

# WESTEND SENIORS ACTIVITY CENTRE

## 2022

# ANNUAL REPORT

TO BE A COMMUNITY BASED HUB FOR SENIORS PROVIDING  
SERVICES, PROGRAMS, INFORMATION, & ACTIVITIES THAT  
SUPPORT THE HEALTHY AGING OF SENIORS

DATE OF RELEASE MARCH 23 2023

WESTEND SENIORS ACTIVITY CENTRE  
[WWW.WESENIORS.CA](http://WWW.WESENIORS.CA)



# Board of Directors Message

## Dear Members,

The Westend Seniors Activity Centre (WSAC) is now celebrating our 45th Anniversary. It is time to party! Some special events are being planned for this summer, so watch for announcements. To celebrate our 45th Anniversary, our Chef has introduced a special "7 Layer Carrot Cake". This delicious cake will be available for sale throughout our 2023 Anniversary year.

We started out being known as the Edmonton Self Starters Organization, moved to our current location in 2005 and became known as the Westend Seniors Activity Centre.

WSAC has survived this long because board members, prior to us, and the current Board Members have made tough decisions while maintaining a 'Vision for the Future'. I thank all previous and current Board Members for their service.

Since our 40th Anniversary, our membership had grown to over 2000 members. Our membership numbers dropped during the years of COVID restrictions, but as of December 2022 our numbers rose again to 1,710. It is so nice to see our Café often full of people enjoying lunch & companionship. Spring has arrived, and the Centre is getting ready to launch another round of classes and activities. We hope to see our membership numbers continue to climb so that our classes can once again run at full occupancy.

To respond to the unprecedented challenges of today's economic realities, and to the ongoing changing requirements of funders, our Executive Director, Dr. Haidong Liang, created the "YEG Seniors Alliance" to facilitate the sharing of resources, expertise, and experiences with other organizations. The YEG has now evolved into the "Alberta Seniors Alliance" and now includes partnerships between WSAC and the Edmonton Seniors Centre (ESC), ICAN Seniors Association, St. Albert Seniors Association, Seba Beach Seniors Golden Age Club and Strathcona County. WSAC has emerged as a 'go-to' organization in the Province when other senior-minded organizations are seeking assistance. Alliances with other senior organizations is allowing WSAC to access additional grants as funders value collaboration.

The Board of Directors is very proud of our Executive Director, Haidong Liang, who has been recognized for his excellent leadership in the seniors' sector on the following occasions:

- 2022, recipient of the Queen Elizabeth II's Platinum Jubilee Medal which recognizes the significant contributions of Albertans. Congratulations Haidong on receiving this prestigious award
- 2021 recipient of Ministers Seniors Service Award
- 2019 WSAC won the Minister's Seniors Service Award, one of the only two organizations in Alberta
- 2019 recipient of Edmonton Top 40 Under 40

Financially, WSAC is still in the recovery mode after COVID. With a drop in revenue associated from a loss in membership and the loss of in-house programming for many months, the Board found that ensuring WSAC's financial 'sustainability' was a major concern. Thanks to the forward thinking of past Boards of Directors, there is a 'Sustainability Fund' for emergencies which we have needed to draw on for both the 2022 and 2023. During 2022, our Executive Director worked tirelessly on grant writing which has been successful in large part because of the 'alliances' and 'partnerships' that he has developed with other organizations. Just as the WSAC staff worked diligently to support our membership socially, emotionally, mentally, and physically throughout these last few years, I am hoping the membership will continue to reciprocate by helping WSAC to rebound financially. I encourage members to invite others to join or rejoin WSAC. Please continue to register in program activities, have lunch in the cafeteria, attend events, and consider volunteering.

I want to thank our outstanding Executive Director, staff, and volunteers for all they have done during this last year as our programming started to rebound along with event attendance and cafeteria usage.

The Board of Directors has continued to support the Executive Director during the 2022 year. Board meetings and committee meetings were held regularly to ensure that WSAC continued to work toward meeting the strategic goals. I want to thank these Board members for their commitment and contributions.

It has been my honour to serve as your President this last year.

**BARBARA GIBSON**  
President, Board of Directors



# Executive Director Message

Our Board President Ms. Barbara Gibson has provided a very thorough review of what Westend Seniors Activity Centre (WSAC) has accomplished in 2022, so I would like to take this opportunity to thank our volunteers including the Board, staff, members, funders and our partnering organizations.

## VOLUNTEERS

This organization will not be able to operate without our volunteers. Last year, our volunteers put in close to 8,000 hours to help WSAC continue being one of the most vibrant senior centres in Alberta. For example, our Board has demonstrated incredible commitment to the ongoing enhancement of our organization, including financial management, strategic planning, Bylaws/Policy review and improvement, nominations and election, government liaison, and human resources. Also, I want to remember our volunteers who unfortunately passed away last year. Volunteers such as Ross Lacroix, Jim Scarlett, Marilyn Tywoniuk, John Kennedy, and Obe Bangma who had helped this WSAC become a leading senior serving organization should never be forgotten.

## STAFF

I have had the privilege to work with a very diverse group of talents to not only help WSAC survive the COVID Pandemic but also position WSAC as a "go-to" organization for the Government, other non-profit organizations, for-profit organizations and educational institutions to build win-win partnerships. Our staff has demonstrated an unparalleled seniors-friendly attitude and delivered exceptional seniors-focused programs/services. Thank you!

## MEMBERS

Dear members, you might be using our outreach services, taking certain classes, attending our events, or might be just enjoying our drop-in activities, or simply coming to our Community Café for coffee and lunch. Still, you are the reason why this organization exists and thrives. We are celebrating WSAC's 45 anniversary in 2023, your contribution by being a member of our organization helps us become what we are. On behalf of the WSAC administration team, I thank you and look forward to seeing you at the Centre.

## FUNDERS AND PARTNERING ORGANIZATIONS

I want to acknowledge the funding and philanthropic support from our funders and partnering organizations that make WSAC one of the leading organizations Alberta-wide:

Funders: Government of Canada, Government of Alberta, City of Edmonton, Strathcona County, FCSS, HelpAge Canada, and Canadian Red Cross.

Community Organization Partners: Alberta Seniors Alliance, Community Leagues, Trinity United Church, and Alberta Association on Gerontology.

Business Partners: Friends of WSAC, Armour Insurance, Launch57, Gogetfit, Technology North, and Canada Homecare Group

Public School Partners: University of Alberta, MacEwan University, Norquest College, NAIT, University of Calgary, Western University, and La Perle School

As a gerontologist, I am privileged to serve this great organization, thank you all.

**HAIDONG LIANG, PHD; MA; B.R.M.C.D**

梁海东, Liang

Executive Director



# Table of contents

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2022 Board of Directors	1
2022 WSAC Staff	1
2022 WSAC Members	2
2022 WSAC Programs	3
What We Offer Socially	4
Resources	5
Partners, Grants, & Funders	6
Friends of WSAC	7
Volunteering at WSAC	8
Volunteer Hours	9
Special Events	10
WSAC Rentals	11
WSAC Fundraising	11
Outreach & Home Support	12
Frozen Meal Program	16
Community Engagement	18
Social Engagement	19
WSAC Communications	20
WESENIORS.CA	21
WSAC in the News	22

# 2022 Board of Directors

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President, **Barbara Gibson**  
Vice President, **Kaye Langager**  
Treasurer, **Robert (Bob) Smith**  
January to August 2022  
Treasurer, **Wendy Jerome**  
September to December 2022  
Director, **Dolores Brent**  
Director, **John Kennedy** (deceased)  
Director, **Kay Rother**  
Director, **Lois Thurstan**  
Director, **Lorne Brackenbury**  
Director, **Richard (Rick) Batty**  
Director, **Sharon Quickfall**  
Director, **Shirley Devlin**

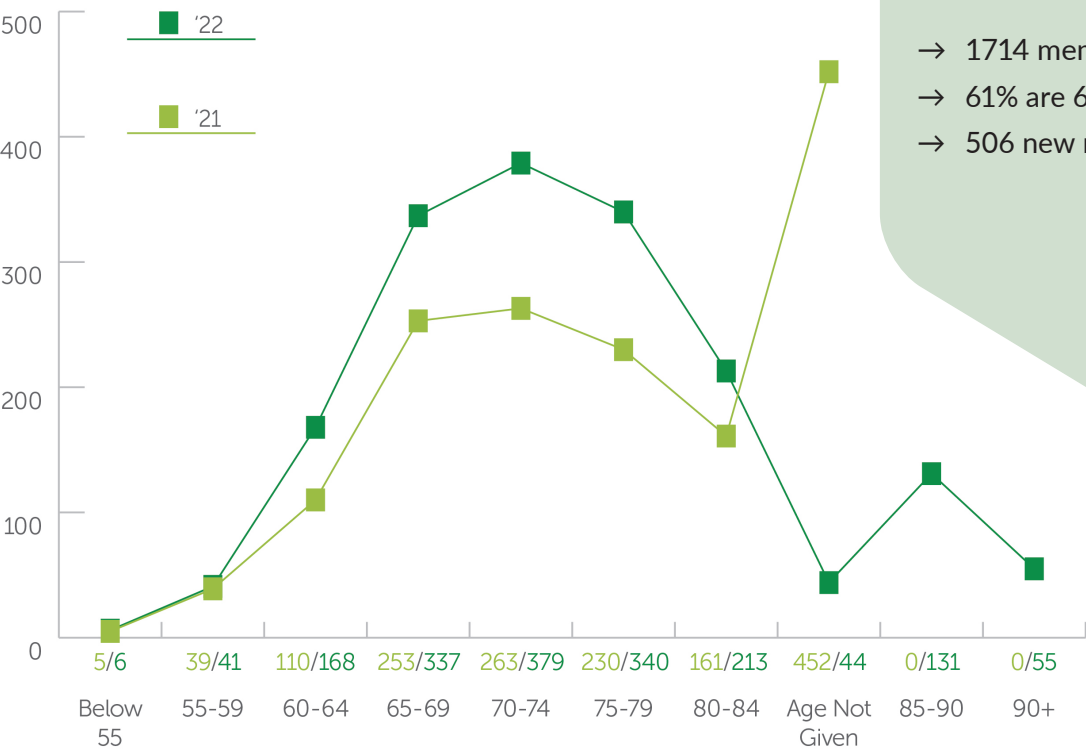
## 2022 WSAC Staff

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Executive Director, **Haidong Liang**  
Accounting Services, **Kathy Dicks**  
Community Inclusion & Development Manager, **Lorena Smalley**  
Community Engagement & Communications Manager, **Thomas Zheng**  
Community Outreach Manager, **Shirley Kilsdonk**  
Kitchen Chef, **Yani Handayani**  
Kitchen Cook, **Liliana Zapata**  
Operations & Programs Manager, **Barbara Jaffray**  
Outreach Coordinator, **Alexa Warawa**  
Program Coordinator (Online Programs), **Andy (Zhihao) Chen**  
Program Coordinator, **Mikayla Mailloux**  
Program Coordinator, **Shaina Bullis**  
Program Coordinator, **Nathan Reeves**  
Senior Home Supports Coordinator, **Ruth Assoue**  
Volunteer & Event Manager, **Heather Riberdy**

# 2022 WSAC Members

## Member Age 2021 vs 2022

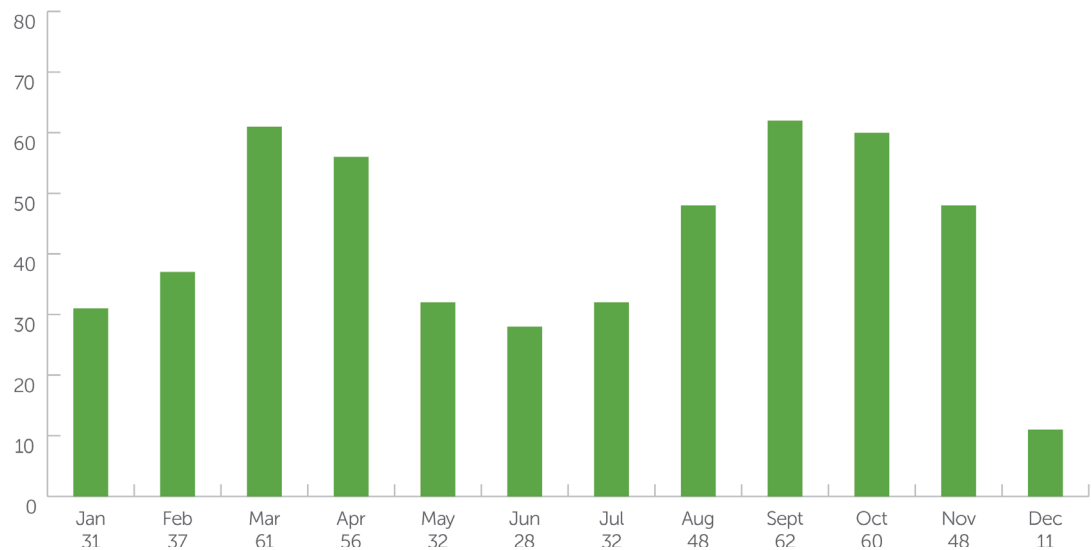


### Membership Highlights

- 1714 members
- 61% are 65 to 80 years old
- 506 new members

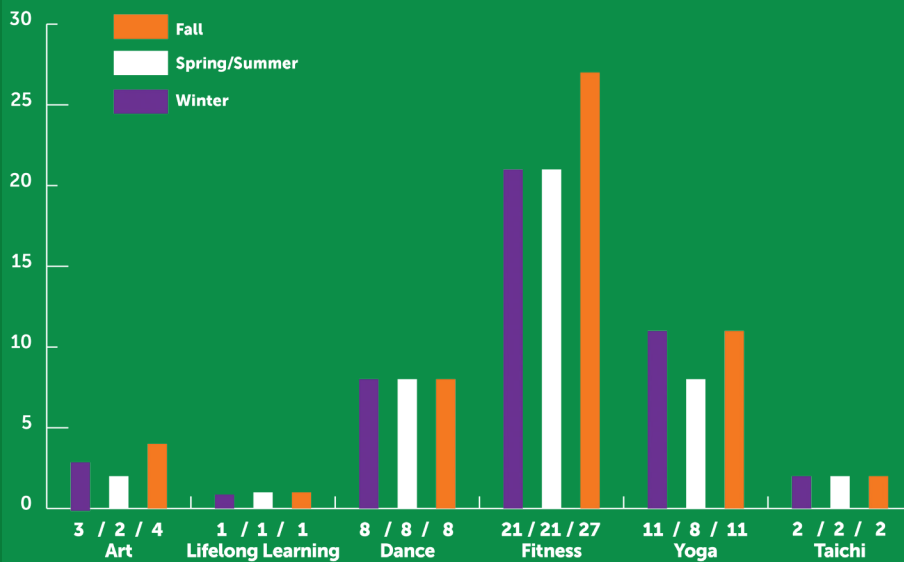
## New Members in 2022

506  
Members



# 2022 WSAC Programs

## 2022 In Person Classes Offered



WSAC prides itself on the variety of classes we offer.

In 2022, WSAC offered:

### Winter

(January to March)

→ 22 classes

### Spring/Summer

(April to August)

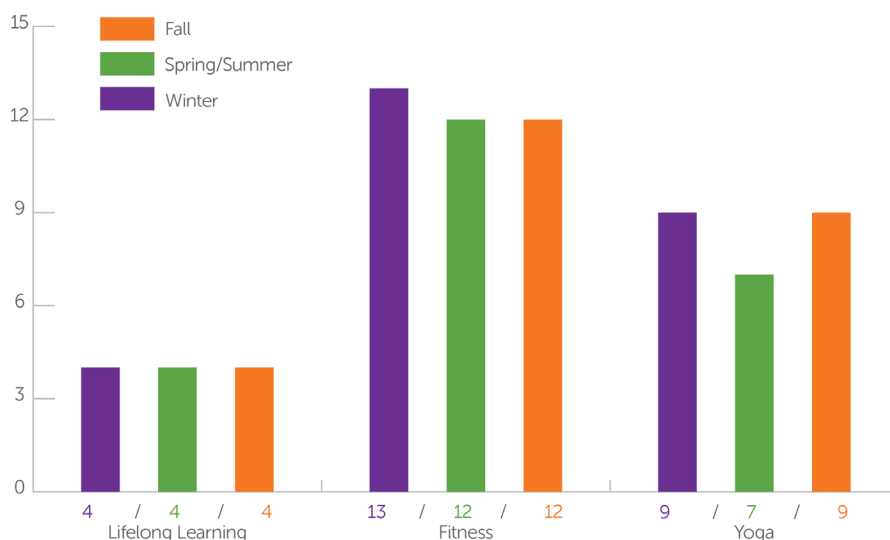
→ 10 classes

### Fall

(September to December)

→ 48 classes

## 2022 Online Classes Offered



WSAC continued to offer online classes in 2022:

### Winter

(January to March)

→ 22 classes

### Spring/Summer

(April to August)

→ 10 classes

### Fall

(September to December)

→ 48 classes





## What We Offer Socially

Whatever the interests, no matter the abilities, the Westend Seniors Activity Centre invites people to choose from a multitude of programs, classes, events, and more!

There is truly something for everyone. Being bored is not an option!

### PROGRAMS & CLASSES

- Art
- Fitness & Dance
- Yoga & Wellness
- Music
- Computer
- Workshops
- Life long learning
- & More

### COMMUNITY CAFE

The Café is the social hub of WSAC, full of familiar faces and new friends. Hot coffee and tea are available all day. Hot lunch, sandwiches, and snacks are available for purchase daily between 11:30 a.m and 1:30 p.m.

### MONTHLY BIRTHDAY PARTY & POTLUCK DINNER

Every month we host a small party to recognize members celebrating their birthday and a potluck dinner to bring our members together.

### TRAVEL TRIPS

WSAC regularly coordinates off-site trips for members, providing a chance to visit a wide range of popular attractions in and around Edmonton.

### MULTICULTURAL & SEASONAL CELEBRATIONS

WSAC hosts special events and multicultural celebrations throughout the year including:

- Chinese New Year
- Mother's Day and Father's Day brunches
- Valentine's Day



## Helping Others Never Grows Old

### → Form Completion

WSAC's Outreach workers are here to help you with form completion for agencies such as Canada Pension Plan, Old Age Security, Alberta Seniors Benefits, and housing applications.

### → Needs Assessment

If you are finding that you have concerns but are not sure how to sort them out or where to go to get help, through a conversation with our Outreach team we can gather information from you to determine what resources are available to address your needs.

### → Transportation

If you are in need of transportation and not sure who to call, we can provide you with information and resources to transportation agencies or DATS if applicable.

# Resources

## Outreach & Home Help

### → Independent Housing & Supportive Living

Please call our Outreach Department if you require information on housing, whether it's independent or supportive living we can provide resources and information.

### → Seniors Benefits

If you feel you are not receiving all of your senior's benefits, we can go over what you are currently receiving and if you are missing a benefit we can provide information and resources for you to follow-up.

### → Elder Abuse

If you feel you're in an abusive situation, whether it's physical, emotional, financial, sexual, or medical, please call. Our Outreach Department can provide resources to an Elder Abuse team or Safe House.

### → Financial

If you are low-income there are benefits that you may be able to receive through Alberta Special Needs Benefits.

### → Emotional Support

Call our Outreach Department if you feel you would benefit from someone to talk to and we can provide resources to a support group or counsellor to speak with.

### → Meals & Nutrition

Please call for resources to prepare meals and Nutritional Support Workers, Food Bank, Grocery Deliveries, and more.

### → Mental Health & Grief Services

If you are suffering from Mental Health issues or you require grief and loss support, please call for information and resources.

### → Isolation

If you are feeling lonely, please call our Outreach Team, we can provide you with resources to a full range of programs that will suit your individual needs.

# Partners, Grants, & Funders

## ORGANIZATIONS

- Alberta Seniors Alliance:
  - » Drive Happiness
  - » Edmonton Seniors Centre
  - » ICAN Seniors Association
  - » Westend Seniors Activity Centre
  - » St. Albert Seniors Association
- Alberta Association on Gerontology
- Friends of WSAC (see page 11)

## COMMUNITY LEAGUES & CHURCHES

- La Perle Community League
- Seba Beach Seniors
- Trinity United Church

## FUNDERS

- Government of Canada
- Government of Alberta
- City of Edmonton
- Strathcona County
- FCSS (Family & Community Support Services)
- HelpAge Canada
- Canadian Red Cross

## BUSINESSES

- Canada Homecare Group
- GoGetFit
- Launch 57
- Technology North

## SCHOOLS

- La Perle School
- MacEwan University
- Northern Alberta Institute of Technology
- NorQuest College
- University of Alberta
- University of Calgary
- Western University

## GRANTS

- Canadian Red Cross Mental Health and Wellbeing Grant
- Healthy Aging Alberta
- HelpAge Canada
- "Senior Fraud Alert" supported by the Government of Alberta
- WESeniors Strathcona supported by Strathcona County



# Friends of WSAC

**Friends of WSAC** are businesses vetted by the Westend Seniors Activity Centre that are dedicated to providing services to Edmonton and area seniors.

These businesses belong to an elite networking group focused on addressing the needs and challenges seniors face in their daily lives. They have partnered with our centre to provide educational resources and fun experiences to Edmonton seniors.

## Toonie Talks

- No membership required
- Open to the public
- Free for members
- \$2.00 for guests
- Beverages available

Thank you to our Friends of WSAC who were the main sponsors of Older, Bolder, Better!™ Seniors Exhibition and Symposium and the WESeniors Amazing Race & Challenge

- Aligra Wine & Spirits
- Armour Insurance
- Benjamin Moore - The Brilliant Brush
- Care At Home By Exquisicare
- Century 21 - Jody Lambertus
- CURA Physical Therapies
- Home Care Assistance Edmonton
- Mackie Research - Wei Woo
- Maxwell Challenge Real Estate
- Providence Chiropractic
- Revera Retirement Living - Churchill
- Revolution Cycle
- Scotia Bank
- Servus Credit Union
- Stanford Hearing
- Terra Losa Pharmacy
- The Waterford of Summerlea
- WildRose, an Optima Living Community

# Volunteering at WSAC

2022 was an important year of growth and learning for many of our volunteers who have taken on extra duties and responsibilities. It has also been a difficult year, with the loss of some very important people who volunteered so much of their time at our centre over many years. They were instrumental in shaping our facility, workshop, and executive board and are greatly missed. They all, in their own way, inspired others to give of their time and that continues today with new volunteers coming in to continue where they left off.

We welcomed several new volunteers to our Front Desk Reception, Cafe Cashier, and Host positions, our Special Events and Birthday Committees, our workshop, and other areas throughout the centre. These volunteers have put in numerous hours to contribute to a positive experience for our members. We are very fortunate to have so many people with a variety of backgrounds and skills to share.

Our dedicated volunteers who are part of our frozen meal program and our friendly phone call program continue to connect with some of our most vulnerable seniors and help to improve their quality of life. Approximately 100 food deliveries and almost 1000 phone calls were made by WSAC volunteers in 2022.

Our Board has been working diligently throughout the year to ensure the organization's success. Our committees continue to come up with new and exciting events, trips, and other initiatives to keep our centre vibrant.

We are excited to finally have a casino booked for the organization in 2023 after a long 3-year wait. Funds raised from the casino will go towards supporting the centre in many ways and our volunteers are very important in the success of the two days.

Many people say that volunteering has changed them in ways they never expected. They've made new friends, learned new skills, and expanded their hearts, minds, and souls. At WSAC, our volunteers fall into all these categories. Just by taking a walk around the centre on any given day, you can see our volunteers shining. They take pride in their work, laugh, and connect with others and are always willing to help when needed.

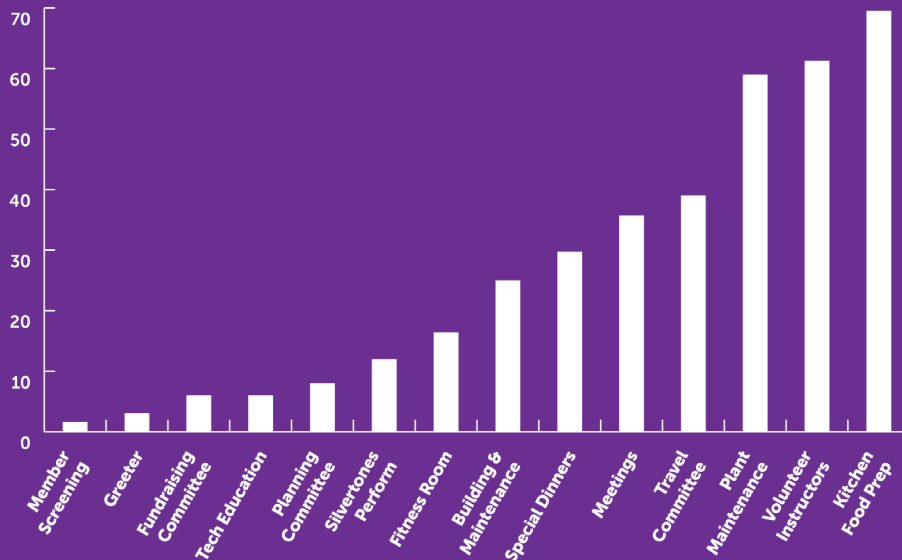
In 2021 our volunteers contributed 3419 hours of their time to the centre and in 2022 we more than doubled that with a total of 7159 hours.

We had six volunteers contribute over 300 hours each

**2022 had a total of 7159 volunteer hours**  
**7159 x \$15/hr = \$107,385**

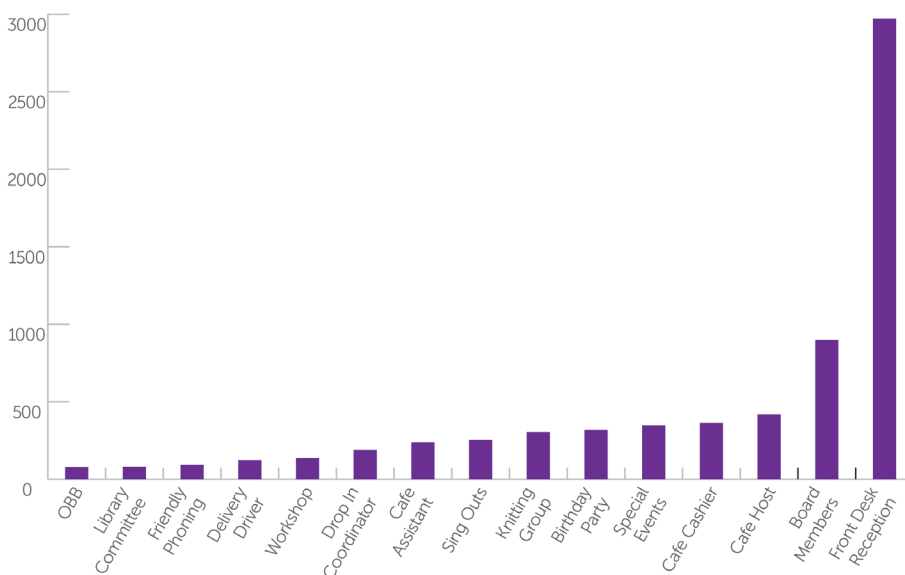
# Volunteer Hours

## Volunteers by Group 0 - 70 Hours



→ Member Screening	2
→ Greeter	4
→ Fundraising Committee	6
→ Tech Education	6
→ Planning Committee	8
→ Silvertones Perform	12
→ Fitness Room	16.42
→ Building & Maintenance	25
→ Special Dinners	29.75
→ Meetings	35.75
→ Travel Committee	39
→ Plant Maintenance	59
→ Volunteer Instructors	61.25
→ Kitchen Food Prep	69.5

## Volunteers by Group 70+ Hours



→ OBB	79
→ Library Committee	80.67
→ Friendly Phoning	92.25
→ Delivery Driver	123
→ Workshop	136
→ Drop In Coordinator	188.58
→ Cafe Assistant	237.42
→ Sing Outs	254.63
→ Knitting Group	305.08
→ Birthday Party	318.03
→ Special Events	348.08
→ Cafe Cashier	362.58
→ Cafe Host	418.17
→ Board Members	899.45
→ Front Desk Reception	2971.47

# Special Events

We were very excited to get back to running some of our regular events as well as adding in a few new ones this year for our members to enjoy. Overall, we had some very successful and well-attended events and hope to see even more people out having fun with us in 2023.

## BIRTHDAY PARTIES

Our monthly birthday parties have resumed and were attended by 371 people over the course of 2022. May's Birthday Party had the highest attendance with 44 people celebrating with us, followed closely by August's party with 40 attendees.

## OLDER, BOLDER, BETTER!™ SENIORS EXHIBITION & SYMPOSIUM

After 2 years we were once again able to have our annual Older, Bolder, Better!™ Exhibition and Symposium on June 9 with hundreds of seniors and their families coming out. More than 40 businesses, organizations, and government representatives join us inside and we had 18 vendors set up outside for our first ever Outdoor Market.

## VOLUNTEER APPRECIATION

This year's Volunteer Appreciation Shindig was held on April 21 with 44 volunteers joining us to celebrate all the hard work they put in over the last two years.

## WESENIORS AMAZING RACE & CHALLENGE

The Amazing Race & Challenge continued in 2022 for the 2nd year, seeing even more businesses joining us, including businesses in St. Albert and Sherwood Park! A total of 28 businesses, organizations, and representatives joined us for two days of fun in the sun (or shade!) hosting games with door prizes and goodies at each stop for the 100+ seniors who came out.

## NATIONAL SENIORS SAFETY WEEK

On November 7th we hosted a day of presentations and demos for National Seniors Safety Week. We had presentations by Jolyn Hall of Edmonton 55+, The Edmonton Police Services, CURA Physical Therapies, and Weal Soliman of Terra Losa Pharmacy. AED Demonstrations were provided by St. Johns Ambulance and shredding services was provided by Shred-It.

## Connecting with Others Never Grows Old

- Valentines Bingo
- St. Patrick's Pancake Brunch
- Easter Eggstravaganza Scavenger Hunt
- Volunteer Appreciation Western Shindig
- Mother's Day High Tea
- Older Bolder Better!™ Symposium & Exhibition
- Canada Day BBQ
- Ice Cream Social
- WESeniors Amazing Race & Challenge
- Truth and Reconciliation Day Presentation
- Oktoberfest
- Seniors Safety Week Event
- Remembrance Day Ceremony
- Holiday Market
- Festive Lunch
- Holiday Dinner
- Mavie's Mitten Tree

# WSAC Fundraising

Several smaller fundraisers were held throughout the year and we thank all of you that took part and helped support the centre. All of these funds will go towards keeping our centre and fun and vibrant place to be.

DATE	FUNDRAISER	PROFIT
January 19 to February 18	Wine Basket Raffle	\$494.98
February 4 to 25	Make It Sow Seed Fundraiser	\$124.77
April 4 to 28	Growing Smiles Spring Fundraiser	\$777.31
May 16 to June 10	Older, Bolder, Better 50/50	\$440.21
June 30 to August 26	Summer Wine Bucket Raffle	\$684.05
September 1 to October 3	First Aid Kit Fundraiser	\$251.00
October 19 to December 7	Growing Smiles Holiday Fundraiser	\$345.00

# WSAC Rentals



Our rental program is starting to recover from the pandemic with an increase in many condo boards renting for their AGMs along with community groups and individuals renting for special occasions and meetings. One of our long-time renters returned to weekly meetings for 2023 and we also have some of our pickleball-playing members taking advantage of Pickleball rentals on weekends.



# Outreach & Home Support

Outreach is a program that identifies isolated and/or vulnerable seniors in the community and assesses their individual needs. We will provide assistance and support to adults 55+ by connecting them with necessary resources and referrals in the community. We are committed to helping you navigate your community by offering support, resources and referrals.

## Referrals to Outreach from 211

OUTREACH PROVIDER	REFERRALS	WARM HAND-OFF
Sage – Outreach/Seniors Support Services	530	18
Edmonton Seniors Centre – Seniors Outreach	119	2
<b>Westend Seniors Activity Centre – Outreach</b>	<b>94</b>	<b>6</b>
North Edmonton Seniors Association – Seniors Outreach	74	3
Operation Friendship Seniors Society – Seniors Outreach	44	0
SCONA – Seniors Outreach	36	1
Mill Woods Seniors Association - Seniors Connect - Outreach Services	32	1
Strathcona Place 55+ - Seniors Support Services	26	0
Sage – Multicultural Seniors Outreach Program	21	0
Jewish Family Services – Senior Support	8	0
Shaama Centre for Seniors and Women – Seniors Outreach	7	0
Edmonton Aboriginal Seniors Centre – Seniors Outreach	5	0
Bent Arrow – Pehonan Elders Program	2	0
Southeast Edmonton Seniors Association – Seniors Outreach	1	0

## ► Referrals to Home Support from 211

PROVIDER	REFERRALS
North Edmonton Seniors Association	135
North West Edmonton Seniors Society	133
Westend Seniors Activity Centre	120
Mill Woods Seniors Association	66
South East Edmonton Seniors Association	36
South West Edmonton Seniors Association	59

# Outreach & Home Support

## Top 5 Issues Addressed

In 2022 we provided 1260 services to 206 unique clients.

56

### FINANCIAL – LOW INCOME

According to Alberta Seniors Benefits (2022), low-income is a single senior with a total annual income of \$29,630 or less, or a senior couple with a total combined annual income of \$48,120 or less.

We look at all their finances to make sure they are receiving all their senior benefits. If they are we can look at different ways to access other resources such as the food bank or subsidized residence.

50

### HOUSING

Seniors looking for assistance finding appropriate housing (subsidized housing, assisted living, lodge etc.)

40

### FINANCIAL

A person calls in that is not low-income according to the Alberta Seniors Benefits but still requires some financial assistance.

26

### HOME SUPPORTS

This is when seniors call requesting resources for help in the home, such as a referral for housekeeping or home care.

25

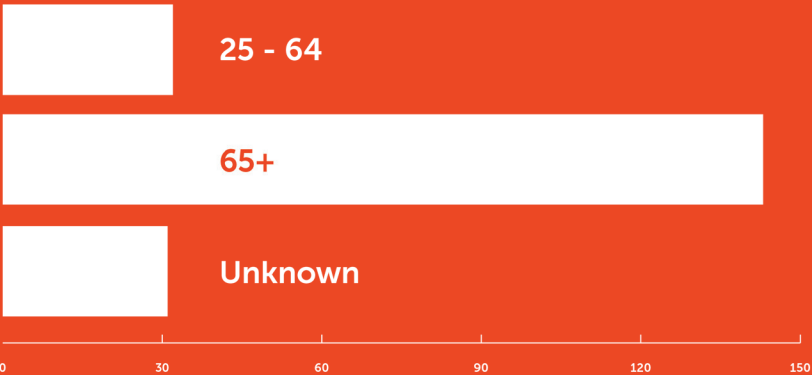
### MENTAL HEALTH

Family members may call for an isolated parent that is suffering from depression, dementia, or other mental health issues and needs community support or activities, or may need an assessment done to move to a more appropriate residence.

# Outreach & Home Support

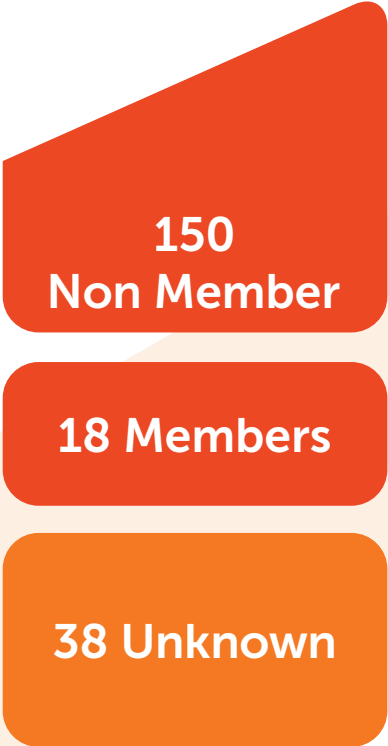
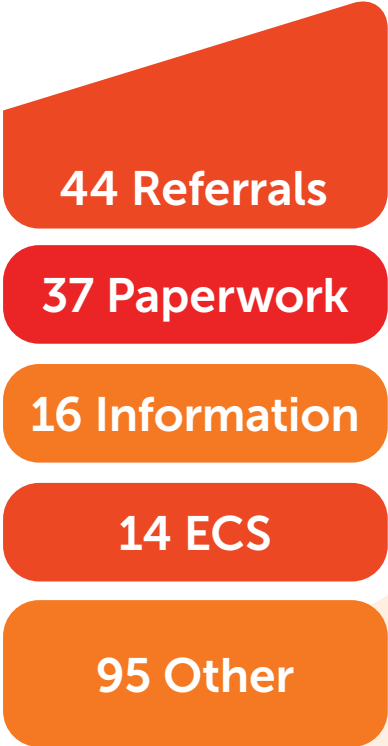


## Use of Services by Age



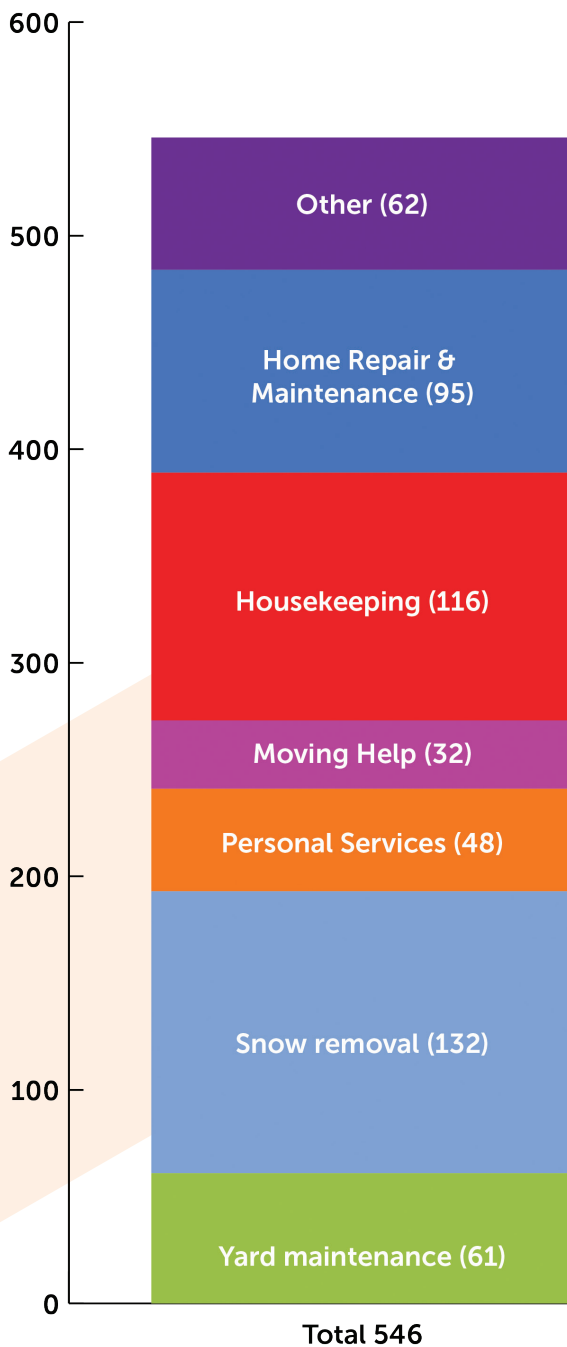
▶ Assistance Provided

▶ Membership Status



# Outreach & Home Support

## Seniors Home Support Program



The Seniors Home Supports Program is a referral service that gives Edmonton seniors referrals to businesses that offer snow removal, yard help, housekeeping, home repair and maintenance, personal services, and moving help. WSAC and other seniors centres screen businesses to ensure they are reputable and then refer these businesses to seniors who are looking for service providers.

### → Home Repair & Maintenance, Snow Removal, & Yard Care

Remove snow and put down anti-slip material to cover icy spots. Mow lawns and do spring/fall clean-up, tree removal and trimming or light construction work like gate, sidewalk, and concrete repairs. Minor home repairs, electrical work, painting, plumbing and furnace repairs, appliance repair, and general handyman services.

### → Housekeeping

Duties such as vacuuming, washing floors, cleaning bathrooms, doing laundry, or even appliance cleaning.

### → Personal Services

Hair care, foot care, accompanied transportation, nursing care, companionship, or home and respite care.

### → Moving Help

Organizing, downsizing, and/or junk removal. Arrange new housing and/or facilitate the selling of current property and provide physical assistance with moving.

# WSAC Frozen Meal Program

The Frozen Meal Program continues to be a big part of our Outreach and Community Engagement initiatives with over 2,000 orders placed by members and non members over the course of 2022.

All meals are fully cooked with fresh meat and vegetables that are bought the day before meal preparation to ensure only the best ingredients go into every meal. Many patrons say they get as much as 2 servings from our entrées and soups. Thanks to the tireless work of our volunteer drivers, and our friends at Drive Happiness, food orders are delivered free of charge.

## ► Meal Bundles

We created packages that bundle our entrées, soups, and baked goods to help seniors save money while offering a variety of nutritious meals to stock up on.

### THE TOTE

**47 BUNDLES SOLD**

- 2 Entrées
- 2 Soups
- 6 Muffins OR Biscuits
- 2 Brunch Bowls

### 5 ENTRÉE BUNDLE

**279 BUNDLES SOLD**

- 5 Regular/Beef Entrées
- 1 Soup OR
- 1 Package of Muffins

### SOUP BUNDLE

**476 BUNDLES SOLD**

- 3 Soups
- 1 Package of Biscuits

# WSAC Frozen Meal Program



## CHINESE NEW YEAR SPECIAL - 129 ORDERS

Chef Stu prepared some special meals for Chinese New Year which included Special Fried Rice, Beef and Broccoli, Chicken Dumplings, and Crispy Pork.

## CHRISTMAS TURKEY DINNER - 223 ORDERS

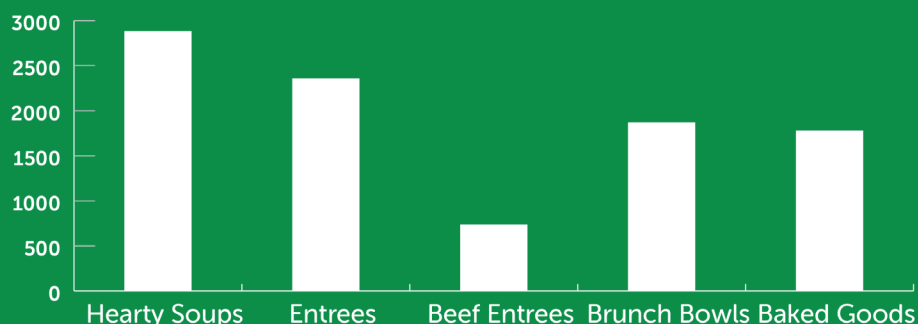
The Christmas Turkey meal included turkey, stuffing, vegetables, and mashed potatoes with gravy and cranberry sauce on the side and a piece of pumpkin pie for dessert.



## FREE BOXING DAY TURKEY DINNER - 104 DELIVERIES

Thanks to the generous support of Robert Tegler Trust, the YEG Seniors Alliance prepared a package with a delicious Turkey meal and resources for 104 low-resource seniors in the Greater Edmonton Area on Boxing Day, 2022!

## Orders by Category



→ Hearty Soups	2,883
→ Entrées	2,358
→ Beef Entrées	737
→ Brunch Bowls	1,870
→ Baked Goods	1,779

# Community Engagement

- Hope Mission
- TheMustardSeed
- EdmontonFoodBank
- Bissell Centre
- Mavie'sMittenTree

## ► How We Helped

Westend Seniors Activity Centre and our members enjoy helping the community as much as we can.

**Hope Mission** to put out a call for donations of bottled water and we sent the message to our members. So many people answered, donating hundreds of bottles of water.

WSAC has an **Edmonton Food Bank** collection bin available for donations during the year.

In November WSAC helped collect toys and gifts for the **Mustard Seed**. December the Mustard Seed reopened their Christmas "Pop Up" Shop at their downtown location giving lower income parents a place to buy a Christmas gift for their children for only \$2.00.

Leading up to, and during winter, seniors are able to bring in winter clothing for those in need and our instructor Freya took these donations to local charities.

**Mavie's Mitten Tree** was a huge success thanks to volunteer knitter's who took the time to make hats, scarves, and mittens. **Approximately 650 items were donated to 15 West-Edmonton schools, as well as Kitaskinaw School on Enoch Cree First Nation, and the Jasper Place Wellness Centre.**



# Social Engagement

## INSTAGRAM PAGE LIKES 199

83.5% Female  
16.5% Male

65% Under 54  
14.2% 55-64  
20.8% 65+

## FACEBOOK PAGE LIKES 1,065

76.6% Female  
23.4% Male

37.5% Under 54  
22.8% 55-64  
39.7% 65+

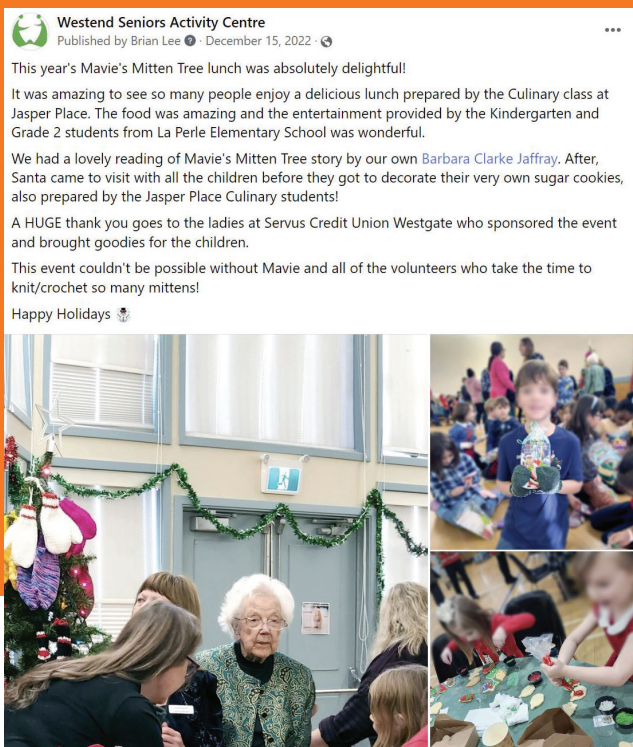
Our Instagram page had 55 new followers and 119 page visits in 2022.

Our Facebook page had 149 new page likes and 4,045 page visits in 2022.

## ▶ Audience Engagement

The three goals of our Facebook page is to share information for the audience to enjoy, information about what is happening at our centre, and 3rd party information that is informative, positive, and enjoyable to the reader.

These are our top two Facebook posts with the most engagement from our audience in 2022.



# WSAC Communications

## E-NEWSLETTER SUBSCRIBERS

64.1%	Female	The average subscriber is female and 65 years or older.
19%	Male	
17%	Unknown	
8.2%	Under 54	
8.7%	55-64	
66.1%	65+	

## E-NEWSLETTER OPENS

Open Rate	66.1%	66.1% of our readers opened our e-newsletter compared to the industry rate of 14.4%.
Industry Average	14.4%	

## E-NEWSLETTER LINK CLICKS

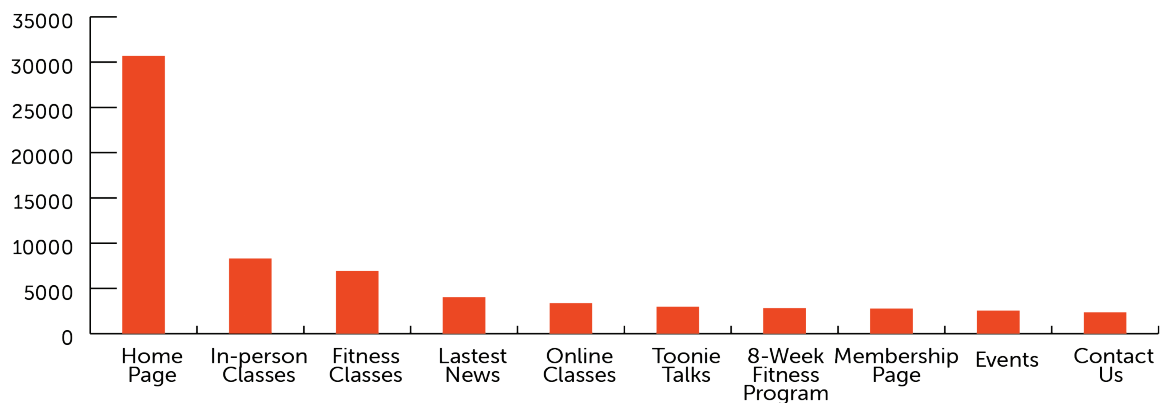
Click Rate	20.7%	20.7% of our readers click on a link in our e-newsletter compared to the industry rate of only 2.5%!
Industry Average	2.5%	

## The Chronicle



Each month we put together our own printed newspaper, the Chronicle, that is roughly 20 to 40 pages of information on programs, volunteering, events, messages from the Board of Directors and Executive Director and more. We print these in-house as needed, approximately 50-200 copies are printed each month depending on demand.

# WESENIORS.CA



The Westend Seniors Activity Centre's website is one of the many ways members can find out what is happening at our centre. The following are the top visited website pages in 2021:

**30,702** visits to the website **Home page**.

**8,292** visits to the **In Person Classes page** with the different class options available in person.

**6,950** visits to the **Fitness page** with the different in-person fitness classes offered.

**4,024** visits to the **"Latest News" page** which shows all topics for news at our centre.

**3,374** visits to the **Online Classes page** which shows all available class options online.

**2,980** visits to the **Toonie Talk page** with all of the upcoming Toonie Talk presentations.

**2,821** visits to the **8 Week Fitness Program For Seniors page** created by our Executive Director, Haidong Liang. This page features 32 "how to" videos that show seniors a variety of exercises they can do at home over an 8 week period.

**2,775** visits to the **Membership page** - This page is for renewing membership, new members and information for reciprocal members.

**2,563** visits to the **Events page** which shows all upcoming events being held at WSAC.

**2,365** visit to the **Contact Us page**.

The Top 10 web-pages of 2022 had a total of 66,846 visits.  
That is an increase of over 4,000 visits than 2021.



## WSAC in the News

The Westend Seniors Activity Centre and our Executive Director, Dr. Haidong Liang, work tirelessly to provide programs, services, and support for older adults, not just in and around Edmonton, but all across Canada. Together we can help seniors age safely in their own communities.

### ► Queen Elizabeth II's Platinum Jubilee Medal

Queen Elizabeth II's Platinum Jubilee Medal recognizes the significant contributions of Albertans.

A new commemorative medal was created to mark the 70th anniversary of Her Majesty Queen Elizabeth II's accession to the Throne as Queen of Canada. The Queen Elizabeth II's Platinum Jubilee Medal is a tangible way for Alberta to honour Her Majesty's service to Canada.

The Queen Elizabeth II's Platinum Jubilee Medal was awarded to 7,000 Albertans throughout 2022 in recognition of significant contributions to the province.

*"Today is a special day for me: on my one year anniversary of becoming a Canadian Citizen, I received the Queen Elizabeth II's Platinum Jubilee Medal from our MLA Mr. Jon Carson at my Centre. Thank you Jon for nominating me, this is my lifetime honour."*

- Dr. Haidong Liang, Executive Director





## WSAC in the News

### CHINESE MULTICULTURAL HERALD

Dr. Haidong Liang was featured in one of Alberta's largest multicultural magazines to promote the "WESeniors" concept and platform.

*"WESeniors' is my way of fighting ageism as a gerontologist!" - Dr. Haidong Liang*

### FIRST MONDAY MAGAZINE - SARNIA, ONTARIO

On November 29, 2022, Dr. Haidong Liang was interviewed by First Monday Magazine in Sarnia, Ontario to promote the Senior Fraud Alert website.

*"Thanks to our partnership with the Canadian Anti-Fraud Centre, our website was noticed by Heather, a local columnist from Sarnia, Ontario... now this website will start benefiting seniors in Ontario."*  
- Dr. Haidong Liang

### Seniors fraud alert website offers scam recognition and education

by Heather Anne Wakeling Lister

Haidong Liang, PhD; MA; B.R.M. C.D., recipient of the 2021 Minister's Seniors Service Award, and 2019's, Edmonton's Top 40 Under 40, has since 2018, been the Executive Director of the Westend Seniors Activity Centre in Edmonton, Alberta. After a year of consultation, research and design, Seniorfraudalert.ca was launched on May 2, 2022, the end result of a three agency collaboration among Westend Seniors Activity Centre, Edmonton Seniors Centre, and ICAN Seniors Association.

They use sophisticated techniques. These are criminals, and all fraud is a criminal act."

Liang's career has absorbed extensive education in Gerontology with a Bachelor of Recreation Management and Community Development programs with his love of sports, to approach making a difference in the lives of seniors, by evaluating

continued on page 24

### MY RADIO 580 AM INTERVIEW

On July 13, Dr. Haidong Liang had the opportunity to be interviewed by "my Radio 580 AM" (Alberta's largest ranged ethnic radio station). Dr. Liang talked about how the "WESeniors Platform" provides services and programs to help seniors, especially ethnic minority seniors, achieve healthy aging in their communities.

*"I have the responsibility to help ethnic minority seniors better 'acculturate' to the mainstream society, which will lead to a more inclusive and cohesive Canada."* - Dr. Haidong Liang

### NOTICEABLE MENTIONS

Dr. Haidong Liang, and the members of the Westend Seniors Activity Centre, were acknowledged for their assistance with reviewing and providing feedback on the survey for *Nutrition Risk, Resilience, and Effects of a Brief Education Intervention among Community-Dwelling Older Adults during the COVID-19 Pandemic in Alberta, Canada* published on March 6, 2022.

On October 12, Dr. Haidong Liang was interviewed by Alberta Prime Times for the article *Ready to exercise? It's never too late to start* by Lucy Haines, which discusses the importance of staying active as we age.

WESTEND SENIORS ACTIVITY CENTRE  
[WWW.WESENIORS.CA](http://WWW.WESENIORS.CA)

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