

ANNUAL IMPACT REPORT 2024/25



Seniors
Services
Society
of B.C.



A MESSAGE FROM THE CHAIR & CEO



Over the past year, we have seen firsthand the impact of the perfect storm for B.C. seniors: the high cost of living coupled with limited housing options and financial resources strained to the max. Seniors are falling through the cracks, with many experiencing homelessness for the first time.

We've made steady progress both in keeping seniors housed and finding new homes for those who have experienced a housing crisis. But our work is not done.

Our strategic vision is clear: to provide comprehensive support that enables seniors to live with dignity, independence, and security. We have made significant progress in areas such as housing support, health-care access, and social inclusion. Our advocacy efforts have also gained momentum, ensuring that the voices of seniors are heard at every level of government.

Our dedicated team has worked tirelessly to ensure that our clients are treated with the utmost empathy and respect while providing them with programs and services that meet their unique needs. We are immensely grateful to our staff and volunteers for regularly going above and beyond for our clients.

We are pleased to report that the Society's income remained steady, allowing us to deliver high quality programs despite economic uncertainty and inflationary pressures.

We extend our deepest appreciation and heartfelt thanks to Past Chair Brenda Southam and Secretary Anna Smith for their exceptional service. Over many years, both Brenda and Anna have been driving forces behind numerous Board achievements, contributing insight, stability, and vision that have helped shape the organization we are today. Their legacy of leadership will leave a lasting impact on SSSBC—and they will be truly missed.

Many thanks to our donors for your generous support and for your dedication to our mission. It is an honour to work with you to build a brighter future for seniors in British Columbia.

With gratitude,


JEFF TISDALE
CHAIR


ALISON SILGARDO
CHIEF EXECUTIVE OFFICER



Total Housing Client Intake

6,590

Clients Provided with
Information & Referral Services

1,959

Percentage of I & R inquiries
focused on

82% housing
18% support

Communities served

24





FROM DESPAIR TO RELIEF

“You found me a home when I had no where else to turn. I’m eternally grateful.”

For 28 years, 87-year-old Anna* rented an apartment in Burnaby. The landlords were an older couple. When the husband died, the wife gave Anna notice to vacate as she was going to sell the unit. Despite her best efforts, Anna could not find suitable accommodation; she started living in her car. She was extremely fearful for her safety, not to mention concerned about winter fast approaching.

After Anna was referred to SSSBC by another organization, our team did a thorough assessment, and she was placed in a rapid access unit in 48 hours. The day after, Anna was in our office with gratitude for having slept in a bed the previous night. Within the week, we were able to get her into our temporary housing and within a month she was accepted into a permanent, affordable housing unit in Vancouver with one of our partners. Anna was excited to move into her new home in time for Christmas.

Finding appropriate housing for Anna restored her dignity, personal safety and restabilized her life.

* Name changed to protect privacy



Total support services provided

9,165

New Westminster Seniors
utilizing support services

232

seniors per month (avg)

Friendly support calls made

3,692

Meals/Groceries delivered

3,508

Light housekeeping delivered

1,415

Form completion/tax filing

283

Social meals provided

214

Medical transportation trips
provided

53

Seniors Utilizing Support
Services

SUPPORT SERVICES MAKE A VITAL DIFFERENCE



Carol* was concerned after receiving a letter from her building management requesting an inspection. Due to declining health, the senior wasn't able to clean her apartment like she could in the past. She was fearful of losing her home. Carol needed a way to turn things around so that she wouldn't be evicted. That's when Carol contacted the Seniors Services Society of BC.

We connected her with one of our trusted service providers to arrange a deep cleaning of her apartment. They went above and beyond, offering her a discounted rate and a manageable payment plan. The deep cleaning transformed her space into a welcoming home once more.

Carol was beyond grateful, expressing joy and relief that she could remain in her home. She emailed, "I have no words to aptly express how grateful I am. You have changed and saved my life."

SSSBC then arranged ongoing light housekeeping services through the Better at Home program. To further support her financial well-being, we connected Carol with one of our forms-and-tax volunteers who helped her complete her tax return and apply for additional subsidies. This extra financial support provided Carol with a renewed sense of security and independence.

Knowing that she was alone, we invited Carol to attend our social meals program, Community Connections:

Nourishing Seniors. She was initially hesitant but agreed to attend. It turned out to be another life-changing experience for her when she met another client named Ruby*.

Ruby also lives alone and receives light housekeeping services due to health issues. The two sat together during lunch, sharing stories and laughter. Their connection was immediate and genuine. As the event concluded, Carol and Ruby chose to stay behind and chat further, savoring their newfound companionship.

"It's not easy to meet new people when you're retired," said Carol. "Talking to someone over the course of a meal is natural and everyone's so friendly."

Since then, their friendship has flourished. They have exchanged phone numbers, started going for walks together, and started volunteering at Century House, eager to give back to their community.

Their story serves as a beautiful reminder of why we do what we do—because every connection, every act of support, and every moment of kindness has the power to change a life.

* Names changed to protect privacy

A portrait of Neelam Sharma, a woman with dark hair pulled back, smiling. She is wearing a brown crewneck sweater. The background is a plain, light-colored wall. Two white circular callouts are overlaid on the image: one on the left for 'Active volunteers' and one on the right for 'Volunteer hours'.

Active volunteers

54

Volunteer hours

2,987

Our Volunteers Create Meaningful Impact

“Driving someone to an appointment is such a small thing for me, but it’s actually huge for them.”

SSSBC’s volunteers donated close to 3,000 hours during our 2024/25 fiscal year. There’s no way to measure the difference this makes to our clients, but we know the impact is tremendous.

One of our newer volunteers is Neelam Sharma. The New Westminster resident’s first role with us was delivering gifts as part of the 2024 Santa for Seniors campaign. She made the day for many seniors over the past holiday season by presenting festively wrapped gifts donated by campaign supporters.

She has since gone on to become one of the Society’s handful of volunteer medical transportation drivers. In this capacity, she takes seniors to and from medical and dental appointments. On occasion, the service is also used to help transport low-income seniors to SSSBC’s office for free assistance with their taxes.

“Everyone has a different personality, and I like to let the client set the tone,” said Neelam. “If they like to talk, I’m happy to chat. If they prefer to be quiet, that’s fine with me too. I like to make people feel comfortable as well as getting to know them and hearing their stories. The clients find the service helpful and are so appreciative.”

SSSBC is also appreciative of the service and supports that all our volunteers provide. We thank them for their commitment and for contributing their time so generously.

ACCOMPLISHMENTS

We measure our accomplishments by how they align with our strategic priorities. These achievements result in outcomes that further our mission to connect older adults with supports and housing navigation services to enhance their lives.

STRATEGIC PRIORITY: DIVERSIFY REVENUE

- Ministry of Mental Health and Addictions: \$809,000 for BC SHINE program.
- New fundraising event established (Walk of Ages). Revenue from fundraising events (Walk of Ages and Santa for Seniors) increased by 21% to \$112, 744 net for program delivery.
- With maximized revenue from investments, established RRSP contribution program for staff with two years tenure.



STRATEGIC PRIORITY: EXPAND PRESENCE AND INCREASE ENGAGEMENT

- Presentations to 18 local, provincial and national conferences and community groups to educate stakeholders on best practices related to senior homelessness and to encourage knowledge sharing.
- Presentations at RENT conferences throughout BC resulted in four communities asking for the SHINE program to be expanded to their communities.
- Joined Patient Community Advisory Committee in New Westminster to discuss challenges related to health care and housing.
- Participation in Housing Navigator Training increased by 57% over the year prior resulting in more knowledge around barriers to housing.
- Awarded Humanitarian Award from the BC Association of Broadcasters valued at \$1 million in free advertising in 2025.
- Hired Strategic Communications & Development Officer to expand profile and fundraising program.
- Increased followers, impressions and engagement across social media channels.
- Produced 10 podcasts that serve as an important resource for seniors.
- Media stories on CBC News, CBC radio, News 1130, The Vancouver Sun and local media brought the issue of homelessness amongst seniors to a wider audience.



STRATEGIC PRIORITY: EXPAND SERVICE EXCELLENCE

- Established the Community Connections: Nourishing Seniors program, hosting 19 social meals to reduce isolation amongst New Westminster seniors.
- Agreement with PC Urban Properties to provide rent-geared-to-income housing units at multiple properties.
- Met with regional health authorities to keep clients housed by transferring health supports.
- Hosted first SHINE Conference attended by all partners and agencies across BC to increase knowledge and discuss service improvements.
- Hired Senior Manager of Administration and Support Services to streamline processes, maximize efficiency, and update policies.

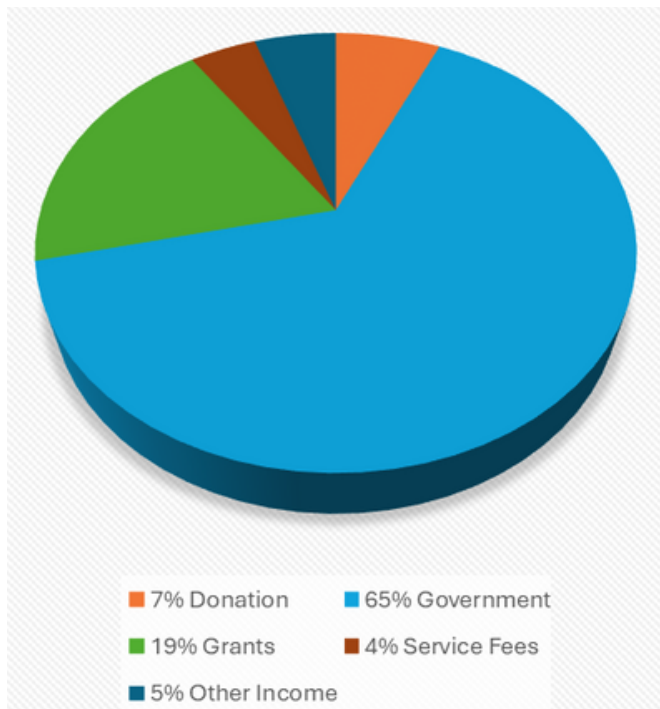


STRATEGIC PRIORITY: MAXIMIZE AND INNOVATE PARTNERSHIPS

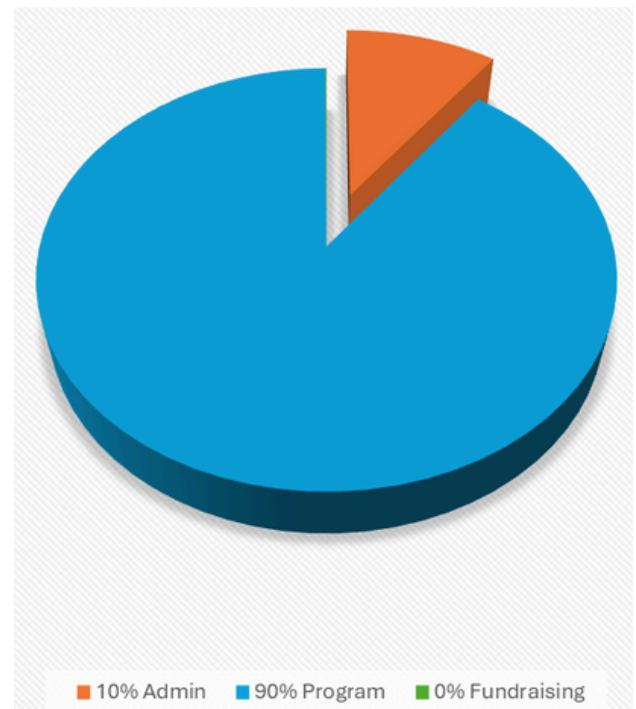
- Established partnerships to provide more housing options for seniors with 127 Housing Society, Dania Home Society, L.J. Christmas Manor, Casa Serena, Shilo House, Cedar Manor, and Connective Support Society.
- Recruited three new board members with diverse business backgrounds to enhance our governance.
- Partnered with The River's Reach Pub to host three social events for the Community Connections: Nourishing Seniors program.



Revenue



Expenditures



TREASURER'S REPORT

The Finance Committee remains committed to ensuring that our finances align with and support the Board's strategic priorities. Our focus continues to be on providing seniors with safe housing and supportive programs. With strong financial systems in place, we are able to fulfill this commitment responsibly and effectively.

SSSBC maintained a strong financial position throughout the year, with revenues exceeding \$2.86 million, a 6% increase over last year's \$2.7 million. This growth is primarily attributed to increased government funding.

Expenditures rose from \$2.27 million to \$2.45 million, marking an 8% increase. This reflects a rise in activity across all programs. Despite the higher expenditures, we ended the year with a surplus of \$406K, a modest 5% decrease from last year's \$429K.

Looking ahead, we anticipate several promising opportunities for growth and expansion.

Respectfully submitted,
Finance Committee

THANK YOU TO OUR GENEROUS DONORS

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City of Vancouver
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