



SWESA Outing



**2024 Volunteer
Appreciation Lunch**



SWESA Chat



Art Workshop



SWESA Lunch

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

2024 was a “transitional” year for SWESA which began with the move to the William Lutsky YMCA building for most of our operations. Also, the Board continued to tackle the financial crisis facing SWESA’s long-term viability. A Town Hall meeting was held to discuss the situation and a letter writing campaign ensued, raising SWESA’s profile with elected officials and government administration. Luckily, a request with AGLC to change how we use casino funds was approved and provided some short-term financial relief. The Board will continue with its advocacy activities in hope of achieving equitable, sustainable, and predictable funding for SWESA. Other 2024 work included identifying priorities for 2025 and the opening of the Chatty Cuppa Café. A big thanks to our Board members for their time and dedication and to our wonderful volunteers without whose efforts, SWESA would not be able to function. Also, thanks to our dedicated staff, Alariss, April, and Sharon, who go above and beyond to ensure our members have a positive experience.

Dave Rowand, President

Executive Director Reflection

2024 was a year of new beginnings for SWESA as we expanded our rental space for social, educational, and accessible programming and the renovation of our flagship social isolation program, Chatty Cuppa Cafe was completed. With your support, SWESA’s Board of Directors advocated for a census-based and equitable plan for seniors services city-wide from municipal government - this work continues. I once again saw the welcoming and inviting approach members shared with new participants, this is our fabulous SWESA! Thank you to the Board of Directors, staff, volunteers, and community partners for their dedication and commitment to seniors in SW Edmonton.

Alariss Schmid, Executive Director



Pie Day!



Annual Appeal



FYI Talk

Program Highlights

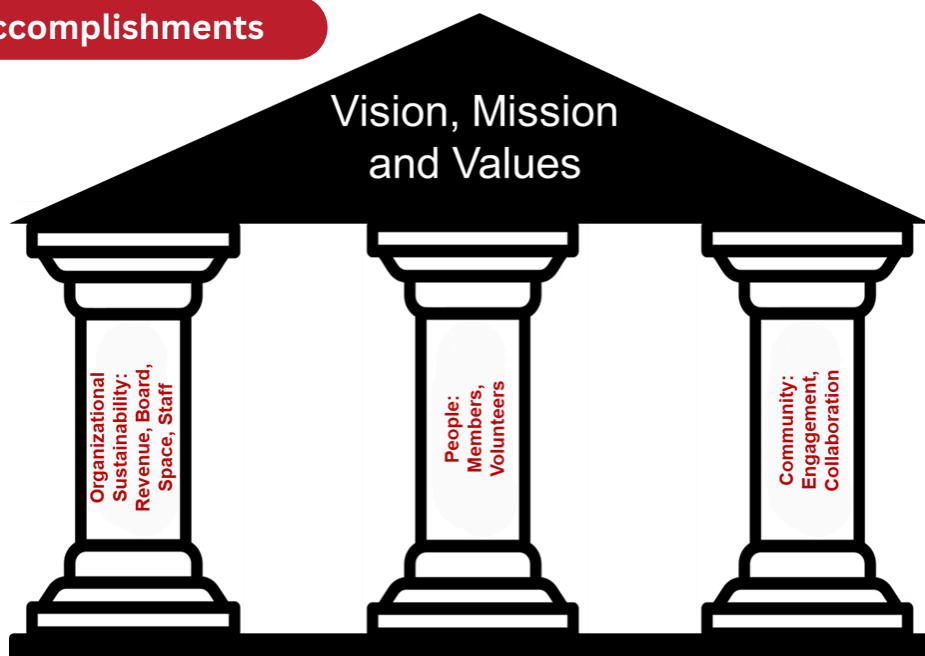
- Sold 301 Activity Passes in 2024.
- Continued to offer 12 ongoing drop-in programs and activities, and the introduction of Genealogy Group, Floor Curling, then expanded Tuesday Coffee & Chat at the new location in the YMCA lobby.
- 2024 marks the 2nd year hosting the NorQuest College Conversation Circle with ESL adult learners and our third year providing educational programs for Truth and Reconciliation Day.
- New Collaboration with the YMCA of Northern Alberta, Edmonton Public School District, Edmonton Public Transit, University of Alberta, Métis Crossing, and Edmonton Seniors Coordination Council Coordinated Outreach Program.

113 Volunteers

5000+ Volunteer Hours

614 Members in 2024

Accomplishments



BOARD OF DIRECTORS

Dave Rowand - President
Bruce Workman - Treasurer
Vicki King - Secretary
Bob Turner - Director
Arlene Hosford - Director
Pat Wren - Director
Hans Anielski - Director

STAFF

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

- Completed move to the YMCA
- Started renovations for the café
- Board/Committee Orientation Program established
- Good progress made on board recruitment
- Mission, Vision and Values revamp completed to better meet requirements of the City of Edmonton and other funders
- Volunteer program strengthened and expanded for new programs
- New programs introduced for varied member interests and to attract a new diversity of membership (ie: French Conversation, Bingo, Lunch menu)
- Board continued support for low fees for drop-in programs, break-even on instructor-led classes, and subsidized 2 bus trips
- Continued partnership with Norquest College
- Partnered with YMCA to offer more 55+ fitness classes
- Other partnerships:
 - AHS Healthy Aging programs
 - Metis Crossing
 - EPS Fraud Prevention Education
 - EPT Arc Card Support
 - U of A research participation