



**SouthWest Edmonton
Seniors Association**

2019 Annual Report



President's Report

Josie Richardson

It is very rewarding to see our membership continue to grow and the participation in our programs, activities and services expand. In the past year, many members have approached me to say that SWESA has made a big difference in their lives. They have found a place where they can go to have fun and make friends. In 2019, our membership reached 635 members, with more than two-thirds registering in at least one program. The majority of new members joined after hearing positive comments about SWESA from friends.

I am very pleased to report that the 2019 objectives have been achieved! We have obtained Charitable Status, developed a financial plan, secured suitable temporary space, and updated our website.

The first steps to implementing the MySeniorCentre (MSC) database were undertaken in January. This new system has been well received by members. Once it is fully operational, the data and reporting functions will provide the Board and administration with valuable information for decision making and supporting grant and funding requests.

As SWESA continues to evolve, your Board of Directors is working hard to ensure that we do so based on solid and realistic objectives. We engaged the services of pro-bono consultants to assist us by facilitating a workshop with the goal of reviewing our priorities and developing the steps necessary to achieve them. SWESA volunteers were invited to participate along with the Board members. (At the time of writing this report the workshop had not yet taken place).

Like other new organization, we have many items on our "Bucket List". Against a backdrop of shifting tides, budget restrictions and growing needs in our community, we continue to work hard to keep up with our ever-expanding organization and its needs.

On behalf of the Board of Directors, we thank everyone involved with SWESA for their dedication, enthusiasm and commitment. This includes our staff, Jennifer Hanrahan, our Program Coordinator and Barbra Newell, our Seniors Home Supports Coordinator. Special thanks to the more than 100 people who volunteer their time, expertise and energy to keep our organization responsive and exciting.

"SWESA's President, Executive Committee and Board are commended for actively seeking input from ACSN Consultants to further empower them, the staff and volunteers in working together to ensure that SWESA has the personnel, resources and capacities to achieve controlled growth and a sustainable future."

-Alberta Community Support Network



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

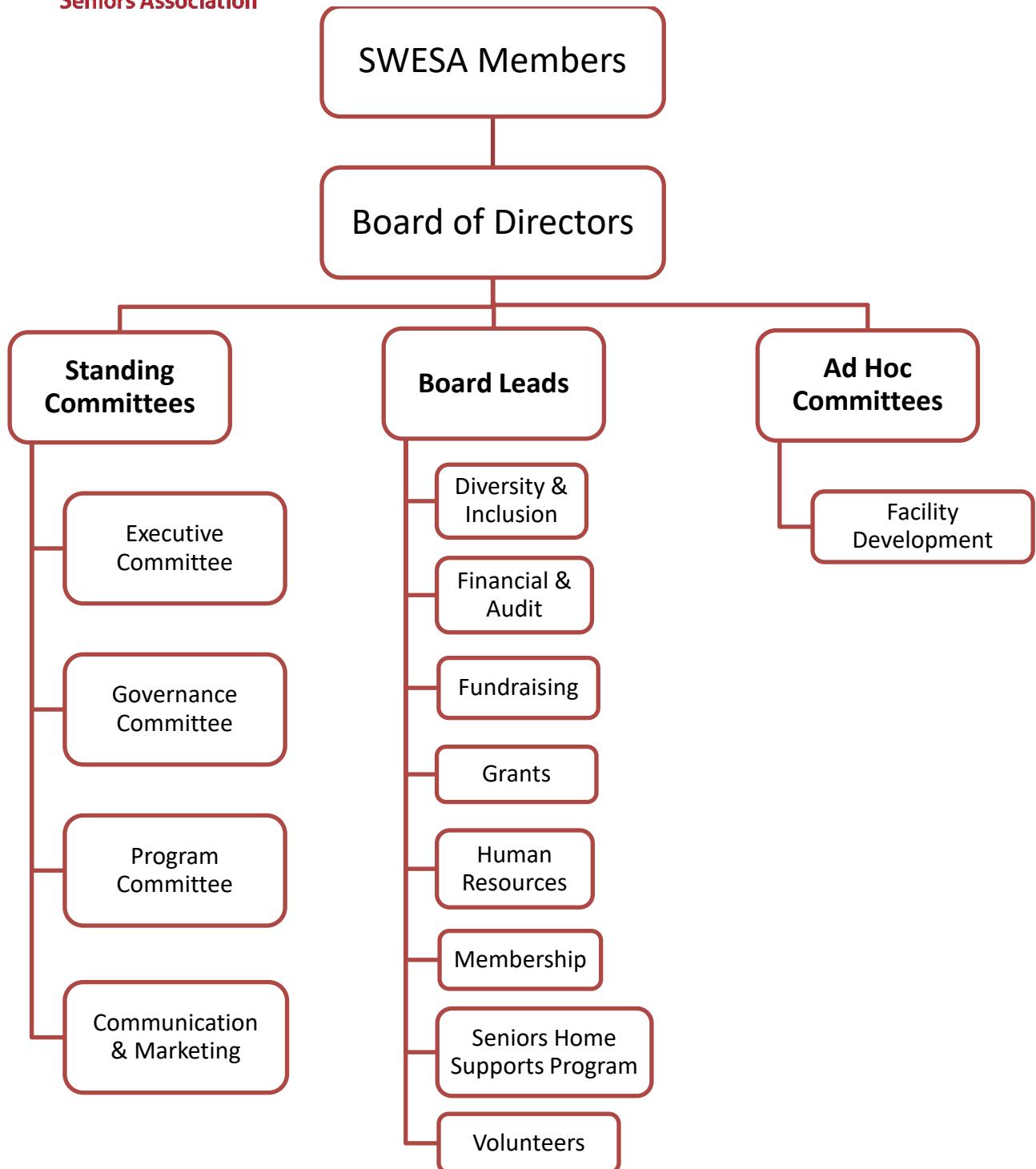
Collaboration: working with others to achieve mutually beneficial goals

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 2019-2020

	<p>Josie Richardson President</p>		<p>Judy Baker Vice-President</p>		<p>Catherine Hammond Treasurer</p>		<p>Judith Abbott Secretary</p>
	<p>Sam Radke Director</p>		<p>Dr. Rob Agostinis Director</p>		<p>Bob Power Director</p>		<p>Lawrence Tymko Director</p>
	<p>Rita Sequeira Director</p>		<p>Ustace (Tony) Montrose Director</p>		<p>Reg Wood Director</p>		

SWESA Staff



Jennifer Hanrahan
Program Coordinator



Barbara Newell
Seniors Home Supports Program

Program Report

Judy Baker

The Program Committee assisted the Program Coordinator in furnishing and equipping our new space at Blue Quill Community Centre. Program finances were reviewed and assisted the Coordinator to set program prices.

With the new MSC team, we worked to adjust program pricing to be compatible with the MSC system. In addition, we started the ongoing process of program evaluation and advised the Program Coordinator about adjustments to programs based on the evaluations.

We appointed a new Luncheon Coordinator and advised him of the duties of his role.

A very successful Welcome Week in September was held with the collaboration of the Coordinator and our committee.

We are pleased to announce that the attendance for the 1214 individual program offerings in 2019 was 13877 persons (with many people attending more than one program).

Even though our program prices continue to be very affordable, program revenue was substantially increased (up 56% over 2018) thanks to enthusiastic member support. Our program offerings continue to be very strong and well-attended due to the hard work, dedication and energy of Jennifer Hanrahan, our Program Coordinator.

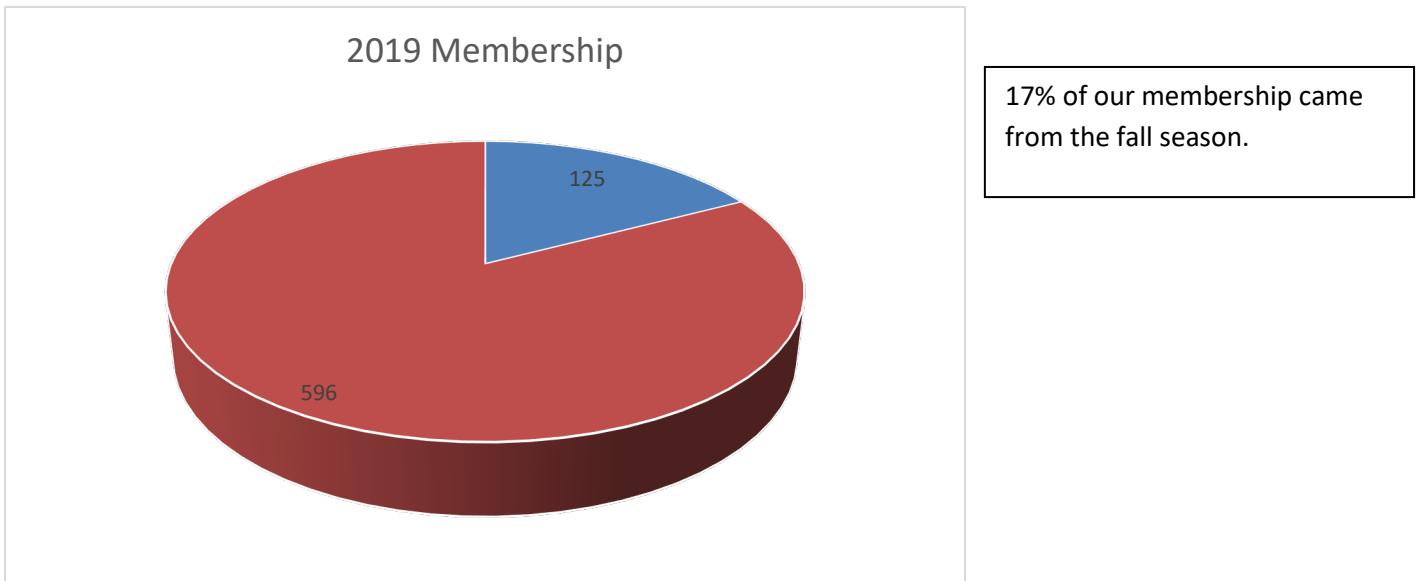


Membership

The working group was formed in Oct. 2019 to address issues affecting SWESA membership and to raise membership concerns to the Board. We have defined how reciprocal members from other senior's centres should be registered and charged for programs. A list of benefits of belonging to SWESA which may be used for promotional purposes has been prepared.

Program pricing is to be structured to increase membership value. Processes to encourage membership renewals in 2020 have been refined, as well as the process for welcoming new members to SWESA in 2020.

At the end of 2019 there were 721 members. This number includes 125 new members who joined between Sept.-Dec. 2019.



Facility Planning

J. Lawrence Tymko

In mid-year SWESA leased 1000 sq. ft. of space in the Blue Quill Community League facility. The lease arrangement has enabled SWESA to offer more programs. With regard to SWESA acquiring space for administrative purposes little progress has been made apart from SWESA's expression of interest in the Oak Hills Community League's proposed facility. It is expected that once the City of Edmonton has finalized its 2020 budget, discussions between Oak Hills and SWESA will recommence.



Governance Committee

J. Lawrence Tymko

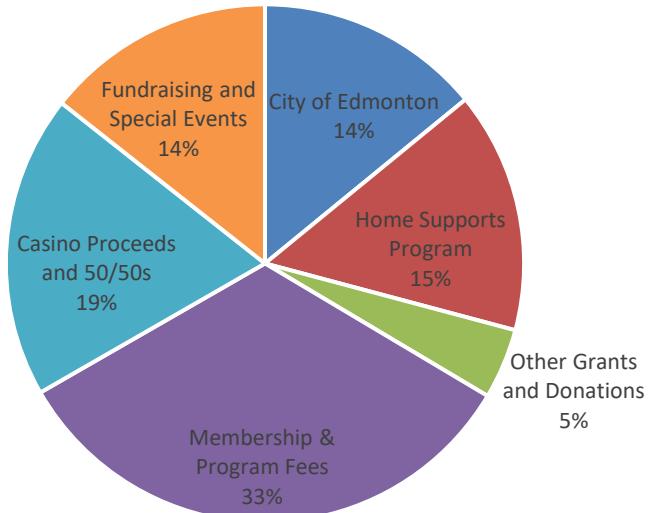
The Committee has been developing and revising policies and procedures at a steady pace. Most recently the Board approved the Privacy of Personal Information Policy and the Role Description for the Privacy Officer. Work is proceeding with regard to separating policy from procedures. SWESA's bylaws have been posted in an updated edition. In late 2019 the Committee had the Board carry through with a self-appraisal. The results are now in the hands of the Executive Committee.



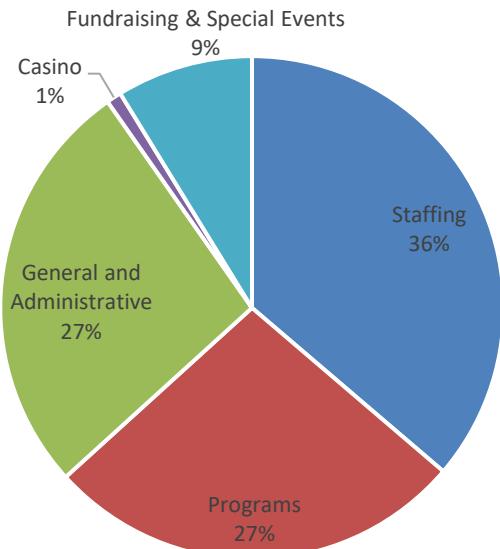
SWESA 2019 FINANCIALS

Audited Financial Statements available on the web site
www.swedmontonseniors.ca

SWESA 2019 Sources of Revenue



SWESA 2019 Expenses



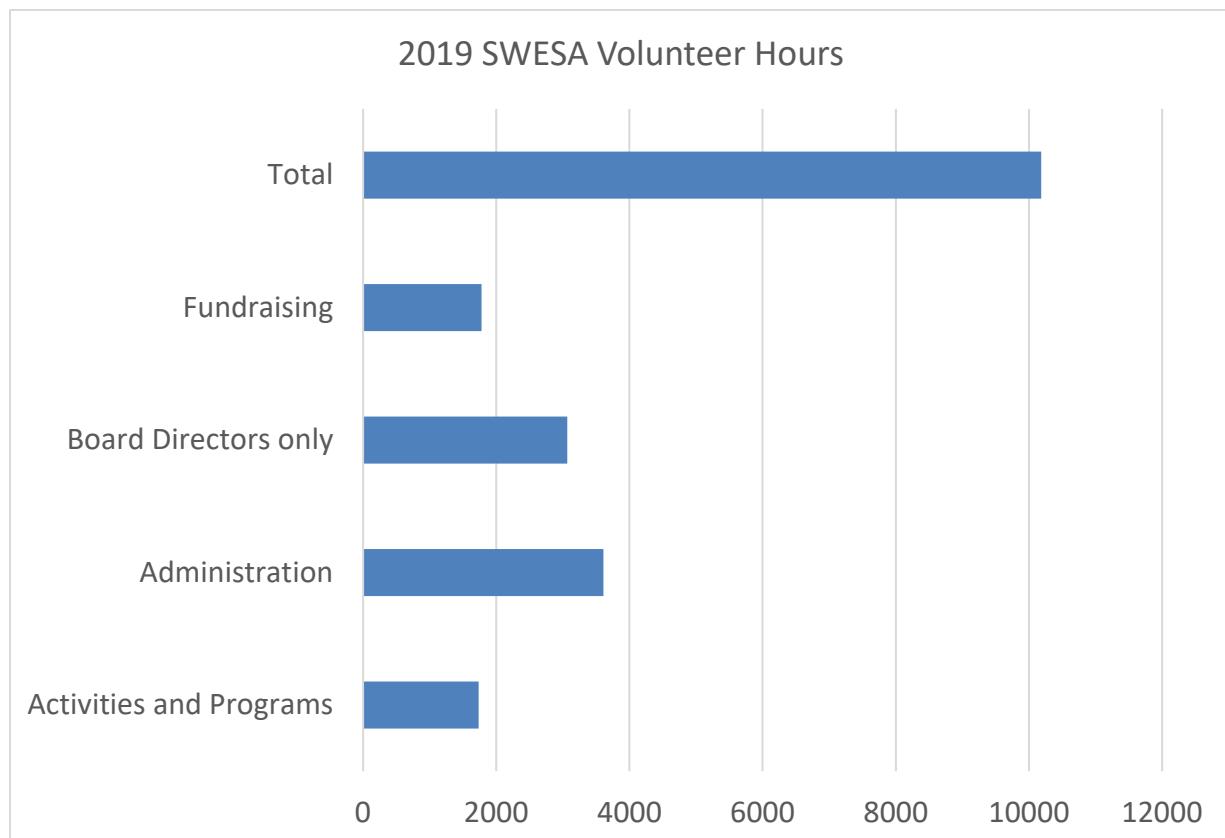
Our Volunteers

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. The Volunteer Working Group of Anne McNabb, Emily Mueller, Mary Wagner and Carol Bigam deserve a special thank you.



Fundraising

Submitted by Rob Agostinis, Bob Power & Tony Montrose - Fundraising Co-Leads



SWESA in 2019 continued to embark on its aggressive fundraising campaign. The Health Expo was a new initiative introduced and despite being just an info event, actually made money. The extra monies from all our events and initiatives go toward the expanding programming that SWESA is experiencing with its increasing membership.

1

LIVE ACTIVE EXPO
MAY 2019

2

TASTE OF EDMONTON
JULY 2019

3

OKTOBERFEST
OCTOBER 2019

4

50/50 DRAWS/
WINE SALES
YEAR ROUND



LIVE ACTIVE EXPO

SWESA embarked on it's very first Health Fair:

THE SWESA LIVE ACTIVE EXPO - Promoting Health & Wellness

What is Live Active? It is a collaborative strategy for active living, active recreation and sport in Edmonton. This is currently being implemented throughout our City. The ultimate goal of Live Active is to keep our bodies moving, our minds healthy and our spirits alive.

The SWESA Live Active EXPO was represented by 5 themes: Motion is Lotion, Fuel Your Machine, Mend Your Mind, Partners in Health and Grow Your Future. Approximately 750 people attended the Health Fair and SWESA realized a profit of approximately \$6000.

TASTE OF EDMONTON

Brought to you by volunteerism and community involvement, Taste of Edmonton has become a summer tradition within our city that celebrates all the culinary delights our community has to offer. Pleasing the forever-loyal downtown crowd and other food enthusiasts who head into the heart of the city to sample these scrumptious dishes, Taste of Edmonton has been able to grow into the largest outdoor food festival in Canada.



SWESA for the last three years has been an integral part of the Taste Of Edmonton, selling tickets. Last year we made \$6734 for volunteering. Again a big thanks to our amazing SWESA and non-SWESA volunteers. The event will be returning to Churchill Square in July 2020.



OKTOBERFEST

The Fall Fling, our second annual signature event of 2019 was themed '**Oktoberfest**'. Guests were immersed into this annual German folk fest; a tradition that has been in existence for many years. Our German themed evening included the German Schuhplattler performers, a silent auction, dancing, door prizes and litres of beer. Many guests brought their Lederhosen and Dirndl and had a great time.

A great big thank you to all our volunteers. We raised approximately \$10000; a phenomenal accomplishment.

50/50 DRAWS & WINE SALES

The 50/50 profits for 2019 was \$2543
Wine profits were approximately \$550

UPCOMING EVENTS AND FUNCTIONS FOR 2020

The Summer Fling event in June 2020, was cancelled due to the Covid -19 pandemic.
Planning on future events and functions is on hold.



My Senior Center Report

Thanks to a grant from the City of Edmonton, SWESA introduced the MySeniorCenter (MSC) membership management system in 2019. This system, specifically designed for senior centres, is being utilized by all district senior centres in Edmonton. MSC will take SWESA to a new level of efficiency, organization and professionalism.

This automated system allows members and volunteers to check in with a key tag and then use an easy-to-manoeuvre touch screen to choose the programs they are attending. It is straightforward and user friendly.

MSC offers significant benefits for SWESA members:

- Streamlines the process of checking-in for programs and reduces the line ups caused by the paper-based system.
- Helps to keep membership and program costs lower by creating administrative efficiency.
- Provides program statistics that will assist SWESA with preparing grant applications for outside funds.
- Capability to notify members in a timely fashion through emails and phone calls if program details change or programs are cancelled.
- Records volunteer hours, important for grant applications
- Provides information to support the Board's strategic and program planning processes.

516 members used their key tags to 'swipe in' 9,247 times in 2019.

Watch for online program registration and payment through MSC in late 2020 or 2021.

Thanks to the small dedicated team of volunteers who have put in hundreds of hours in the background entering data and supporting the ongoing development of MSC: Ellen Frombach, Emily Mueller, Selmer Hanson, Mary Wagner and Pat Wren.



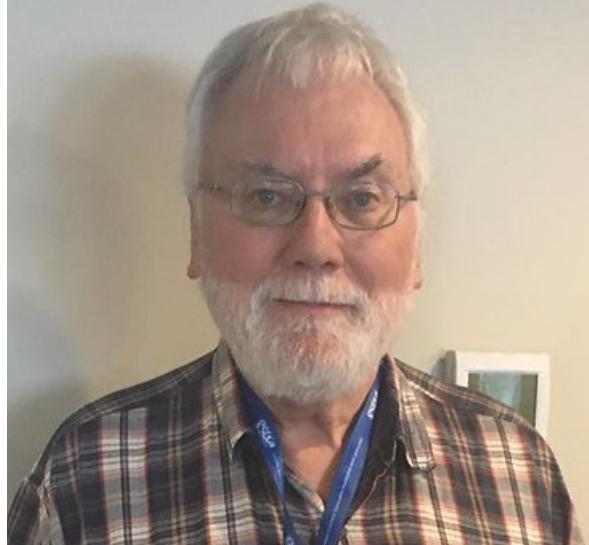
Communications and Marketing Report

The new web site went live on January 23, 2020 after much preparatory work completed in 2019. Google Analytics reports that there were over 4,800 page views and searches between January 23 and March 5, 2020. Our web hosting and content support supplier, Dynacor, was extremely helpful during the transition to the new web site.

The new web site uses a simple and clean theme that eliminates wasted space. The information on all pages was reviewed and updated where needed. Obsolete pages and information were removed. There are currently 22 pages in the site. The supporting menu structure was extensively updated. We went from two menu systems to one site-wide integrated menu system. The home page was rewritten to welcome our online visitors and provide links to the most popular pages. A new search bar on every page finds information quickly for visitors without using the menu system. The “Latest News” page displays the latest information for sharing with members and other web site visitors.

The new web site is responsive. It automatically changes the menu and page layout to conform to the type of device (screen resolution) being used. Google Analytics reports that 64% of our page views were on a computer, 23% on a mobile device, and 14% on a tablet. SWESA staff and Communications and Marketing Committee volunteers continue to update the page content as needed.

The new photo sharing web site, hosted by Smugmug, went live on November 13, 2019. It currently has 54 photo galleries with a total of 2,537 images. The photo galleries go back to 2014. As of March 6, 2020, there were over 111,000 image views.



Special thanks goes to our SWESA photographer and website coordinator, Barry Headrick for his work with Smugmug and the redesign of our website.



The Seniors Home Support Program

Josie Richardson

The Seniors Home Supports Program (SHSP) is in keeping with SWESA's Objective of relieving conditions attributable to being aged by providing seniors with referrals to service providers. Established as a city-wide collaborative in 2015, the program assists seniors in accessing affordable service providers to provide personal services and to undertake home and yard maintenance projects. The Seniors Home Support Program is available to all individuals aged 55+. SWESA membership is not a requirement.

Barbara Newell, our Home Supports Coordinator, is responsible for program development, client relations, recruiting and vetting service providers. As the program expands, the role of the Home Supports Coordinator has evolved to include ancillary services such as educating clients on low-income subsidies, emailing them forms, providing referrals to a Seniors Outreach worker and most importantly, being a friendly, caring person to talk to. In 2019, 543 seniors contacted our Home Supports Coordinator to request referrals. Forty-two percent (42%) of whom were identified as low income. This is a 3% increase from 2018.

Reported outcomes of this program indicate that the collaborative efforts between districts has resulted in an increased capacity to meet community needs. In addition to receiving referrals to service providers, clients stated that through dialogue with the Home Supports Coordinator, they were 90% more knowledgeable about how to access other community resources they needed. Clients reported that the follow-up phone call or email by the Home Supports Coordinator or her volunteer made them feel supported and not so isolated.

The Seniors Home Support Program is funded by a grant from Family and Community Support Services (FCSS) and administered by the Edmonton Seniors Coordinating Council (ESCC).

"I received a call from the Home Supports Coordinator. I felt supported and had less anxiety knowing there is lower cost help and support available. This program cares about seniors and the worries we have trying to find money in a small budget to pay for necessities like snow removal."

SHSP Client

