

VISION

Southwest Edmonton Seniors Association is a diverse, progressive, healthy, engaged, vibrant, and barrier free community.

MISSION

Southwest Edmonton Seniors Association, in collaboration with our partners, provides high quality relevant programs and services to its members to empower them to improve their mental and physical health, combat social isolation, ageism and other barriers.

LAND ACKNOWLEDGEMENT

SouthWest Edmonton Seniors Association (SWESA) acknowledges that we operate on Treaty 6 territory, the traditional land of the Cree, Dene, Anishinaabe, Saulteaux, Nakota Sioux, Blackfoot, and Métis. We call on our collective traditions and spirits to work on reconciliation and on building a strong community for today and future generations.

President's Message

Last year I described 2024 as “transitional”. This year I would describe 2025 as “settling in”.

2025 saw SWESA operate for a full year in the William Lutsky YMCA building for a full calendar year. Members got used to the new facility and the traffic patterns which were constantly changing it seems in the area.

It saw the continued growth in the use of Chatty Cuppa as a gathering place for our members, albeit on a limited basis in its hours of operation. As a grant that SWESA had applied for did not come through which would have allowed its operation to have more hours and possibly offer more selections of product.

The Board continued its advocacy efforts with the City of Edmonton to obtain, equitable, predictable and sustainable funding to ensure that SWESA can remain viable. At the AGM there will be a special presentation as to the Board's continuing advocacy efforts. The Board has also been advocating with the City of Edmonton for suitable designated facility space which our members can call “home. More to come at the AGM.

Also, SWESA's active committees, Advocacy/Facility, Member Engagement, and Fundraising are looking for volunteer members to support the Committee Chairs in their important work.

A big thanks to all of our Board members for their time and commitment: and to all of our wonderful volunteers without whose efforts, SWESA would not be able to function.

Special thanks to our staff, Alariss, April, and Sharon for their tireless efforts to ensure our members have a positive experience in their time with SWESA.

Dave Rowand, SWESA President/Chair

Executive Director Reflection

I would like to extend a sincere thank you to the members and volunteers who dedicated their time and energy to the SWESA community in 2025. Programs are thriving and a warm welcome is extended to new members – this is our commitment to seniors in southwest Edmonton.

In 2025 SWESA continued our dedication to thoughtful strategic planning to promote diversity and inclusion, social connection, peer engagement, and volunteerism.

Results from the annual survey highlight the positive impact of our work: 81% of respondents reported feeling socially connected through SWESA programs, 55% said participation made them feel happy, and 41 individuals noted an increased sense of purpose.

Advocacy work for seniors centre funding continues and I look forward to another year of building our district seniors association!

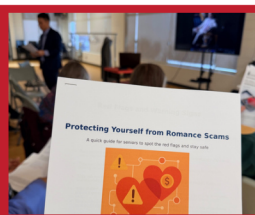
Alariss Schmid, Executive Director



Chatty Cuppa Cafe



**Volunteer Appreciation
Lunch**



FYI Talk Fraud Prevention



**Spanish & Salsa
Language and Dance
Program**

Program Highlights

- Delivered recurring social, recreational, and creative programming including drop-in clubs, workshops, outings, educational presentations, and volunteer-supported special events.
- Expanded community partnerships with NorQuest College through SWESA Chats with ESL adult learners and Community Service Learning initiatives including poetry programming.
- Delivered approximately 20 educational workshops on topics including brain health, nutrition, fraud prevention, online safety, and healthy aging while continuing affordable recreation opportunities through the Activity Pass program, offering 14 recurring drop-in programs and activities.
- Sold 404 Activity Pass / Unlimited Club Passes in 2025 supporting accessible and affordable participation.
- Continued educational programming recognizing the National Day for Truth and Reconciliation for the fourth consecutive year.

SWESA served 48 neighbourhoods across 3 Wards of Ipiihkoohkanipiahtsi (Ward 10), Pihêsiwin (Ward 9) papastew, estimated 17% of seniors population in Edmonton.

Chatty Cuppa Cafe, SWESA's pilot social prescribing initiative for members and non-members, sold 664 cups of seniors coffee/tea over 8 months in 2025, averaging 86 cups per month.

475 members aged 55 - 95
in 2025

69 Volunteers

7779+ Volunteer Hours



SWESA Holiday Lunch



SWESA Outing

STAFF

Alariss Schmid
Executive Director

April Williamson
Program Coordinator

Sharon Potter
Finance Assistant

Accomplishments

Vision, Mission and Values

Organizational
Sustainability:
Revenue, Board,
Space, Staff

- Improved funding through advocacy and grants
- 2026 - 2028 Strategic Plan Created

People:
Members,
Volunteers

- Chatty Cuppa Cafe Program Running
- Member Engagement Continued with September Member Meeting
- Inclusive Programming with Pride Month
- Offering cost effective programs in an accessible space

Community:
Engagement,
Collaboration

- Successful Fall Open House
- Continued Collaboration through Social Prescribing Network

BOARD OF DIRECTORS

Dave Rowand - President
Brian Ward - Vice President
Nils Petersen - Treasurer
Vicki King - Secretary
Hans Anielski - Director
Tony Montrose - Director
Judy Mulka - Director
Shirley Witholt - Director