

WESTEND SENIORS ACTIVITY CENTRE

2023

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 21 2024

WESTEND SENIORS ACTIVITY CENTRE
WWW.WESENIORS.CA



Board of Directors Message

Dear Members,

As we continue to celebrate our 45th Anniversary at the Westend Seniors Activity Centre (WSAC), we are filled with gratitude for the journey we have shared together.

Our membership numbers have shown a promising upward trend. As of December 2023, we are proud to report that our membership has risen to over 1,900. Our Café continues to be a hub of laughter and connection, and it is heartening to see it bustling with members enjoying meals and conversations.

We are excited to share the increasing impact our WESeniors Platform is making in society. We have been offering reading and art & craft programs in elementary schools, providing recreational programs to community leagues, churches, and other smaller organizations in remote and rural communities of Alberta. This has not only enriched the lives of our members but also fostered a sense of community and connection.

In our commitment to enhancing Equity, Diversity, and Inclusion (EDI), we have partnered with racialized organizations to co-apply for funding and co-deliver programs and services. This has significantly enhanced our EDI capacity and allowed us to reach a wider audience.

Embracing technology, we have collaborated with IT companies to be an innovative leader in the senior-serving sector. This has enabled us to offer a wider range of services and reach more seniors in need.

Our fundraising initiatives, such as various fundraising events, have played a crucial role in supporting our operations and programs. We would like to express our deepest gratitude to all the donors who generously supported our organization in 2023. Your contributions have made a significant difference in our ability to serve our members and the community.

Financial sustainability remains a priority for WSAC, especially in the wake of the pandemic. Our Sustainability Fund, established by forward-thinking past Boards of Directors, has been instrumental in navigating these challenging times. In 2023, our Executive Director's relentless efforts in grant writing, bolstered by our alliances and partnerships, have been pivotal in securing much-needed funding.

As we move forward, we hope that our members will continue to support WSAC's recovery. We encourage you to invite others to join or rejoin WSAC, participate in our programs, enjoy meals in our café, attend our events, and consider volunteering.

I would like to express my deepest appreciation to our exceptional Executive Director, dedicated staff, and committed volunteers for their tireless efforts over the past year. The Board of Directors has continued to support the Executive Director throughout 2023, holding regular meetings to ensure that WSAC remains on track to achieve our strategic goals. I extend my sincere thanks to these Board members for their unwavering commitment and contributions.

It has been a privilege to serve as your President this past year. Here's to another year of growth, resilience, and community at WSAC.

BARBARA GIBSON



President, Board of Directors



Executive Director Message

Dear Members, Partners, and Funders,

I am pleased to present the Westend Seniors Activity Centre (WSAC) 2023 Annual Report. This year has been a significant one for WSAC, characterized by significant growth, innovation, and the reinforcement of our commitment to serve seniors in our community.

Our 2024-2026 Strategic Direction sets our course for the next three years. Our goal is to establish a leading WESeniors platform in the nonprofit sector that connects seniors and their social networks both in person and digitally through programs, services, and digital solutions. This platform will facilitate the formation of win-win multi-sectoral partnerships and secure sustainable funding, leading to long-term financial stability.

This strategic direction is a reflection of the accomplishments of the WSAC Board of Directors, Administration Staff, Volunteers, and members.

- I want to express my deepest appreciation to the Board for their steadfast support in advancing the organization's strategic goals.
- I would like to take this opportunity to express my heartfelt gratitude to our volunteers who have generously contributed over 9,000 hours of their time to support the organization. Your dedication and commitment have been instrumental in our success.
- Our team has become increasingly diverse in terms of age, gender, sex, ethnicity, and race, embodying the principles of intersectionality and Equity, Diversity, Inclusion. This diversity has enriched our organization, making it more welcoming and inclusive. I want to extend my heartfelt thanks to our staff for their tireless efforts in supporting our seniors.
- I also want to express my sincere gratitude to our members. Your support through classes, activities, events, meal program, and donations has been invaluable. This centre is for you, and we are committed to making WSAC the best senior centre in Edmonton.

Our success is deeply rooted in our commitment to multi-sectoral partnerships. Recognizing that we cannot be experts in everything, we rely on our partners to work together towards achieving win-win outcomes. Our WESeniors Platform is an open-minded platform that welcomes sincere partnerships and is truly dedicated to making things happen.

- We have formed partnerships with many organizations such as Drive Happiness, ICAN Seniors Association, Edmonton Seniors Centre, and Seba Beach Golden Age Club. We are also grateful for the ongoing support from businesses such as Launch57, Armour Insurance, Ferguson Moving & Storage, Optima Living, and Chartwell Retirement Residence.
- Our innovative partnerships with community organizations such as LaPerle Community League and Trinity United Church have enabled us to offer senior-focused programs and activities. We have also collaborated with Craft for YEG to support seniors in both Edmonton and Strathcona County.
- We have worked with the University of Alberta, University of Calgary, and Western University on various research studies and look forward to more partnerships in 2024. These partnerships demonstrate the power of collaboration and the impact we can make when we work together.

Through these partnerships, we are not only able to provide a wide range of services and programs to our seniors, but also create a more inclusive and diverse community. This is the essence of our WESeniors Platform - a platform that is open, inclusive, and dedicated to serving our seniors.

Finally, I want to express my profound gratitude to our funders, including the Government of Canada, Government of Alberta, City of Edmonton, FCSS Edmonton, Strathcona County, Healthy Aging Alberta, Canadian Red Cross, Edmonton Community Foundation, Definity Insurance Foundation, and Tegler Foundation.

WSAC has grown into a \$1.8 million operating organization, continuously demonstrating its leadership and community impact. As we look to the future, we remain committed to serving seniors and making a positive difference in their lives.

Thank you for your continued support.

Sincerely,

Haidong Liang, PhD; MA; B.R.M.C.D



Executive Director



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2023 Board of Directors

President, **Barbara Gibson**

Vice President, **Jay Pritchard**

Treasurer, **Robert (Bob) Smith** March to October

Treasurer, **Spurgeon Gammon**

Director, **Dolores Brent**

Director, **Kaye Langager**

Director, **Lois Thurstan**

Director, **Lorne Brackenbury**

Director, **Richard (Rick) Batty** March to November

Director, **Sharon Quickfall**

Director, **Shirley Devlin** (deceased)

Director, **Wendy Jerome**

2023 WSAC Staff

Executive Director, **Haidong Liang**

Accounting Services, **Kathy Dicks**

Community Inclusion & Development Manager, **Lorena Smalley**

Community Engagement & Communications Manager, **Thomas Zheng**

Communications Assistant, **Charis Wong**

Community Outreach Manager, **Shirley Kilsdonk**

Kitchen Chef, **Yani Handayani**

Kitchen Cook, **Liliana Zapata**

Operations & Programs Manager, **Barbara Jaffray**

Outreach Coordinator, **Gaby Sanchez**

Outreach Coordinator, *WESeniors Strathcona* **Ruth Assoue**

Outreach Coordinator, *WESeniors Strathcona* **Alexa Warawa**

Programs Coordinator, **Mikayla Mailloux**

Programs Coordinator (Online), **Andy Chen**

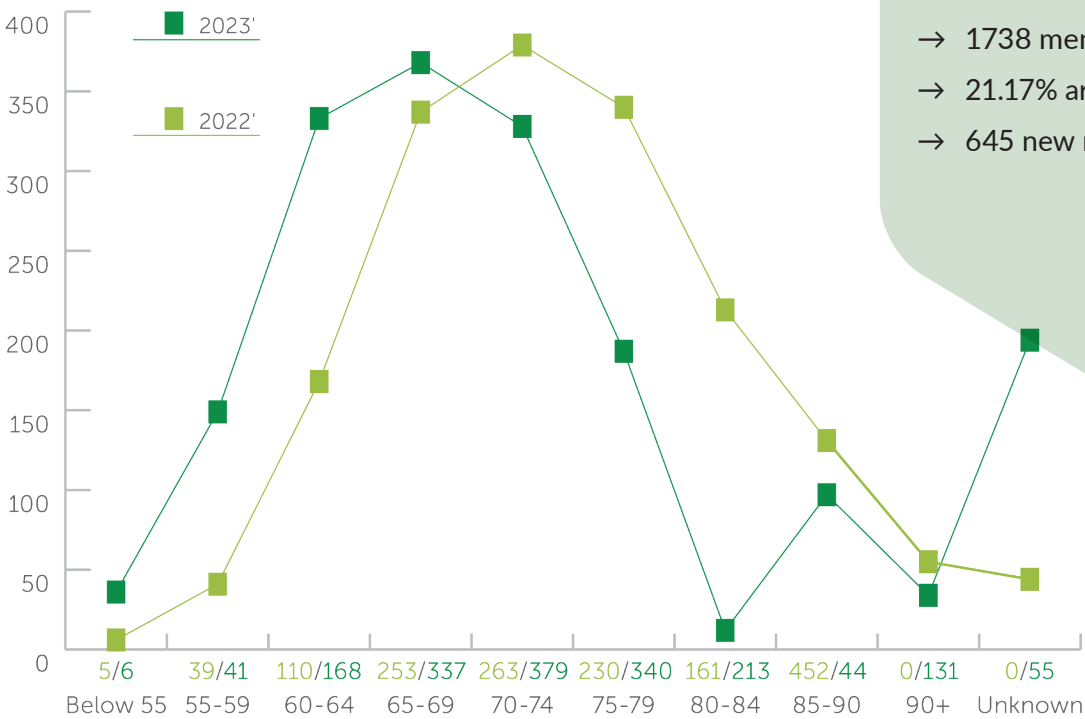
Programs Coordinator, *WESeniors Strathcona* **Shaina Bullis**

Programs Coordinator, *WESeniors Strathcona* **Nathan Reeves**

Volunteer & Events Manager, **Heather Riberdy**

2023 WSAC Members

Member Age 2022 vs 2023

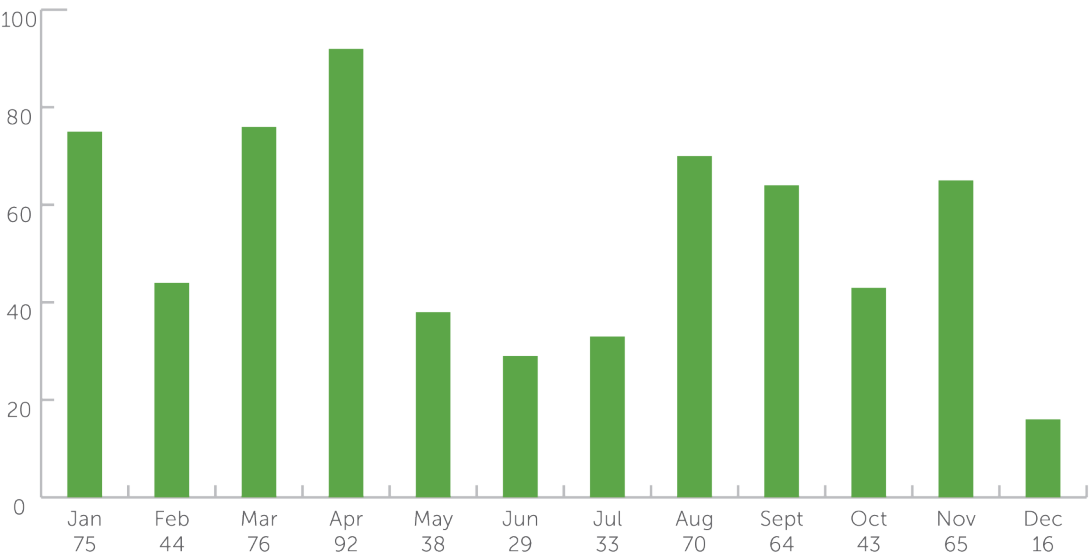


Membership Highlights

- 1738 members
- 21.17% are 65-80 years old
- 645 new members

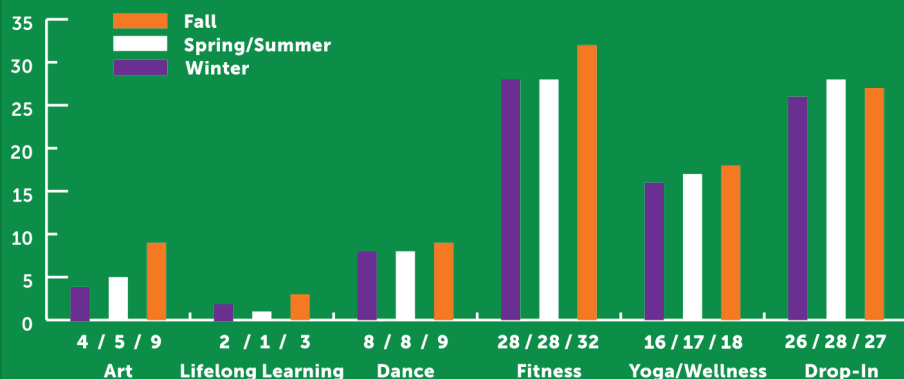
New Members

645 Members ↗



2023 WSAC Programs

In Person Classes Offered



Winter

(January to March)

→ 84 classes

Spring/Summer

(April to August)

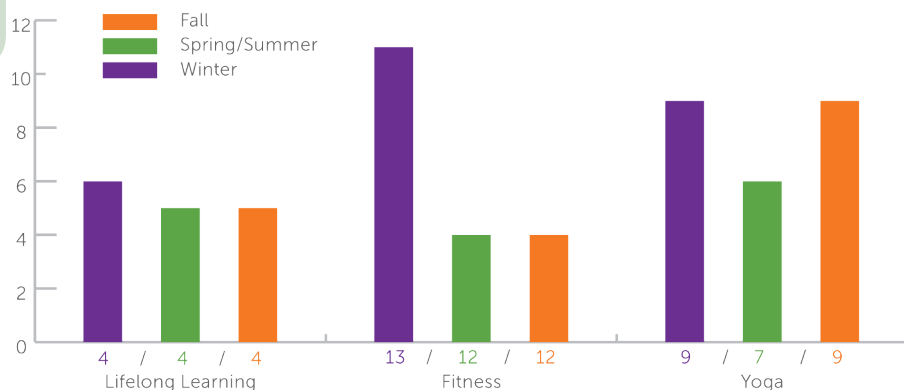
→ 87 classes

Fall

(September to December)

→ 98 classes

Online Classes Offered



Winter

(January to March)

→ 26 classes

Spring/Summer

(April to August)

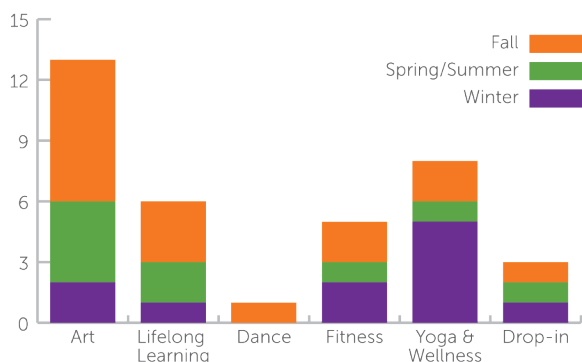
→ 15 classes

Fall

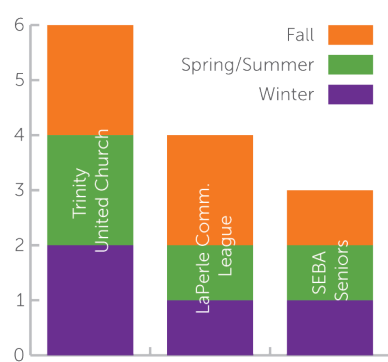
(September to December)

→ 18 classes

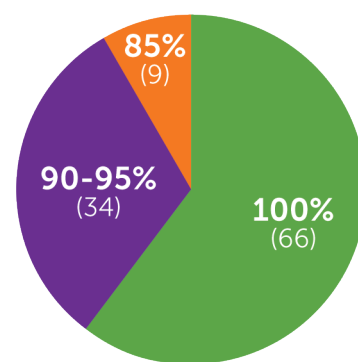
New Classes at WSAC



Community Classes



Class Capacity





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 11:00 a.m and 1:00 p.m.

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. Highlights this year include:

- Hight Tea
- TWoS Bricks & Lunch
- River Cree Casino
- Candy Cane Lane

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.

MULTICULTURAL & SEASONAL CELEBRATIONS

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

- Valentine's Day
- St. Patrick's Day
- Mother's Day Tea
- Oktoberfest
- Mavie's Mitten Tree
- Christmas Dinner
- & More!

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, Funders, & Supporters

ORGANIZATIONS

- Alberta Seniors Alliance:
 - » Drive Happiness
 - » Edmonton Seniors Centre
 - » ICAN Seniors Association
 - » Seba Seniors
 - » St. Albert Seniors Association
 - » Taiwan University Alumni Association
 - » Westend Seniors Activity Centre
 - » WESeniors Strathcona
- Alberta Association on Gerontology
- Friends of WSAC (see page 7)

FUNDERS

- Canadian Red Cross
- City of Edmonton
- Definity Insurance Foundation
- Edmonton Community Foundation
- FCSS (Family & Community Support Services)
- Government of Canada
- Government of Alberta
- Healthy Aging Alberta
- Strathcona County
- Tegler Foundation
- University of Alberta

BUSINESSES

- Armour Insurance
- Ferguson Moving & Storage
- GoGetFit
- Launch 57
- REL Technology Inc.
- Technology North

SCHOOLS

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

COMMUNITY ORGANIZATIONS & CHURCHES

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



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
- Alberta Association of Optometrists
- Alberta Securities Commission
- Armour Insurance
- Balance Your World with Lynn Fraser
- Benjamin Moore - The Brilliant Brush
- Chartwell - Wescott and Hawthorne
- Connelly-McKinley Funeral Home
- CURA Physical Therapies
- EXP Realty - Alexis Hlady
- Heart 2 Care Homecare
- Helpful Nutrition
- Infinity Health
- Research Capital Corp. - Wei Woo
- Medi Pedi Edmonton
- Providence Chiropractic
- Servus Credit Union
- Stanford Hearing
- Terra Losa Pharmacy
- The Waterford of Summerlea
- Wild Rose, an Optima Living Community

Volunteering at WSAC

As we reflect on the year gone by, we are filled with immense gratitude for each and every one of our volunteers who dedicated their time, energy, and passion to make a difference at our centre and in our community. In 2023, their unwavering commitment and selfless contributions left an indelible mark. We could not do this without them. Their willingness to give back, without expecting anything in return, exemplifies the true spirit of volunteerism.

This year we welcomed many new volunteers who were looking for a place to give back, a place to meet new people and a place to feel that their contributions were valued. We saw new faces in many places including in our café, at our front desk, and in our newly reformed Fundraising Committee. We also saw many people willing to jump in and help out with our Casino and some of our big events like our Holiday Market and Older, Bolder, Better!™.

Meanwhile, our abundance of long-term volunteers continued to show up and give it their all. **This year we had 8 volunteers contribute over 300 hours each and we have some volunteers who have been with us for over 12 years.** The total number of volunteer hours for 2023 was 9007 - almost 2000 more than in 2022!

People choose to volunteer for a variety of reasons. For some, it offers the chance to give something back to the community or make a difference to the people around them. For others, it provides an opportunity to develop new skills or build on existing ones. Regardless of why they're here, what unites them all is their sense of community and giving. At WSAC, our volunteers take pride in their work, laugh, and connect with others and are always willing to help out when needed. They make our centre the welcoming and vibrant hub that it is.

As we embark on a new year filled with fresh opportunities and endeavours, let us carry forward the lessons learned and the bonds forged in 2023. Let us continue to nurture the spirit of volunteerism, embracing diversity, and inclusivity as we work towards a brighter, more compassionate future for generations to come.

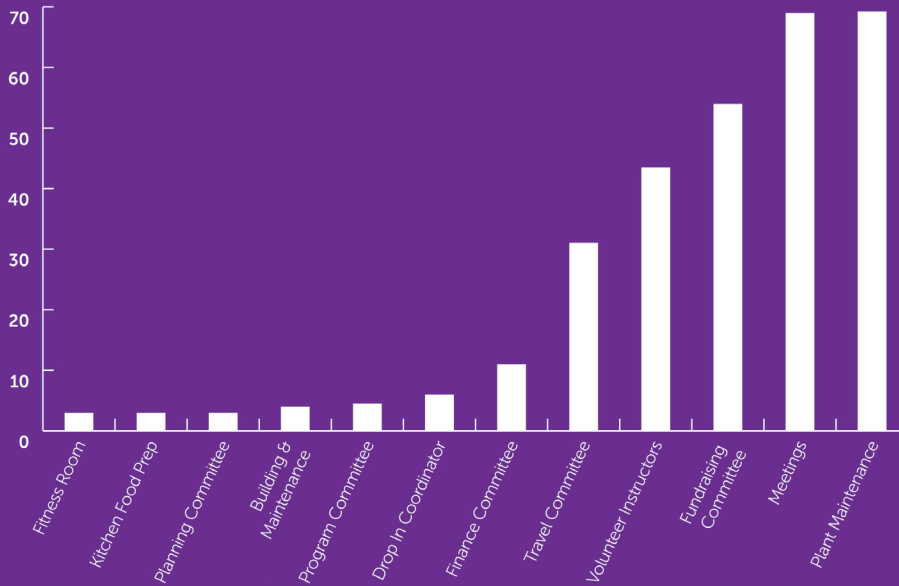
In 2022 our volunteers contributed 7159 hours of their time to the centre and in 2023 we added almost 2000 hours!

We had eight (8) volunteers contribute over 300 hours each.

2023 had a total of 9007 volunteer hours
9007 x \$15/hr = \$135,105

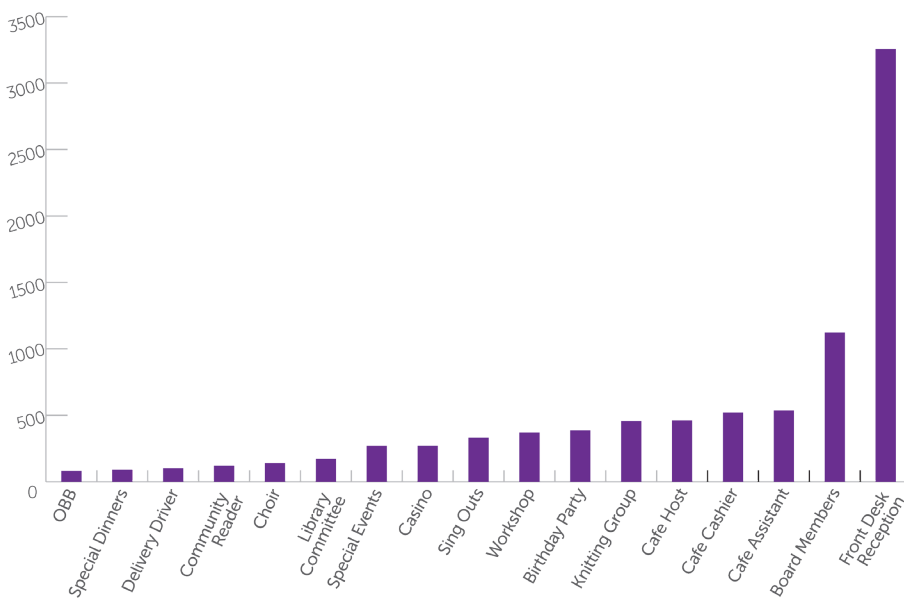
Volunteer Hours

Volunteers by Group 0 - 70 Hours



→ Fitness Room	3
→ Kitchen Food Prep	3
→ Planning Committee	3
→ Building & Maintenance	4
→ Program Committee	4
→ Drop In Coordinator	6
→ Finance Committee	11
→ Travel Committee	31
→ Volunteer Instructors	43
→ Fundraising Committee	54
→ Meetings	69
→ Plant Maintenance	69

Volunteers by Group 70+ Hours



→ OBB	83
→ Special Dinners	92
→ Delivery Driver	102
→ Community Reader	122
→ Choir	142
→ Library Committee	173
→ Special Events	270
→ Casino	271
→ Sing Outs	331
→ Workshop	370
→ Birthday Party	386
→ Knitting Group	457
→ Cafe Host	462
→ Cafe Cashier	522
→ Cafe Assistant	537
→ Board Members	1123
→ Front Desk Reception	3256

Special Events

2023 was a busy year for events. The majority of them were very well attended by our members as well as people from the community and partner organizations. We plan to continue with many of our signature events for 2024 along with some brand-new ones. This year we will be adding in a Spring Forward Artisan Market as well as a Spring Fashion Show.

BIRTHDAY PARTIES

Our monthly birthday parties continue and were attended by 493 people over the course of 2023. May and August were our most attended Birthday Parties with 53 people celebrating with us, followed closely by February's party with 47 attendees.

OLDER, BOLDER, BETTER!™ SENIORS EXHIBITION & SYMPOSIUM

On Thursday, June 9, we hosted our 25th anniversary of Older, Bolder, Better!™ Symposium & Exhibition. It was a fantastic day for seniors, local businesses, non-profit organizations, and The Westend Seniors Activity Centre (WSAC) to celebrate! This year's events featured over 50 businesses and non-profit organizations. Our tennis court was once again turned into a farmer's market, featuring local vendors and e-bike demos.

VOLUNTEER APPRECIATION

This year's Volunteer Appreciation event was held on April 26 with 100 volunteers from WSAC and I-CAN Seniors Association joining us at the WSAC Diner to celebrate all the hard work they put in over the last two years. The staff put on a delicious lunch, with a hand-made milkshake bar and entertainment by barbershop quartet, 4 In A Chord. This event was sponsored by Rockin' Robins Diner, helping us support and recognize our wonderful volunteers.

WESeniORS AMAZING RACE & CHALLENGE

On Tuesday, August 29, we hosted our 3rd Annual WESeniORS Amazing Race and Challenge. It was a gorgeous day with over 65 seniors participating. Participants made their way around West and South Edmonton to 14 businesses and organizations to play games to earn points and enjoy snacks and goodies at every stop. Each of our partners provided a door prize and WSAC provided prizes for our top three points earners. At the end of the race WSAC hosted a free BBQ for all participants and our partners.

Connecting with Others Never Grows Old

- Valentines Bingo
- St. Patrick's Pancake Brunch
- Volunteer Appreciation
- Mother's Day High Tea
- Older Bolder Better!™ Seniors Symposium & Exhibition
- Ice Cream Social
- WESeniORS Amazing Race & Challenge
- That's Amore Pasta Dinner
- Truth and Reconciliation Day Presentation
- Oktoberfest
- Remembrance Day Ceremony
- Holiday Market
- Holiday Dinner
- Mavie's Mitten Tree

WSAC Fundraising

With the reintroduction of our Fundraising Committee and the generosity of our members and others in our community, our fundraising efforts have been ramped up. We have seen an increase in our income from both fundraising initiatives like raffles and events, as well as from donations. Our total amount raised this year through fundraising initiatives was \$11,283.20 and our **donations total was \$42,489.28.**

In 2023 our fundraising initiatives garnered \$5,918.13 more than 2022!

DATE	FUNDRAISER	PROFIT
February 3 to March 17	Gift Card Raffle	\$1,031.93
April 4 to April 28	Growing Smiles Spring Fundraiser	\$498.90
May 10 to June 9	OBB 50/50 Progressive Draw	\$606.32
September 26	Pasta Dinner Fundraiser	\$5,342.33
October 17 to November 3	Growing Smiles Holiday Fundraiser	\$492.00
November 18	Holiday Market Fundraiser	\$1,550.00
November 17 to December 14	Gift Card Raffle	\$1,761.72

WSAC Rentals

Our rental program has recovered to and exceeded our pre-pandemic levels and we have welcomed several new long-term renters. Our spaces continue to be available to our Terra Losa community condos as well as other groups and individuals for meetings, classes, and celebrations.

Our rental income for 2023 was \$55,958.40; an increase of over \$22,000.00 from 2022.

YEAR	INCOME
2018	\$44,256.50
2019	\$43,611.42
2020	\$16,162.75
2021	\$17,923.00
2022	\$33,891.00
2023	\$55,958.40

Home Supports

The Seniors Home Supports Program made a significant impact on the lives of 316 individuals. We facilitated access to essential services that empower seniors to maintain their independent living. On July 2023, the program entered an exciting new phase, becoming an integral part of the Coordinated Outreach initiative. We continue providing vital support to anyone in need.

January to June 2023

MEMBERSHIP		TOP PRESENTING ISSUES		ACTIONS	
WSAC Members	9	Housing	29	Referral	19
WSAC Non-Members	49	Financial - Low Inc.	20	Paperwork	15
Unidentified	73	Referral	19	Information Only	12
AGE		Aging In Place	16	ESC	1
65+ Years Old	103	Mental Health	11	TOTAL ACTIONS IN ALL CATEGORIES 662	
25 - 64 Years Old	17	House Moving	10		
Unidentified	11	Help in Home	10		
		Concerned for Family or Friend	10		

Outreach

EMPOWERING OLDER ADULTS, ENRICHING LIVES

At the Westend Seniors Activity Centre, we are committed to enhancing the well-being of older adults and their families. Part of our commitment is to provide an integrated approach to aging to foster a sense of community, connection, and purpose. We aim to keep people connected with various programs and support services.

CONNECTING OLDER ADULTS, EMPOWERING INDIVIDUALS

Our Outreach Program continues to be part of the core service at Westend Seniors. Through this initiative, we ensure that older members of the community and their families stay connected, informed, and engaged. Here's how:

- **Relevant information:** individuals can access essential information and resources. Understanding eligibility for benefits in retirement and assistance programs, legal assistance, financial management, housing options, and more, we are here to help.
- **Essential Services Linkage:** Need finding the right services? Our team of Outreach workers assist individuals connecting with vital resources such as aid at home, transportation, meals and nutrition, and more.

Outreach

Top 5 Issues Addressed

316

AIDS TO DAILY LIVING

Our commitment to seniors extends beyond assistance. We have partnered with vetted local businesses to ensure homes remain safe and livable at any age. From home repairs and maintenance to housekeeping and outdoor maintenance, we are happy to connect anyone in need.

65

FINANCIAL ASSISTANCE

Navigating financial complexities can be daunting, especially during life transitions. If you are pondering retirement, planning your finances or seeking ways to maximize income sources, our team can provide guidance, ensuring no one faces financial uncertainty alone.

60

INDEPENDENT HOUSING & SUPPORTIVE LIVING

If you're considering finding a new home to suit your current needs, whether it's independent or supportive care, we can provide resources and information. Please give us a call.

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SENIORS BENEFITS

We are committed to ensuring you receive all the benefits you deserve. If you think there are gaps in your senior benefits, we can bridge them together. We will review your current benefits, identify missing components, and provide the necessary resources for follow-up.

22

MENTAL HEALTH

You are not alone, especially during challenging times. If isolation, depression, anxiety, or grief, reach out to us. Compassionate support includes emotional assistance and grief services. Together, we'll navigate toward brighter days.

WSAC Frozen Meal Program

The Frozen Meal Program continues to be a big part of our Outreach and Community Engagement initiatives with 1,463 orders placed by members and non members over the course of 2023.

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"

39 BUNDLES SOLD

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

5 ENTRÉE BUNDLE

260 BUNDLES SOLD

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

SOUP BUNDLE

288 BUNDLES SOLD

- 3 Soups
- 1 Package of Biscuits

WSAC Frozen Meal Program

CHRISTMAS TURKEY DINNER - 93 ORDERS

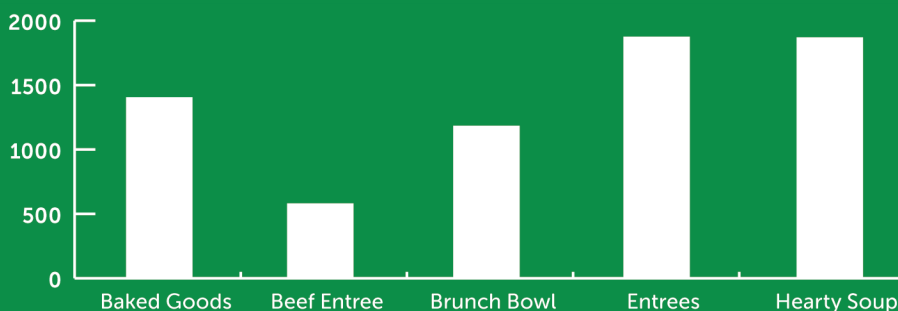
The Christmas Turkey meal included turkey, stuffing, vegetables, and mashed potatoes with gravy and cranberry sauce on the side and a piece of pumpkin pie for dessert.



FREE BOXING DAY TURKEY DINNER - 100 DELIVERIES

It's heartening to see organization come together to make a positive impact in the lives of elder adults in the community. Thanks to the generous support of the Robert Tegler Trust, the YEG Senior Alliance prepare a heartwarming package for 100 low-resource seniors on Christmas Day. This thoughtful package included a delicious meal along with essential resources.

Orders by Category



→ Baked Goods	1,406
→ Beef Entrées	582
→ Brunch Bowls	1,185
→ Entrées	1,875
→ Hearty Soups	1,871

Community Engagement

How We Helped



Westend Seniors Activity Centre and our members enjoy helping the community as much as we can. WSAC supported under-served seniors in the community by providing program space for:

Edmonton West Primary Care Network's Building Resilience in Caregivers Program (BRiC Program) Over 20 Seniors and their families were supported

Alberta Health Services STEP Forward Program - A beginner to intermediate level functional physical activity program, suitable for people with chronic health condition(s) that limits their ability to move. Over 36 Seniors supported

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.**

- **Alberta Health Services**
- **Bissell Centre**
- **Edmonton Food Bank**
- **Edmonton West Primary Care Network**
- **Mavie's Mitten Tree**
- **The Mustard Seed**

Social Engagement

INSTAGRAM FOLLOWERS 258

80.5% Female
19.5% Male

65.7% Under 54
13.5% 55-64
20.8% 65+

FACEBOOK FOLLOWERS 1,436

78.4% Female
21.6% Male

34.9% Under 54
22.3% 55-64
32.8% 65+

Our Instagram page had 43 new followers and 148 page visits in 2023.

Our Facebook page had 122 new page likes and 8,727 page visits in 2023.

▶ 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 2023.



WSAC Communications

E-NEWSLETTER SUBSCRIBERS - 3817

76.5%	Female	The average subscriber is female and 65 years or older. 15.5% of our audience is under 55 years old.
23.4%	Male	
0.2%	Unknown	
15.5%	Under 55	
8.5%	55-64	
76%	65+	
64%	Desktop	
36%	Mobile	

E-NEWSLETTER OPENS

Open Rate	61.6%	61.6% of our readers opened our e-newsletter which is 4 times the average industry rate of 14.4%.
Industry Average	14.4%	

E-NEWSLETTER LINK CLICKS

Click Rate	16%	16% of our readers click on a link in our e-newsletter compared to the industry rate of only 2.5%!
Industry Average	2.5%	

Our e-newsletter is very successful at getting our readers to visit our website for more information.

10,031 website visits with an average engagement time of 1 minute, 35 seconds shows readers are interested in the content we are sharing via our e-newsletter

▶ 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 average length of time people spend on our website is **2 minutes 14 seconds**. Indicating people are visiting our website are finding the information they're looking for and spending time reading it.

Our organic traffic (**14,234 users**) is the top contributor of increasing volume of users to the website, in comparison to last year when it was direct traffic. This indicates that Google has indexed our website for the key terms people are using to find us.

The number of unique visitors (**32,557**) vs the number of sessions (**61,454**) shows people are returning to the website.

Our top visited page was the website home page with **49,691 visits in 2023**. This is an **increase of 18,989 visits from 2022**.

Our Frozen Meal Program continues to have high engagement with **21,519 website visits**.

10,672	Frozen meal program main page	1904	Frozen Meal Program - beef entrees
3175	Frozen Meal Program - entrees	1891	Frozen Meal program - brunch bowls
2247	Frozen Meal Program - hearty soups	1630	Frozen Meal program - baked goods

We saw an **increase of 5,537** visits to our In-person Classes website page with a **total 13,829 visits**. This page shows the different options for In-person classes at our centre.

We continue to see consistent traffic to some of our main website pages. These numbers are consistent with past years.

6,213	Visits to the Fitness page.	2,838	Visits to the Toonie Talk page.
4,586	Visits to the "Latest News" page.	2,634	Visits to the Volunteer page.
3,044	Visits to the Online Classes page.		

We had **4301 visits to our website calendar**. This is a NEW feature for our website where we show the events, toonie talks, and travel trips at a month's glance.

49,691	Home page	9,399 (6,213+3,186)*	Fitness page
13,829	In-person classes	3,044	Online classes
4,586	Latest news		

*This combines the visits to our main Fitness page and specific individual promoted class pages.

Of the 61,454 website visits, 42,437 were "engaged sessions".

An engaged session is a session that lasted longer than 10 seconds, took some kind of action on the website, or had 2 or more screen or page views

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