



WESeniors.ca



WE Seniors
Westend Seniors Activity Centre

2020 Annual Report

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9629-176 Street Edmonton, AB T5T 6B3
Ph: 780-483-1209 / Fax: 780-484-7738

Mission

To be a community based hub for seniors providing services, programs, information and activities that support the healthy aging of seniors.

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2020 BOARD OF DIRECTORS



President, Jay Pritchard
Vice President, Barbara Gibson
Treasurer, Spurgeon Gammon
Director, Brian Quickfall (Jan – May)
Director, Burt Krull (Jan – Aug)
Director, Donna-Mae Lambert
Director, John Kennedy
Director, Kaye Langager
Director, Marilyn Tywoniuk
Director, Ruth Ann Linklater
Director, Sharon Quickfall (started July)
Director, Wendy Laws
Director, Sharon Smith

STAFF

Executive Director, Haidong Liang
Office Manager, Sabine Burgess (Jan – July)
Volunteer & Event Manager, Heather Riberdy
Recreation Programs Manager, Shelley Kulak
Recreation Programs Coordinator, Cherisse Macayan
Programs Administrator, Donna Chaffee
Community Inclusion & Development Manager, Lorena Smalley
Community Engagement & Communication Coordinator, Thomas Zheng
Community Outreach Manager, Shirley Kilsdonk
Senior Home Support & Outreach Worker, Lynn Maiko
Accounting Services, Kathy Dicks
Community Café Program Manager, Tracey Treidler
Community Café Chef, Desirae Parker (Jan – July)

EXECUTIVE DIRECTOR'S REPORT



Dr. Haidong Liang
Executive Director

Message from the Executive Director

“Life isn’t about waiting for the storm to pass, it is about learning how to dance in the rain” (Vivien Greene). This positive outlook has guided the Westend Seniors Activity Centre to stand out to be a TRUE community hub for our precious seniors in 2020. I hope you enjoy reading this Annual Report because our members, volunteers, Board members and staff have accomplished so much through supporting each other during this unprecedented pandemic.

I simply want to take this opportunity to express my appreciation to our Board, volunteers, staff, partnering organizations and members.

Board: A famous activist once said, ***“Wisdom is knowing what to do next; virtue is doing it”***. Our Board has proven to be both wise and virtuous. Under the leadership of our Board President, Mr. Jay Pritchard, WSAC’s Board has worked tirelessly with our Administration to make sure our seniors are receiving the support, programs, and services they deserve.

Volunteers: ***“The heart of a volunteer is never measured in size, but by the depth of the commitment to make a difference in the lives of others”*** (DeAnn Hollis). If you look at the statistics in the volunteer section, I’m sure you will agree with me that “our volunteers are our heroes”.

Staff: ***“In the middle of every difficulty lies opportunity”*** (Albert Einstein). WSAC’s staff team proved this quote right. We are very proud of ourselves being one of the very few seniors’ centres Alberta wide that have come up with innovative programs, services and events to keep our seniors physically, psychologically and socially engaged during the pandemic.

Partnering Organizations: Without our partnering organizations such as YEG Seniors Alliance (Edmonton Seniors Centre, ICAN Seniors Association), Drive Happiness, and our Business Community Connectors, WSAC would not be able to continue supporting so many seniors in the Greater Edmonton area.

Members: No matter whether you are a Board member, a volunteer, a participant in our programs, or a client using our services, thank you for believing, trusting, and supporting WSAC during this difficult time.

I will end my message with another quote: ***“There was never a night or a problem that could defeat sunrise or hope”*** (Bernard Williams). Stay Healthy, Stay Positive, Stay Strong!

Haidong Liang, PhD, Executive Director

PRESIDENT'S REPORT



Jay Pritchard
President

Message from the President

Imagine an organization designed to provide opportunities for seniors to be socially engaged, physically and mentally active and fun-loving being closed for most of the year because of a threatening virus. Not only does it sound like the story line for a movie cast in the future, it has been a tragedy for thousands of seniors in Edmonton. In the midst of chaos, disappointment and impatience Westend Seniors Activity Centre (WSAC) chose to recreate itself. It accepted the challenges presented by the circumstances it found itself in and made conscious decisions to meet its mandate in new and different ways. While other senior serving organizations hesitated and in many cases gave up, our Centre maintained a clear focus on seniors and opted for the creation of online courses, increased and sustained outreach initiatives, enhance food services, staff training and intense planning for our new future (after the pandemic).

Our Executive Director and staff are to be applauded for their creativity, fortitude and perseverance. Undaunted by ever changing government controls and restrictions our team has helped move this organization toward the vision and mission for WSAC.

The Board of Directors has persevered throughout a very challenging year. Working closely with the Executive Director, the Board has helped to chart a positive path through and beyond these incredibly difficult times. Board Meetings have been held and committee meetings have occurred as usual throughout 2020. Directors are to be particularly recognized for their deep commitment and many contributions to our organization. Board responsibilities have been met despite difficult circumstances.

Speaking for myself, it has been an honour to serve as the President of WSAC for the past 4 years. Much has been accomplished during this time and I leave the position feeling like we are well positioned for a highly successful future. I wish to express my appreciation the many Directors I have worked with, to Haidong Liang our outstanding Executive Director, to all the volunteers who have continued to support the work of the Centre and to the staff for valuing the work of the Board and for their diligence in consistently “doing the right things” in support of seniors.

May 2021 be a year in which we can come back together as members to enjoy the company of our peers, to participate in live classes and events and to truly enjoy everything that WSAC has the ability to provide for us.

Cheers,

Jay Pritchard, President

COVID-19 PANDEMIC 2020

SERVICE TIMELINES

On March 12, 2020, the Alberta Government announced that, in the face of Covid-19, any event expecting over 50 persons should be cancelled. They stated that, “the coming weeks are vital” and that they were, “calling on every Albertan and organization to assist with public health efforts and to comply with the public health guidance.” The following is the response timeline for Westend Seniors Activity Centre.

- The WSAC building was closed to the public March 13, 2020.
- Hundreds of members who were registered for programs were personally contacted by phone to inform them of the closure.
- Partnership organizations were contacted regarding cancellation of programs.
- A refund framework was developed to process over \$40K in program refunds to seniors.

WITHIN THE FIRST WEEK

- On March 15, 2020, the Executive Director and his team started creating a series of videos for the “8-week Fitness Program for Seniors”. 16 videos and a 20-page handbook were created for seniors to follow fitness programs either by watching daily videos or following instructions in the handbook.
This Fitness program was also sent to the media, local businesses and others as a way to try and get it into the community. Handbooks were provided to local government officials to share and other organizations were asked to hand out to seniors.
- Refunds were initiated.
- All members registered for travel trips and events were contacted regarding the closure.
- Staff educated themselves on utilizing Zoom as an online program delivery method.
- A list of 2019 and 2020 WSAC members was put together and staff began contacting them to check in and give information on our services as well as services in the community.

COVID-19 PANDEMIC 2020

WITHIN THE FIRST MONTH

- One-on-one technology training for instructors and seniors, provided by the WSAC Program Team, began in order to prepare everyone for the shift to virtual program delivery.
- Puzzle and Wool Days began on April 10, 2020. This was held every Tuesday to allow seniors to come to the centre to borrow a puzzle or take some wool. Approximately 30 people came each week to participate.
- Online programming commenced via Zoom on April 20, 2020.
- All shared fitness equipment was removed, cleaned and readied for resale.
- Program staff were recertified in First Aide and trained in Occupational Health and Safety.
- **3,105** Friendly Phone Calls were made to isolated seniors by the WSAC staff and volunteers.
- Alternate funding sources were explored.
- Online programming commenced via Zoom on April 20, 2020. The first class: Online Clogging Beginner, instructed by Tracy Walters.
- 9 volunteers were recruited to assist with the friendly phone calls and by the end of the first month, we had completed **1,965** calls and sent out **742** emails.
- A list of resources were put together with regards to access to free food, access to low cost prepared meals, access to low cost grocery essentials, access to grocery shopping and delivery, transportation, income tax volunteers to share with seniors.
- Follow-up calls made to Outreach clients (ongoing).
- The week of March 23rd we changed our strategy to ensure that we were posting a positive message on Facebook every day at 6:00 a.m. and 6:00 p.m. We did this to give people something positive to see first thing in the morning and to see something positive when they were online at the end of the night. These posts included some live music performances as well as positive messages.

COVID-19 PANDEMIC 2020

- Website was updated to provide resources to seniors with regards to the pandemic
 - o Covid resources, financial assistance, etc for all 3 levels of government
 - o transportation for seniors
 - o grocery and pharmacy delivery for seniors
 - o list of online church services
 - o mental health and wellness providers
 - o financial support that was being offered

WITHIN THE SECOND MONTH

- First senior-serving organization in Edmonton that secured Personal Protective Equipment (masks & Sanitizers) sources for sale to seniors on a cost recovery (no profit) basis.
- Website was completely revised to be a virtual hub for seniors by providing fun, engaging online activities for seniors such as:
 - access to free online classes as well as promotion of all of the classes being offered by the yeg Seniors Alliance.
 - Brain games, virtual tours, fun websites to visit, live musical performances and free e-books, free fun films to watch from Canada's National Film Board and more.
 - Sharing interesting articles on topics such as sports, nutrition, home and garden, wellbeing, etc.
 - Covid-19 resources – mask guidelines and current updates from all levels of government.
 - A new e-newsletter was created for the yeg Seniors Alliance to provide information to seniors of all three organizations.

COVID-19 PANDEMIC 2020

WITHIN SIX MONTHS

- Initiated a new frozen meal program was initiated on July 14, followed by every 2 weeks to place food orders.
- 6 volunteers were recruited to deliver PPE and meals to seniors who were not able to leave their homes.
- by mid-September our volunteers had completed **7,262** friendly phone calls and **1,077** emails. Calls were now being made regularly to approximately 200 seniors who were in need of contact every two weeks and more volunteers had been recruited to assist.
- WSAC hosted 9 fun summer themed events at the centre which were essential for seniors to be able to reconnect socially and be active in the community. An average of 50 people attended each event.
- 25 volunteers were recruited to assist with the re-opening of the centre in September. These volunteers assisted with greeting patrons, health screening and meal purchases in the cafe.

BY YEAR END

- by the end of December, **8,459** friendly phone calls had been completed and over **70** deliveries of meals, hand sanitizer and masks had been made.
- over **600** hand knit items from community members were collected through our Mavie's Mitten Tree initiative and were then donated to 6 schools and 2 organizations which include the Jasper Place Family and Resource Centre and the Coats for Kids campaign.
- Over **700** turkey meals were made for the holiday season, **125** of the meals were delivered to the most vulnerable seniors.

MARKETING REPORT



WE SENIORS MARKETING REPORT FOR 2020

KEEPING ACTIVE NEVER GROWS OLD

MARKETING REPORT

MARKETING REVIEW: AN 8 WEEK FITNESS PROGRAM CREATED FOR SENIORS



March 2020:

WSAC Executive Director, Dr. Haidong Liang; with the assistance of WSAC staff created an 8-week fitness program for seniors.

The website and WSAC youtube pages were updated to allow seniors to:

- follow along to daily videos over the 8 week period and/or
- download a free 20-page handbook that features photos and descriptions of each of the exercises.

Highlights:

- To date, we have had over **4,800** views of these videos!
- WSAC partners, local politicians and other non-profit organizations have handed out approximately **3,000** copies of the 8-Week Fitness Program handbook!
- A Chinese version of the 8-week Fitness Program handbook was created and given to ICANN Seniors Association to share with seniors in their community.

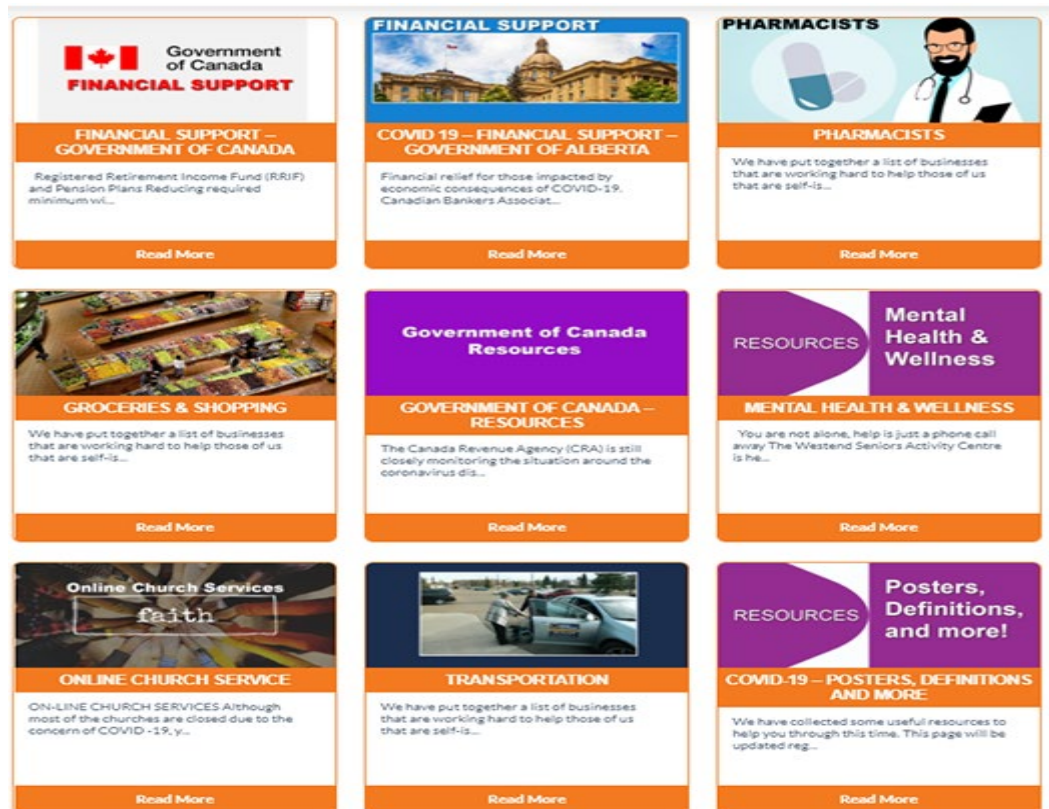
WESTEND SENIORS ACTIVITY CENTRE
9629 - 176 Street Edmonton, AB T5T 6B3 Ph: 780-483-1209

8 Week Senior's Fitness Program

Stretch Routine

 WESeniors.ca Sign up for our E-newsletter on our website
Subscribe to our  Channel  Follow us on Facebook

MARKETING REVIEW WEBSITE



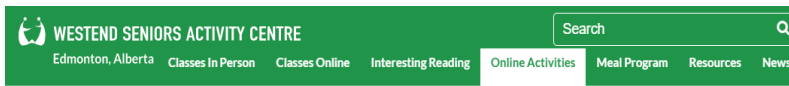
March 2020

The Website Was Revised Immediately After Closure Due to Covid-19.

With the closure of our centre on March 13, 2020, the website was immediately revised to provide resources to seniors that would help them as we all dealt with the arrival of Covid-19 and the initial shut down. These resources included:

- Covid resources, financial assistance, etc for all 3 levels of government
- transportation for seniors
- grocery and pharmacy delivery for seniors
- list of online church services
- mental health and wellness providers
- financial support that was being offered

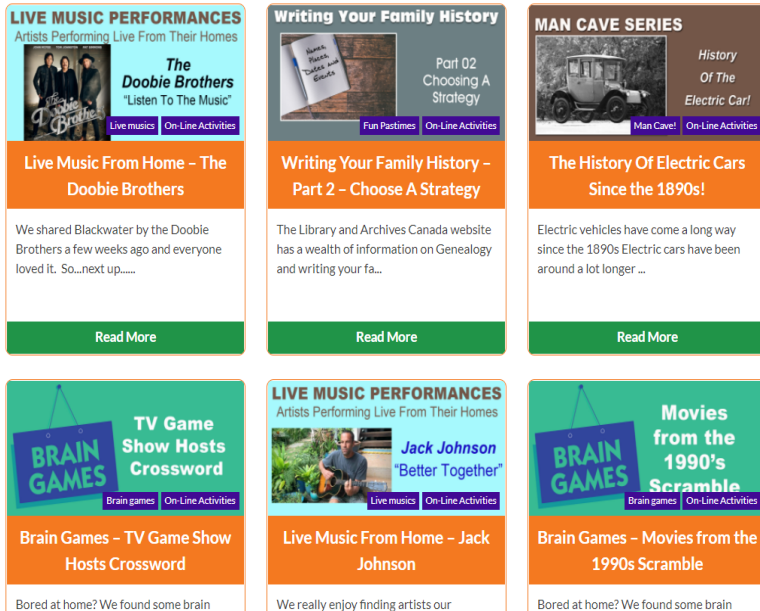
MARKETING REVIEW WEBSITE



April 2020 - Website Changes & A New Goal

Seniors were spending lots of time online and alone with the initial shut down due to Covid-19. The WSAC website was completely revised to be a virtual hub for seniors. Our goal was:

1. To be a resource where seniors could find information about Covid-19 and other resources quickly and easily and
2. If seniors were going to be online, we wanted to provide them with fun, engaging online activities for them to do while they were social distancing at home.



WEBSITE HIGHLIGHTS

- In 2020, website “users” (individuals who have more than 1 visit to the website) were up **98%** over 2019.
- **59,400 users in 2020** vs 30,000 users in 2019
- In 2020, website “sessions” (the number of times all users have visited the website) were up **75%** over 2019.
- **30,800 sessions in 2020** vs 17,600 in 2019
- “Program registration leads” to myactivitycentre is up **33%** website) were up **98%** over 2019.

Highlights

- Classes Online - the website featured access to free online classes as well as promotion of all of the classes being offered by the 3 yeg Seniors Alliance partners - WSAC, Edmonton Seniors Centre and ICANN Seniors Association
- Interesting reading - a new website section was created so we could share interesting articles on topics such as sports, nutrition, home & garden, wellbeing, yoga and more!.
- Online Activities - a second new section was created where we posted brain games, virtual tours, fun websites to visit, live musical performances free fun films to watch from Canada’s National Film Board and free e-books

MARKETING REVIEW FACEBOOK

FACEBOOK RESULTS 2020 VS 2019

Page Likes

Likes as of January 1, 2020 = 629
Likes as of December 31, 2020 = 856
An increase of **+36%**

Engagement = anyone who likes, comments or shares our post

Reach = Number of people who have see the facebook

Impressions = Number of times a person may see the post
person may see the post

Total Engagements = 26,220
Increase From Previous Year = **+108%**

Total Reach = 212,972
Increase From Previous Year = **+ 88%**

Total Impressions = 506,512
Increase From Previous Year = **+ 87%**

Did you know....

★ Traffic to the website from social media is up 121% in 2020.

★ This represents 13% of all website sessions.

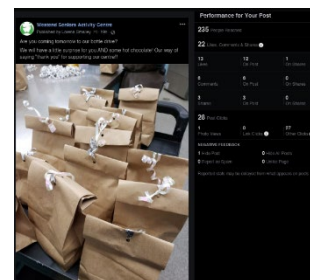
TOP PERFORMING POSTS

POSTS THAT HAD HIGHER THAN AVERAGE REACH | ENGAGEMENT | LEADS

CONTENT PURPOSE

Our content has three areas of focus.

1. Reach
2. Retention
3. Conversion

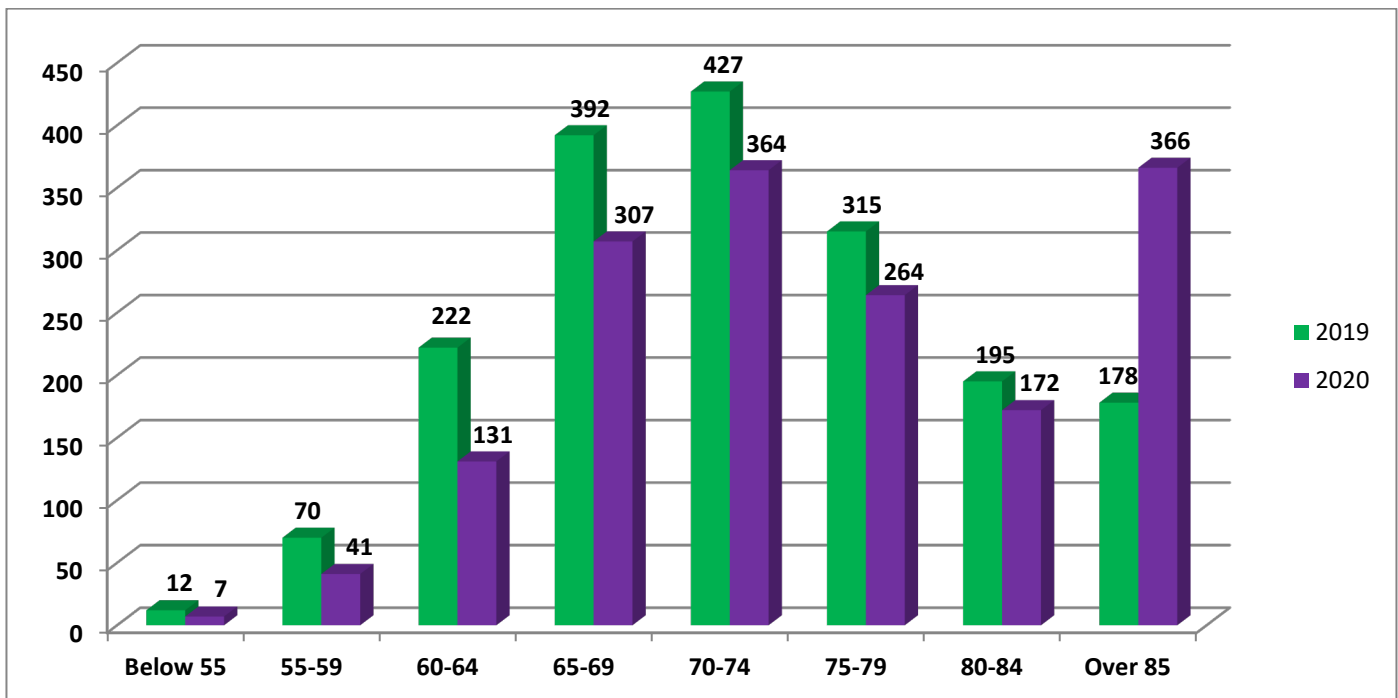


We measure the success of our content Primarily through the metrics of engagements and leads to the website, as well as a combination depending on the content purpose.

In this content sample we see a successful post for both engagement as well as website leads.

PROGRAMS REPORT

MEMBER AGE DEMOGRAPHIC



Total Membership for 2019: 1,811

Total Membership for 2020: 1,652

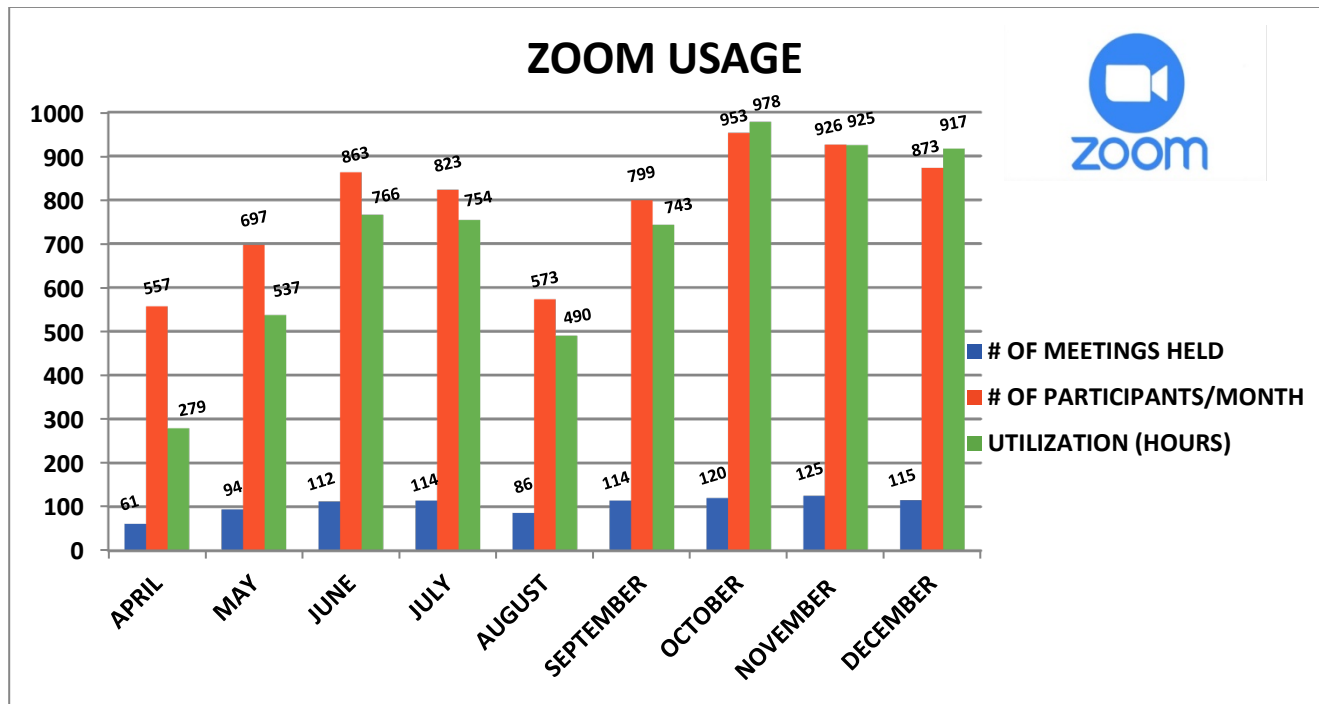
In 2020, the total number of members declined by 152; however, it may be due at least in part to the COVID-19 pandemic. The number of members over the age of 70 increased by 9% over 2019, with a corresponding decrease in the amount of members under 70 years of age. There was also a spike in the number of members over the age of 85, with the amount increasing by 106%.

PROGRAMS REPORT

ACCOMPLISHMENTS IN PROGRAMMING

INNAUGURAL YEAR FOR ONLINE PROGRAMMING

The online platform, Zoom, was utilized to keep seniors engaged and active during the pandemic.

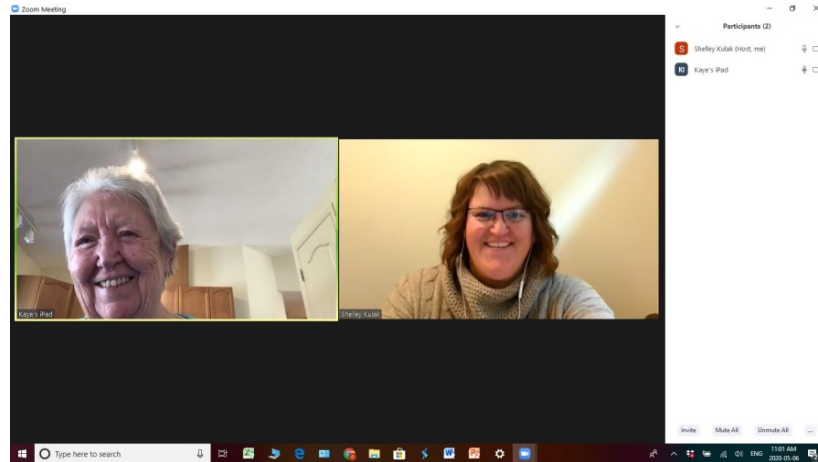


In Spring 2020, the Programs Team planned and implemented online programming via the app, Zoom. During 2020, a total of **941** Zoom meetings were held via 4 Zoom accounts. Seniors checked into programs **7,064** times during a total of **6,389** hours of meetings.

With the implementation of online programming, we were able to offer programming to seniors while they were in other parts of Alberta, Mexico and the USA in 2020.

PROGRAMS REPORT

FREE TECHNOLOGY TRAINING FOR SENIORS



Hundreds of seniors were educated by WSAC staff, on a one to one basis, about using technology to access programs and services during 2020. The service was provided free of charge.

ADAPTATION OF PHYSICAL SPACE



WSAC modified the front desk space to ensure that seniors of varying abilities can be served inclusively.

PROGRAMS REPORT

COMMUNITY PARTNERSHIPS IN PROGRAMMING

A new contract was drafted to define roles and fees between the Community Connector agencies and Westend Seniors Activity Centre. New contracts will be implemented when Community Connector partners are identified and allowed to reopen amidst the COVID-19 pandemic. The following partners have been a valued addition to WSAC programming in 2020:



The University of Alberta partnered with WSAC to provide onsite 1:1 fitness training in Winter 2020 and virtual small group training in Fall 2020. A total of 48 students and 69 seniors were involved in the multigenerational programs.



WSAC partnered with Community Connector Organizations, Driverseat and Drive Happiness, to transport seniors to the University of Alberta for a portion of the Fitness Training Program.



Two courses were offered at the Muslim Association of Canada in Fall 2020. The courses will resume in 2021 once government mandates allow. Expansion to further programming is also being explored.



The YMCA Digital Literacy Team offered their excellent technology series at WSAC in the winter and spring of 2020. During the summer, they transitioned to the virtual program realm with us and have accepted several referrals to assist seniors with technology learning outside of the class time as well.

PROGRAMS REPORT

COMMUNITY PARTNERSHIPS IN PROGRAMMING



HOME CARE ASSISTANCE

Home Care Assistance provided the virtual 25 week series, “Mind Fit” via Westend Seniors Activity Centre’s online program platform.



The annual summer Golf Group was held at Deer Meadows Golf Course and RV Park for the summer of 2020. A total of 35 members were part of the group for the season.



The Primary Care Network partnership with WSAC continued in 2020, until the pandemic necessitated the building closure. The Programs Team stays in contact with the partner to determine the feasibility of restoring the partnership, as relaunch mandates and program space will allow. The fundamental goal of the partnership is to provide space for the Primary Care Network’s multi-disciplinary team to serve seniors with dementia as well as their caregivers.

VOLUNTEERS REPORT

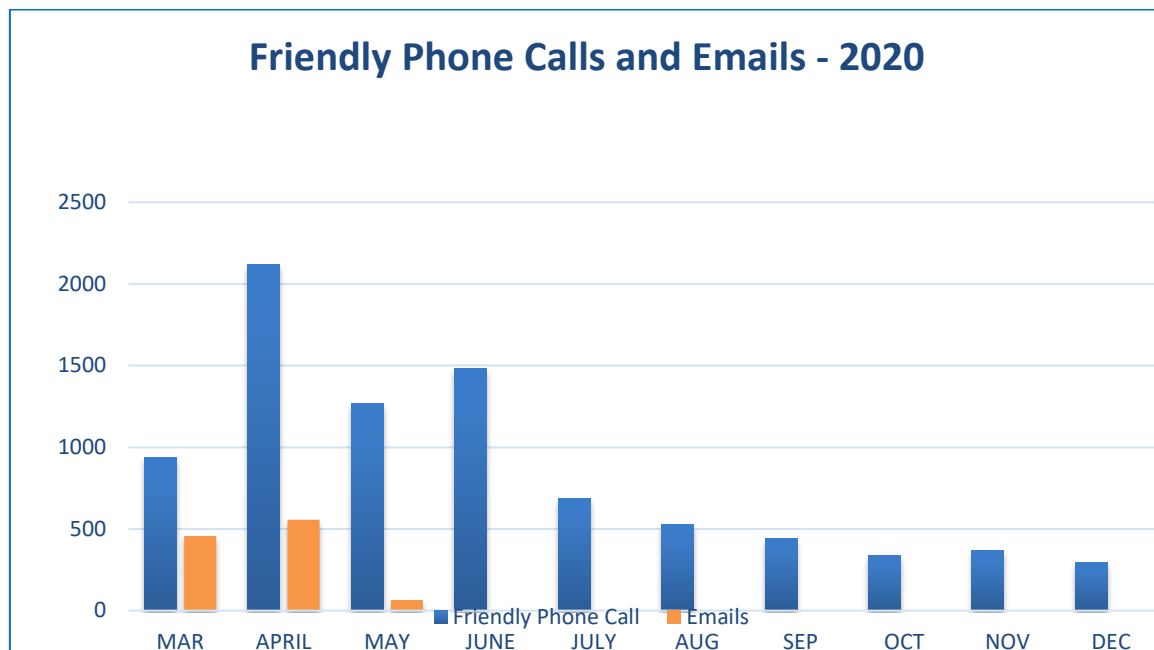
2020 was a year to think outside the box and find ways to stay connected and assist seniors in navigating through uncertain times. We created 74 new volunteer positions during 2020



which included Friendly Phone Calls, Delivery Drivers, Member Screening, Café Assistant and Greeters to achieve this goal and also relied on our current volunteers to assist in many other areas throughout the year.

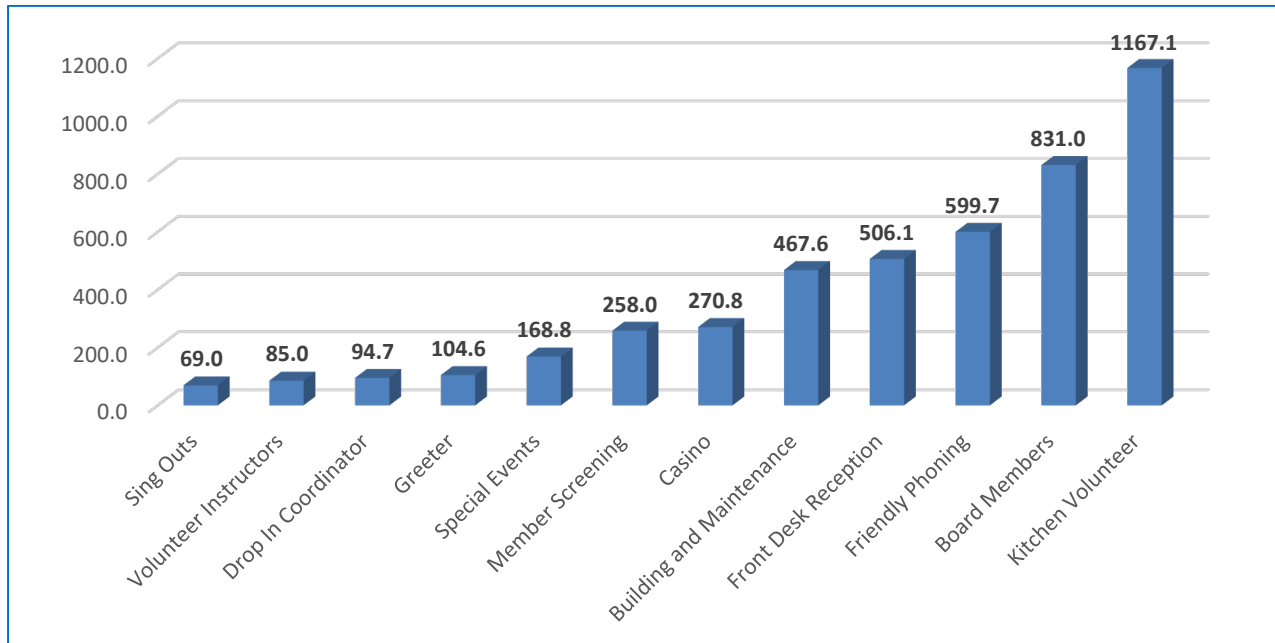
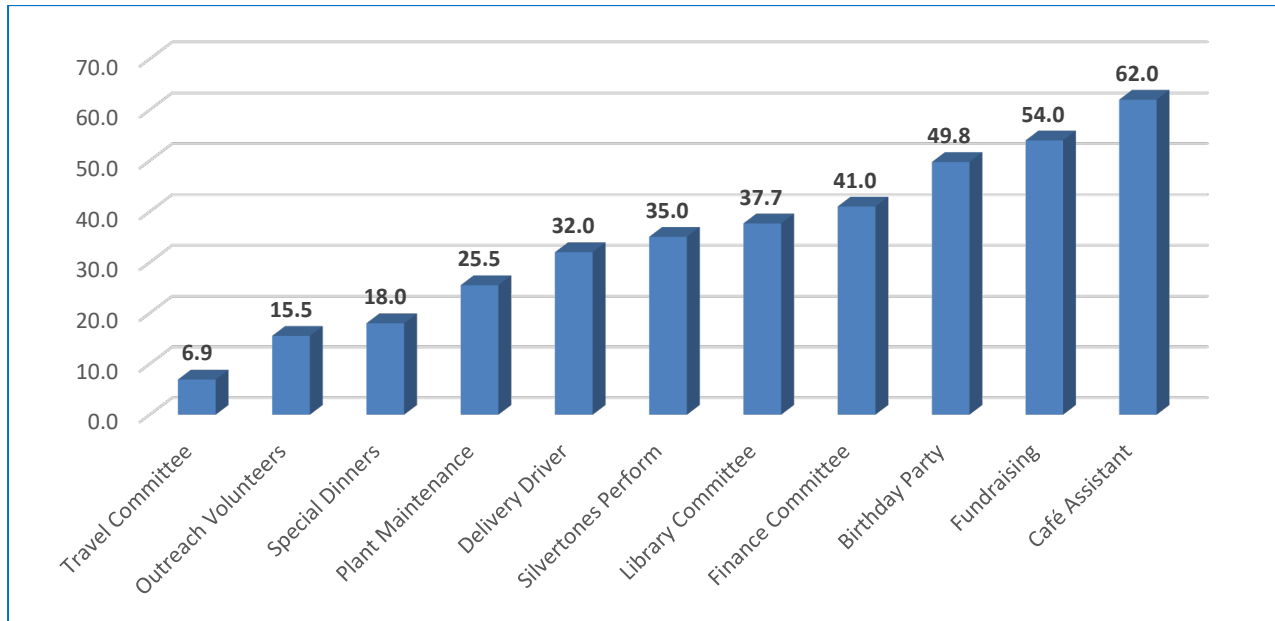
FRIENDLY PHONE CALLS AND EMAILS

Along with keeping seniors active physically and mentally we also needed to address their social needs and keep them connected with us and their peers. Our friendly phone call/email program was developed by recruiting 29 volunteers who made over **8,000** calls by the end of December 2020. These calls were a check in, an opportunity to chat and a way to provide vital information to seniors on community services. We continue today with regular calls by our volunteers every two weeks.



VOLUNTEERS REPORT

2020 VOLUNTEER HOURS



A TOTAL OF 4,999 VOLUNTEER HOURS

RENTALS REPORT

Our regular rentals continued through January and February but needed to be cancelled from March until July. In July we welcomed back on our long-time renters who tried to make a go of it with their Taekwondo classes but unfortunately were not able to sustain their business and had to cancel all further rentals with us. Through September and October, we were able to get several condo boards in for essential AGM's and welcome back the Elder Care program. Our rental income for 2020 was **\$14,061.94**.

SPECIAL EVENTS

PRESENTED BY COUNCILLOR KNACK AND THE
WESTEND SENIORS ACTIVITY CENTRE

COMMUNITY CONNECTOR

MEET UP TO 30 ORGANIZATIONS WITH SPECIAL KEYNOTE FROM
POLICE CHIEF MCFEE AND CLOSING REMARKS FROM REACH'S JAN FOX

CONNECTING
CITY TO
COMMUNITY

SATURDAY,
FEBRUARY 1, 2020

12:30PM-3:30PM

WESTEND SENIORS
ACTIVITY CENTRE
9629 176 ST NW



WESTEND
SENIORS
ACTIVITY
CENTRE



SPECIAL EVENTS

Many special events had to be cancelled in 2020 but we still managed to fit in a few before closure in March and then several throughout the summer when we had nice weather.

Our Rock and Roll Hall of Fame Dinner Dance on Saturday, February 29, 2020, was a sold out event and a great fundraiser for the centre. Our guests enjoyed a fabulous dinner and danced the night away with Bridges Motel. After expenses, we raised a total of **\$4,267.59**.

Rock and Roll Hall of Fame Dinner and Dance

Live Music Performed by Bridge Motel!



Haidong, Liza (Drive Happiness) and Linda (Edmonton Seniors Centre) attended the Talk to the Expert on May 30 to promote our services for seniors during the pandemic and the We Deliver Happiness Campaign.

We Deliver
Drive Happiness Campaign

Alberta Seniors Week

(June 1 – 7) &

Volunteer Appreciation



SPECIAL EVENTS

➤ During July, August and September, we held **8** different events including **3 Live Music/Comedy in the Lot events** in the evening and **4 Fun in the Sun and the Alberta's Birthday event** held during the day.

➤ These events were mostly well attended with the average number for the evening events at 61 participants and the average for the daytime events at 45 participants.

➤ We were able to keep ticket prices relatively low with sponsorship from several companies including Revera, Scotiabank, Servus Credit Union, Drive Happiness, Masuch Law, Benjamin Moore and Peace Hills Insurance.



SPECIAL EVENTS

INTERNATIONAL DAY OF OLDER PERSONS



In the morning on October 1st, WSAC was invited by Minister Pon to attend the flag raising ceremony at the Federal building.

In the afternoon, MP Kelly McCauley, MLA Jon Carson, and City Councillor Andrew Knack came to the Centre to participate in our pickleball activity to dispel the myth of aging and senior centres.

The Executive Director of the Muslim Association of Canada and his seniors came and observed our programs.



SPECIAL EVENTS

VOLUNTEER APPRECIATION EVENT



A mini Volunteer Appreciation Event was held on Friday October 9 to recognize all the hard work that our volunteers have put in. It was a drive through event at the front entrance with time slots set up to limit the number of people coming at one time. Volunteers came at their allotted time to pick up a small gift bag and receive a thank you from staff. Various staff were outside throughout the day.

FUNDRAISING REPORT

Fundraising for the centre was challenging in 2020 but we were able to run a few successful campaigns including the following:

Rock and Roll Hall of Fame Dinner and Dance – February – this event sold out and we raised **\$4,267.59**.

Casino – March – fortunately our Casino was completed right before the centre shut down. Our volunteers did a great job and we raised **\$59,584.31**.

Christmas Poinsettia Fundraiser – Everyone enjoyed the plants they received through this fundraiser – we raised **\$804.12**.

Total raised in Fundraising for 2020 - **\$64,656.02**.

COMMUNITY CAFE REPORT

The Community Café's main focus is to provide:

- Healthy meals using low salt and sugar.
- Homemade meals with fresh hand-picked ingredients.
- A wide variety of meals including soups and muffins.
- Diverse ethnic food (e.g., Chinese New Year dinner).



FROZEN MEAL PROGRAM

To address malnutrition for seniors during the pandemic, WSAC created a brand new frozen meal program for seniors. This program is also open to the public, including non-members, caregivers, adult children of seniors. This provides the community another option of accessing nutritious and affordable meals.

This program is extremely well-received. By the end of December 2020, **1,605** entrees, **1,251** soups, **867** baked goods, and **904** special meals were either self-picked up by or delivered to seniors across Edmonton.

During Christmas 2020, WSAC prepared **700** turkey dinners and used Drive Happiness to deliver **125** meals to the most vulnerable seniors selected by our Registered Social Worker.



COMMUNITY CAFE REPORT

FROZEN MEAL PROGRAM

Thanksgiving Event

On October 9th, we made **204** turkey meals in which the members and surrounding community could take out for Thanksgiving dinner.

A huge success thanks to all who were involved!



COMMUNITY CAFE REPORT

FROZEN MEAL PROGRAM

Win-Win Multi-Sectoral Partnerships



On December 26, 2020, the yeg Seniors Alliance and Drive Happiness delivered **125** Turkey Dinner Packages to **125** most vulnerable seniors in Edmonton.

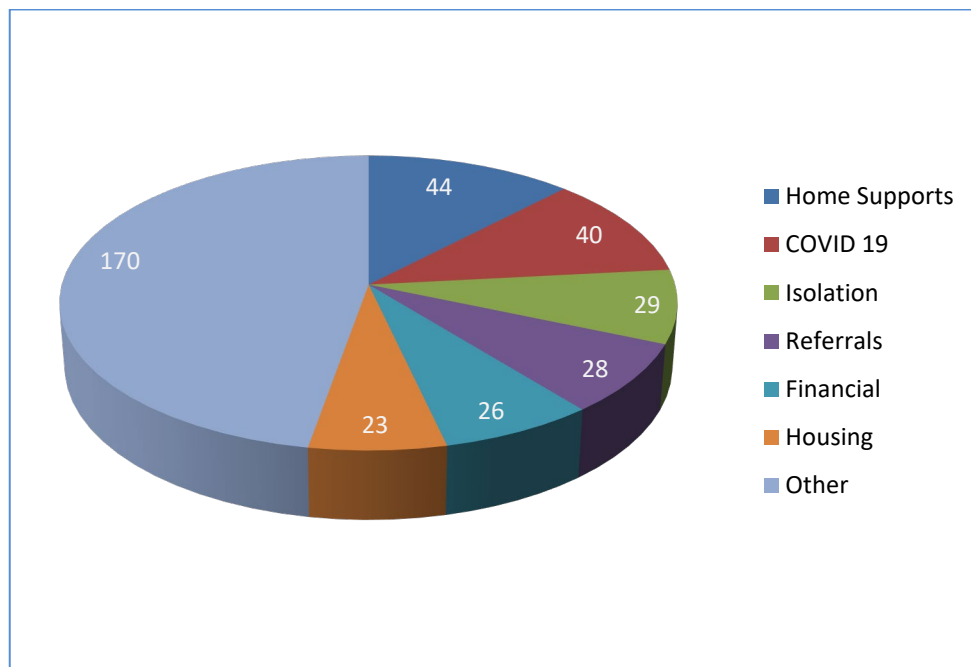
OUTREACH REPORT

In 2020 we all experienced stressful and challenging circumstances. The COVID-19 pandemic created unique challenges for most individuals and especially for our seniors. During this challenging time Outreach remained focused on providing up to date information and services. We were and still are committed to helping seniors navigate the pandemic to ensure that they are staying safe and healthy and that their needs are being met.

Last year the Outreach team served **161** unique clients. Our data showed that we provided **987** services to these clients. The tags that you see on the pie chart allow us to see what the trends are so we can better serve our seniors.

All of these trends and concerns can contribute to isolation and loneliness which adds to physical and mental health issues. It is important to understand that when a person calls us for one issue, as we complete our assessment a lot of the time we will find that this leads to a more complex case with more than three issues.

TOP TRENDS



OUTREACH REPORT

211

211 sent out its 2020 annual report. WSAC had the second highest transfer of calls to our Outreach Program compared to other Outreach programs. WSAC had **105** referrals. We did not include SAGE as their referrals include their seniors' supports services and people calling for the Personal Protective Equipment program and Outreach.



REFERRALS TO OUTREACH PROVIDERS

| Outreach Provider | Referrals |
|---|------------|
| Bent Arrow – Pehonan Elders Program | 3 |
| Jewish Family Services – Seniors Making Age-Related Transitions | 9 |
| Sage – Multicultural Seniors Outreach Program | 11 |
| Shaama Centre for Seniors and Women – Seniors Outreach | 4 |
| Sage – Outreach/Seniors Support Services | 328 |
| Strathcona Place 55+ - Seniors Support Services | 14 |
| Edmonton Seniors Centre – Seniors Outreach | 109 |
| North Edmonton Seniors Association – Seniors Outreach | 75 |
| Operation Friendship Seniors Society – Seniors Outreach | 26 |
| Westend Seniors Activity Centre – Outreach | 105 |
| Millwoods Seniors Association – Seniors Connect – Outreach Services | 25 |
| SCONA – Seniors Outreach | 76 |
| Southeast Edmonton Seniors Association – Seniors Outreach | 30 |
| TOTAL | 815 |

SENIORS HOME SUPPORTS

HIGHLIGHTS AND ACCOMPLISHMENTS

- In 2020, WSAC supported **159** clients and made **241** referrals in the west end.
- Internally, we realized our clients have other outreach needs and we were better able to smoothly direct these seniors needs to our outreach department and follow up thereby, providing better service to seniors in need.
- WSAC was continuously promoting the SHSP to seniors, their families and caregivers through our e-Newsletter that reached out close to **3,000** subscribers.
- WSAC also approached many seniors friendly businesses and informed them about this program.





**WESTEND
SENIORS
ACTIVITY
CENTRE**



FCSS
Family & Community
Support Services



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Edmonton