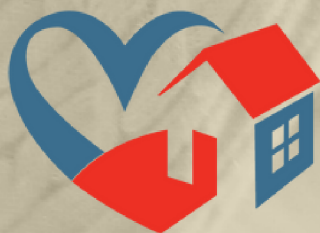


SENIORS SERVICES
SOCIETY OF BC

ANNUAL REPORT

JUNE 2023



Seniors
Services
Society
of B.C.





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A WORD FROM SENIORS SERVICES SOCIETY OF BC

Dear Friends, Partners, and Supporters,

It is with great pleasure and gratitude that we present to you the Annual Report of the Seniors Services Society of BC. As the CEO and Board Chair, we are honoured to share the remarkable achievements and inspiring stories that have shaped our community in SSSBC's journey in the past year.

At the Seniors Services Society, our mission is to enhance the lives of seniors in our community and empower them to live with dignity, independence, and purpose. This report not only serves as a testament to the incredible dedication and hard work of our team but also highlights the profound impact we have had on the lives of countless seniors throughout British Columbia.

Over the past year, we faced unprecedented challenges and uncertainties due to the global pandemic. Yet, we stood firm in our commitment to support seniors and adapted swiftly to ensure their safety and well-being. Our staff, volunteers, and partners rallied together, demonstrating resilience, compassion, and innovation in delivering vital services to our seniors.

One of our proudest achievements this year has been the expansion of our SHINE Program, a city-specific, client-centric approach to supporting seniors who are homeless or at risk of homelessness around the province.

None of these accomplishments would have been possible without the generous support of our dedicated donors, partners, and volunteers. Your contributions and unwavering belief in our cause have been the driving force behind our success. Whether you have donated your time, resources, or expertise, you have played an invaluable role in helping us serve seniors with compassion and empathy.

The Board has made significant efforts to strengthen itself. With Governance Training and a Strategic Planning Session, we have refocused on meeting the needs of the older adults we serve and improving our responsiveness. This ongoing process aims to create a stronger and more capable Board to propel our organization forward.

Looking ahead, we remain committed to adapting and evolving to meet the changing needs of our senior population. We will continue to advocate for policies that promote senior-friendly communities, foster intergenerational collaboration, and combat social isolation. With your continued support, we can build a society that values and respects the wisdom, experience, and contributions of our seniors.

In closing, we would like to express my deepest gratitude to our staff, volunteers, board members, and all those who have been part of the Seniors Services Society of BC. Your dedication, commitment, and unwavering passion have made a profound difference in the lives of seniors across our province.

We invite you to explore this Annual Report and witness the positive outcomes and heartwarming stories that have emerged from our collective efforts. Together, let us celebrate the resilience of our seniors and reaffirm our commitment to ensuring their well-being.

Brenda Southam, Board Chair
Alison Silgado, Chief Executive Officer

BOARD OF DIRECTORS



Brenda Southam
President



Elizabeth Philip
Vice President



Philip Bonardelli
Treasurer



Jeff Tisdale
Secretary



Anna Smith
Member at Large



Jodi Michaels
Member at Large



Mercedes Wong
Member at Large



**"WHEN YOU LEARN, TEACH.
WHEN YOU GET, GIVE."**

Maya Angelou

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

VALUES

Respect, dignity, acceptance, inclusion, integrity, and trust.

STRATEGIC PLAN 2023

We strive to ensure that all aspects of our organization are as inclusive and diverse as the community we serve. Inclusion and diversity will be the metric by which we measure all of our strategic priorities, activities, and successes. We have made commitments to policies and procedures that will allow us to ensure we make necessary adjustments to our hiring, board recruitment, and staffing decisions to support this.

PRIORITIES:

- To build on and diversify revenue resources to ensure guaranteed funding
- Expand our presence and influence through increased engagement
- Maintain and expand our service delivery excellence
- Maximize and innovate partnership opportunities



YEAR IN REVIEW

HIGHLIGHTS OF 2022

- SSSBC partnered with Service Canada for efficient access to financial support for older adults, streamlining service delivery for our Housing Team.
- We launched our first podcast series, "Fridays with Seniors," hosted by Dr. Peter Legge.
- We presented the highlights of the Integrated Service Program and the SHINE program at the BCNPHA Rent Conferences in Nanaimo and New Westminster.
- We joined Peter Julian and Anne Kang in a press conference to raise donations for seniors who need fans for the summer.
- In partnership with the City of New Westminster, BC Housing, Salvation Army, Freybe's, Coast Capital, and Sanmar, we hosted an informative Emergency Preparation Event for residents at Ross Tower, providing critical information and summer resources.
- SSSBC presented Elder Abuse topics and shared resources with Seniors First and BCCRN at the Native Education Center for 60 indigenous older adults facing housing challenges.
- SHINE was featured in The Vancouver Sun, The Province, Globe and Mail, and the National Post as a unique model for seniors housing navigation on a provincial and national scale.
- Our Seniors Housing Collaborative concluded in August, successfully establishing a clear vision based on insights from key housing stakeholders. Our focus will shift to policy matters in 2023, with the potential for significant change.
- SSSBC strengthened our partnership with Seniors First by providing legal support to SHINE partners.
- Continued advocacy efforts were made with various government officials and Fraser Health to find system solutions for low-income and homeless seniors, as well as seniors facing homelessness after hospital discharge.
- Coast Capital Savings funded rapid access seniors shelter in four regions, allowing SSSBC to rent a local, furnished seniors-friendly apartment with meals.
- SSSBC participated in the Canadian Alliance to End Homelessness Annual Conference.
- SSSBC was invited as the keynote speaker at Housing Central, where Seniors Advocate Isobel Mackenzie interviewed three seniors with lived expertise.
- We hosted a holiday event at Ross Towers with Acting Mayor Ruby Campbell, MP Peter Julian, MLA's team, and various organizations in attendance, providing hot turkey meals and ornament-making activities.

"When we collaborate, we multiply our achievements and elevate our potential."

Arlene Dickinson

- A successful Housing Navigation Training session took place with 50 participants, including private sector landlords from across the province. The training was made free and virtual through funding from the Province of BC, Vancouver Coastal Health, and the City of Vancouver.
- The Santa for Seniors online fundraising campaign enjoyed its third successful year.
- We hosted the first Connect and Prepare session to support older adults with emergency preparedness and connection in three multiunit buildings in New Westminster, funded by the City of New Westminster, Resilient Community, and United Way.
- The Ministry of Mental Health continued to generously fund SHINE, allowing us to hire an additional navigator to support our team and community partners.
- With additional funding from BC Housing, we upgraded our housing client database, technology, and transportation to expand and enhance our service delivery.





SENIORS SERVICES SOCIETY OF BC
AT A GLANCE
2022

4208

SENIORS ASSISTED
WITH SUPPORT
SERVICES PROGRAMS



3167

VOLUNTEER
HOURS FOR
THE SERVICE
OF OUR
MISSION



3002

MEALS
DELIVERED
TO SENIORS



3023

SENIORS ASSISTED
WITH INFORMATION
AND REFERRAL



6936

FRIENDLY SUPPORT
CALLS MADE TO
ISOLATED SENIORS



2842

SENIORS
ASSISTED
WITH
HOUSING
SERVICES



2023



SHINE BC UPDATE

SSSBC and its partners are committed to working together under the SHINE service model to build on existing strengths and emerging best practices to deliver integrated support to vulnerable seniors in all regions of the province.

In the past year, this work has continued with much-appreciated help from the Ministry of Mental Health and Addictions, and we would also like to thank all of our partners, supporters, community, private and corporate sponsors for their continued commitment to improving the lives of older adults in our province.

Organizations like those involved in the SHINE program are critical to closing gaps in access to mental health, addiction, and housing support to address important factors contributing to seniors' overall wellness and address key determinants of health.

Canadian Census data (2019) shows that 24.6% of seniors aged 65 and above now live alone with little or no family or friend contacts. The most common gaps identified are isolation, access to mental health services, and connection to housing support.

Research has shown that when seniors can age in place or in a residence of their choosing, they tend to face fewer signs of mental health and addiction issues and experience higher standards of life. Experiences such as retirement, loss of loved ones, isolation, physical or mental health issues, ageism, and inadequate income can contribute to seniors facing discrimination and marginalization.

SSSBC designed the SHINE program to integrate links to system navigation and community supports, targeting crucial social determinants of health.

This year, we focused on expanding housing navigation services by forging new partnerships and enhancing regional collaboration. SHINE also offered the Housing Navigator Training free of charge to our partners, other older adult-serving agencies, and groups and will continue in 2024.

As of this spring, SHINE partners welcomed OneSky Community Resources in Penticton, Beacon Community Services in Victoria, and Richmond Cares, Richmond Gives in Richmond:

1. Seniors Services Society of BC (New Westminster)
2. Nanaimo Family Life Association (Nanaimo)
3. Seniors Outreach Services Society (Kelowna)
4. Prince George Council of Seniors (Prince George)
5. West End Seniors' Network Society (Vancouver West End)
6. Langley Senior Resources Society (Langley/Aldergrove)
7. Beacon Community Services (Victoria/Sidney)
8. Brella Community Services Society (Surrey)
9. Richmond Cares, Richmond Gives (Richmond)
10. OneSky Community Resources (Penticton)

We have also successfully increased our resource partners to include Seniors First BC and Moving Forward Family Services, to provide provincial legal workshops and virtual counselling support, respectively, while maintaining our relationship with Westminster House Society (offering virtual addiction treatment for women) and the BC Association of Community Response Networks, along with many other community, municipal and corporate and private affiliations.

AGEISM CONSULTATION

In the fall of 2022, the Seniors Services Society of BC hosted its 1st Annual Consultation on Ageism at the Century House Seniors Centre in New Westminster, BC. With 26 attendees, the event sponsored by the BC Association of Community Response Networks (BCCRN), aimed to gather insights and perceptions on the impacts of ageism, share individual experiences, and generate ideas for solutions.

Ageism, as defined by the World Health Organization, encompasses stereotypes, prejudice, and discrimination based on age—how we think, feel, and act toward others or ourselves.

“Ageism refers to the stereotypes (how we think), prejudice (how we feel) and discrimination (how we act) towards others or oneself based on age.”

World Health Organization, www.who.int

Engaging in lively discussions, participants explored various topics including employment, healthcare, social inclusion, and safety. They pondered thought-provoking questions such as:

- What are the most significant ageism issues related to each theme?
- What impacts has the COVID-19 pandemic had on ageism in each of the themes?
- Which ongoing efforts effectively address ageism in these areas?
- What more can be done and who should be involved to combat ageism?

The attendees represented a diverse range of organizations, including advocacy groups, senior centers, community services, and volunteers providing peer support, information, and referrals to older adults.

The participants appreciated the inclusive nature of the ageism dialogue, noting the enriching discussions stemming from the blend of younger individuals working in the sector and older adults working or volunteering with their peers.

There was a consensus that ageism is an important topic that deserves ongoing attention, and the consultation served as a catalyst for further conversations.

PODCAST FRIDAYS WITH SENIORS

SSSBC proudly debuted "Fridays with Seniors," an engaging podcast series hosted by Dr. Peter Legge from Canada Wide Media.

This series consisted of ten thought-provoking episodes, where Dr. Legge interviewed various partners and organizations dedicated to addressing seniors' issues in BC. Just over 12K listeners tuned in to carefully selected guest speakers who shared their valuable expertise, perspectives, and strategies on topics that included: housing navigation, accessing support services, mental wellness, elder abuse, emergency assistance, finances, intergenerational volunteerism, taxes, and digital literacy.

The BC Association of Community Response Networks is proud to support SSSBC build a coordinated community response to the abuse, neglect and self-neglect of vulnerable adults. The opportunity to participate on Fridays With Seniors podcast is a very important way to provide outreach and awareness to the greater community.”

Sherry Baker, M.A., Executive Director
BC Association of Community Response Networks (BC CRN)

The series highlighted SSSBC's commitment to addressing complex issues, aiming to raise awareness and advocate for seniors in BC.

The topics of Elder Abuse and Intergenerational Volunteerism garnered the most views and downloads.

We thank the Province of BC, Coast Capital, and the BC Community Response Network (New Westminster) for generously sponsoring the following podcasts: Housing Navigation, Mental Wellness, SHINE, Financial Literacy, Elder Abuse, and Digital Literacy.

**Fridays
with Seniors**
A PODCAST SERIES ABOUT SENIORS
HOSTED BY DR. PETER LEGGE





The support of Coast Capital Savings, combined with the system navigation assistance provided by SSSBC, empowered seniors to navigate their housing challenges with more stability and confidence.

PARTNERSHIP SPOTLIGHT: RAPID ACCESS SHELTER PROGRAM

In honor of National Seniors Day on October 1st, **Coast Capital Savings** made a generous contribution to SSSBC to support senior-specific shelter spaces for older adults 60+ who experience homelessness in their later years. The funds supported four shelter spaces across different communities in British Columbia, including Fraser Valley, Kelowna, Nanaimo, and Metro Vancouver.

The Seniors Rapid Access Shelter Program, in collaboration with SHINE (Seniors Housing Information and Navigation Ease) partners, aimed to offer rapid and barrier-free access to shelter spaces that catered specifically to the needs of homeless seniors. These shelter spaces were available for up to one month, providing a temporary safe haven while seniors sought permanent housing solutions.

With the funding, SSSBC secured a space at the neighboring **Lookout Housing + Health Society**. Lookout generously provided a renovated and furnished suite. Thanks to the generosity of **Amazon** and other private funding partners, SSSBC provided small appliances, pillows, bedding, and towels for the unit.

The impact of Coast Capital Savings' support was significant, addressing a critical need in the community. The SHINE partners involved in the program expressed their appreciation for Coast Capital Savings' contribution. They emphasized the importance of rapid access shelter beds tailored to seniors' unique needs. This funding filled a crucial gap in their communities, complementing existing housing navigation services and enabling seniors to transition from homelessness to secure housing.

"Pension incomes and financial supports for seniors are simply not keeping pace with the rising costs of housing, food and personal care. As a result, people are falling further behind, and we are seeing more aging adults in Kelowna who are precariously housed and facing late-life homelessness. This is especially true for seniors who are alone or recently evicted from their rental property because of a sale. Coast Capital's support of a seniors' emergency housing unit will help our SHINE Housing Navigator provide a senior with shelter and make plans to access secure housing and get connected to community resources."

Ian Gerbrandt, Executive Director
Seniors Outreach Resource Centre

SSSBC warmly welcomed the news, having long recognized the need for senior-specific shelter spaces.

The collaboration between Coast Capital Savings, SSSBC, and SHINE partners showcased the power of community and the dedication to supporting vulnerable seniors. Through their collective efforts, they made a tangible difference in the lives of homeless seniors, offering them a helping hand and a chance to rebuild their lives with dignity and security.

TREASURER'S REPORT

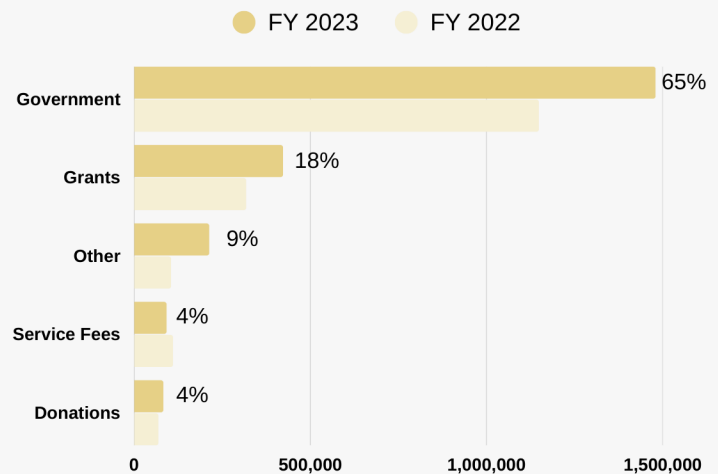
Philip Bonardelli, MA, CFA
Board Treasurer
Seniors Services Society of BC

We have emerged from the COVID situation stronger financially and with a renewed vision to support the community we serve. Looking back over the period from 2019 to 2023, our revenues have more than doubled, growing from \$1.1 million to \$2.3 million. This significant increase demonstrates our prudent resource management during these challenging times and our ability to meet the community's needs. We have successfully shifted from running deficits to recording surpluses which has greatly improved our capacity to serve seniors.

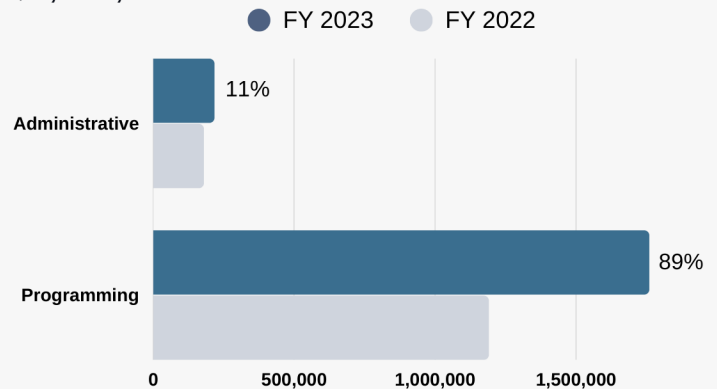
In the latest fiscal year, our revenues grew by 31%, reaching \$2,287,311 from \$1,747,993. This growth spanned across all revenue categories, from Donations to Government Funding, enabling us to provide diverse support for seniors' needs. With increased activity and inflation, our expenses also rose to \$1,976,168 from the previous year's \$1,369,680, representing a 44% increase.

Despite the increased expenses, we still achieved a healthy surplus of \$311,144, with the majority earmarked for client-focused innovation. While this surplus is slightly lower than last year's high of \$378,162, our financial position remains robust, allowing us to face future challenges and continue delivering value to the community we serve. As part of our commitment to improvement, we will invest the surplus from fiscal 2022/23 in a modern Customer Relationship Management (CRM) system, which will help us better understand and serve our community.

TOTAL REVENUES: \$2,287,311



TOTAL EXPENSES: \$1,976,168



OUR GRATITUDE

\$10,000+

BC Housing
City of New Westminster
City of Vancouver
Coast Capital
Fraser Health Authority
Government of Canada
Health Science Association of BC
Heritage Office Furnishings Ltd
Innovate BC
May & Stanley Smith Foundation
Prospera Credit Union
Province of BC
United Way of British Columbia
Victor & Anna Kern Foundation

\$5,000 - \$9,999

Amazon Canada (New Westminster)
BC Association of Community Response Networks
Sheila Grant
Rotary Club of New Westminster

\$1,000 - \$4,999

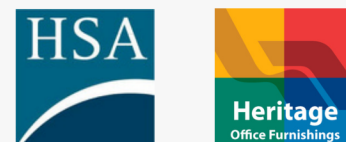
Digital-Lift
John P Folka Inc.
IFD Corporation
latse Local 891
Marg McKee
Nicole Oudenaarden
Real Estate Institute of Canada BC Chapter
Royal Canadian Legion Branch 6
SanMar Canada
Jan and Susan Schmidt
Brenda Southam
Urbaneye Restorations Ltd
Vancity Savings Credit Union

\$500 - \$999

Benchmark Building Systems Employees
Bowen Island Logger Sports Group
Viktoriya Fedorchuk
Graham Hallson
Tim and Jane Hicks
Incredible Restorations Ltd
Denisa Ionescu
Marianne Janzen
Alexandra Kanderka
Metro Blasting
Anand Monteiro
PBI Actuarial Consultants
Royal Canadian Legion Branch #2
Friends at TELUS Community Ambassadors FV
Universal Spiritualist Centre
Diana Whellams
Bill Zander

\$100 - \$499

Doug Alward
Sara Au Yeong
Grace Ayedzi
Karen Bach
Peter Belen
Sandy Bethell
Tanya Boguski
Amanda Brouse
Patricia Burkett
Butteredtinz
Magdalena Carnicki
Lila Chan
Yakub Chherawala
On Ling Chow
Meghan Coupar
Dys Architecture
Nicole Eich
Gary Eklof
Shannon Erickson
Eva Ferguson
Richard Fortey
Linda Fosti
David Fraser
John Gheorghiu
Edith Goedl
Lorraine Gohetia
Nikki Higgs
Mary Hills
Gail Hirsch
Janice Holmes
Doug Hopkins
Hilary Horlock
Wendy Johnson
Dan Kitto
Linda Klym
Gary Lake
Sharon Lalli
Lime Clean
Mariko Oyama Lo
Nick Manousakis
Metropolitan Hotel
Karl Moser
Alison Nickel
Randy Peacock
Philip Prajoux
Charlotte Rau
Eric Savela
Balwinder Singh
Barry & Bonnie Sparkes
Terrance Stcyr
Western Compensation & Benefits
Consultants
Julie Woo
Heesun Yang





**Seniors
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We acknowledge, respect, and thank the First Nations
Peoples for the unceded and traditional lands in which
we live, work, and learn

