

**SENIORS SERVICES
SOCIETY OF BC**

ANNUAL REPORT

JUNE 2022



**Seniors
Services
Society**
of B.C.



TABLE OF CONTENTS

2

A Word from SSSBC

3

Meet the Board of Directors

4

Committee Reports/
Strategic Plan

5

Year in Review

6

At a Glance

7

SHINE

8

Housing Collaborative/
Integrated Services Program

9

Senior's services Spotlight: Moving
Forward

10

Treasurer's Report

11

Our Gratitude

A WORD FROM SENIORS SERVICES SOCIETY OF BC

2021-2022 has been a year of tremendous growth and innovation as we adapt to address the increasing needs of the community we serve. As an agency that supports older adults in B. C. who are homeless and at risk of homelessness, we strive to meet their navigation and support needs. While we remain hopeful, the staggering truth is the number of homeless seniors in BC and the Lower Mainland has increased substantially. In the Lower Mainland alone homeless seniors have increased 5 times in 10 years. Statistics Canada reports that 7 BC municipalities have the highest numbers of older adults in the country.

An increasing number of seniors are finding themselves homeless due to system barriers. Older adults are experiencing sharp increases in the cost of living forcing them to choose between rent, groceries, and medicine. Disruptions and gaps in Old Age Pensions (OAP) and Canada Pension Plans (CPP) of 6-8 months cause seniors to miss rent payments. Sales of old building stock that house older adults displace many seniors from their longtime homes. Current housing models do not support seniors and aging in place. Last but not least, ageism creates unseen barriers. We continue to work with partners to develop and recommend a more comprehensive solution and stable funding, a requirement for individuals who are often in a "high touch low tech group".

Towards this end, SSSBC has worked to establish partnerships to create a pathway to house seniors, establish a seniors housing collaborative with partners to advance policy changes, and pilot promising new practices to enhance the lives of older adults.

We could not do what we do without you and would like to say THANK YOU to all our staff, members, volunteers, partners, and donors for your ongoing support. We look forward to working with you to improve the lives of older adults in the coming years.

Brenda Southam, Board Chair

Alison Silgado, Chief Executive Officer



BOARD OF DIRECTORS



Brenda Southam
Chair



Elizabeth Philip
Vice Chair



Philip Bonardelli
Treasurer



Jeff Tisdale
Secretary



Anna Smith
Member at Large



Linda McGowan
Member at Large



Mercedes Wong
Member at Large



Jodi Michaels
Member at Large

**"THE BEST
WAY TO FIND
YOURSELF, IS
TO LOSE
YOURSELF IN
THE SERVICE
OF OTHERS."**

Gandhi

COMMITTEE REPORTS

Policy Committee:

The Policy Committee met 6 times during the 2021 – 2022 term. The objective this year was to put a process in place for an annual review of all board policies. The following policy-related items were updated and approved by the board:

- New Policy Index
- New Title Block for Policies
- All Forms updated with ID number and Logo
- Terms of Reference (TOR's)
- BPG-001: Board of Directors Role, Responsibilities and Conduct
- BPG-002: Board of Directors Meetings
- BPG-007: In Camera Discussion

Thank you to the members of the Policy Committee for their contributions during the year:

- Alison Silgardo
- Anna Smith
- Jodi Michaels

VISION

*A community
where Seniors
live with dignity
in a safe,
comfortable, and
healthy home*

MISSION

*To connect adults
60+ with
individual
supports and
housing navigation
services to enhance
their lives*

STRATEGIC PLAN 2022

To ensure that all aspects of our organization are as inclusive and diverse as the community we serve.

To increase and diversify revenue resources:

- Increase financial resources by expanding our development streams.
- Engage and grow our donor base with a focus on planned giving.
- Secure undesignated, private, foundation and trust funding.

To expand our presence and visibility:

- Increase awareness of our programs, services and funding needs.
- Collaborate with partners and communities to respond to the diverse and growing needs of seniors.
- Expand our seniors housing programs and support services.
- Create a comprehensive education program for all stakeholders.

YEAR IN REVIEW

HIGHLIGHTS OF 2021

- SSSBC launched its second annual Virtual Santa for Seniors Campaign with great success.
- With the help of Wheaton Precious Metals and New Horizons for Seniors, SSSBC continued our first digital literacy program. LinkAGES successfully connected older adults in the Temporary Housing Program with digital devices (tablets) and digital literacy training from Our Lady of Mercy Youth Leaders.
- In May 2021, SSSBC partnered with Brightside Community Homes Foundation to offer the Seniors Integrated Supports Program (ISP) to senior renters in Vancouver. ISP augments services such as light housekeeping, meal delivery, shuttle services, Choose to Move, housing navigation services, friendly phone calls, and digital literacy to buildings in which senior renters live.
- We completed the successful delivery of year two of the SHINE Program, which included forging partnerships, increasing sites, providing support, and building capacity by offering Housing Navigation Training.
- In the Spring of 2021, SSSBC successfully launched the Seniors Housing Collaborative (SHC), comprised of housing providers, municipal representatives, and seniors with diverse perspectives on housing, to shift policy and practice so low-income seniors can age in the right place.
- In September of 2021, SSSBC added a second Integrated Services Program site at Ross Towers in New Westminster with the help of United Way of British Columbia.
- In September we launched a successful social media campaign called "Challenging Ageism" highlighting stories, videos, resources, and conversations to increase awareness about ageism. SSSBC saw a significant increase in engagement across all four social media channels.
- After nearly two years, the SSSBC shuttle bus reopened to seniors offering five stops in New Westminster with funding from HelpAge Canada.

"In the lower mainland alone homeless seniors have increased 5 times in 10 years. Statistics Canada reports that 7 BC municipalities have the highest numbers of older adults in the country."

- SSSBC increased strategic partnerships in housing resources with Fairhaven and Hope Hill.
- SSSBC completed the Aging in the Right Place (AIRP) project, a national research collaborative of 70 academic, non-profit, government, and healthcare organizations in conjunction with Simon Fraser University. The final presentation featured photovoice contributions from our Digital Literacy graduates.
- Thanks to Vancouver Coastal Health's Smart Grant, Housing Navigation Training was offered free and virtually.





SENIORS SERVICES SOCIETY OF BC
AT A GLANCE
2021

2114

SENIORS ASSISTED
WITH SOCIAL
PROGRAMS



2538

HOURS
VOLUNTEERED
IN THE
SERVICE OF
OUR MISSION



3532

MEALS
DELIVERED
TO SENIORS



5195

SENIORS ASSISTED
WITH INFORMATION
AND REFERRAL

**WITH A NOTABLE INCREASE IN
ELDER ABUSE CALLS**



9296

FRIENDLY SUPPORT
CALLS MADE TO 379
ISOLATED SENIORS



2405

SENIORS
ASSISTED
WITH
HOUSING
NAVIGATION





SHINE BC UPDATE

SHINE (Seniors Housing Information and Navigation Ease) had a very busy and successful year. Since the receipt of a grant from the Ministry of Health and Ministry of Mental Health and Addictions at the end of 2021, there have been numerous new and exciting developments, including the addition of two new partner agencies to the SHINE collaboration early in the new year.

SSSBC joins the rest of our partners in welcoming **Langley Senior Resources Society** and **Brella Community Services Society** to SHINE. The SHINE provincial network is now comprised of seven agencies:

1. Seniors Services Society of BC (Lower Mainland) who act as centralized hub for the SHINE network
2. Nanaimo Family Life Association, (Vancouver Island)
3. Prince George Council of Seniors (Northern BC)
4. West End Seniors Network Society (Vancouver)
5. Seniors Outreach Services Society (Kelowna)
6. Langley Senior Resources Society (Langley City/Township and Aldergrove)
7. Brella Community Services Society (Surrey)

Since its inception, SHINE has provided over 500 seniors across BC with housing navigation, community connection, education, and support for mental health and wellness with a 98% satisfaction rate.

SHINE



BRITISH COLUMBIA

Supported by the Province of British Columbia

Seniors Housing & Information Navigation Ease

HOUSING COLLABORATIVE UPDATE

The Seniors Housing Collaborative (SHC) was launched in 2021 to shift policy and practice so low-income seniors can age in the right place with appropriate services and strong networks. Members include housing and service providers, municipal representatives, and seniors with diverse perspectives on housing, renting, and the factors that contribute to a reasonable quality of life.

The group is well on its way to meeting project deliverables. Over the course of months and meetings, members identified key issues and learned about how to generate systems change from speakers such as the BC Seniors Advocate Isobel Mackenzie, New Westminster Councillor Jaimie McEvoy, Streethome President Rob Turnbull, and CanAge President Laura Tamblyn-Watts. Using evidence-based data, framing recommendations, partnering with others sharing similar goals, and reaching change-makers are essential tools for systems change.

"Using evidence-based data, framing recommendations clearly, partnering with others sharing similar goals, and reaching change-makers are essential tools for systems change."

SHC also facilitated the production of a podcast "Fridays with Seniors", focusing on Emergency Preparedness. Members recognized that emergencies—including extreme heat or cold, flooding, or earthquakes—happen with little warning and that seniors may have more difficulty managing than other age groups. A senior SHC member lost a long-term friend due to the heat dome in 2021, which highlighted this as a collective priority.

The next steps for SHC include preparing policy documents, identifying partners, and developing a strategy for sharing their recommendations with key policymakers. Members appreciate that systems change takes time and are motivated and mobilized to keep moving ideas forward.

INTEGRATED SERVICES PROGRAM

Launched in 2021, the Integrated Services Program was a perfect answer to the question posed at the 2020 Housing Solutions Lab: "What might enable low-income senior renters to retain their housing, age in place successfully, and even thrive?"

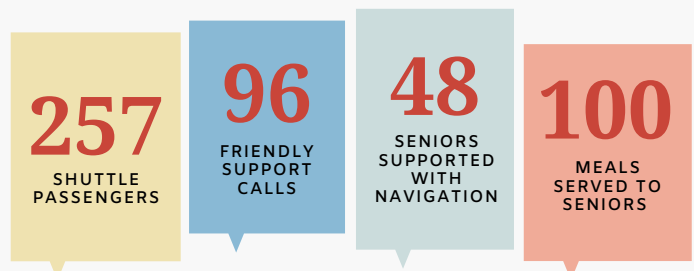
The lab revealed that the current rental housing market and support services for seniors in Metro Vancouver did not meet the needs of disadvantaged seniors, highlighting the critical need for place-based support in senior buildings across Metro Vancouver.

SSSBC responded to this need by piloting the first Integrated Services Program (ISP) in partnership with Brightside Community Homes Foundation, connecting senior renters to information & referral, meal delivery, light housekeeping, local shuttle services, and digital literacy classes. ISP supports seniors' independence and well-being, helping them age in place. Participating seniors regularly engage with the Integrated Services Program Manager. One participant who was grateful for the connection stated "If it hadn't been for her intervention, I could not have remained independent."

The demand for SSSBC's ISP is growing.

Currently, sites are located in Vancouver and New Westminster. Plans are underway for a third site in Metro Vancouver. Due to the success of ISP, several municipalities have contacted our offices to learn how they can implement ISP in their neighborhoods.

To date ISP has served:





SENIOR'S SERVICES SPOTLIGHT: MOVING FORWARD

In a life that had already seen its share of hardship, the winter of 2021 felt like the end of the line for Jacob. A first-generation immigrant, 65-year-old Jacob found himself facing eviction.

It was when he had reached his lowest point, that his life changed forever. With help from his building manager, Jacob enrolled in SSSBC's seniors Integrated Services Program.

The Ross Towers ISP, funded by United Way of British Columbia, supports over 100 senior renters in New Westminster. The project is the first of its kind in the Lower Mainland and is already being used as a model to provide non-medical place-based support and navigation services to senior renters across the Lower Mainland.

The Seniors Integrated Services Program has resulted in a lasting and significant increase in stable housing for seniors like Jacob.

SSSBC discovered that Jacob's Old Age Security Pension application had been closed at Service Canada because he could not provide proof of his legal status in Canada. Although the Ministry of Social Development and Poverty Reduction financially supported Jacob for a short time, he struggled to make ends meet and desperately needed assistance to help him navigate Service Canada's application process.

SSSBC's Seniors Navigation Specialist helped Jacob apply for the appropriate documents. While he was waiting for his OAS application to be approved, we were able to help Jacob with his rent and also connect him with a local food hamper program to help him out with groceries.

"The Seniors Integrated Services Program has resulted in a lasting and significant increase in stable housing for seniors."

Once his OAS was approved and his housing secured, Jacob was connected to SSSBC's vast network of programs and services including grocery shopping, shuttle services, information and referral, and social programs. Our Navigator continues to assist Jacob and is currently helping him obtain his permanent resident card, which will make things easier for him moving forward.

SSSBC has long recognized the link between stable housing and positive well-being for seniors. Jacob is living proof of the success of this program. We hope that with a greater investment in ISP, there will be many more success stories like Jacob's**.

**Pseudonym used for purposes of anonymity

TREASURER'S REPORT

Philip Bonardelli, MA, CFA
Board Treasurer
Seniors Services Society of BC

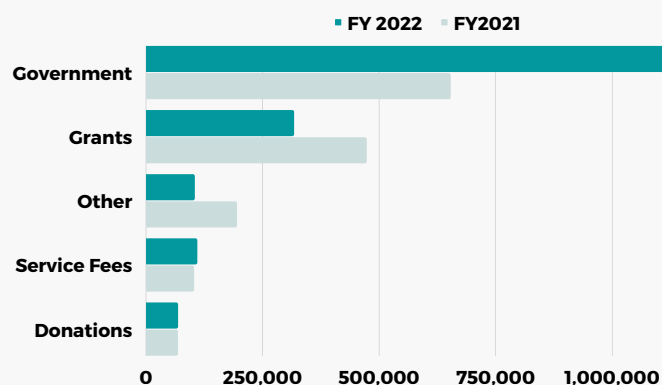
Difficult times require an increased focus combined with a continued drive to do one's best through oncoming risks and challenges. In 2021, the team at Seniors Services Society of BC demonstrated these traits resulting in solid financial results for the current fiscal year. Growth and diversification of revenue streams continued along with increased service levels.

Revenues are continuing to diversify within categories, especially in the Government segment which grew by 76%, where new revenue streams such as Reaching Home were developed and pursued. Specifically, revenues increased from last year by \$256 thousand to just under \$1.75 million. This growth originated mainly from the diversification of Government funding (\$495 thousand). While there was a decrease of \$90,325 in Other Income, Donations remained virtually unchanged over this time period at \$68,270 (a \$308 increase) while Grant moneys reduced by \$156 thousand to \$317,427, a reflection of the temporary shift to Government funding. Service Fees also saw a slight revenue increase with a gain of \$6,899.

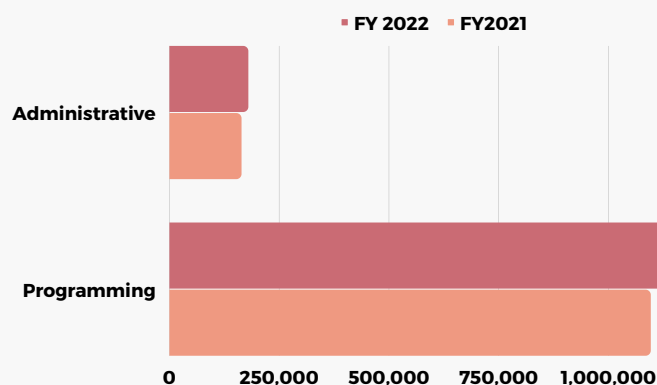
Expenses have increased reasonably to meet growth: total expenses increased by \$110 thousand or 9% to \$1.37 million: made up of Programming costs of \$1,190,400 and Administrative costs of \$179,282.

Increases in programs and program reach are continuing to sustain SSSBC as it meets its strategic goals. The proof of this is in the fact that SSSBC's activities resulted in a surplus of revenues over expenses for the 3rd year in a row! SSSBC exits the pandemic crisis financially stronger and poised to expand relevant care and services to Seniors in BC on a sustainable and secure financial basis. The challenge remains to continue to diversify SSSBC's revenue base as we respond to meet the growing needs across the Province.

TOTAL REVENUES: \$1,747,844



TOTAL EXPENSES: \$1,369,682



OUR GRATITUDE

\$10,000+

Amazon
City of New Westminster
City of Vancouver
Envision Financial
Government of Canada
Health Sciences Association
Province of BC
SPARC BC
United Way of British Columbia
Victor & Anna Kern Foundation
Wheaton Precious Metals

\$5,000 - \$9,999

Sheila Grant
HelpAge Canada
Rotary Club of New Westminster

\$1,000 - \$4,999

Residents of Astoria Retirement Living
BC Association of Community Response Networks
Brownsville Pub & RV Park Employees
Coast Capital
G & F Financial Group Employees
Graham Hallson
Breanne Hartley
Heritage Office Furnishings Employees
latse Local 891
IFD Corporation
Peter Mantas
Royal City Rotary Club
SanMar Canada
Susan and Jan Schmidt
Karla Scribner
Brenda Southam
Watson Day

\$500 - \$999

Benchmark Building Systems Employees
Kimberly Buksa
First West Credit Union
Denisa Ionescu
Marianne Janzen
Alex Jones
Marg McKee
Peter Legge Management Co. Ltd
Alison Silgado
Telus Community Ambassadors
Sook Hee Woo

\$100 - \$499

Graham Allen
Doug Alward
Sara Au Yeong
Karen Bach
Sherry Baker
BC Government Retired Employees' Association
Peter Belen
Rishi and Nipa Bhalla
Kaely Biring
Manjit Biring
Lois Brassart
Megan Cann
Jason Cehanczuk
Magnus Chan
Charles Chang
Sharon Choo-Stuart
Doris Chow
Eleanor Clarke
Kaitlyn Collins
Brad Colliss
Bonnie Craig
David Crossley
Vicki Cullis
Joan and Bob Davis
Charl de Beer
Myriam Derval
Shuzian Ding
Susan Dinsmore
Dream Designs
Patricia
Tammy Duya
Dys Architecture
Steffania Escalante
Essence Hair Design
First Insurance Funding of Canada
Damon Fraietta
Shirley Geres
Kathleen Graham
Sandi Green
Carmen Hamilton
Lydia Harder
Tim Hicks
Nikki Higgs
John Hill
Gail Hirsch
Emily Howells
Beatrice Icharia
Integritas Workplace Law
Salar Ismaili
Ka Wing Kam

Nicole Kern
Henry & Mary Konishi
Gary Lake
Amanda Lamarre
Timothy Luk
Denise Maschewski
Iota Master
Rachel McGovern
Chriseli Mitchell
Sylvia Ozbalt
Sonya Perkins
Karen Peterson
Chris Reid
Janice Richardson
Nina Schmidt
Leslie Shieh
Jim & Bonita Smale
Terrance Stcy
Dori Tattrie
Pablita Thomas
Silvia Tobler
Mike Tremblay
Garth Tucker
Farzana Unwalla
Carlos Uria
Andrew Wall
Warren Williams
Carmen Wiseman
James Wurster
Vicki Yaltema
Heesun Yang
Brenda Zundel
Jason Zwaagstra





**Seniors
Services
Society**
of B.C.

750 Carnarvon Street
New Westminster, BC V3M1E7
604-529-6621
info@seniorsservicessociety.ca

We acknowledge, respect and thank the First Nations Peoples for the unceded and traditional lands in which we live, work and play.

