



WESTEND SENIORS ACTIVITY CENTRE

OPERATED AS WE SENIORS

2025

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 19, 2026

WE SENIORS
WWW.WESENIORS.CA



Board of Directors Message

As President and Board Chair of Westend Seniors Activity Centre (operating as WE Seniors), I have a few thoughts to share with you about the year 2025.

For your information the Board provides governance to the organization and at the same time each Director is an active member of WE Seniors. So, when you think about it, WE Seniors is “member governed”. (I love this idea; how about you?) The Board of Directors governs the organization through the development and maintenance of Bylaws, Policies and a Strategic Plan. In addition, the Board employs one individual (CEO) to operate WE Seniors on behalf of the Board and members. (I really like this idea too.) So, as you can see, there is a distinct separation between governance and operations. (Very helpful.)

During 2025 your volunteer Board of Directors has come together to form a cohesive group, and it takes its work very seriously. They work collegially, cooperatively and respectfully with one other, staff, stakeholders, volunteers and members to provide the direction necessary to enable WE Seniors to consistently be recognized as the finest seniors serving organization in Alberta.

All of the “great things” happening at WE Seniors occur within an environment characterized by declining government support, increasing demand for services for seniors and an extra special WE Seniors milieu created by caring staff and volunteers who give with joyful hearts and supportive spirits in support of whatever is needed to make our organization succeed with and for seniors.

As a friend said recently, “Our Centre is a special place.” And another said, “This is my happy place.” And finally, another said, “WE Seniors is all about care, service, community and joy”. I am so proud to be a part of this ever-evolving experience.

Sincerely,

JAY PRITCHARD

President, Board of Directors



Chief Executive Officer Message

Dear Members, Partners, and Funders,

It is my pleasure to share the WE Seniors 2025 Annual Report. This year brought significant challenges as government, business, foundation, and charitable funding continued to shrink across Alberta. At the same time, the needs of older adults are rising rapidly. As of 2025, Alberta is home to 785,000 residents aged 65+, 1.06 million aged 60+, and 1.35 million aged 55+, a demographic shift that places growing pressure on senior-serving organizations like ours.

Despite these realities, WE Seniors continued to lead with innovation, collaboration, and impact. Through the Alberta Seniors Alliance and our multi-sectoral partnerships, we strengthened our role as a provincial connector and solution-builder.

TWO ACHIEVEMENTS DEFINED THIS YEAR:

As one of twenty organizations selected from more than 500+ applications across Canada, **WE Seniors was the only organization in the Greater Edmonton region and one of two in Alberta to receive the multi-year Pan Canadian New Horizons for Seniors Program.** This support enables us to expand our reach by funding partners such as Drive Happiness, ICAN Seniors Association, Morinville Sturgeon Men's Shed Club, Seba Beach Seniors Centre, and South Cooking Lake Seniors Association.

WE Seniors received the 2025 Healthy Aging Impact Award – Heart of the Community (Collaborator), the only organization in Alberta to be recognized. This honour reflects decades of practical leadership and collaboration across the region.

Our partnership with Strathcona County also reached a new level. With strong support from the County Council and Administration, we renewed our contract and expanded our work through initiatives like the **Rural Roadshow, delivering programs and services to 11 rural hamlets.** These efforts have been

widely appreciated by local seniors and highlighted multiple times in local media.

At our West Edmonton location, we completed a major renovation that has transformed the space into a brighter, more modern, and more joyful environment. We often describe our two locations as “seniors’ high schools” (i.e., places filled with fun, learning, and connection), this renovation reflects that vision.

Throughout 2025, WE Seniors continued to position itself as a senior-supporting platform. **We believe in win-win partnerships and see ourselves not as an organization seeking solutions, but as one offering solutions** that are effective, efficient, and cost-effective for our government and community partners.

As we look ahead to 2026, we remain committed to strengthening our role as a community hub and collaborator, ensuring seniors across Alberta have access to the programs, support, and connections they deserve.

My deepest thanks go to our Board of Directors, staff, volunteers, members, funders, and partner organizations. Your trust, dedication, and collaboration make our work possible.

WE Seniors: We Connect Seniors.

Sincerely,

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



CEO, WE Seniors



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2025 Board of Directors

President, **Jay Pritchard**
Vice President, **Lois Thurstan**
Treasurer, **David Baxandall**
Director, **Barbara Thompson**
Director, **Dianne Walker**
Director, **Dolores Brent**
Director, **Lesley Conley**
Director, **Lorne Brackenbury**
Director, **Lorena Icton**
Director, **Rose Bilou**
Director, **Wendy Jerome** (Until April 2025)

2025 WE Seniors Staff

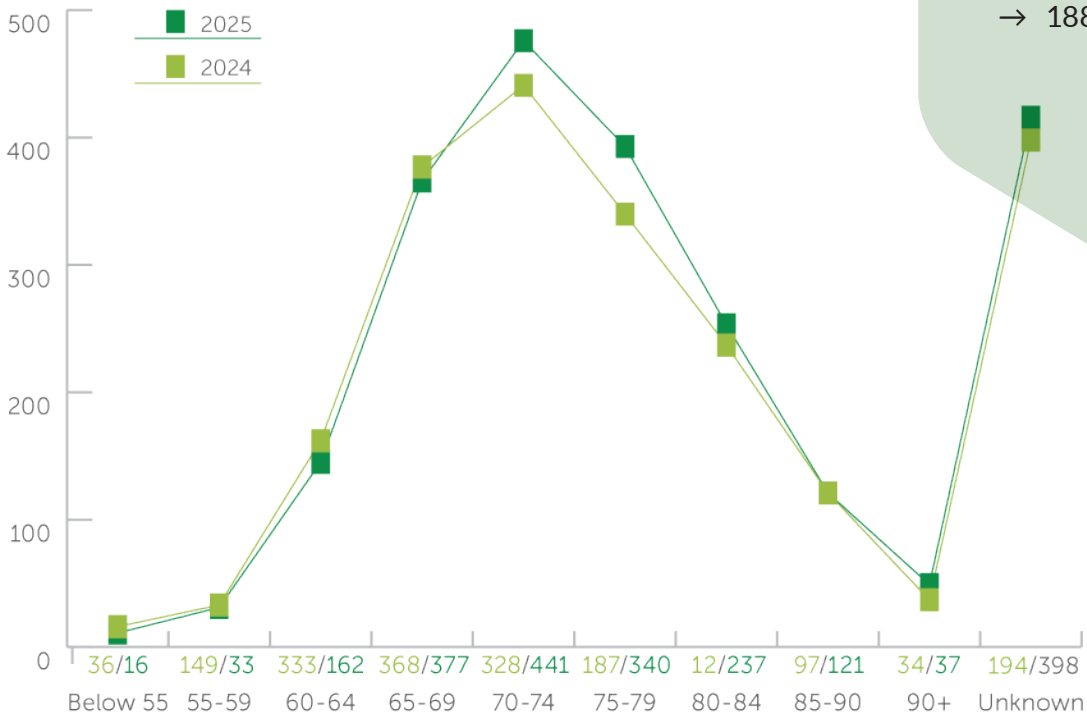
Chief Executive Officer, **Haidong Liang**
Accounting Services, **Kathy Dicks**
Accounting Services, **Karen Storie**
Accounting Services, **Susan Pattenden**
Board Secretary, **Maggie Zhao**
Community Inclusion & Development Manager, **Lorena Smalley**
Community Engagement & Communications Manager, **Thomas Zheng**
Community Engagement & Communications Coordinator, **Charis Wong**
Kitchen Chef, **Ray Mallare**
Kitchen Assistant, **Cammy Liu**
Operations & Programs Manager, **Barbara Jaffray**
Outreach Manager, **Shirley Bridges**
Outreach Worker, **Gaby Sanchez**
Outreach Worker, **Shelley Kuny**
Programs Coordinator, **Mikayla Mailloux**
Volunteer & Events Manager, **Heather Riberdy**

WE Seniors Strathcona

Administrative Assistant, **Judith Nanasi**
Outreach Worker, **William Cheng**
Programs Coordinator, **Shaina Bullis**
Programs Assistant, **Jessica Pothier**

2025 WE Seniors Members

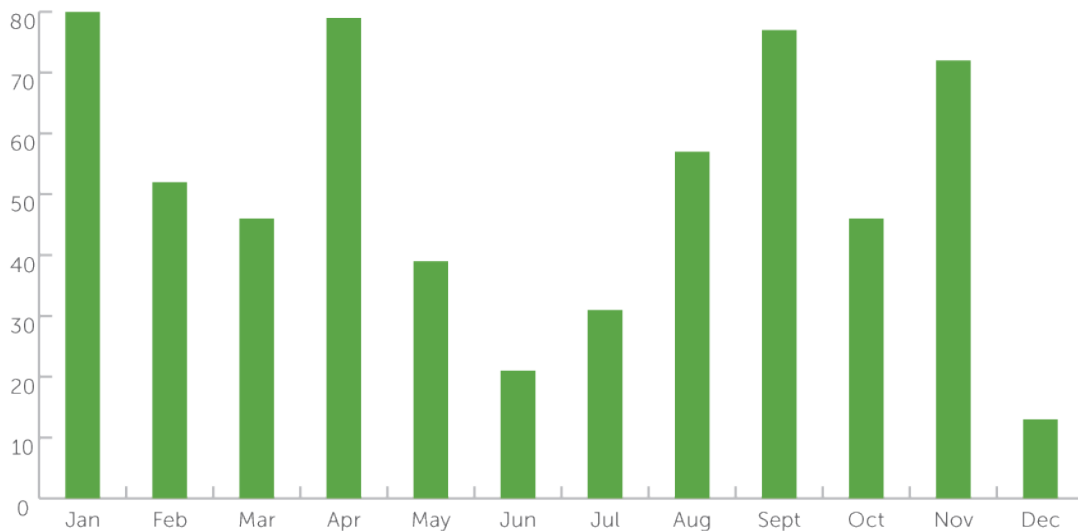
Attendees Age 2024 vs 2025



Highlights

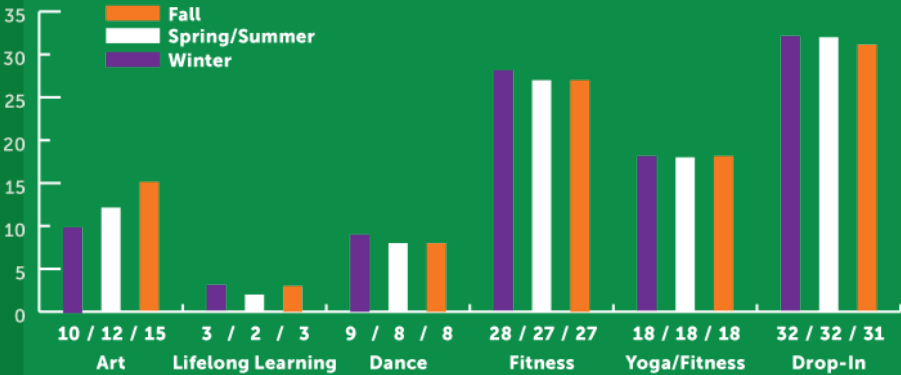
- 21.05% of attendees are 70-74 years old
- 1887 members

New Members



2025 WE Seniors Programs

In Person Classes Offered

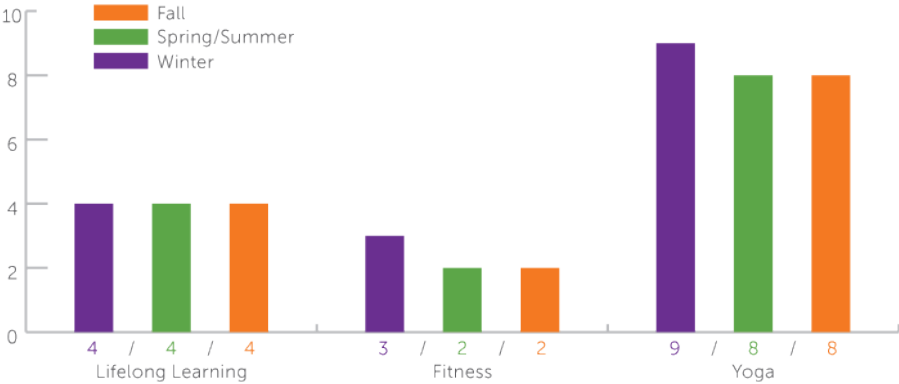


Winter
(January to March)
→ 100 classes

Spring/Summer
(April to August)
→ 99 classes

Fall
(September to December)
→ 102 classes

Online Classes Offered

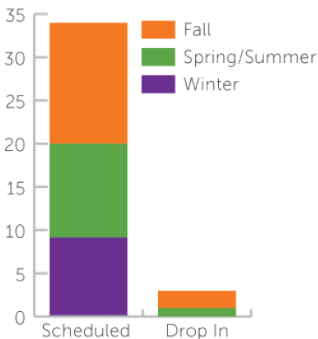


Winter
(January to March)
→ 16 classes

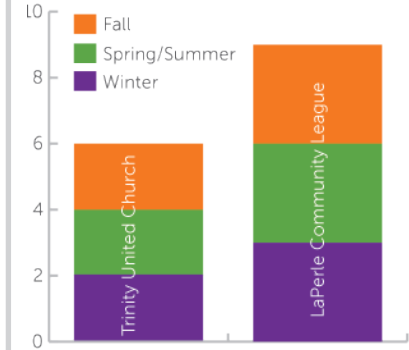
Spring/Summer
(April to August)
→ 14 classes

Fall
(September to December)
→ 14 classes

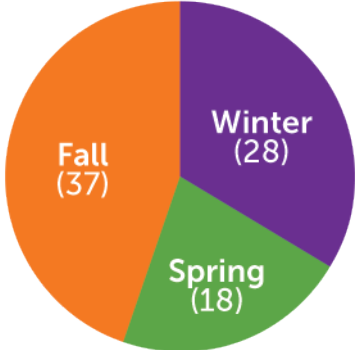
New Classes at WE Seniors



Community Classes



Classes at 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 remains the social heart of WE Seniors, fostering a welcoming environment for long-time members and newcomers alike. Beyond serving as a gathering space, the Café provides daily hospitality with hot coffee and tea service, supplemented by a selection of lunches, sandwiches, and snacks available from 11:00 a.m. to 1:00 p.m.

A highlight of the past year was the continuation of our midday dining options. The program evolved throughout the year, maintaining a commitment to providing a unique, chef-inspired meal every week for \$12.00.

TRAVEL TRIPS

We Seniors 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
- Jubilations
- Peaceful Valley
- Mundare, Alberta
- Highlevel Street Car
- Holiday Light Tour

MULTICULTURAL & SEASONAL CELEBRATIONS

WE Seniors hosts special events and multicultural celebrations throughout the year including:

- Valentine's Day
- St. Patrick's Day
- Mother's Day Tea
- East Coast Kitchen Party
- Remembrance Day
- Mavie's Mitten Tree
- Christmas Dinner
- & More!

Resources

▶ weseniors.ca/resources

During the 2025 calendar year, the Communications Team continued to build our resource library. The goal is for WE Seniors' members to know that our website is a one-stop-shop to help them age in their communities.

The Alberta Pulse Growers, Canadian Anti-Fraud Centre, Alberta Securities Commission provide us with monthly resources.

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
- WE Seniors Frozen Meal Program
- 8 Week Fitness Program
- City of Edmonton
- Government of Alberta
- Government of Canada

▶ Outreach & Home Supports

- Forms Completion
- Needs Assessment
- Transportation
- Seniors Housing
- 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 Chinese Philharmonic Choir Association
 - » ICAN Seniors Association
 - » Morinville Sturgeon Men's Shed
 - » Seba Beach Seniors Centre
 - » South Cooking Lake Seniors Association
 - » WESeniors Strathcona
- Craft for YEG
- Edmonton Accordion Society
- Edmonton Seniors Coordinating Council
- Friends of WE Seniors (see page 7)

FUNDERS

- City of Edmonton
- FCSS (Family & Community Support Services)
- Government of Canada
- Government of Alberta
- Healthy Aging Alberta
- Strathcona County

BUSINESSES

- Armour Insurance
- blueBell Village
- CANEXO.
- Launch 57
- Source Furniture
- Voiced Memories

SCHOOLS

- Centre de Recherche - Institut Universitaire de Gériatrie de Montréal (CRIUGM)
- Elmwood School
- La Perle School
- Northern Alberta Institute of Technology
- NorQuest College
- University of Alberta
- University of Calgary
- University of Toronto

COMMUNITY ORGANIZATIONS & CHURCHES

- La Perle Community League
- Trinity United Church



Friends of WE Seniors



Friends of WE Seniors are businesses carefully vetted by WE Seniors 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 WE Seniors

- Algra Wine & Spirits
- Armour Insurance
- Cannabis Nurses
- Chartwell Retirement Residences
- Compass Mortgage Group
- Congdon's Aids
- Eager Beaver Moving
- Ears To You
- Ember Healthcare
- Infinity Healthcare
- Jubilations Dinner Theatre
- Michael Draper, Realty
- Optima Living
 - Lewis Estates
 - Wildrose
 - Laurel Heights
 - Rutherford Heights
 - Mactaggart Place
- Riverbend Chiro & Wellness
- Research Capital - Wei Woo
- Servus Credit Union
- Simplifying Your Life
- Stanford Hearing
- Terra Losa Pharmacy
- The Waterford At Summerlea

▶ Active Aging Series

We continued to host our Active Aging presentations over 2025. Members continued to find this as a way to stay educated on key topics such as seniors housing, homecare, downsizing, and more.

In 2025 we created the Seniors Housing Handbook, a resource to help seniors know what questions to ask when considering moving into a retirement residence. We partnered with several retirement residences to host Open Houses throughout Edmonton and the area. These were well attended and the members were grateful for the opportunity.

The presentations held included:

- Living Our Best Lives
- Her Heart Matters - Wear Red Day
- Food, Nutrition & Bone Health
- Extended Health Services
- Seniors Housing 101
- Navigating the Downsizing Decision
- Homecare 101
- Health Above the Neck
- Aging in Our Own Communities

▶ Are You Prepared? Series

In November 2025, we hosted our 2nd 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. Each presentation was held with full audience capacity.

Volunteering at WE Seniors

As we look back on 2025, our hearts are filled with gratitude. It has truly been another remarkable year, made possible by the time, passion, and energy our volunteers have shared with the Westend Seniors Activity Centre.

Their dedication is the heartbeat of this place. Whether they were supporting our members, collaborating with staff, or serving the wider community, their impact was felt everywhere. We are incredibly lucky to have volunteers like these who bring such kindness and enthusiasm to every task.

2025 was a steadfast year for our volunteers, with many taking on extra shifts to cover for those who had to be away, while many of them were struggling with their own health or family concerns. Even during these times, what we heard was, "I can't wait to get back to the centre; it's my happy place!" We saw many volunteers assist with new initiatives, such as the community garden, as well as those stepping in to help with smaller projects, such as the revitalization of our building.

Meanwhile, our incredible community of long-standing volunteers remained as dedicated as ever, pouring their hearts into every task. This year, we had 6 volunteers contribute over 300 hours each, and we have some

volunteers who have been with us for over 14 years. The total number of volunteer hours for 2025 was 9315.16- 181 more than in 2024!

Volunteer contributions were the driving force behind a stronger community and played a pivotal role in our mission to promote healthy, active aging. On behalf of the Westend Seniors Activity Centre, we want to express just how much our volunteers are valued. They are central to our mission, and we are successful because of them. Thank you for an incredible year, and here's to achieving even more together in 2026.

COMMUNITY GARDEN

For many years, the grassy area behind WE Seniors sat empty and unused. A vision for something more came from one of our staff and a University of Alberta student. They saw the potential of the space as a community garden where members of the centre, and people from the surrounding community, could create a space to address issues such as food security, isolation and staying active.

A call was put out to see who would be interested in volunteering for the initiative. We started with a small group of 8 who helped plan and bring the vision to life with ideas on how to build accessible and durable planters, how we would keep our garden sustainable and environmentally responsible, and how we would create community connections.

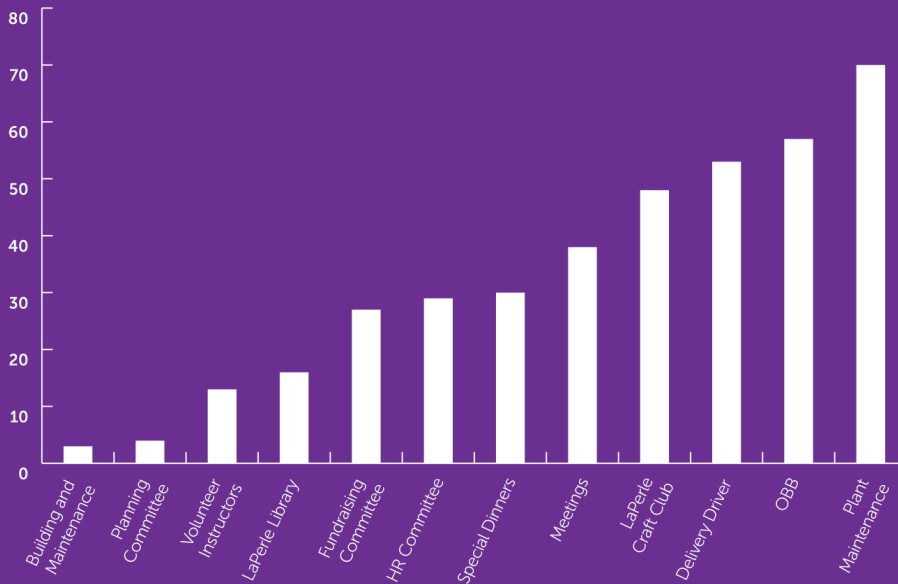
From February to May, planning was completed, and building began in late May. Over the spring and summer, 19 volunteers put in over 200 hours between researching, applying for grants, finding sponsors, planning, building, planting and maintaining the garden. We celebrated the creation of the project with a garden party on July 30.

In 2024, volunteers contributed 9134 hours of their time to the centre and in 2025 they added 181 hours!

2025 had a total of 9315 volunteer hours
9315 x \$15/hr = \$139,725

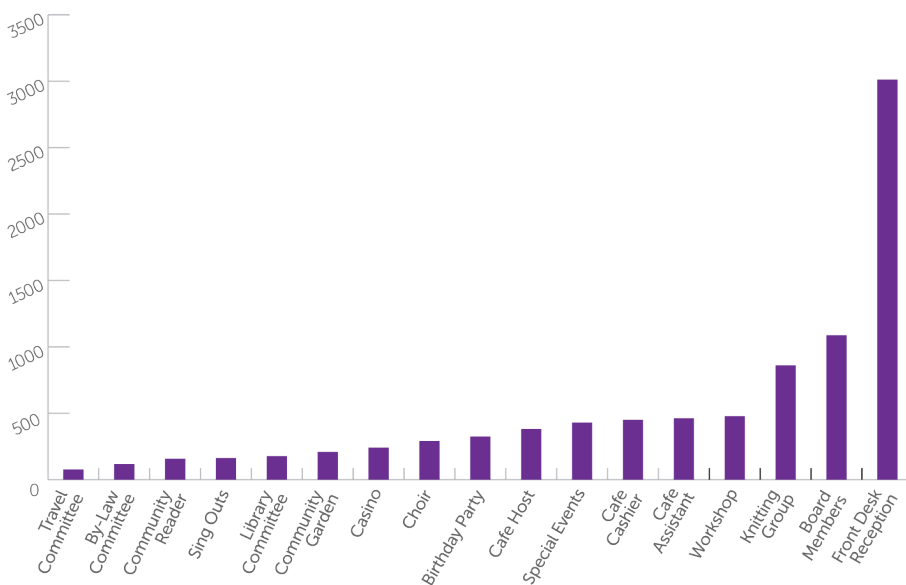
Volunteer Hours

▶ Volunteers by Group 0 - 70 Hours



- Building & Maintenance 3
- Planning Committee 4
- Volunteer Instructors 13
- LaPerle Library 16
- Fundraising Committee 27
- HR Committee 29
- Special Dinners 30
- Meetings 38
- LaPerle Craft Club 48
- Delivery Driver 53
- OBB 57
- Plant Maintenance 70

▶ Volunteers by Group 70+ Hours



- Travel Committee 77
- By-Law Committee 118
- Community Reader 159
- Sing Outs 164
- Library Committee 178
- Community Garden 210
- Casino 242
- Choir 292
- Birthday Party 325
- Cafe Host 382
- Special Events 430
- Cafe Cashier 451
- Cafe Assistant 463
- Workshop 479
- Knitting Group 861
- Board Members 1088
- Front Desk Reception 3012



Special Events

2025 was a year of connection, filled with fantastic events that brought together both our members and the wider community. We were also thrilled to have the support of our partner organizations, who not only sponsored these gatherings but joined in the festivities alongside us.

MOTHER'S DAY HIGH TEA

We started this event in 2022, and it is looked forward to each year by grandmas, moms, daughters and granddaughters or anyone else who wants to join us. It's always a lovely, intimate afternoon of savoury and sweet treats and great company.

VOLUNTEER APPRECIATION

This annual event has been held for more than 15 years at the centre. It is our yearly opportunity to thank our volunteers and show them how much we appreciate them. This year, our theme was Let's Make a Deal, where our guests had an opportunity to take part in games and win some great prizes. They dressed in some very interesting costumes and enjoyed a great lunch prepared by our kitchen.

COMMUNITY GARDEN PARTY

This was a new event in 2025 and was planned to celebrate the opening of our new community garden. Volunteers and members got together to enjoy hot dogs and all the fixings served by then City Councillor Andrew Knack and MLAs Lorne Dach and Brooks Arcand-Paul. Everyone had the opportunity to tour the garden and see all the hard work that was put in.

EAST COAST KITCHEN PARTY

This was also a new event this year and turned out to be a great time. We had a potluck chowder contest with 8 different dishes and cornbread. Guests took part in some line dancing by our instructor, Tracy Walters, as well as some singing and guitar music. We will definitely have this event again.

HOLIDAY DINNER

This is a favourite long-standing event at WE Seniors and has also been hosted for more than 15 years. The WE Seniors kitchen prepared an amazing turkey dinner that was enjoyed by all. Guests came out in their sparkly Christmas outfits and enjoyed a photo booth, a comedian and some lovely prizes. We were joined by MP Billy Morin and City Councillors Reed Clarke and Thu Parmar.

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
- CommunityGardenParty
- Fall Fashion Show
- EastCoastKitchenParty
- Remembrance Day Ceremony
- Holiday Market
- Holiday Dinner
- Mavie's Mitten Tree
- Monthly Birthday Party
- MonthlyPotluckDinners
- Monthly New Member Orientation

WE Seniors Fundraising

With a generous donation from Westjet, we were able to hold a very successful flight raffle during the spring. We also raised money through our annual fundraisers including plant fundraisers, a gift card raffle and smaller 50/50 draws at most of our events.

FUNDRAISER	PROFIT
Westjet Fundraiser	\$11,084.68
Spring Plant Fundraiser	\$500.00
Winter Plant Fundraiser	\$442.00
Christmas Gift Card Raffle	\$1,812.53
Other 50/50 or Wine Baskets	\$576.00
Total	\$14,415.21

WE Seniors 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
2025	\$59,956.73

2025 saw a decrease in our rental income. We have heard from one of our long-term renters that, due to increasing expenses outside of their rental fees, they have had to cut back on the number of hours that they are renting. We have also found that we have had fewer requests for personal celebration rental bookings this year, which could also be the result of people cutting back on their spending.

Our total income for 2025 was \$59,956.73.

Outreach & Home Supports

YEAR	UNIQUE CLIENTS
2024	454
2025	607

YEAR	SERVICES PROVIDED
2024	492
2025	894

SERVICE TYPES PROVIDED	
Home Supports	335
Health/Personal Support	175
Housing	104
Benefits & Income Support	98
Legal	28
Taxes	27
Professional/ Stakeholder Contact	15
Complex Needs	12
Advocacy	11
Financial	10
Mental Health	9
Elder Abuse	1

BUILDING CONNECTION, INDEPENDENCE, AND WELL-BEING FOR OLDER ADULTS

In 2025, WE Seniors continued to strengthen the well-being of older adults and their families through an integrated and responsive approach to healthy aging. Our focus remains on measurable impact: **increasing access to services, supporting seniors to maintain independence within their communities, and reducing isolation.**

The Outreach Program remains a core service, **responding to a growing number of inquiries** each year. By providing timely, accurate information and referrals, we support seniors in navigating complex systems and making informed decisions. Our team assists individuals in accessing essential supports such as home care, personal supports, transportation, nutrition programs, financial benefits, and community-based services.

Through practical intervention and follow-up, **we help reduce barriers to service, prevent crisis situations, and promote early connection to resources.** Our goal is not only to respond to immediate needs, but to strengthen long-term stability and quality of life for seniors.

WAYNE'S STORY

Life became significantly more challenging for Wayne. As a senior homeowner living alone, he is in constant pain from a debilitating hip condition, awaiting replacement surgery. In the winter season, the accumulating snow on his sidewalk poses a major obstacle and a safety hazard. Isolated—with his closest family miles away and few neighbourhood connections—the work of home maintenance has become too much. Hiring a seasonal snow removal service is not an option; his fixed income, derived from his pension and benefits, cannot stretch to cover the steep cost.

He recently found a solution through the WE Seniors Home Support program. The program staff connected Wayne with affordable and reliable service providers who can clear his snow. Furthermore, they provided information and guidance about applying for financial support to help cover a portion of the costs. This timely assistance has provided Wayne with a great sense of security, and he now knows that help is only a phone call away.

Outreach

▶ Bringing WE Seniors to Your Doorstep

In 2025, we headed over to Southwoods Court North after seeing a need for easy, healthy dining options. It was an instant hit! What started as a meal delivery effort is now a lifeline for 10 local seniors. We hosted four lively presentation sessions to keep everyone informed and connected. Beyond navigating services, these visits offered a meaningful space for social connection and personalized conversation.

FOUR PRESENTATIONS DELIVERED AT SOUTHWOODS THROUGHOUT 2025

May 28 - Congdon's Aids to Daily Living delivered an informative session on fall prevention and medical compression. Congdon's staff also made demos on various helpful products and shared strategies to reduce the risk of falling at home.

July 16 - Ember Healthcare provided a comprehensive presentation on home care, covering the different levels of care, how to choose a home care model, and how to select a provider.

November 5 - Ears to You brought one of their mobile hearing clinic staff to deliver a presentation on hearing health.

December 19 - Voiced Memories hosted a session of story-sharing where participants brought their favourite holiday photos - a big family dinner, a cozy Christmas Eve - and with the facilitator's assistance, attendees shared stories while exploring technology-enhancing options, bringing memories to life.

ENHANCING SUPPORT AND COLLABORATION

As a core member of the Hello Seniors Collective—a strategic alliance of 10 senior-serving agencies in Edmonton— WE Seniors collaborates to bridge systemic gaps and ensure equitable resource access. By integrating the Seniors Home Supports Program into our collective framework, we have eliminated silos and streamlined referral pathways. This integration has created a seamless 'no wrong door' experience. This synergy reduces duplication and ensures that every senior receives consistent, high-quality support, regardless of their initial point of contact.

DEDICATED TO SUPPORTING, STRENGTHENING AND EMPOWERING OLDER ADULTS

In 2025, our mission remains driven by measurable outcomes:

- **Enhanced Access:** Navigating support systems is now intuitive, not exhaustive.
- **Strengthened Collaboration:** Our collective expertise is leveraged for maximum community impact.
- **Reduced Isolation:** We ensure no senior is left behind by building robust social and functional connections.
- **Empowered Living:** We provide the information and support seniors need to live well, stay connected, and remain informed.

WE SENIORS OUTREACH TEAM ASSISTS WITH: Needs Assessment

Through comprehensive and individualized needs assessments, our Outreach team identifies key concerns and service gaps. Allowing us to respond pro-actively, develop appropriate action plans, and support seniors in achieving positive and sustainable outcomes.

Form Completion Assistance

The Outreach team provides practical support with completing applications and documentation for Government programs, housing applications, and more. By assisting with complex forms and processes, we help reduce barriers, improve access to financial support, and ensure seniors receive the benefits they are entitled to.

Transportation Support

Access to safe and reliable transportation is essential for maintaining independence. Our team provides information, referrals, and guidance to connect seniors with appropriate transportation services. This support enhances mobility, reduces isolation, and promotes continued community engagement.

WE Seniors Frozen Meal Program

2025 has been a milestone year for our Frozen Meal Program. By providing easy access to nutritious food, we have created a welcoming alternative for neighbours seeking support. This program is so much more than a meal—it’s a way for us to show up for one another, fostering a community where everyone feels seen, nourished, and cared for. Since its inception in 2021, a total of 9,184 frozen meal orders have been received. In 2024 1,341 orders were placed, and in 2025 a total of 1,752 order were placed, 411 orders more than 2024.

STRATEGIC ACCESS TO AFFORDABLE NUTRITION

The WE Seniors Frozen Meal program addresses a critical need for accessible, nutritious food within our community. By removing the barriers of meal preparation and high costs, the program empowers individuals—particularly seniors—to maintain their health and independence. It has become a trusted resource for individuals and families seeking reliable nutritional support for themselves and their loved ones.

ENSURING ACCESS TO NUTRITIOUS MEALS

WE Seniors Frozen Meal program offers community members the ability to access nutritious meals. For those unable to prepare food every day, our variety of soups and mains is a healthy and delicious option.

STRENGTHENING COMMUNITY TIES THROUGH RELIABLE DELIVERY

Our volunteer-led delivery model ensures that nutritious meals reach our members every week. More than a distribution network, this program acts as a critical outreach channel for WE Seniors, fostering direct community engagement and providing a proactive way to support the well-being of seniors and their families.

“The service and assistance have been awesome, and certainly the meals have been fantastic, and my mom has been very grateful.”
- Chad K, Vancouver BC

▶ 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”
42 BUNDLES SOLD

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

5 ENTRÉE BUNDLE
252 BUNDLES SOLD

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

SOUP BUNDLE
327 BUNDLES SOLD

- 3 Soups
- 1 Package of Biscuits

WE Seniors Frozen Meal Program

"I have tried many different places with frozen meals for quite some time. The Westend Senior meals are for sure the top of my list. Very nice ordering service and the delivery has worked out very well. I want to thank you." - Maxine Bradley, Edmonton

FESTIVE TURKEY MEAL - 66 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.

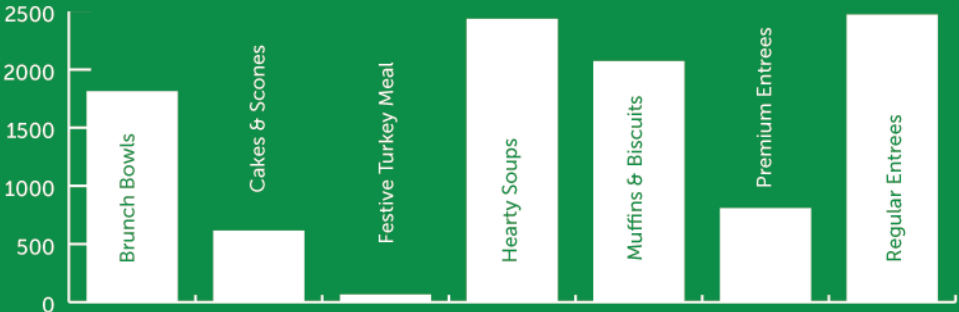


"I have been accessing the frozen meal program at the WE Seniors since they first offered their frozen turkey meals a few years back. It has impacted my life in so many positive ways." - Judy Sterling, Edmonton

Recognizing a need for dining options, we successfully introduced the Frozen Meal Program to Southwoods Court North in 2025. What began as a pilot project has quickly transformed into a vital community resource, now providing regular meal delivery to a cohort of 10 senior residents. This expansion highlights our commitment to meeting seniors exactly where they live.

"Since the food service at our building ended, I started using the meal program every week. I do not cook because I do not see very well. If I want to eat supper, I simply heat one of the meals and I add a little salad to make it even better." - Maddie Bebee, Southwoods Resident

Orders by Category



- Brunch Bowls 1814
- Cakes & Scones 616
- Festive Turkey Meal 66
- Hearty Soups 2436
- Muffins & Biscuits 2073
- Premium Entrées 809
- Regular Entrées 2473

Community Engagement



▶ How We Helped ↙

In 2025, WE Seniors continued to expand its role as a trusted community hub by strengthening partnerships and broadening educational and support services for older adults.

EXPANDING EDUCATION & ACCESS TO INFORMATION

From January to November (with a summer break), **WE Seniors delivered 27 presentation events**, including four “Are You Prepared?” sessions. These presentations addressed essential topics such as fraud prevention, cybersecurity, digital literacy, transportation confidence, health education, consumer protection, utilities awareness, and end-of-life planning.

FREE INCOME TAX SUPPORT

In March and April 2025, WE Seniors partnered with ICAN Seniors Association to host a free two-day Income Tax Clinic for low-income families and seniors requiring assistance with tax filing. **Due to strong community response, the clinic will expand to three days in 2026.**

LAUNCH OF MEN’S SHED

A significant milestone in 2025 was the successful launch of Men’s Shed at WE Seniors. Beginning with a well-attended Open House in February 2025, **this new initiative provides men with a welcoming, hands-on space to connect, share skills, and work on meaningful projects.** Regular drop-in sessions throughout the year have encouraged social connection, peer support, and purposeful engagement.

SEASONAL & COMMUNITY SUPPORT INITIATIVES

WE Seniors continued its tradition of community giving. In November and December 2025, we partnered with The Mustard Seed to host a Christmas Backpack Drive, building on previous years’ toy collections. Donations of essential items and winter supplies supported individuals experiencing homelessness and poverty in Edmonton.

Mavie’s Mitten Tree, now in its 27th year, remains one of WE Seniors’s most cherished and sold-out traditions. Held on December 10, 2025, the celebration brought together seniors, students, volunteers, and community partners for an afternoon of connection and generosity.

In 2025, we proudly collaborated with both long-standing and new partners, including:

- Edmonton Transit Service (TRY THE BUS & Valley Line West Update)
- TELUS Wise for Seniors
- Government of Alberta – Cybersecurity Division
- Alberta Funeral Services Regulatory Board
- Misericordia Hospital
- Dying With Dignity Canada
- EPark Customer Services
- Alberta Health Services (AHS) Nutrition Services
- Primary Care Alberta

These expanding collaborations reflect our commitment to connecting seniors with reliable, up-to-date information that supports independence, safety, and well-being.

Social Engagement

INSTAGRAM FOLLOWERS

353

FACEBOOK FOLLOWERS

2,179

78.2% Female
21.8% Male

78.6% Female
21.4% Male

60.4% Under 54
13.8% 55-64
25.8% 65+

29.5% Under 54
18.2% 55-64
52.3% 65+

Our Instagram page had 57 new page follows and our content received 9,100 views in 2025.

Our Facebook page had 653 new page follows and our posts received 810,000 views in 2025.

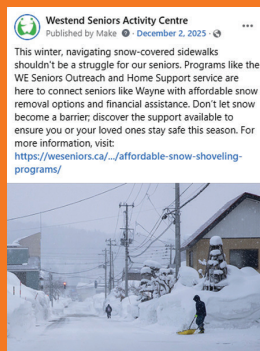
▶ Audience Engagement

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 2025.



→ 139,792 Views
→ 70,771 Reach
→ 1,306 Interactions



→ 1,278 Views
→ 728 Reach
→ 19 Interactions
→ 16 Link Clicks



→ 2,590 Views
→ 1,946 Reach
→ 123 Interactions

WE Seniors Communications

E-NEWSLETTER CONTACTS - 5586

77%	Female	The average subscriber is female and 65 years or older. 11% of our audience is under 55 years old.
23%	Male	
82%	65+	
7%	55-64	
11%	Under 55	

E-NEWSLETTER OPENS

Open Rate	36%	We continue to have a very engaged e-newsletter audience.
Industry Average	25.1%	

E-NEWSLETTER LINK CLICKS

Click Rate	13%	13% of our readers click on a link in our e-newsletter compared to the industry rate of only 3.5%!
Industry Average	3.5%	



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 Operations Manager and more. We print these in-house as needed, approximately 50-200 copies are printed each month depending on demand.

WESeniors.ca

In 2025, 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 8% over 2024, reaching 36,303 individuals.
- **Sessions:** Website visits increased by 17% compared to 2024, with a total of 71,976 sessions.
- **Lead Generation:** Conversions to “MyActivitveCentre” rose 16% year-over-year, totalling 4,741 leads.

TRAFFIC & ENGAGEMENT INSIGHTS

- **Organic Search:** Organic search continues to drive the majority of sessions, accounting for 43% of visits in 2025 which is an increase of 17% compared to 2024.
- **E-Newsletter:** E News-driven sessions rose by 3%, representing 26% of all website sessions.
- **Organic Social:** Traffic from organic social grew 68%, totalling 3% of website sessions.

Our website outperforms industry benchmarks in visitor engagement:

- **Average session duration:** 5m 10s, compared to an industry average of 2m 38s.
- **Engagement rate:** 65.94%, well above the industry standard of 56.23%.

Overall, 2025 marked a year of meaningful digital growth, with increased traffic, stronger engagement, higher lead generation, and standout performance across key content areas—demonstrating the websites expanding reach, relevance, and impact within the community.

CONTENT PERFORMANCE

- **Diverse Content Offerings:** Our website provides a broad range of resources, classes, frozen meals, and news updates.
- **High-Performing Content Categories:**
 - » **Westend Seniors Activity Centre** (www.weseniors.ca)
 - » **In Person Classes** (www.weseniors.ca/in-person-classes)
 - » **Meal Program** (www.weseniors.ca/meal-program)
 - » **FITNESS Archives** (www.weseniors.ca/whats_new_cat/fitness)
 - » **WE Seniors calendar** (www.weseniors.ca/wsac-calendar)

NOTABLE TRENDS

- **Drop-In Activities Interest:** The page that saw the most growth in page views between 2024 and 2025 was Drop-In Activities, which grew by 2,866 page views.
- **Significant Growth:**
 - » In-Person Classes with a growth of 1,892 page views.
 - » The websites checkout - with a growth of 1,007 page views.



It Was A Wonderful Year



SPRING & FALL FASHION SHOWS



COMMUNITY GARDEN BBQ



EAST COAST KITCHEN PARTY



HOLIDAY DINNER



VOLUNTEER APPRECIATION

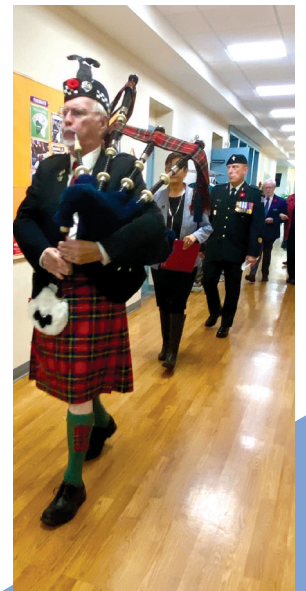




MOTHER'S DAY TEA



REMEMBRANCE DAY



OLDER, BOLDER, BETTER!™ SENIORS EXHIBITION & SYMPOSIUM







MAVIE'S MITTEN TREE



SILVER TECH SUMMIT

SilverTech Summit again tells me many seniors-serving organizations are not ready for becoming an innovation hub, not only because of their capacity, but also because of their fixed mindset.

During the closing speech, I asked the audience to do a quick exercise:

Imagine this sentence in your head: "I've always wanted to do '_____' but I feel like it's just too hard to pull off."

For example, "I've always wanted to do lose weight, but I feel like it's just too hard to pull off." Our brain is telling us how difficult it is to accomplish some goals, and that is fixed mindset. But if we use growth mindset by adding a word "Unless" in the end. Growth mindset kicks in and we will start thinking about possible solutions rather than getting stuck in the same old "fixed" excuses.

Thank you Karen Murdock for your insights and the effort to put together this event!

Thank you Ellen Weber PhD for teaching me the growth mindset!

Quoted from Haidong's LinkedIn Post





WE Seniors Heart of the Community

At the Healthy Aging Impact Awards 2025, the Westend Seniors Activity Centre was honoured with the Heart of the Community Award, presented by Healthy Aging Alberta.

We are humbled to be the only organization across Alberta to receive this recognition in that award category, a true testament to the power of collaboration and community.

This award belongs to all of us:

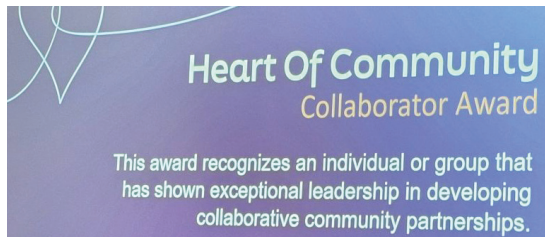
- Our dedicated Board of Directors
- Our amazing staff
- Our incredible volunteers
- Our partnering organizations, including Alberta Seniors Alliance members: Drive Happiness, ICAN Seniors Association, and Seba Senior Centre.



Special thanks to:

- Our Board President, Treasurer, and Team Leads who proudly represented us at the Gala.
- Karen Murdock, Founder & CEO of The Silver Connection Network and Voiced Memories, who believes in WE Seniors and nominated us.
- Infinity Healthcare Ltd and CEO Izabella Roth, the generous sponsor of the Award Ceremony. They are a true community-minded leader in serving seniors and have been supporting numerous community initiatives.
- Talents from the Men's Sheds, for crafting the beautiful award plaque

This is more than an award – it's a reflection of our purpose and the heart of our work: WE Seniors: We Connect Seniors!



WE Seniors Strathcona County

In early 2022, Strathcona County moved to invest funds for the next three years to create more support for older adults in the community.

In late March, the County invited nonprofits to apply for this funding seeking a partner who could advocate, coordinate, and provide connection opportunities for seniors. A selection panel reviewed the submissions and chose the Westend Seniors Activity Centre (WSAC) (weseniors.ca) as the successful candidate. As a result, WESeniors Strathcona was born.

- 12 Drop-in programs
- 5,981 Drop-in program visits throughout 2025

WE Seniors Roadshow ◀

The WE Seniors Roadshow was created to bring programs, services, and social opportunities directly to older adults living in rural Strathcona County who may face barriers travelling to Sherwood Park. By hosting events in familiar community halls, the Roadshow removed transportation challenges and helped increase awareness of available supports. Over the summer, the Roadshow visited 11 rural halls, offering free community BBQs, social activities, and an information marketplace with local businesses and non-profit organizations at each event. Attendees also received resource packages with information on programs, services, and safety resources for older adults.

- South Cooking Lake Seniors Association
10 Attendees
- Antler Lake Uncas Community Hall
15 Attendees
- Brookville Community Hall
33 Attendees
- Whitecroft Community Hall
45 Attendees
- Colchester Community Hall
31 Attendees
- Partridge Hill Community Hall
42 Attendees
- Hastings Lake Community Association
54 Attendees
- Josephburg - Area 5 Seniors Centre
70 Attendees
- Deville North Cooking Lake Hall
38 Attendees
- Wye Community Hall
50 Attendees
- Ardrossan Memorial Hall
13 Attendees



WE Seniors Magazine



In 2025, WE Seniors began developing WE Seniors Magazine – A Guide to Aging Well, a printed resource designed to provide older adults in Strathcona County’s rural communities with accessible, locally sourced information on health, safety, community supports, government and consumer services, and practical local resources. Work on the magazine began in September and included securing educational articles from community partners involved in the Active Aging Series and WE Seniors Roadshow, establishing a county-wide distribution plan, and completing the design and print-ready layout. The initial plan is to produce six issues between February and July 2026, each with a print run of 1,000 copies. The magazine will be distributed through seven key locations across Strathcona County with additional outreach through the Strathcona Library Bookmobile and community partners. This initiative aims to expand access to trusted information for rural seniors while strengthening relationships with local organizations that support older adults.

WE Seniors Artisan Guild Market

The WE Seniors Artisan Guild Market was launched in 2025 following discussions with community members Sandy and Geff Blenkinsopp, who proposed creating a market where older adult artists could showcase and sell their work. WE Seniors staff collaborated with them to develop the event concept, vendor application process, and outreach strategy to attract a balanced group of artisans. A full branding package and marketing campaign were created, including posters, postcards, lawn signs, digital advertising, and a dedicated webpage featuring vendor profiles. Promotion combined print materials, social media advertising, media outreach, and community networks to build awareness and encourage attendance.

The inaugural market welcomed 250–300 visitors throughout the day and featured a welcoming, well-organized environment for participating artisans. Vendor fees were intentionally kept low to ensure accessibility for senior artists, with funds reinvested into promotion and event costs. Volunteers assisted with greeting guests and coordinating door prizes, while staff supported vendor setup and logistics. Feedback from vendors highlighted the positive atmosphere, thoughtful layout, and strong community interest in supporting local handmade work. The event remained within budget and generated a small surplus to support future markets, demonstrating strong potential for the Artisan Guild Market to become an ongoing community event celebrating the creativity of older adults.



WE SENIORS
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