

JANUARY 2022

# THE BEAT

A QUARTERLY PUBLICATION FOR THE  
SENIORS SERVICES SOCIETY OF BC

## SHINE BC: ITS OFFICIAL!

After a successful pilot year, the SHINE (Seniors Housing and Information Navigation Ease) program will officially brighten the lives of many seniors across BC. Jointly funded by the **Ministry of Health and Ministry of Mental Health and Addictions** and led by **Seniors Services Society of BC**, SHINE is a province-wide initiative that facilitates timely access to and navigation of appropriate housing services and supports for seniors.

SHINE funding will be disbursed to five seniors' organizations located in New Westminster, Vancouver, Nanaimo, Prince George, and Kelowna. MLA Sheila Malcolmson made an official SHINE announcement in Nanaimo with MLA Adam Walker, Deborah Hollins and Rebecca of Nanaimo Family Life Association (SHINE recipient), and Alison Silgado, CEO of SSSBC.

To learn more about SHINE please visit our website:  
[www.seniorsservicessociety.ca/shinebc](http://www.seniorsservicessociety.ca/shinebc)



“Seniors and Elders in our communities can feel especially isolated at this challenging time. To help connect seniors to much-needed housing, mental-health and addictions support, our government is honoured to help fund SHINE’s work.”

Sheila Malcolmson,  
Minister of Mental  
Health and Addictions

 **BRITISH  
COLUMBIA**  
Supported by the Province of British Columbia

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## ROSS TOWER: HOLIDAY MEET & GREET

It was a festive December afternoon at Ross Tower in New Westminster. SSSBC Integrated Services team hosted a holiday Meet & Greet. We were thrilled to be joined by Peter Julian MP, Doris Mah, and their team who donated warm clothes to seniors.

Also in attendance were Jennifer Whiteside, MLA for New Westminster, and her assistant Erica Williams who brought delicious chocolates for the residents. Also joining us were representatives from the City of New Westminster, Ross Tower, BC Housing, and The Purpose Society to share information on their Digital Literacy program for Ross Tower residents.

SSSBC with the help of United Way, The City of New Westminster, BC Housing, and Hey Neighbour! Collective, is pleased to provide low-income seniors in New Westminster's Ross Tower with light housekeeping, meal delivery, shuttle services, Choose to Move, housing navigation, friendly support calls, and digital literacy support.



Working with communities in BC's  
Interior, Lower Mainland, Central  
& Northern Vancouver Island



Above. Anur (City of New West Social Planner) Jenn (City of New West Emergency Services), Peter Julian MP, Diana Ven Den Camp (Regional Manager BC Housing), Alison Silgado (SSSBC CEO), Alena (BC Housing Manager for Ross Towers) and Jennifer Whiteside, MLA.

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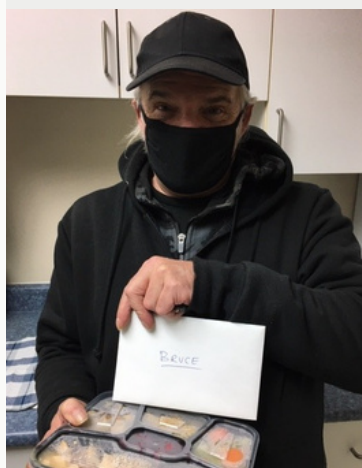
## SANTA FOR SENIORS 2021

We ended 2021 with our hugely successful Santa for Seniors campaign! Since launching our first-ever virtual fundraiser in 2020, we decided to continue collecting online donations, delivering gift cards and meals to low-income seniors who are most vulnerable, homeless, and isolated.

Thanks to your heartfelt generosity, we delivered over 200 hot holiday meals and gift cards to Temporary Housing clients and low-income seniors who were delighted to receive a hot Holiday dinner in celebration of the holidays. Children from the New Westminster community, coordinated by the New Westminster Public Library, provided a creative handmade holiday card with every meal and gift card we delivered.

2021 has been our most successful campaign yet. We are beyond grateful to our community, donors, and friends for contributing this year and brightening the lives of so many seniors.

One meal recipient, Carla Hartog, kindly sums it up, "It was wonderful, I was very pleased. It was very nice of Seniors Services to bring me a meal. Keep up the good work."



**Thankful  
holiday  
meal  
recipients!**



Above: Karl San Ramon, Support Services Supervisor delivers gift cards to seniors just in time for the holidays!

Below: Volunteers Catherine Mackenzie and Kelly Cannon prepare to deliver hot meals.



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## SENIORS HOUSING COLLABORATIVE UPDATE

The Seniors Housing Collaborative (SHC) is working to shift policy and practice so low-income seniors can age in the right place with appropriate services and strong networks. Since launching last fall, membership has grown to 20 people, including housing and service providers, municipal representatives, and six seniors with diverse perspectives on the rental landscape.

Their focus has been on identifying policy priorities to work on in the year(s) ahead. Over the course of three meetings, they homed in on two categories:

- **Service provision:** Information, referral, outreach, and navigation; wraparound support; social connectivity; and housing transitions; and
- **Government housing policy:** Accessibility, safety, and emergency response; housing supply; and housing quality.

Overarching themes integral to both categories include:

- Housing as a human right,
- the need for a provincial seniors ministry,
- the critical importance of Indigenous Truth and Reconciliation actions,
- recognition of the relevance of climate change in policy development,
- and the underlying power of all types of social connections.

The group also identified topics for intergenerational podcasts to increase community awareness and connection with rental housing issues shared by young and old. Their next steps are to draft policy briefs and nurture partnerships for change.

For more information, contact Mariam Larson, Collaborative Project Manager: [mariaml@seniorsservicessociety.ca](mailto:mariaml@seniorsservicessociety.ca)



## MEMBERSHIP RENEWAL

Join us and become a member of the Seniors Services Society of BC! A membership fee of \$20 per year ensures you are invited to our Annual General Meeting, and receive timely updates on our organization's activities. Benefits include:

- **Voting:** Members are eligible to vote on matters relating to the Society such as the constitution, bylaws, and selection of board members.
- **Communications:** Members receive regular newsletters with Society activities and information.
- **Pride:** Members get the satisfaction of belonging to an organization whose vision is "We foresee a community where everyone lives with dignity, in a safe, comfortable, and healthy home."

Join us! Visit [www.seniorsservicessociety.ca/member](http://www.seniorsservicessociety.ca/member)

Members  
Keep us Growing  
**JOIN TODAY!**

[WWW.SENIORSSERVICESSOCIETY.CA/MEMBER](http://WWW.SENIORSSERVICESSOCIETY.CA/MEMBER)

## FREE HOUSING NAVIGATOR TRAINING

Our popular and informative Navigator Training for Seniors Housing and Supports is now **offered for free!**

Our course is specially designed to address issues seniors face in accessing housing and community resources and is delivered by guest speakers on a variety of critical topics. The course is virtual and offered over 4 mornings.

Registration is limited to 30 spots! Register today at [www.seniorsservicessociety.ca/events!](http://www.seniorsservicessociety.ca/events!)



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## A GIFT OF MOBILITY

Andy\* is a 65-year old engineer. Unfortunately, he was diagnosed with a life-changing illness and could no longer work.

After surgery, he lived with his family for a short while, then moved into a small apartment to live independently.

Andy enjoys his outings, friends, music, and grocery shopping trips. As he aged, a long walk became more and more difficult. With his walks becoming shortened and less frequent, he felt incredibly isolated. With limited income, Andy was unable to afford a scooter to help him manage longer distances.

The building manager at one of SSSBC's new Integrated Services\*\* sites alerted SSSBC about Andy's financial situation and believed that increasing mobility would greatly add to Andy's quality of life. SSSBC applied for a HelpAge grant to purchase an electric scooter. HelpAge Canada supports older Canadians who face social and economic barriers. Thanks to this grant and a community-minded business in Port Coquitlam, BC, we were able to deliver an electric wheelchair before Christmas.

Those at SSSBC who know Andy describe him as quiet and serious. To see Andy smile at the sight of his new scooter brightened our holidays!

\*\*The Integrated Services Project at SSSBC provides low-income seniors additional support and connections to help them remain independent and age in place.



## SPOTLIGHT ON SUPPORT SERVICES: LIGHT HOUSEKEEPING

70-year old Donna\* has always felt the need to help her community. After her 40-year volunteer career at Royal Columbian Hospital, she became an SSSBC shuttle bus participant who eventually decided to volunteer with us as a bus greeter. Donna felt connected and grateful to be giving back to the community she loved.

Unfortunately, due to macular degeneration, diabetes, and limited mobility, Donna made a difficult decision to stop her volunteer work with us.

She also found it very difficult to clean her home. Donna signed up to receive our Light Housekeeping services to assist her and is incredibly grateful for the services that SSSBC provides.

Since signing up for light housekeeping, Donna's social and mental health has improved. She continues to be independent, shop for groceries, and connect with friends. She shared that she misses our supper and lunch clubs.

Being affiliated with SSSBC has been an impactful part of Donna's life, and she was thrilled and thankful that Karl, our Support Services Supervisor, hand-delivered her Christmas dinner this past year!

\* Fictional names have been used to protect the identity of our client.

## SPECIAL THANKS

Our thanks to **MP Peter Julian**, for donating warm clothes and **Sanmar Canada** for donating sweatshirts to keep seniors warm during the cold winter season!

Special thanks to the **Lady of Mercy Young Leaders** group for donating gloves, chocolates, toothbrushes, and toothpaste. Our gratitude to **Heritage Office Furnishings** for their generous employee donation and Temporary Housing Program starter kits.

Our thanks to **Douglas College Marketing Team Leads** Jan, Anastasia, and Manan for lending their marketing expertise! Our gratitude to Coby, Avtar, and David from **Coast Capital Savings** for providing staff training on Financial Well Being.

Thank you to everyone who donated this year. Your donations are greatly appreciated and make a huge difference in the lives of our seniors.



"The assistance provided by Seniors Services Society and their team are invaluable to vulnerable seniors and aging populations. We were drawn to the passion and dedication of this organization and knew immediately that our values were aligned. We are grateful to have people like Alison Silgardo in our community and are excited to continue supporting such an inspirational group."



Holly White  
Heritage Office Furnishings



NEW WESTMINSTER



## OUR DONORS

We cannot do this alone! A special thank you to all our donors who support our critical work. If our stories touch you or if you want to be a part of our monthly donor community, visit [www.seniorsservicessociety.ca/donate](http://www.seniorsservicessociety.ca/donate) and make a generous gift today. Our seniors will thank you! If you want to learn more about SSSBC, please visit our website or connect with us on social media!

**January - December 2021**

**\$500+**

Astoria Residence  
Benchmark Building Systems Employees  
Brownsville Pub & RV Park  
Kimberly Buksa  
City of New Westminster  
Watson Day  
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Alison Silgardo  
Brenda Southam  
Telus Community Ambassadors  
Victor & Anna Kern Foundation  
Melanie C. Walker  
Wheaton Precious Metals Corp  
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**"We rise by lifting others."**

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