



# Investing for Impact: *Building for the Future*

2017 Annual Report



# Message from the President & Executive Director



**2017** was a year of investment and growth, excitement with new initiatives and deep satisfaction in serving more seniors and engaging more Calgarians than ever before. At Calgary Seniors, we have been addressing the needs of seniors in our city for almost a quarter of a century and as the needs of our clients have changed, so have our services adapted to meet those needs. In 2017, again we listened, and again we responded. We continue investing for impact, and building for the future.

As seniors' needs are identified, we evolve existing programming or develop responsive new programs to complement our core services. We focus on working **WITH** seniors, not just providing services **TO** seniors. From caregiver supports to urgent social work response outside of regular business hours, we have been mindful about forging our own path, and it is paying off.

Our population is getting older. More and more people are becoming seniors and living longer. The old model of moving into an institutional “home” or facility can’t meet the needs of the aging population any longer. We need to launch a new paradigm and shift our thinking from placing seniors in care to “caring for seniors” by supporting them socially, practically and emotionally to “age in the *right* place”. **Calgary Seniors is doing exactly this by enhancing existing professional services and cost effectively igniting and mobilizing volunteers to deliver programs for more isolated (vulnerable) seniors – in their homes, and in their communities.**

The longer we live, the more our social support network shrinks. Isolation is at the root of many mental and physical challenges. Engagement, participation, lifelong learning, personal fulfillment. These are all things that we strive to have as we age, and Calgary Seniors is committed to creating quality opportunities for seniors - vulnerable and thriving - to participate.

In 2018, Calgary Seniors will continue to focus on prevention. On engaging Calgarians. On increasing social inclusion. On connecting. And, on caring.

**Thank you for investing in us in 2017 – for helping us make an impact in the lives of seniors across our city. And thank you for continuing to help us build for the future in 2018 and beyond.**

Mark Kolesar  
President

Lori Paine  
Executive Director

## 2017 Board Members:

**Mark Kolesar**, Board President

**Ann Lewis-Luppino**, Vice President

**Athenea O'Bryan**, Secretary

**Brenda Mawhinney**, Treasurer

**Joel Christie**, Director

**Veronika Duska**, Director

**Roy Goodall**, Director

**Dorothy Harris**, Director

**Ranjan Kumar**, Director

**John William Wade**, Director

# Our Purpose

**Calgary Seniors** provides a depth of support that creates meaningful and effective change in the overall well-being and quality of life for seniors, and we provide a variety of opportunities for members of the community to support us through meaningful volunteer engagement. We carry out our mission with both innovative and practical cost-effective programming that truly makes a difference and recognizes the unique concerns and challenges faced by older adults.

Each and every day we are dealing with core issues around social isolation, abuse and neglect, housing, transportation, critical needs and loneliness. We work hard to ensure that seniors are not forgotten or left behind. While governments, municipalities, the health care system, business and communities help meet some of the needs of our aging population, gaps still remain in services and systems. This is where Calgary Seniors' Resource Society comes in.

Our services and programs emphasize innovation and creativity, strategic and carefully calculated risk-taking and long term change both transformational and transactional. We are adaptive, flexible and nimble which enables us to consistently evaluate and improve on positively impacting the lives of older adults across our city.

Our strategies are quite simple:

- Prevention and Early Intervention
- Reduce Social Isolation
- Support to "Age in the *Right* Place"
- Activate and Mobilize Community
- Educate and Increase Awareness
- Encourage Collaboration and Strategic Partnerships

**We are committed to continue moving forward - to invest and build - with a view to creative solutions and collaboration across sectors, across levels of government and across economic, environmental and cultural barriers. To do anything less would be unacceptable.**





# The Difference We Make

**Mandy** is a 73-year-old woman who lives alone. After a year-long stay in hospital, she was connected with a Calgary Seniors Outreach Worker. During her hospital stay, she had her foot amputated and a few months later her calf due to Type 2 diabetes. This medical procedure was accompanied by surgery for heart failure. To add to her health complications, a cerebral aneurysm left her blind in one eye.

Mandy's income (slightly higher than the low-income cut-off threshold for Special Needs Assistance) prevented her from accessing secondary benefits through the provincial subsidy program. She was struggling to make ends meet with higher living and health expenses. Mandy was desperate. She did not want to move to seniors' subsidized housing as she struggles with social anxiety and did not want to interact with so many people on a daily basis. She wanted to maintain peace and quiet in her life.

At first contact with Calgary Seniors, Mandy presented with complex and high priority needs. Through creative problem solving, collaboration and a passion for advocating for seniors, the Outreach Worker was able to assist Mandy in addressing some of her challenges. In a collaborative effort between Outreach and Volunteer Services, Mandy was connected to our new Quick Mobilize Volunteer (QMV) program at Calgary Seniors. The QMV volunteer eagerly stepped in to help Mandy unpack because her home was still full of boxes since her hospital discharge.

When Mandy's old microwave stopped working she received a new one through Calgary Senior's emergency funding, which is made possible by donors like the Ed Stelmach Community Foundation and Rotary Club of Calgary Heritage Park.



As a new wheelchair user, secured via a special funding request from Samaritan Club of Calgary, she was experiencing severe bursitis resulting in routine tasks like cooking and light meal preparation being very painful. Our Outreach Worker was able to assist Mandy in applying to the Full Client Support program through Calgary Meals on Wheels, which provided her with three daily meals at no cost for three months. In addition, she was connected to Home Care to ensure she would receive light housekeeping and Alberta Health Services for an Occupational Therapist to assist in her new reality.

Over the months, Mandy and the Outreach Worker developed a trusting relationship. As Mandy's health was stabilized and her confidence increased, her social anxiety lessened, so much so that she is now working with her social worker on applications for seniors' subsidized housing. Through perseverance, creative collaboration and advocacy, Mandy was successfully supported and is now engaging in the community.

# Agency Highlights

## Top 7 Over 70:

Calgary Seniors was proud to be a founding partner of the first ever Top 7 Over 70 Awards celebration this past year. This very special awards program was the inspiration of our very good friend Jim Gray.

Jim's vision was to hold nominations and an awards ceremony for those who have started something different or new, or implemented a new venture or idea, after age 70. Additionally, the aim was to raise funds to initiate programming to foster entrepreneurial engagement between seniors and younger people.

We were soon joined by fellow philanthropist Brian Felesky, who, along with the Calgary Herald began rounding up a coalition of local leaders including Steve Allen from Calgary Economic Development and Bonnie Dupont to help turn this idea into a reality.

Nominations culminated in a gala affair at the Hyatt Regency on October 2, 2017 where 800 guests recognized 7 individuals and one special centurion for outstanding achievements. Master of Ceremonies Dave Kelly took the audience through an exciting evening highlighting and celebrating the honorees, Jim Gray and the contributions of seniors to our city.

## Congratulations:

Gerry Miller  
Marjorie Zingle  
Dr. Amin Ghali  
Don Seaman  
Vera Goodman  
Al Muirhead  
Alan Fergusson  
*and centurion*  
Dr. Richard Guy

**Almost \$250,000  
was raised and  
will be directed to  
entrepreneurial  
and civil society  
workshops in 2018.**

## Calgary Herald Christmas Fund

2017 marked the 27th year the Calgary Herald Christmas Fund has been raising money and awareness for local agencies in our city. With over 100 applications to the fund this year, Calgary Seniors was selected along with eleven other outstanding charities making a difference in the lives of Calgarians each and every day.

This year the Christmas Fund partnered with the Calgary Health Trust in the Calgary Firefighters inaugural New Year's Eve Gala. Proceeds were split among the twelve charities and Calgary Firefighters Burn Treatment Society at The Foothills Hospital.

We sincerely thank the staff at the Calgary Herald and all the generous Calgarians who raised almost \$1 million with each charity receiving \$80,645! Monies raised will support Calgary Seniors volunteer programming.

## One for the Ages

Thank you to Honorary Chair Jim Gray and MC Jimmy Hughes along with our sponsors, donors and guests for their time and generosity at our third Annual "One for the Ages" gala on June 2, 2017. Held at the prestigious Ranchmen's Club and featuring Canadian actor/singer Tom Jackson and country music artist Beverly Mahood, it was a fabulous evening of great food, great wine and great music - a night to remember.

A special salute along with a very warm and special thank you to Tom & Alison Jackson for making this event a reality. This was the final year in their three year commitment to raising funds and awareness for Calgary Seniors. All proceeds supported volunteer programming and services.

# Volunteer Services

Purpose  
Passion  
People

**2017** was an intensely busy and productive year for Calgary Seniors' Volunteer Services department. From overhauling our volunteer training, to enhancing programs, to launching new recognition plans, there was never a dull moment.

As the year evolved, so did our work. We began knowing that in addition to the regular work of delivering programs, our time would be filled with evaluating and redesigning pretty much every process carried out by our department. This was essential in building for the future.

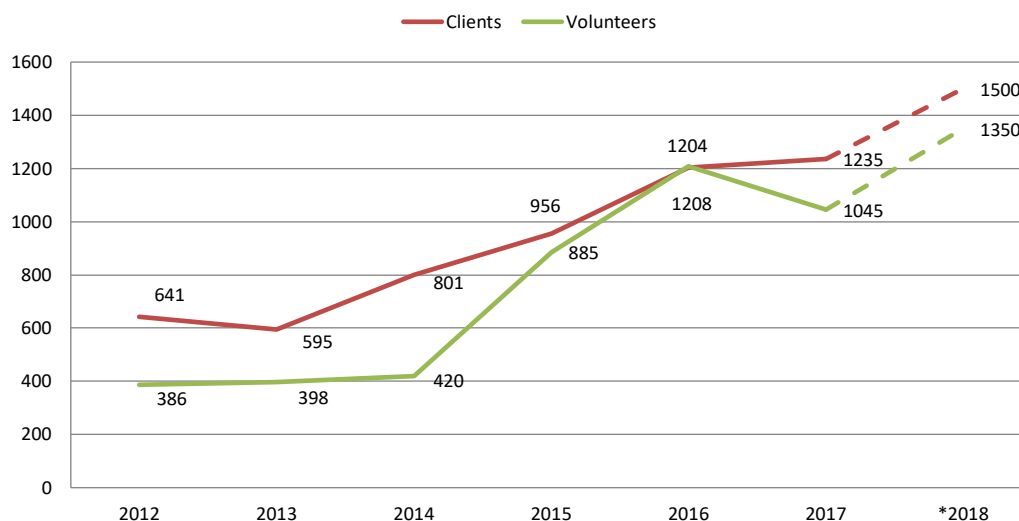
This incredible capacity building effort was made possible through generous one time funding provided by Family and Community Support Services (FCSS) Calgary. It's really quite difficult to capture the impact these funds have had, and will continue to have, on the Volunteer Services department. As a direct result of these dollars, we were able to streamline and improve the way we register clients, handle referrals, screen new volunteers, intake new volunteers, train new and existing volunteers, and so much more. Our efficiency and effectiveness is greatly increased. We are more prepared (and better equipped) than EVER before to respond in a timely and responsive way

to the constantly growing needs of vulnerable seniors in Calgary. To say a simple thank you to FCSS seems so underwhelming. There really are no words to express our gratitude for their trust in our capability to undertake this work, and their belief in our ability to deliver strong results.

Given the above, you may wonder when looking at our number of clients and volunteers in 2017 in comparison to previous years, why there was a small decrease. We would like to address that point here: in conducting such a thorough revamp of all our processes and procedures, we also undertook a giant clean-up of all data, including client and volunteer records. In the course of this clean-up, many files that were on hold, or had been inactive for some time, were closed. This resulted in the decrease you see in the chart below. We are confidently projecting a very significant increase in both our number of clients and volunteers for 2018. The purge and enhancements will ultimately result in our being able to more accurately capture the true impact our work is making.

## Volunteer Services Trending Data 2012-\*2018

\*Projection



# Volunteer Services

**The** Calgary Seniors' Volunteer Services department is poised and ready for 2018. We grew together on so many levels in 2017. Never have we been more prepared, more organized and more enthusiastic about the future. Interest in our volunteer opportunities is at an unprecedented high. Our social media presence is dynamic and thriving. Our volunteer retention is the envy of many. We are at the top of our game, and continue to build an amazing future.

## 2017 Accomplishments:

### Volunteer Engagement:

Exceeded all 2017 volunteer recruitment goals

- ET – 20 new volunteers
- FV & TR – 139 new volunteers
- PA – 43 new volunteers
- VR – 7 new volunteers
- SHC – 61 new volunteers

### Escorted Transportation (ET):

- 123 new clients – client base increased by 16%
- Ride capacity increased from 10-15 rides per/day
- Removed all fees for low-income seniors

### Assisted Shopping (now called Shopping Companion or SHC):

- 97 new clients registered
- 63 seniors matched

### Pet Assist: (PA)

- Finalized partnerships with four community partners
- Registered 35 clients and recruited 43 volunteers since launch in June 2017
- Designed Pet Assist Volunteer Training in collaboration with Vets to Go and Humane Society

### Telephone Reassurance (TR):

- 40 active matches
- 89% growth from 2016

### Friendly Visiting (FV):

- 83 new clients registered
- 120 new matches made

### Quick Mobilize Volunteer (QMV) Program:

- Program launched in 2017
- 180 project requests completed

On behalf of the over 3,000 clients Calgary Seniors serves, we wish to extend our deepest gratitude to those generous community partners who invested in our programs and services last year and helped us build for the future. Thank you for recognizing the incredible value of our work.

#### \$5000 - \$10,000

ATB Financial  
Cal Wenzel Family Foundation  
Calgary South Rotary Partners  
Hammerhead Resources Inc. (formerly CIOC).  
David Fischer  
Ed Stelmach Community Foundation  
J.N. Fyvie Family Fund at the Calgary Foundation  
Nickle Family Foundation  
Paddy Luke Fraternal Society  
Qualico Developments

#### Over \$10,000

Arthur J E Child Foundation  
Hunter Family Foundation  
JC Anderson Legacy Fund  
Kinsmen Club of Calgary  
Roman Catholic Bishop of the Diocese of Calgary  
William S. Herron Family Charitable Foundation

# SeniorConnect

Education  
Mobilization  
Response



**2017** was a year of shaping and producing the new SeniorConnect after-hours social work response. The need for urgent social work assistance outside of regular business hours was recognized by the City of Calgary and Calgary's Family & Community Support Services (FCSS), the latter of which provided additional funding to enhance our regular SeniorConnect activities. Through broader collaborations and partnerships, creative interventions and team professionalism, the SeniorConnect after-hours enhancement provides much needed urgent response for older adults when they need it. Furthermore, it has built a bridge to help close the gap on current programs by providing a city-wide 'gerontology' focused urgent response service.

In 2017, the SeniorConnect team responded to 325 older adults in need of urgent support covering weekends and holidays. The team truly understands and strives for client support and intervention at the earliest opportunity, having witnessed how early intervention can often mean the difference between continued independent living and institutionalized care, or worse.

"Allan is 70 years old and was referred to us this past winter late one Friday afternoon. He was in desperate need of both social and medical supports. Our SeniorConnect social worker made an urgent home visit and found that Allan was living in an abandoned trailer in the outskirts of the city. The trailer was parked in an area where there were no street lights or nearby services. Not equipped with electricity or gas, Allan was living without any heat during the coldest months of the year. The SeniorConnect worker was very concerned for his safety in every aspect. She immediately called Community Paramedics because he had an ulcer on his leg which needed medical assessment and prompt treatment. As Allan received the medical care he needed, she started to make calls, arranging for Allan to stay in a hotel that evening and getting him some food. Thanks to the worker's prompt actions, Allan now lives safely and securely in a senior's apartment where he is not just surviving, but thriving - he even helps to organize activities for the other residents.

~ SeniorConnect Manager

2017 saw additional partnerships and pilot projects emerge as well. The planning and beginning of an exciting pilot project called "Community Connections for Seniors" in Chinook Park emerged with St. Peter's Anglican Church, the City of Calgary and SeniorConnect. Focusing on neighborhood engagement at a door-to-door level, the project aims to bring resources to seniors and provide an opportunity for engagement, while keeping an eye out for areas of risk. The expectation is that this grassroots community development approach will expand to other areas within Calgary. Alongside this, SeniorConnect has become more recognized for its online education modules piquing the interest of local colleges and younger learners benefiting from the ease and content of the training. SeniorConnect provided education to over 3000 individuals in 2017 through both online and in-person settings. We sincerely thank the United Way of Calgary for their continued support in this area of the program.

Overall, 2017 was a year where SeniorConnect evolved and expanded with both practical and innovative ways to engage community and reach at-risk and isolated seniors. We are building for the future. SeniorConnect is the only urgent after hours social care service for older adults in Calgary and the additional FCSS funding to this part of the program has enabled same day service, preventing further crisis and often, unnecessary hospital admission. For this, we are extremely thankful, and very proud of the program and its' achievements.



# Outreach

**Since** entering the era of aging baby boomers, we are seeing an increase in complexity of seniors' needs. In 2017 the primary issues that the Outreach Team addressed were around financial instability, mental health issues and illness, mobility restrictions, elder abuse, and lack of affordable housing. The Outreach Team enhanced their monthly pension and benefits Forms Clinics to include assistance with housing and transportation. This allowed our team to more effectively triage high priority needs, while providing timely one off group clinics for those with general application needs.

In addition, our Outreach Team was able to strengthen and develop new collaborative opportunities across Calgary. Over the year, the team conducted information sessions at the Centre for Newcomers, Bow Valley College, Marlborough Mall, and private immigration agencies. Regular bi-monthly drop-in hours continued to be held at the Genesis Centre and Greater Forest Lawn 55+ Society, which provided seniors with locations to seek assistance and information.

2017 was a year of change with The Way In Network and the 403.SENIORS line. October saw the long awaited official launch of the partnership with Distress Centre Calgary and 211, combining the best in call centre technology with the expertise of The Way In Service Coordinators. This significant partnership will result in more effective, efficient and timely service, information and intake for seniors throughout the city.

Unfortunately, not all change was good, especially for seniors in our ethnic communities. Funding for the Elder Broker program concluded in March 2017 and the Way In Network was not able to keep it going financially. Consequently, we saw a decline in those ethnicities being referred, which was concerning, as these diverse seniors with little or no English-speaking skills are not getting connected, leaving them vulnerable and at-risk. Our Outreach Team organized a public awareness session on World Elder Abuse Awareness Day (June 15th) resulting in an opportunity for our team to advocate, educate and connect with ethnically diverse seniors, helping more than 50 seniors that day alone. Calgary Seniors was able to obtain a small grant from New Horizons in late 2017 to bridge some of the funding in 2018 until additional funding sources can be secured.

It is with funding through Family & Community Supportive Services (FCSS) and other donors that the Outreach Team is able to support some of the most vulnerable seniors in NE and the north part of SE Calgary. Such funding allows us to maintain our commitment to an ever growing senior population.

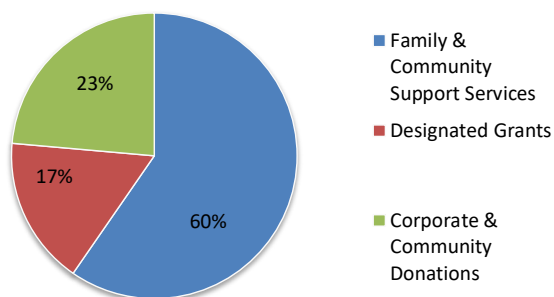
**Calgary Seniors' Outreach Team  
is a proud member of  
The Way In Network.**

## Stats showed that...

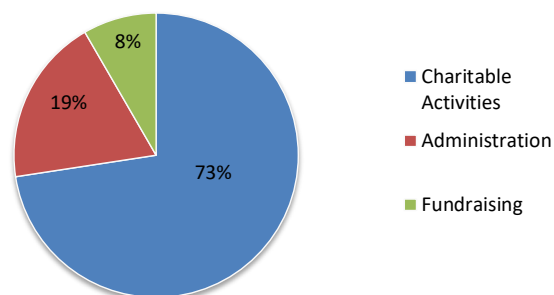
- Our team worked with 232 long-term clients along with their families, other community members, and service providers through the year.
- Drop-in hours at Genesis Centre and Greater Forest Lawn 55+ Society served an additional 64 clients.
- Averaged 35-50 case managed files per social worker (majority with multiple issues and complex needs)
- Wait times averaged 4 – 5 weeks but increased to 8 weeks at various times over the year

# Revenue & Expenses

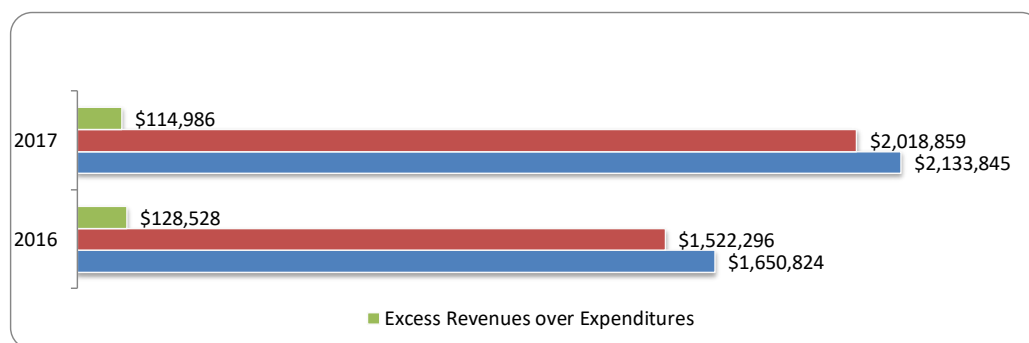
## Revenues



## Expenditures



## Statement of Operations



Calgary Seniors Audited Financial Statements are available by request.  
To obtain a copy, please call (403) 266-6200

# Donor Thank You!

**Thank you** to those who have continued to support us over the year; those who make a commitment every month in our monthly giving; those who provide gifts-in-kind; and our Facebook followers who respond to our urgent requests for clients. Thank you from the bottom of our hearts.

## We recognize those who donated over \$500 in 2017

Advantage Oil & Gas \* Allard Foundation Ltd. \* Arthur J E Child Foundation \* ATB Financial  
Aux Sable Canada \* Benevity Community Impact Fund . \* Bonavista Energy \* Brenda Mawhinney  
Brian Callow \* Byron & Anne Price \* Cal Wenzel Family Foundation \* Calgary Properties Lions Club  
Calgary South Rotary Partners \* CIOC, now Hammerhead Resources Inc. \* Carthy Foundation  
Cenovus Energy Inc. \* Corex Resources \* Coril Holdings Ltd. \* Daniel & Frances McDonald \* Dave Musgrave  
David Fischer \* Dialog Alberta Architecture Engineering Interior Design Planning Inc. \* Dorothy Harris  
Dr. Joel Christie \* Dr. John Lacey \* Ed Stelmach Community Foundation \* Edith Cavell #25 Order of The  
Eastern Star \* Encana Corporation - Matching Funds \* Foundation for Seniors Care - Hearts of Excellence  
Four Feet Companion Foundation \* Fran Koenders \* Graydon & Dorothy Morrison Flow Through Fund at The  
Calgary Foundation \* Hunter Family Foundation \* Inter Pipeline Ltd. \* J.N. Fyvie Family Fund at the Calgary  
Foundation \* James Gray \* Janet Remus \* JC Anderson Legacy Fund at the Calgary Foundation  
Jennifer Pierce and Ross Wonnick \* John Cordeau \* Kinsmen Club of Calgary \* Lori Paine \* Mark Kolesar  
Max Bell Foundation \* Mayfield Renovations Ltd. \* McLeod Law LLP Fund at the Calgary Foundation  
Norm Ross \* Nutrien (Formerly Agrium Inc.) \* NYOB Inc. \* Paddy-Luke Fraternal Society \* Pamela Fry  
Paul & Lesley Charron \* Peg & Nick Taylor Family Foundation Fund at the Calgary Foundation  
People Engaged in (P.E.I.) Benevolent Activities Assoc. \* Ponte Family Fund at the Calgary Foundation  
Qualico Developments West Ltd. \* Raging River Exploration Inc. \* Reilly Campbell \* Rideout Investment  
Corporation \* Roberts & Company Professional Accountants LLP \* Roman Catholic Bishop of the Diocese of  
Calgary \* Ron Wigham \* Rotary Club of Calgary Chinook \* Rotary Club of Calgary Heritage Park  
Roy Ponte & Dianne Cooper-Ponte \* Sheila Trumpour \* Shell Canada Limited \* Spartan Controls Ltd.  
Step Energy Services \* Team Telus Cares \* The Anonymous Family Legacy Fund at the Calgary Foundation  
The Calgary Foundation \* Tony & Ann Luppino \* Torys LLP \* Tyler Cleveland \* United Way Donor Choice  
Program \* United Way Major Donor \* Vermilion Energy Inc. \* Viewpoint Foundation \* Walter Mahoney  
Wark Family Fund at the Calgary Foundation \* William S. Herron Family Charitable Foundation

**An additional thank you to:** The City's ERF for emergency funds; **United Way** for their Donor Directed Funds; **Burnett Duckworth & Palmer (BD&P)** for their GIK legal support and advice; the sponsors of our "One for the Ages" Gala including **BD&P**, **Servus Credit Union**, **Godfrey Morrow** and **Titan Liquor Services**; **The Calgary Foundation** for promoting our agency to their family funds and other foundation donors; **Rideout Investment Corporation** for unwavering support; and **The Anonymous Family Legacy Fund** for their annual gift in perpetuity which continues to help us build for the future.

**Thank you to our major donors and partners:**





# Calgary Seniors'

RESOURCE SOCIETY

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