



WESTEND SENIORS ACTIVITY CENTRE

2024

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 20, 2025

WESTEND SENIORS ACTIVITY CENTRE
WWW.WESENIORS.CA



Board of Directors Message

Dear Members,

By all accounts 2024 was an extremely successful year for Westend Seniors Activity Centre (WE Seniors).

The Board of directors, together with our outstanding Executive Director, have worked very hard to ensure that high standards associated with our Centre are maintained and enhanced. Our program offerings have expanded; our supports and services for members and others were transformed; our memberships have grown and our financial standing is positive. As you know, the current political environment makes it very difficult for us, and others, to find financial support for the important work needing to be done with and for Seniors. Despite this reality our volunteers, our staff, our administration, and our Board have worked together as an enthusiastic team to enable WE Seniors to thrive and to prosper.

Thanks to members for your ongoing support. If you need anything or have suggestions for the Board, please be in touch.

Sincerely,

JAY PRITCHARD

President, Board of Directors



THANK YOU!

The wsac team members and board of directors would like to thank source furniture for the amazing donation of tables and chairs for our community cafe.



Executive Director Message

Dear Members, Partners, and Funders,

I am delighted to present the Westend Seniors Activity Centre (WSAC) 2024 Annual Report—a year marked by remarkable growth, innovation, and a renewed commitment to empowering seniors not only at Westend but throughout Edmonton and the Greater Edmonton region. This year, we achieved a significant milestone by turning around our budget to record a financial surplus after operating from a deficit, underscoring our improved financial stability and strategic management. We continue to be the most vibrant senior centre in Edmonton—if not Alberta—by expanding our reach in our core Westend facility and our successful satellite location in Strathcona County, where we have achieved noteworthy success in engaging and serving seniors in remote and rural areas.

Our ongoing commitment to senior well-being extends beyond the traditional membership model. We proudly support seniors through vital community partnerships with organizations such as the Edmonton Accordion Society, Craft for YEG, ICAN Seniors Association, and Widow to Widow, offering administrative and grant writing support to broaden their impact. Additionally, we provide programs and services in community leagues, churches, and elementary schools, ensuring that seniors of all backgrounds and from all corners of our community have access to our initiatives.

Our continued evolution as a community hub is further demonstrated by our expanding role as a research nexus, forging innovative collaborations with leading academic institutions across Canada, including the University of Toronto, Western University, and several universities in Alberta. These partnerships focus on groundbreaking research in critical areas such as dementia, malnutrition, physical activity, and mental health, ensuring that our programs, services, and digital solutions are informed by the latest evidence and best practices. Our innovative “Active Aging Series” and “Tonnie Talks” bring local experts from government, Alberta Health Services, universities, and the business community to educate and inform seniors about the latest trends, technologies, and services affecting their lives.

I extend my deepest gratitude to our Board of Directors, whose unwavering support continues to guide our strategic goals, and to our diverse, dedicated team of staff and volunteers whose tireless efforts make our success possible. I am also thankful to our valued members and community partners, whose ongoing engagement and support have solidified WSAC’s standing as an indispensable community-based hub for seniors and their social networks. Together, we are driving a sustainable, inclusive, and dynamic future for seniors, and I look forward to building on this momentum in the coming year.

WESeniors: We Connect Seniors!

Sincerely,

H Aidong Liang, PHD; MA; B.R.M.C.D



Executive Director



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2024 Board of Directors

President, **Jay Pritchard**
Past President, **Barbara Gibson**
Vice President, **Michael Leathwood**
Treasurer, **David Baxandall**
Director, **Barbara Thompson**
Director, **Dianne Walker**
Director, **Dolores Brent**
Director, **Lois Thurstan**
Director, **Lorne Brackenbury**
Director, **Wendy Jerome**
Director, **Sharon Smith** (until April 2024)

2024 WSAC Staff

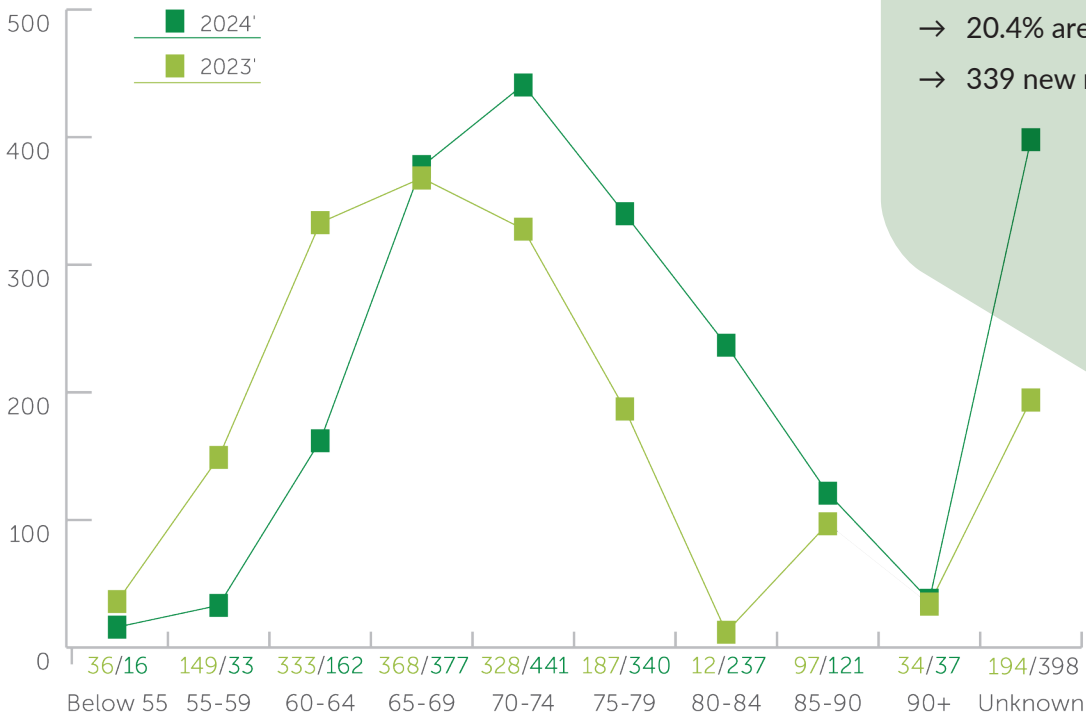
Executive Director, **Haidong Liang**
Accounting Services, **Kathy Dicks**
Community Inclusion & Development Manager, **Lorena Smalley**
Community Engagement & Communications Manager, **Thomas Zheng**
Community Engagement & Communications Coordinator, **Charis Wong**
Community Outreach Manager, **Shirley Kilsdonk**
Kitchen Chef, **Yani Handayani**
Kitchen Chef, **Ray Mallare**
Kitchen Assistant, **Liliana Zapata**
Operations & Programs Manager, **Barbara Jaffray**
Outreach Worker, **Gaby Sanchez**
Outreach Worker, **Shelley Kuny**
Programs Coordinator, **Mikayla Mailloux**
Programs Coordinator (Online), **Andy Chen**
Volunteer & Events Manager, **Heather Riberdy**

WESeniors Strathcona

Administrative Assistant, **William Cheng**
Outreach Worker, **Ruth Assoue**
Programs Coordinator, **Shaina Bullis**

2024 WSAC Members

▶ Member Age 2023 vs 2024

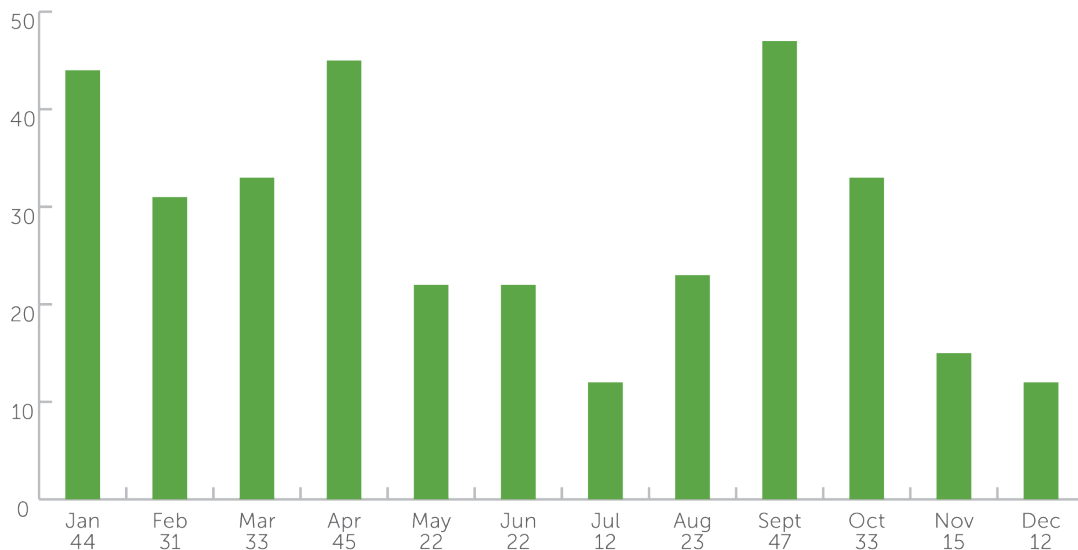


Membership Highlights

- 2162 members
- 20.4% are 70-74 years old
- 339 new members

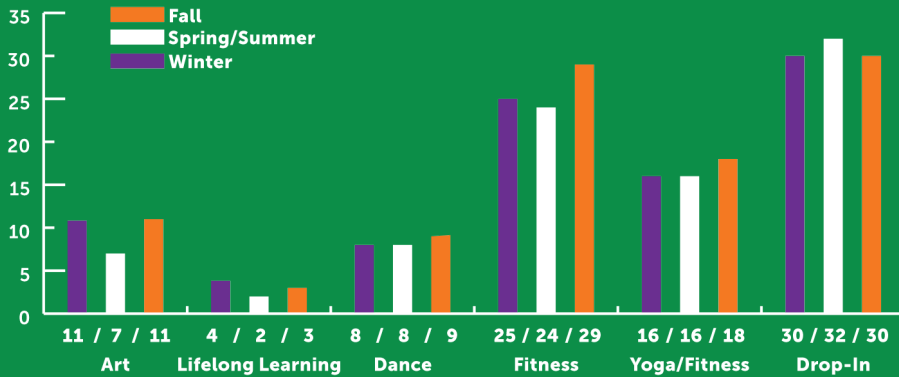
▶ New Members

339 Members 



2024 WSAC Programs

In Person Classes Offered



Winter

(January to March)

→ 94 classes

Spring/Summer

(April to August)

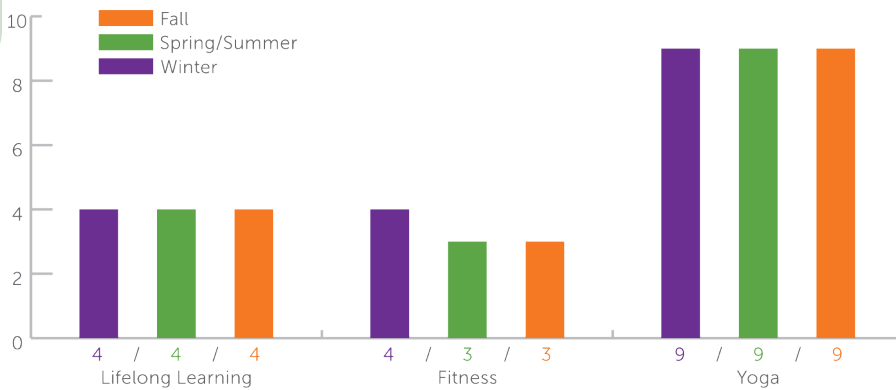
→ 89 classes

Fall

(September to December)

→ 100 classes

Online Classes Offered



Winter

(January to March)

→ 17 classes

Spring/Summer

(April to August)

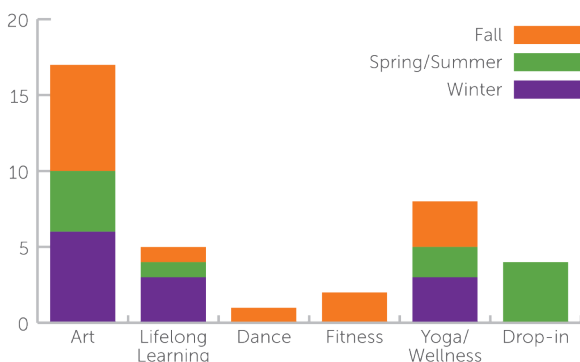
→ 16 classes

Fall

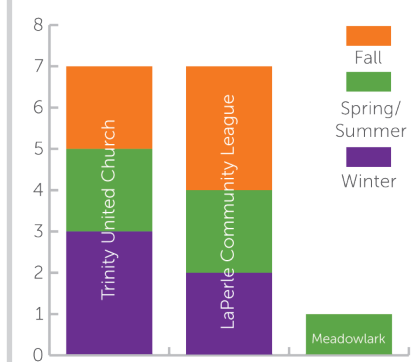
(September to December)

→ 16 classes

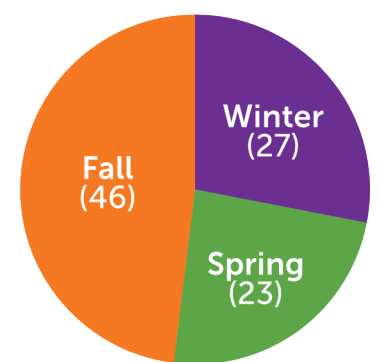
New Classes at WSAC



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
- Workshops
- Life long learning
- & More

MONTHLY BIRTHDAY PARTIES & POTLUCK DINNERS

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

COMMUNITY CAFE

The Café serves as the social hub of WSAC, providing a welcoming space for familiar faces and new connections. Guests can enjoy hot coffee and tea throughout the day, with hot lunches, sandwiches, and snacks available for purchase daily from 11:00 a.m. to 1:00 p.m.

In March, we launched the Culinary Compass initiative, introducing a diverse selection of global cuisine to our lunch menu, featuring a new weekly dish for \$12.00. In November, the program was renamed to Chef's Creations, continuing to offer a unique, chef-inspired meal each week at the same price.

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:

- River Cree Casino
- Ellis Bird Farm
- Edmonton Riverboat Evening Cruise
- Holiday Light Tour
- Muttart Conservatory Christmas Outing

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
- Remembrance Day
- Oktoberfest
- Mavie's Mitten Tree
- Christmas Dinner
- & More!

Resources

▶ weseeniors.ca/resources

During the 2024 calendar year, the Communications Team has worked diligently to create a Resources section on the website.

The goal of this resources section is to be a one-stop-shop website where seniors and their family can find information to help them age in place.

Resource Topics:

- Active Aging Series
- Aging In Place
- Are You Prepared?
- Caregiving
- Financial Wellness
- Health & Medical
- Housing
- How To Guides
- Mental Wellness
- Nutrition
- Physical Wellness
- Personal Safety
- Social Wellness
- Spiritual Wellness
- Transportation
- Travel
- WSAC Frozen Meal Program
- 8 Week Fitness Program
- City of Edmonton
- Government of Alberta
- Government of Canada

▶ Outreach & Home Supports

- Forms Completion
- Needs Assessment
- Transportation
- Independent Housing & Supportive Living
- Seniors Benefits
- Elder Abuse
- Financial Navigation
- Emotional Support
- Meals & Nutrition
- Mental Health & Grief Services
- Addressing Social Isolation

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
- 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
- Launch 57
- REL Technology Inc.
- Source Furniture
- Technology North

SCHOOLS

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

COMMUNITY ORGANIZATIONS & CHURCHES

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

Friends of WSAC



Friends of WSAC are businesses carefully vetted by the Westend Seniors Activity Centre who are committed to providing services and support to Edmonton and area seniors.

These businesses belong to a 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.

Friends of WSAC

- Algra Wine & Spirits
- Armour Insurance
- Barr LLP
- Chartwell Retirement Residences
- Cura Physical Therapies
- Ember Health
- Infinity Health
- Michael Draper - Maxwell Progressive Realty
- Optima Living
- Professional Audiology Clinic
- Providence Chiropractic Nucca Clinic
- Research Capital Corp. - Wei Woo
- Servus Credit Union
- Simplifying Your Life
- Terra Losa Pharmacy
- The Waterford Of Summerlea

▶ Active Aging Series

In 2024, we revised our Toonie Talk format to host the new Active Aging Series, where we brought in a groups of 3 or 4 experts to talk about a specific topic. This new format led to a significant increase in attendance, with most presentations reaching our maximum capacity of 50 attendees.

The presentation topics included:

- Homecare 101
- Navigating The Downsizing Decision
- 4 Dimensions Of Wellness
- Seniors Housing 101
- A Conversation With Our Politicians
- Exploring Edmonton
- Genealogy / Historic Edmonton
- Solo Travel For Women

▶ Are You Prepared? Series

In November 2024, we hosted our 1st ever Are You Prepared? Series, to coincide with National Seniors Safety Week. This was a weekly series encouraging seniors to prepare for emergencies and have discussions with their loved ones about their wishes. We also educated them about end-of-life options, and provided them with tools to help them be safe:

- National Seniors Safety Week
- Pre-planning - Leaving A Legacy, Not Lawsuits
- Our Journey's End - Exploring Options
- Safety In The Home

Volunteering at WSAC



As we reflect on 2024, one word comes to mind: **gratitude**. This year has been extraordinary, and it's all thanks to the time, energy, and heart our volunteers poured into Westend Seniors Activity Centre.

Their dedication has truly made a difference. Whether it was assisting our members, working alongside our staff or giving to the community, they've helped us achieve great things throughout the centre. We are so thankful to have so many volunteers who simply bring their enthusiasm and kindness to everything they do.

2024 was a steadfast year for our volunteers with many taking on extra shifts to cover for those who had to be away as well as extra tasks to assist staff. Whenever we asked, there was always someone there saying "I'll do it!" We saw new volunteer opportunities with our Spring Market and our craft club at

LaPerle School, and we are hoping for even more great things with a potential community garden in 2025.

Meanwhile, our abundance of long-term volunteers continued to show up and give their all. This year, **7 volunteers contributed over 300 hours each**, and some have been with us for over 13 years. The total number of volunteer hours for **2024 was 9134 - 127 more than in 2023!**

Thanks to their efforts, we strengthened our community and advanced our mission to support the healthy and active aging of seniors.

From all of us at Westend Seniors Activity Centre, please know how much we value and appreciate every volunteer. They are the heart of our mission, and we couldn't do this without them.

Here's to all they've accomplished this year—and to even greater things ahead in 2025!

In 2023, volunteers contributed 9007 hours of their time to the centre and in 2024 they added 127 hours!

CREATIVITY & CONNECTION THROUGH CRAFT

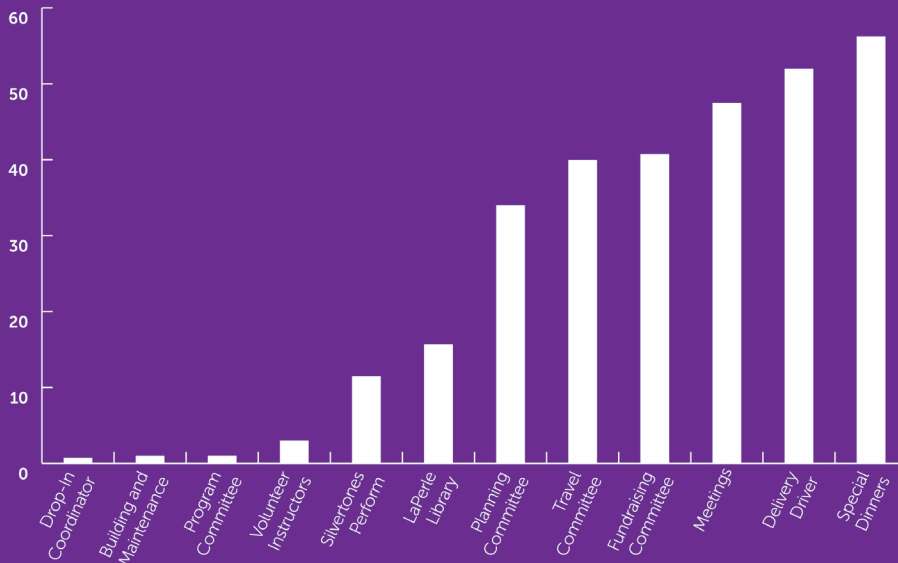
Our Craft Club program at LaPerle School has given students the opportunity to explore new crafts they might not have experienced otherwise due to limited school funding and staffing. Throughout the program, they built meaningful connections with our WSAC volunteers. The students took great pride in their creations, enjoying the chance to express themselves through unique designs and color combinations. To celebrate their creativity and the dedication of our volunteers, we hosted an art showcase at the center.

"West End Senior's Activity Center - how do I write about this amazing place in a few words? As a volunteer there, I feel so valued! It is the place I feel useful, helpful and SO connected to other seniors... Neither myself or my husband can imagine living somewhere that doesn't allow us to fully participate in this incredible facility!"
- Wendy Laws - Front Desk and Birthday Party Volunteer

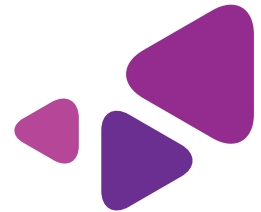
2024 had a total of 9134 volunteer hours
9134 x \$15/hr = \$137,010

Volunteer Hours

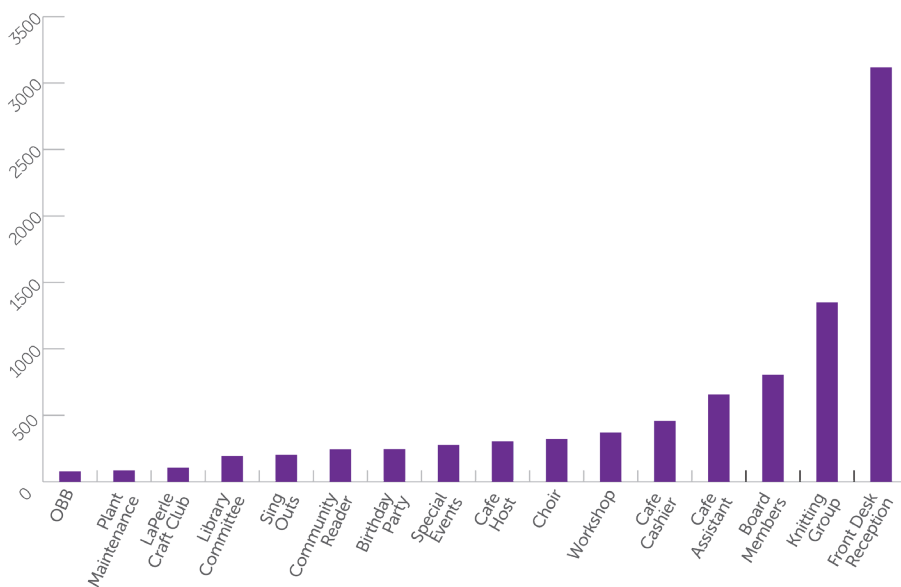
▶ Volunteers by Group 0 - 70 Hours



→ Drop In Coordinator	1
→ Building and Maintenance	1
→ Program Committee	1
→ Volunteer Instructors	3
→ Silvertones Perform	12
→ LaPerle Library	16
→ Planning Committee	34
→ Travel Committee	40
→ Fundraising Committee	41
→ Meetings	48
→ Delivery Driver	52
→ Special Dinners	56



▶ Volunteers by Group 70+ Hours



→ OBB	79
→ Plant Maintenance	87
→ LaPerle Craft Club	107
→ Library Committee	195
→ Sing Outs	205
→ Community Reader	244
→ Birthday Party	246
→ Special Events	277
→ Cafe Host	304
→ Choir	323
→ Workshop	371
→ Cafe Cashier	459
→ Cafe Assistant	658
→ Board Members	806
→ Knitting Group	1350
→ Front Desk Reception	3118

Special Events

In 2024 we had lots of great events that welcome both members and non-members to our centre. We also had several partner organizations that helped sponsor certain events and sent representatives to join us. For 2025, we are already planning many of our signature events and have come up with a few new ideas to try out as well.

BIRTHDAY PARTIES

Our monthly birthday parties were attended by 413 people over the course of 2024. February was our most attended Birthday Party with 45 people celebrating with us, followed closely by May with 43 and April with 42 attendees.

POTLUCK DINNERS

Our monthly potluck dinners were attended by 163 people over the course of 2024. June and July were our most attended Potluck dinners with 18 people celebrating with us, followed closely by August with 16 attendees.

OLDER, BOLDER, BETTER!™ SENIORS EXHIBITION & SYMPOSIUM

On Thursday, June 6, we hosted our 26th Annual 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 40 businesses and non-profit organizations and saw more than 350 people attend. Entertainment was provided by Jing Ying Martial Arts, who performed a Chinese Lion Dance to start our day and the Edmonton Accordion Society provided musical entertainment in the Community Cafe.

VOLUNTEER APPRECIATION

This year's annual Volunteer Appreciation event was a great success. After the celebration, several volunteers shared their positive feedback with our staff. They praised the delicious food prepared by the kitchen and enjoyed the engaging, inclusive entertainment. Many loved seeing staff join in the dancing and festivities. One volunteer expressed deep appreciation for the event, highlighting the thoughtful details in the decorations and favours and how much it means to them that we celebrate volunteers every year.

Connecting with Others Never Grows Old

- Valentines Bingo
- St. Patrick's Pancake Brunch
- Spring Forward Artisan Market
- Spring Fashion Show
- Volunteer Appreciation
- Mother's Day High Tea
- Older Bolder Better!™ Seniors Symposium & Exhibition
- Ice Cream Social
- Fall Fashion Show
- Truth and Reconciliation Day Presentation
- Oktoberfest Dinner
- Remembrance Day Ceremony
- Holiday Market
- Holiday Dinner
- Mavie's Mitten Tree
- Monthly Birthday Party
- Monthly Potluck Dinners
- Monthly New Member Orientation

WSAC Fundraising

Our 45th anniversary fundraising campaign ended on July 31, 2024, and during that year, we raised just over \$35,000 between fundraising initiatives and donations.

From August to December, we focused on our annual fundraisers to close out the year.

DATE	FUNDRAISER	PROFIT
October 17 to November 4	Growing Smiles Holiday Fundraiser	\$312.53
November 23	Holiday Market Fundraiser	\$1,316.00
October 25 to November 29	Christmas Gift Card Raffle	\$1,864.90
August to December	Various 50/50 draws at events	\$350.00
Total		\$3,843.43

WSAC Rentals



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
2024	\$ 78,978.40

We continue to have more and more individuals using our space leading to a large increase in our rental income for 2024. Our spaces continue to be available to our Terra Losa community condos as well as other groups and individuals for meetings, classes, celebrations, and learning opportunities.

Our total rental income was \$78,978.40; an increase of over \$23,000.00 from 2023.

A WARM AND WELCOMING CELEBRATION

A member's daughter chose to rent our café as the venue for her mother's 85th birthday celebration. After the event, she shared how much their family enjoyed the experience. She especially appreciated the building's accessibility and the café's clean, welcoming atmosphere. Grateful for the positive experience, she plans to book with us again for future family gatherings.

Outreach & Home Supports

454 Unique Clients

AGE

Under 65	35
65-74	109
75-84	110
85 +	47

GENDER

Female	355
Male	87

TOP ISSUES

Home Supports	265
Housing	39
Seniors Benefits	38
Income Support	18
Mental Health	11

CONNECTING, EMPOWERING, AND ENRICHING THE LIVES OF OLDER ADULTS

We are dedicated to enhancing the well-being of older adults and their families. Guided by an integrated approach to healthy aging, we strive to foster a sense of community, connection, and purpose.

The Outreach Program remains a cornerstone of the services offered at Westend Seniors, ensuring that all members of our community stay active, informed, and engaged. Through this initiative, we provide:

- **Timely access to relevant information** – We respond to requests quickly and efficiently, equipping clients with the information and resources they need to address concerns effectively.
- **Assistance in navigating essential services** – We help seniors access vital supports, including personal care, home services, transportation, nutritious meals, and more.

Westend Seniors Outreach Program is now a member of the Seniors Coordinated Outreach, a collaborative network of outreach and support workers from 10 senior-serving agencies across Edmonton. This collective approach allows us to share resources, expertise, and best practices, ensuring equitable support for the full diversity of seniors in our community.

Additionally, the integration of the Seniors Home Supports Program into the broader Outreach framework has streamlined key processes, improved communication with stakeholders, and enhanced service delivery. By working closely with like-minded organizations, we continue to strengthen our capacity to support older adults effectively and comprehensively.

ADVOCACY IN ACTION: JANE'S STORY

“Jane”, a 72-year-old woman living alone, reached out to WSAC Outreach in September 2024 after months of frustration. She believed a large corporation was taking advantage of her, and despite her efforts to resolve the issue, on her own and by reaching out to other organizations, she had made no progress.

Her challenge began in February 2024 when Telus replaced her doorbell camera with an upgraded version that failed to work. When technicians returned, they determined her transformer needed to be updated but they could not locate it. They discovered that the previous technician had cut the electrical wires too short to re-install the previous camera, requiring Jane to hire an electrician at her own expense.

Determined to help, WSAC Outreach immediately took action when Jane reached out. We contacted Telus, facilitated a conference call with Jane, and ensured she understood the next steps. After submitting the required forms, a damage-of-property report was filed. By the time the repairs were completed, Jane had spent \$603.35 out of pocket.

We persisted in advocating on her behalf, and on October 28, 2024, Telus issued a \$576.00 credit, covering nearly all her expenses. After struggling since March, Jane finally had a resolution within just six weeks of WSAC Outreach involvement. Grateful for the support, she expressed interest in donating to the Westend Seniors Activity Centre.

Jane's story is a testament to the power of advocacy, demonstrating how timely support can bring resolution, relief, and empowerment to those in need.

Outreach

▶ Top 5 Issues Addressed

265

HOME SUPPORTS

Through the Seniors Home Supports Program, we partner with a network of vetted businesses to help older adults maintain safe, secure, and livable homes. By facilitating access to reliable services, we contribute to a higher quality of life for our clients.

39

INDEPENDENT HOUSING AND SUPPORTIVE LIVING

For those considering a transition to a new living arrangement we provide guidance, resources, and information. Our goal is to help clients navigate their options and make informed decisions about supportive or independent housing.

38

SENIORS BENEFITS

We are dedicated to assisting older adults in accessing the benefits they are entitled to. By reviewing existing income sources and identifying potential gaps, we help ensure that no benefits are overlooked. We also provide resources for follow-up to maximize financial security.

18

FINANCIAL PLANNING: RESOURCES & INFORMATION

Our team offers guidance and resources to support clients in addressing financial concerns, answering questions, and developing planning strategies. Whether they are just beginning to explore financial planning or refining an existing strategy, we are here to help.

11

MENTAL HEALTH SUPPORT

Older adults facing isolation, depression, anxiety, or grief are encouraged to reach out for support. We provide compassionate listening and connect individuals with appropriate grief services and mental health resources, helping them navigate toward brighter days.

WSAC Frozen Meal Program

One of the crown jewels of our Outreach and Community Engagement initiatives is the Frozen Meal Program. This is more than just a meal service - it is a lifeline of nutritious, flavourful, and affordable meals for our community members. Our commitment goes beyond providing meals; it is about fostering a sense of belonging and care! Since its inception in 2021, a total of 7,432 frozen meal orders have been received. **In 2024 alone, 1,341 orders were placed, with 192 successfully delivered.**

A CONVENIENT AND AFFORDABLE SOLUTION

The WSAC Frozen Meal program provides a convenient and affordable option for those who struggle to cook nutritious meals. Open to anyone in the community, it has become an option for seniors and their families.

ENSURING ACCESS TO NUTRITIOUS MEALS

At the WSAC Frozen Meal program, we ensure that community members can access nutritious meals. For those unable to prepare meals daily, our variety of soups and entrées offer a healthy and delicious option.

WEEKLY DELIVERY WITH VOLUNTEER ASSISTANCE

Meals are delivered every week with the assistance of dedicated volunteers. This program has become a vital channel for Westend Seniors to reach out to the community and address their needs.

"I acknowledge, with sincere thanks, the volunteers who deliver my meals, without which I would not be able to participate in the program"
- Erica Weiss, Edmonton

▶ 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"

31 BUNDLES SOLD

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

5 ENTRÉE BUNDLE

195 BUNDLES SOLD

- 5 Entrées
- 1 Soup or
- 1 Package of Muffins

SOUP BUNDLE

284 BUNDLES SOLD

- 3 Soups
- 1 Package of Biscuits

WSAC Frozen Meal Program

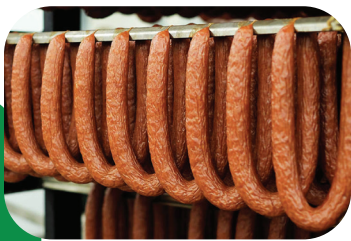
"They provide so much variety in what has become a boring diet with things I would never cook for myself. I find this program to be affordable, budgeting is so much easier, and one of the huge impacts for me is that there is no waste or food thrown away" - Judy Sterling, Edmonton

FESTIVE TURKEY MEAL - 111 MEALS SOLD

The Festive Turkey Meal featured a traditional holiday spread of turkey, stuffing, mixed vegetables, mashed potatoes with gravy, and a side of cranberry sauce. A total of 111 meals were sold, with 51 individual orders placed.



"My mother loved the turkey and gravy meals, she said they were wonderful and reminded her of our big family Christmas dinners. So good! I am so glad we found the program. It has been wonderful for me to order these meals for my mom in Edmonton. One entree is enough for three meals when my mom adds a vegetable side" - Trudy Whitmore, BC

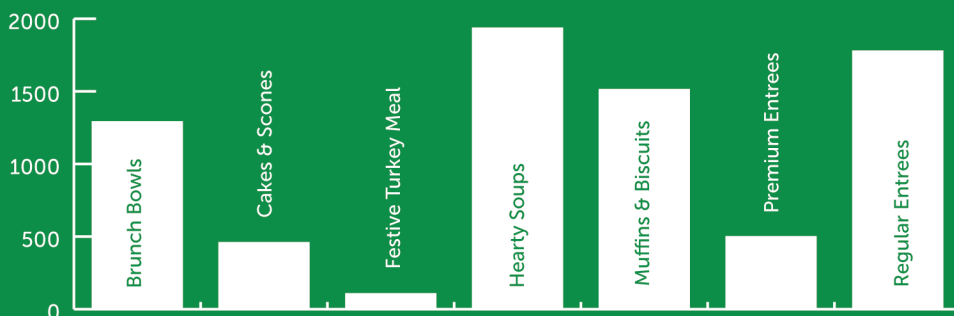


STAWNICHY'S MUNDARE SAUSAGE - 84 RINGS SOLD

WSAC's partnership with Stawnichy's brought the beloved Mundare Sausage - Kielbasa Ring to our Frozen Meal Program, offering members a delicious way to support our fundraising efforts. Just in time for the holiday season, we sold an impressive 84 rings of this renowned Ukrainian sausage, made with the same cherished recipe since 1959.

"I live in Vancouver, and my elderly mother lives in Edmonton and is mobility challenged... Having access to your program to arrange for some healthy meals to be delivered to her has made an incredible difference in terms of her ability to eat properly and for me to try and manage it remotely." - Chad v, Vancouver, BC

Orders by Category



→ Brunch Bowls	1295
→ Cakes & Scones	463
→ Festive Turkey Meal	111
→ Hearty Soups	1940
→ Muffins & Biscuits	1517
→ Premium Entrées	504
→ Regular Entrées	1782

Community Engagement

▶ How We Helped ↙

- Alberta Health Services
- Craft for YEG
- Edmonton Food Bank
- Mavie's Mitten Tree
- Widow to Widow

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

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

In October 2024, WSAC partnered with **Widow To Widow** to host an Edmonton Food Bank collection bin, encouraging donations throughout the month.

In November, WSAC assisted in gathering toys and gifts for the **Mustard Seed**. Come early December, the Mustard Seed opens their Christmas "Pop-Up" Shop at their downtown location, offering lower-income parents the opportunity to purchase Christmas gifts for their children at just \$2.00.

Mavie's Mitten Tree was, as always, a tremendous success! Heartfelt thanks go out to **Craft for YEG** and the dedicated WSAC volunteer knitters who tirelessly spent the year creating beautiful hats, scarves, and mittens for children. Thanks to their incredible efforts, approximately 830 handmade items were donated to several Edmonton schools, including Aldergrove, La Perle, and Thorncliffe. What a wonderful initiative!

Social Engagement

INSTAGRAM FOLLOWERS

313

FACEBOOK FOLLOWERS

1,572

78.4% Female
21.6% Male

78.4% Female
21.6% Male

62.3% Under 54
14.6% 55-64
23.1% 65+

33% Under 54
21.8% 55-64
45.2% 65+

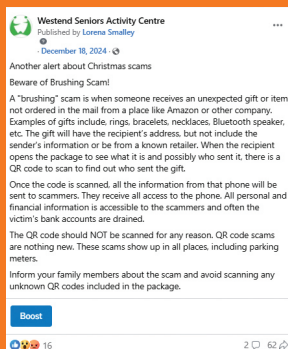
Our Instagram page had 34 new page follows and our content received 10,800 views in 2024.

Our Facebook page had 223 new page follows and our posts received 197,000 views in 2024.

▶ 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 Facebook & Instagram posts with the most clicks, reach, and engagement from our audience in 2024.



- 3,874 Views
- 1,959 Reach
- 83 Interactions



- 1,826 Views
- 861 Reach
- 80 Interactions



- 1,120 Views
- 1,068 Reach
- 11 Interactions

WSAC Communications

E-NEWSLETTER SUBSCRIBERS - 3914

77%	Female	The average subscriber is female and 65 years or older. 10% of our audience is under 55 years old.
23%	Male	
83%	65+	
7%	55-64	
10%	Under 55	
68%	Desktop	
32%	Mobile	

E-NEWSLETTER OPENS

Open Rate	57	We continue to have a very engaged e-newsletter audience with our open rate being 4x the average.
Industry Average	14.4%	

E-NEWSLETTER LINK CLICKS

Click Rate	15%	15% 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

In 2024, we saw steady growth in website engagement and user activity, with notable successes in key content areas.

- **User Growth:** The number of unique users increased by 3% over 2023, reaching 32,500 individuals.
- **Sessions:** Website visits remained stable compared to 2023, with a total of 58,600 sessions.
- **Lead Generation:** Conversions to “MyActivity” rose 4% year-over-year, totalling 3,557 leads.

TRAFFIC & ENGAGEMENT INSIGHTS

- **Organic Search:** Organic search continues to drive the majority of sessions, accounting for 25,000 visits in 2024. While this represents a slight 1.5% decline, engagement remains strong at 70%, exceeding website averages.
- **E-Newsletter:** A standout success in 2024, E News-driven sessions surged by 83%, adding 17,700 visits and bringing the total to 61,454 sessions.
- **Organic Social:** Traffic from organic social grew 2% year-over-year, reaching 2,500 sessions.

Our website outperforms industry benchmarks in visitor engagement:

- **Average session duration:** 5m 41s, compared to an industry average of 2m 31s.
- **Engagement rate:** 74.5%, well above the industry standard of 58.7%.

Overall, 2024 demonstrated strong engagement trends, a growing user base, and the continued success of key content areas. Looking ahead, our focus remains on sustaining engagement, optimizing organic search performance, and further leveraging high-performing content categories.

CONTENT PERFORMANCE

- **Diverse Content Offerings:** Our website provides a broad range of resources, classes, frozen meals, and news updates.
- **High-Performing Content Categories:**
 - » **Frozen Meal Program & Online Shopping:** Consistently drives the highest engagement and time spent on the site.
 - » **Classes & Frozen Meal Program:** The primary sources of organic traffic.
 - » **“What’s New” Content:** Page views grew 6% year-over-year, reaching 93,300 views from 20,400 active users (+10% YOY).
 - » **Fitness Category:** The most popular “What’s New” section, with Yoga/Tai Chi ranking as the top fitness class. Followed by Latest News and Art Classes.

NOTABLE TRENDS

- **Membership Interest:** The “Become a Member” page saw remarkable growth, with a 160% YOY increase, totalling 3,000 page views.
- **Emerging Category:** The “What’s New” class section experienced a 354% surge in views—potentially driven by increased interest or targeted marketing efforts.

It Was A Wonderful Year

SPRING FASHION SHOW



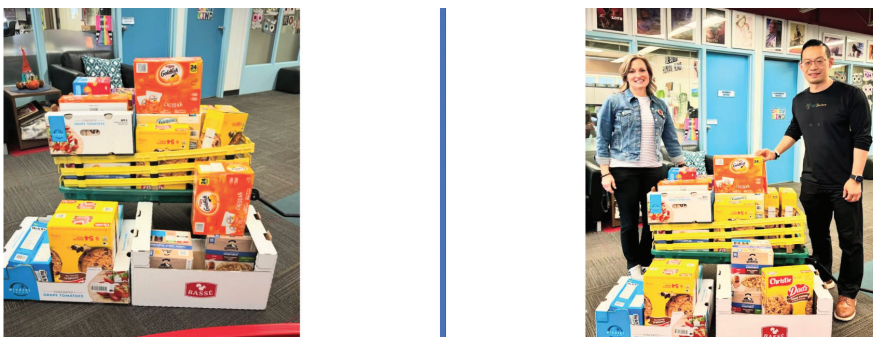
CHOIR NIGHT OF MUSIC



LA PERLE ELEMENTARY SCHOOL ART SHOWCASE



SNACK DONATION TO LA PERLE ELEMENTARY SCHOOL

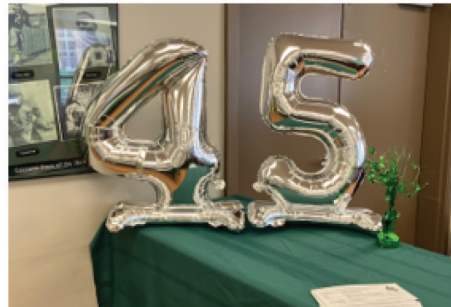




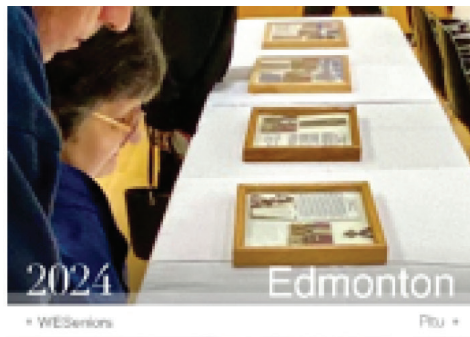
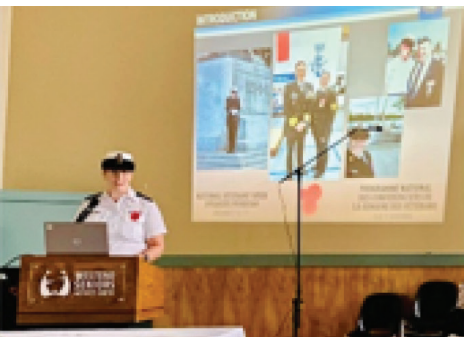
MOTHER'S DAY TEA



HALF WAY TO OUR FUNDRAISING GOAL CELEBRATION

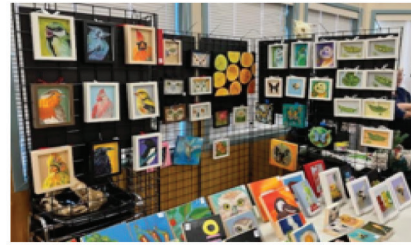


REMEMBRANCE DAY





HEART VALVE AWARENESS MONTH



CHRISTMAS HOLIDAY MARKET

MAVIES MITTEN TREE CELEBRATION



11
Dec
PHOTO BY PHU



City Councillor
Andrew Knack



Premier's Office
Nicky Goodan



MLA
Lori Sigurdson



Edmonton Accordion Society
President



Executive Director Dr Haidong Liang

Our Executive Director, Dr. Haidong Liang, is a gerontologist who has devoted his academic career to aging studies, earning three degrees in Canada with a focus on this crucial field.

Under his visionary leadership and through the innovative “WeSeniors” platform, Westend Seniors Activity Centre has connected over 5,000 seniors to a wide array of services provided by the public, private, and nonprofit sectors. Since 2013, he has secured over \$8 million in funding for the organization—enabling us not only to successfully navigate the challenges of the pandemic but also to achieve enduring financial sustainability.

Beyond his role at WESeniors, Dr. Liang serves as a board member and advisor for multiple organizations across Alberta. His exceptional contributions have garnered significant recognition, including:

- Edmonton’s Top 40 under 40 by Avenue now Edify magazine (2019),
- Minister’s Seniors Service Award (2021),
- Queen Elizabeth II Platinum Jubilee Medal (2022)
- King Charles III Coronation Medal.

KING CHARLES III CORONATION MEDAL RECIPIENT

Kelly McCauley's posts



Kelly McCauley

21m · 🌐

Honoured to present King Charles III’s Coronation Medals to some amazing Edmontonians. Those who have contributed so much to our community and country. Congratulations all.



DID YOU KNOW...

Our Executive Director started his journey at the Westend Seniors Activity Centre in 2011 as PhD student collecting data for his dissertation on aging. From 2011 to 2018, he held a variety of roles within the organization until becoming the Executive Director in October 2018.

WESTEND SENIORS ACTIVITY CENTRE
WWW.WESENIORS.CA

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