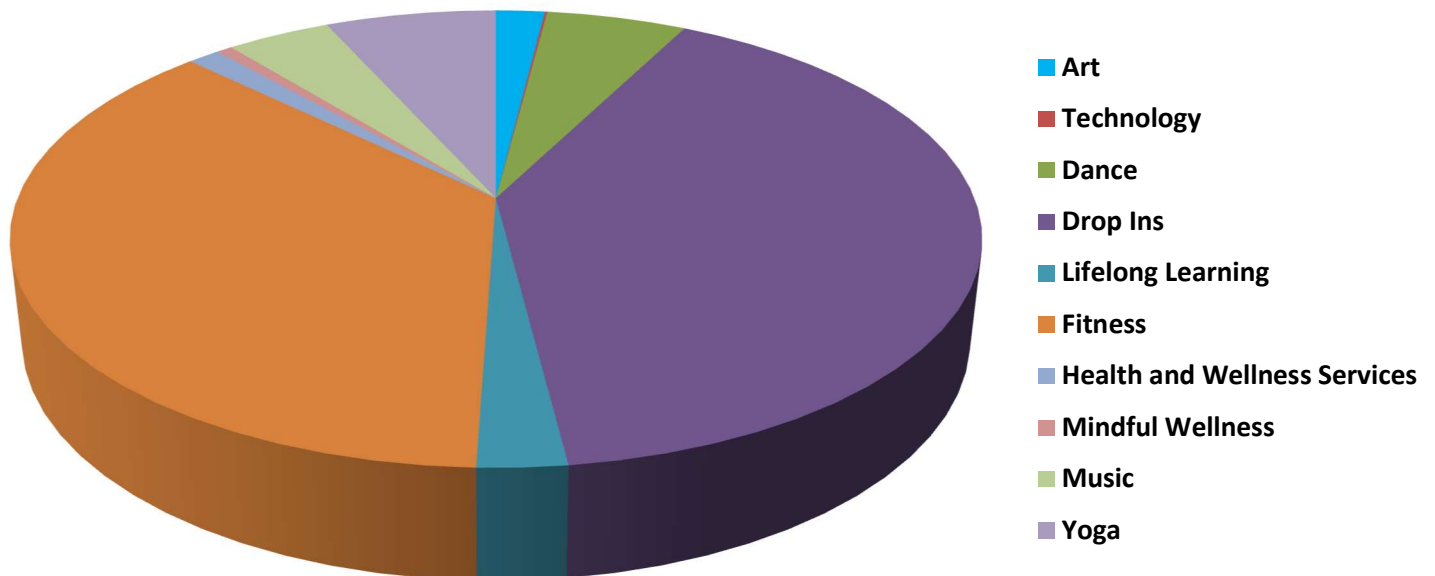
PROGRAMS REPORT

AVERAGE DAILY ATTENDANCE BY MONTH



ACTIVITIES – TOTAL NUMBER OF MEMBER SIGN-INS

A total of 37,551 programmed classes and drop-in sessions were utilized during 2019 by 1,623 members. The drop-in programs and fitness classes continue to be the best attended programs at WSAC.



PROGRAMS REPORT

PROGRAMS & PARTNERSHIPS



Westend Seniors Activity Centre continues to partner with the University of Alberta's Kinesiology 385 class to offer members an eight week personalized fitness training program. During 2019, 34 members participated in the program. The partnership also expanded to have WSAC registered with the Community Service Learning Office at U of A.



As well, we partnered with our Community Connectors and transportation providers, Drive Happiness and Driverseat, to allow members easy access to the Conversation Café at the University of Alberta – a new and integral part of the KIN385 project.



WSAC partnered with Primary Care Networks in the Fall of 2019 to provide space for their multi-disciplinary team to serve seniors with dementia and their care givers. The program also includes lunch, served by WSAC's Community Café. The program will run for 8 week sessions over 2 years, commencing in 2020.



During 2019, a partnership was created between WSAC and the YMCA of Northern Alberta with the goal of providing low cost alternatives for technology courses. The courses are slated to begin in January 2020.



2019 Minister of Seniors Award



The Minister's Seniors Service Awards (MSSA) recognizes exceptional volunteers and outstanding organizations.

Across the province, dedicated Albertans volunteer their time to brighten the lives of seniors and build their communities while countless organizations work tirelessly to provide much needed supports and services.

Among over 50 nominations province wide, Westend Seniors Activity Centre is one of the two organizations that were recognized with 2019 Ministers' Seniors Service Awards.



This category recognizes Alberta organizations that are not-for-profit and rely on volunteers to support seniors. Organizations are recognized for the positive impact their volunteer services have in supporting seniors, locally or provincially, to help them participate in their communities and stay healthy and engaged.

VOLUNTEERS REPORT

People choose to volunteer for a variety of reasons. For some, it offers the chance to give something back to the community, or make a difference to the people around them. For others, it provides an opportunity to develop new skills, or build on existing experience, and knowledge. Regardless of the motivation, what unites them all is that they find it both challenging and rewarding.

At WSAC, our volunteers are making a difference every day in our small little piece of the world. They take pride in their work, laugh and connect with others, and are always willing to help out when needed. They make our centre the welcoming and vibrant hub that it is. On a recent survey, when asked how satisfied our volunteers were with their volunteer experience at WSAC the majority rated it at 9 or 10 out of 10.

With the growth at WSAC this year, we have had to rely on our volunteers more than ever and they have come through for us time and time again. We saw increases in hours given by our Board of Directors, The Silvertones, Choir Sing Outs, Front Desk Reception, the Birthday Party Committee, Outreach, Volunteer Instructors and several other areas. This is reflected in our increased membership, new events and programs and by all the positive changes with our bylaws and policies.

VOLUNTEERS REPORT



WSAC continues to thrive and grow largely in part to a dedicated group of volunteers that give their time so willingly.

There are so many areas of the Centre that rely on volunteer involvement and commitment to keep things running smoothly. These areas include:

Board of Directors

Our Board of Directors have put in an enormous amount of time this year in revising our bylaws, policies and procedures. They play a vital role in influencing the future direction of our Centre as a whole.

Volunteer Reception Staff

Our Volunteer Reception Staff are the face of the organization. They are the first interaction that members and visitors have when they call or come to the Centre. Our friendly, helpful front desk volunteers look after program registrations, payments, inquiries and a variety of administrative duties.

Kitchen Volunteers

This year has been a year of growth in our Café and has given our Kitchen Volunteers the opportunity to express themselves with their favourite recipes. They work hard on a daily basis to ensure that our members and visitors have healthy, affordable meals to enjoy.

Volunteer Drop-in Coordinators

Our Volunteer Drop-in Coordinators collect drop-in fees, assist other members with activities and provide valuable feedback to the program department.

Program Instructors

Our Program Instructors teach various classes according to their expertise.

Event Preparation & Cleanup Volunteers

Our Event Preparation & Cleanup Volunteers assist with set-up, decorating, serving, clean-up for various functions, as well as acting as hosts to ensure guests enjoy their experience.

Greeters

Our Greeters welcome everyone at events, hand out brochures and door prize tickets.

Outreach

Our Outreach Volunteers are connecting with others in a meaningful way by helping with our board game drop in, gentle walking group, Circle of Support and being a friendly face in our café.

VOLUNTEERS REPORT

Older Bolder Better!™



Older, Bolder, Better™ Volunteers

Our annual Older, Bolder, Better™ attracts approximately 800 people each year and requires a lot of volunteers to help make the event a success. Volunteer greeters, table hosts, coffee hostesses, BBQ helpers, kitchen helpers, lunch ticket sellers, 50/50 sellers, bakers, tour guides, traffic directors and silent auction attendants are all needed to help make this day a success every year.

50/50 and Raffle Sellers

Our 50/50 and Raffle Sellers sell tickets during events.

Centre Representatives at Community Events

Our Centre Representatives represent our Centre and hand out printed material at community events.

Centre Decorators

Our Centre Decorators do a beautiful job decorating our Centre for occasions and events.

Plant Maintenance

Our Plant Maintenance volunteers keep our plants at the Centre healthy and vibrant.

Knitters

Our Knitters knit beautiful articles from the heart that are sold as a donation, or kept for our annual intergenerational event Mavie's Mitten Tree, or given to hospitals, or low income, or military families requiring assistance.

VOLUNTEERS REPORT

BOARD COMMITTEES

Planning Committee

Our Planning Committee provides ongoing leadership in relation to the strategic plan.

Human Resources Committee

Our Human Resources Committee manage the processes and make recommendations to the Board on the selection, performance, remuneration and benefits of the Executive Director,

Nomination & Elections Committee

Our Nominations & Elections Committee informs the membership of upcoming Board of Directors elections, encourage suitable members to run for Board positions, and will conduct one or more candidate forums.

Finance Committee

Our Finance Committee is responsible to the Board of Directors for the overall direction, control and audit of the finances of Westend Seniors Activity Centre.

Executive Committee

Our Executive Committee works with the President to prioritize and coordinate the work of the Board, and identifies when Board Policies need to be developed or revised.

COMMITTEES

Special Events Committee

Our Special Events Committee brainstorm, plan and put together seasonal and themed events.

Travel Committee

Our Travel Committee research and plan travel trips to various sites and events in and around Edmonton.

Library Committee

Our Library Committee keep our library well organized, host book sales and workshops.

Planning and Maintenance

Our Planning and Maintenance Committee regularly manage the upkeep of the facility and plan for essential upgrades and repairs as needed.

Birthday Party Committee

Our Birthday Party Committee invites and hosts our members at our monthly birthday parties.

Fundraising Committee

Our Fundraising Committee works on hard planning and implementing new fundraising initiatives for the Centre.

SPECIAL EVENTS



WSAC continues to explore and implement new event opportunities with feedback from our members on what they would like to see going on at the Centre.

In 2019 we saw new events such as the St. Patrick's Pub Night, Korean Tasty Travel, Drive Happiness Luncheon, and the Christmas Craft and Bake Sale.

We also made some of our long running events bigger and better through new community connections. With thoroughly engaged Special Events and Fundraising committees, we will continue to explore new ideas and initiatives in the upcoming year.

2019 Events included:

Valentine's Bingo

St. Patrick's Pub Night

Spring Country Hoedown

Volunteer Appreciation

Night of Music

Canada Day BBQ

Patio Party

Fall Harvest High Tea

Murder Mystery

Drive Happiness Event

Remembrance Day Ceremony

Christmas Craft and Bake Sale

Christmas Dinner

and Mavie's Mitten Tree.



KITCHEN REPORT

The Cafe provides a warm and welcoming environment where members and volunteers can connect while volunteering, or enjoying a nutritious meal, or a cup of coffee, or an informative talk.

Our focus last year was on:

- Nutrition (combination of nutrients for healthy food)
- Healthy Eating (low fat and sugar)
- Homemade Meals (cooking meals from the scratch)
- Hygiene (food handling, preparation, and storage)
- Diversity (diverse ethnic food type)
- Collaboration (working with committees, helped prepare and serve meals for events)
- Multiple Partnerships (Primary Care Network Edmonton West, The Schizophrenia Society of AB)
- Hosting (Toonie Talks in partnership with the Friends of WSAC & Business Mixers)



Tracey Treidler was promoted to Community Café Program Manager and our Community Café Chef, Desirae Parker was hired in July to assist Tracey in preparing healthy and nutritious meals.

Thomas Zheng was hired in July as our Project Assistant, but since he majored in food science, he has also been assisting the Community Café in promoting healthy eating through research, menu planning, and nutrition education.

We continued to provide healthy menus by handpicking fresh produce and having vegetarian options. We increased our quantity of meals, as well as quality, and the Café renovation increased the number of seating to serve more customers.

New volunteers were introduced into the program and felt a sense of belonging. They shared ideas, cooking skills, and recipes. We encourage our volunteers to help with baking or preparing an old recipe passed down from their family and there is a wealth of knowledge from different volunteer groups every day of the week.

The Outreach Department and Community Café Program are connected to ensure Outreach clients in need of Food Security and Nutrition support are effectively supported through our Community Café Program. We also take into consideration the choice of food, especially for seniors with special dietary needs, and dementia sensitive clients. This creates in-reach and outreach through food. They reach out by buying, talking about the food in the centre, and customer service in the café, and spread the word in the community to bring more seniors to the centre to experience the hospitality we provide.

We also plan to create a new Community Cafe program which focuses on addressing malnutrition issues and to further expand our Café program.

OUTREACH REPORT

In 2019, WSAC and our partnering Organization, Edmonton Seniors Centre provided ongoing support to each other. Shirley Kilsdonk, RSW helped us in both providing training to staff and serving clients. Edmonton Seniors Centre is now sharing Shirley with Westend Seniors Activity Centre permanently on Tuesdays and Fridays.

A detailed list of resources to use in supporting Outreach clients was developed and compiled into an organized resource document to support all Outreach work at WSAC. This resource ensures that quality of service in Outreach is not dependent on the knowledge and experience of an individual staff member but is transferrable and sustainable.

In addition to using MeisterTask for Client File Management, Outreach is now using this program to track Goal Achievement and for Partnership Relationship Management.

Tracking the tasks involved in achieving each goal is allowing us to more effectively delegate our workload on a single project without losing productivity, and monitor our progress so we achieve our goals more quickly.

Tracking the current status of our Partnership relationships allows us to be sure we are building and nurturing our partnership relationships effectively. It also allows us to consciously evaluate our Partnering Relationships.

The goals tracked include: Personal Protection and Data Storage, Resource Organization, Procedures Development, Outreach Communication, Common Outcomes Reporting and Partnerships.

PARTNERSHIPS

Edmonton West Primary Care Network - Frail Elderly Program

The Frail Elderly program is an extremely value intervention for elder seniors living alone who have lost strength and resources. We collaborated to create a bridge program from their walking group to our physical activity and social connection programs.

We also provided an effective resource to increase food security and nutrition through our Community Café. Clients from this program have also been coming to join our Support Group. While Frail Elderly provides a much needed immediately medical and OT intervention, WSAC is able to provide long-term, sustainable solutions for health and support.

AB Government, Service Canada, EWPCN Social Work - “When I’m 64”

EWPCN Social Work developed a highly beneficial and well subscribed program to educate the public on benefits and applications by joint government presenters which was held at our Centre.

Caregivers Support

Outreach collaborated with Eldercare’s Caregiver Support Coordinator to develop stronger support services for caregivers.

OUTREACH REPORT

PARTNERSHIPS CONTINUED

Elder Abuse

Outreach collaborated with The Today Centre to develop a stronger support system for clients experiencing elder abuse.

Bent Arrow, Pheonan Elder's Program Partnership

This partnership created more visibility in the Centre and influenced the culture of the Centre to be a more welcoming place for Indigenous seniors to come to.

Our new Day Program meets a need for seniors who are more able than those who qualify for the Elder Care day programs, but who are very vulnerable to isolation, food insecurity or have suffered difficulties with their physical health and mobility.

The program created consists of 4 elements: Board Games in the Morning, Gentle Walking Group, Lunch, and the Circle of Support. This program is currently making a significant difference to the lives of those participating. It is serving an important need in the aim to reduce social isolation and increase empowerment.

(Trans)Forming Care: Supporting LGBTQ2S+ Youth and Families

Our Outreach department attended a conference organized through FCSS and received training. This established a support structure to enable organizations to engage in assessing their organization and bringing forward initiatives that positively impact diversity and inclusion. This included staff members from different participating organizations meeting in Communities of Practice to share ideas and support on the initiatives created across a variety of work areas.

The Vision of this partnership is to create more visibility in the Centre for LGBTQ2S+ issues, and influence the culture of the Centre to becoming a place where LGBTQ2S+ seniors feel safe to identify and be more visible.

OUTREACH VOLUNTEER STRATEGY

An Outreach Volunteer Strategy was developed which preliminarily included:

- Friendly phone calls
- Support group leadership
- Walking group leadership (newly proposed slow walking program)
- WSAC Buddy program
- Using your other language(s) to connect with isolated seniors in multicultural and immigrant groups.

OUTREACH REPORT

89% of Outreach is something other than filling out a form. Outreach work is a complex and creative enterprise of brainstorming ideas, navigating resources, making connections, offering information, assisting with coping skills, and most importantly... participating in ***building resilience and increasing empowerment.***



286 case files were opened in 2019

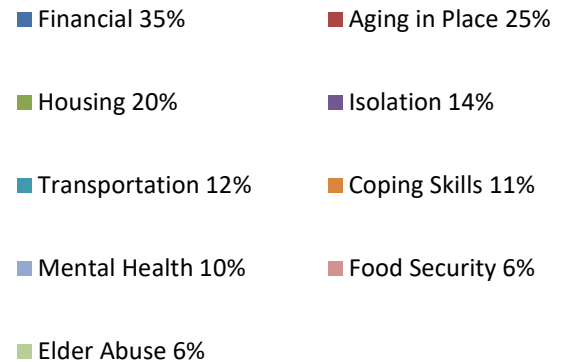
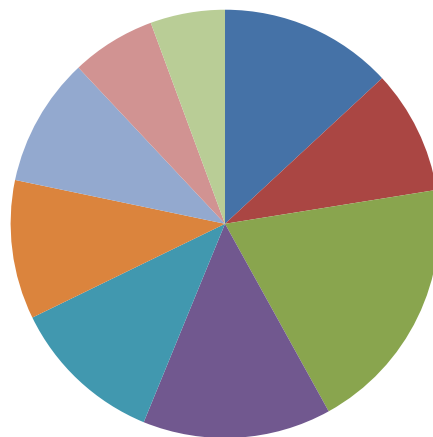
252 cases were fully completed

195 cases were supported over the phone

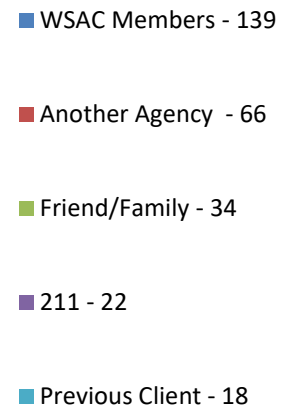
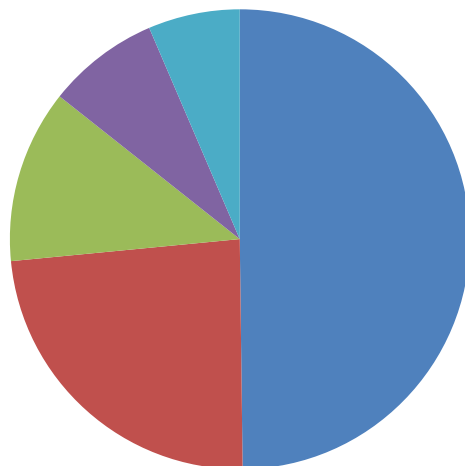
87 cases involved supporting WSAC members

58 cases involved Home Supports

Type of Services Required



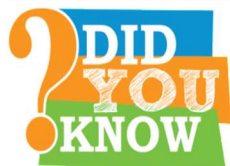
Source of Referrals



OUTREACH REPORT

WSAC participated in the following community events:

- Inter-Agency Outreach Meetings
- Community Remembrance Day Service
- Annual Intergenerational Christmas Party – Mavie's Mitten Tree



You don't need to be a WSAC member to receive Outreach support?

WSAC is a hub for supporting 55+ individuals?

Client Contact

- Phone Enquiries
- 211 Referrals
- Other Agency Referrals
- Walk Ins
- Scheduled Appointments
- Tour of Centre
- Follow-Ups
- Email Support

Home Registry Referral

- House Keeping
- Homecare
- Shopping Assistance
- Yard Work
- Handyman
- Snow Removal
- Driver/Transportation
- Other/Out of Scope

Direct Services Provided

- Agency Referrals Made
- Housing Information
- Form Completion Assistance
- Emotional Support
- Friendly Phone Calls
- Home Visits
- Hospital Visits
- Bursary
- Financial

SENIORS HOME SUPPORTS PROGRAM



**SENIORS HOME
SUPPORTS PROGRAM**

The Seniors Home Support Program provides the delivery of a coordinated referral system that gives seniors increased access to affordable home support services by screened service providers who offer snow removal, yard help, housekeeping, home repair and maintenance, personal services, and moving help. Businesses are vetted to give you peace of mind that they won't take advantage of seniors. Three referrals are given at a time, but it is up to the client to contact the businesses to discuss questions, concerns, and pricing.

RENTALS REPORT

Facility rentals continued to remain relatively steady for 2019. We continue to offer space to the Terra Losa Community Association and Terra Losa condo boards for meetings and AGM's as well as to community members for events such as anniversaries and birthdays.

Our rental rates have been evaluated and revised to keep up with the rising cost of our facility however, we have now added in some discounted options for our members as well as a ½ day and full day rate.

FACILITY REPORT

Sound System & PA System Upgrade



Storage Cabinet for Sound System



Network Upgrade



Emergency Cabinet



**Library Lighting Upgrade
& Meeting Room Dimmer Control**



New Community Café Corner



New Convection Oven



FINANCIAL REPORT

PETERSON WALKER LLP

CHARTERED ACCOUNTANTS

SUITE 804, 10235 - 101 STREET NW
EDMONTON, ALBERTA T5J 3G1

INDEPENDENT AUDITOR'S REPORT

To the Members of
Westend Seniors Activity Centre

Qualified Opinion

We have audited the financial statements of Westend Seniors Activity Centre (the Centre), which comprise the statement of financial position as at December 31, 2019, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the *Basis for Qualified Opinion* section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Centre as at December 31, 2019, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

In common with many charitable organizations, the Centre derives revenue from various sources such as food and beverage, drop-in fees, fundraising, donations, special events and craft sales, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of revenue from these sources was limited to the amounts recorded in the records of the Centre. Therefore, we were not able to determine whether any adjustments might be necessary to operations, assets or net assets.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Centre in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with those requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Centre's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Centre or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Centre's financial reporting process.

FINANCIAL REPORT

Independent Auditor's Report to the Members of Westend Seniors Activity Centre (continued)

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Centre's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Centre's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Centre to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Edmonton, Alberta
February 20, 2020


CHARTERED ACCOUNTANTS

FINANCIAL REPORT

WESTEND SENIORS ACTIVITY CENTRE

Statement of Financial Position

December 31, 2019

	2019	2018
ASSETS		
CURRENT		
Cash	\$ 197,142	\$ 94,865
Restricted cash (Note 3)	633	21,797
Short-term investments (Note 8)	547,480	235,471
Accounts receivable	17,612	27,128
Prepaid expenses	11,197	10,620
	<u>774,064</u>	<u>389,881</u>
PROPERTY (Note 4)	1,151,248	1,218,964
LONG-TERM INVESTMENTS (Note 8)	<u>308,650</u>	<u>535,280</u>
	<u>\$ 2,233,962</u>	<u>\$ 2,144,125</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities (Note 5)	\$ 117,421	\$ 67,322
Damage deposits and prepaid rent	3,748	3,350
Deferred revenue (Note 6)	83,276	57,197
Deferred contributions (Note 7)	633	21,797
	<u>205,078</u>	<u>149,666</u>
NET ASSETS		
Invested in property	1,151,248	1,218,964
Internally restricted (Note 8)	856,130	770,751
Unrestricted	<u>21,506</u>	<u>4,744</u>
	<u>2,028,884</u>	<u>1,994,459</u>
	<u>\$ 2,233,962</u>	<u>\$ 2,144,125</u>

FINANCIAL REPORT

WESTEND SENIORS ACTIVITY CENTRE

Statement of Operations

Year Ended December 31, 2019

	2019	2018
REVENUE		
Grants (Note 10)	\$ 738,872	\$ 702,008
Registration fees	230,632	207,507
Food and beverage	104,535	103,432
Memberships	55,405	52,275
Hall rental	43,909	44,627
Drop-in fees	38,974	34,392
Casino	21,163	98,761
Interest and other	19,478	17,907
Donations	18,966	17,943
Fundraising	16,101	20,175
Special events	14,896	3,241
Craft sales	1,561	1,369
	1,304,492	1,303,637
OPERATING EXPENSES		
Salaries and benefits	650,329	645,639
Repairs and maintenance	135,328	187,433
Instructor fees	119,579	123,102
Amortization	67,716	67,716
Food and beverage	62,684	55,582
Advertising and promotion	47,402	187,699
Utilities	45,297	43,891
Program supplies	29,533	19,904
Office and printing	29,050	27,107
Equipment	22,247	36,552
Professional fees	21,752	28,234
Insurance	10,030	13,942
Goods and Services Tax	8,769	13,656
Interest and bank charges	8,402	6,518
Outreach	7,367	2,250
Volunteer appreciation	3,382	3,981
Rental	1,200	1,200
	1,270,067	1,464,406
REVENUE OVER (UNDER) EXPENSES	\$ 34,425	\$ (160,769)



WESTEND SENIORS ACTIVITY CENTRE



FCSS

Family & Community
Support Services



Government
of Canada

Gouvernement
du Canada

Canada

THE CITY OF
Edmonton