



# Southwest Edmonton Seniors Association 2023 Annual Report

## 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 the Southwest Edmonton, to be active and to be socially engaged through quality programs and services.

### President's Message

SWESA worked hard in 2023 to meet current and future needs. One short-term goal was to find suitable operating premises.

An Ad Hoc Facilities Committee was formed to research possible options. It was determined that the William Lutsky YMCA facility was the best fit for SWESA and a Facilities Rental Agreement was entered into for a 3-year term. The result is that SWESA has better, bigger space for its programming with excellent access and parking, at a reduced overall cost.

Thank you to the YMCA for their generous and welcoming offer to host our association.

A second longer-term goal was to secure sustainable and predictable funding for continued growth and quality programming for our members. SWESA engaged with the City of Edmonton as its main funder and we have received considerable support of our position. We hope to soon be in a stable and secure financial position.

A big Thank You to all SWESA Members for your continued support; Board of Directors for their commitment and hard work; Volunteers who have given untold hours in 2023 to enable SWESA be successful; and to our excellent and hard-working staff Alariss, April and Sharon who strive to make your involvement with our organization a rewarding experience.

Dave Rowand, President





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## Executive Director Reflection

2023 was a transitional year for SWESA as the Board of Directors moved to a model of governance. Operational processes were streamlined, and new focus was given to SWESA's relationships with community partners and municipal government.

Thank you to the many volunteers who support staff in making SWESA a fabulous place to meet friends, to learn something new, and to find belonging.

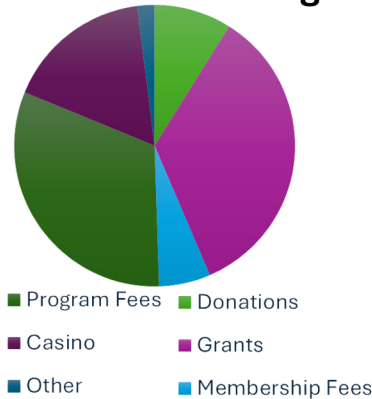
Alariss Schmid, Executive Director

**644 Members in 2023**

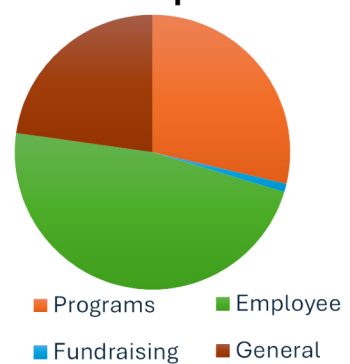
**149 Volunteers**

**7705 Volunteer Hours**

## 2023 Fundraising



## 2023 Expenses



## 2023 Program Highlights

- 256 individual attended the Cafe SWESA Coffee & Chats from the Canadian Red Cross Grant
- SWESA held 40 FYI Talks & Alberta Health Services Programs, 20 SWESA Cafe Coffee & Chat including social group activities with luncheons, 8 Cards & Games and hobby groups, 18 Fitness & Wellness classes, 14 Workshops & Instructor- led programs in 2023

### Board of Directors

Dave Rowand - President  
 Vicki King - Vice President  
 Dagmar Salomon - Treasurer  
 Pat Wren - Director  
 Arlene Hosford - Director  
 Bob Turner - Director  
 Flossy Obuekwe - Director

### Staff

Alariss Schmid - Executive Director  
 April Williamson - Program Coordinator  
 Sharon Potter - Finance Assistant