



Calgary Seniors'
RESOURCE SOCIETY

ANNUAL REPORT

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2021

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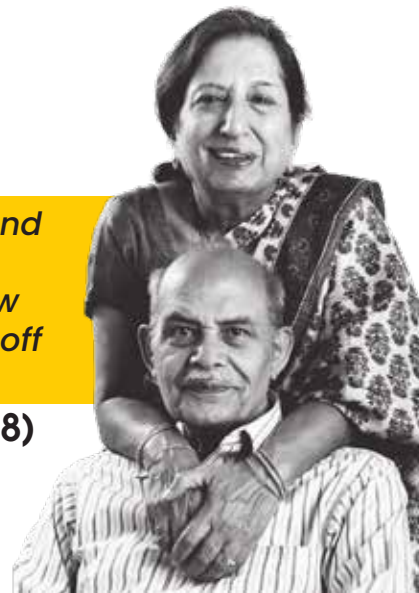


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“It’s just nice to have a good companion that you can talk to and that you can confide in, or just to chat with about things you did in your past and about your life in general. It’s nice to know that someone is there and that they can help take your mind off whatever is happening in the world.”

-Sandra (78)



MESSAGE FROM OUR President & Executive Director

Our agency logo, the lotus flower, is renowned for growing in the murkiest of waters. It emerges with clean petals – seemingly strengthened and even more beautiful for having come from difficult conditions.

Like the lotus flower, we, too flourished and blossomed in 2021. Murky is a good word to describe 2021. The pandemic created an environment of uncertainty and fear filled with unknowns and nearly continuous upheaval and change. Yet, against the odds of adversity, our team stuck together expanding, improving, and engaging with seniors and the larger community in many new and exciting ways.

Our annual report serves as a record of our accomplishments. A history of the previous year. A letter for posterity. A reminder of our resilience. In the following pages, you will read about the lives that were touched, the heroes we wish to celebrate, and the measures of our growth. In reviewing previous Annual Reports all the way back to 2005, it is staggering how far we have come. Not only in size, but in sophistication. It is also incredible how much of our original intent has remained unchanged. KINDNESS. Kindness has always been, and will always be, at the very core of who and what we are. This was apparent in 2005, 2015, and will continue to be in 2025 and beyond.

When you approach everything you undertake with kindness at the forefront, things make sense. When we collaborate with others, when we interact with senior clients, when we mobilize volunteers, when we convene in the community, and when we build relationships with staff – kindness is what makes this flow smoothly and successfully.

As we embrace the new challenges of 2022, not only do we have kindness to carry us through, but our other agency values as well: ingenuity, leadership, action, and connection. These are powerful words. Words we aim to have as deeply ingrained and effortlessly actualized in every part of our agency work just as we have with kindness. It’s the intentionality of setting out these values that will turn these powerful words into transformational deeds and change. Our dynamic new Strategic Plan and guiding Sightline along with a refreshed new vision and mission are instrumental tools as the agency navigates this seismic sea change to address an increasing senior population and diversity of need.

Our success and growth would not be possible without our outstanding volunteers, our dedicated Board, our remarkable and caring staff, and our fabulous donors who have and continue to invest in our work: from the bottom of our hearts, thank you.

Mark Kolesar - President

Lori Paine - Executive Director



FROM PANDEMIC AND FEAR TO HOPE AND OPPORTUNITY



FORGING A NEW ROAD IN SENIOR'S HOUSING

KINDred Seniors Housing with Supports was created in Spring of 2021 to fill a gap that is widening in existing services for older persons in Calgary.

Often those facing housing/rehousing obstacles are having to choose the first available option, not necessarily the best fit to meet their needs, which results in ongoing challenges for our clients and significant costs to public systems in the long run.

Additional gaps in the system of care include:

- Age limitations: much of the housing available for older persons limits service to those 65 years and older. There is an increasing need for safe and affordable housing and support options for older persons aged 55-64.
- Financial limitations of both subsidized housing based on 30% of income and older persons under 65 unable to access enough government benefits or community supports to live on.
- Shelter (or interim) beds for older persons experiencing homelessness.
- Housing and supports for those older persons who can live independently, with additional supports. Current housing options result in older persons being either under-served in independent living or over-served (at a higher cost) in supportive living. Neither is a good option for the individual or public systems.

In partnership with HomeSpace Society, an affordable housing provider, and funded in part by Calgary Homeless Foundation, Calgary Seniors' Resource Society is creating a longer-term solution for these real challenges, and to help older persons on their ageing journey.

By securing 36 units (including 1 office) in the newly built *Legacy on Fifth* building we are focused on building community with appropriate practical, emotional and social supports to assist older persons get back on their feet and live with dignity and respect in a safe and KIND environment.



Purpose is twofold:

1. To divert older persons experiencing homelessness from shelter by providing a safe place to stay while working to overcome barriers they may have to obtaining sustainable housing (Transitional Units)
2. Provide affordable, appropriate and sustainable housing for low income older persons (55+) who require long-term case management to successfully live independently, but do not require the level of support provided by lodge-style accommodations (Permanent Units)

A special thank you to Top 7 Over 70 for contributing to this exciting new initiative!



SO WHAT DOES THIS LOOK LIKE?

Transitional Units

5 Units are fully furnished and are available to clients served by Outreach and SeniorConnect. Clients experiencing homelessness are able to use the fully contained apartment while continuing to engage with their Social Worker to resolve barriers to housing and move forward into sustainable housing which meets their individual needs.

From May – December of 2021, 16 clients accessed these units for a total of 629 days, which would otherwise have been spent in shelter or sleeping in a vehicle. Stays ranged from 8 days to 84 days. At exit, 7 clients moved into subsidized housing, 6 clients obtained sustainable housing with private landlords and 3 clients moved into housing that offered a higher level of care to meet their needs. 3 clients were supported in increasing their income by accessing all the benefits available to them.

Permanent Units

30 Permanent Units have been secured, including 8 bachelor units and 22 1-bedroom units, 7 of which are fully accessible. Rent is geared to income, with clients contributing 30% of their income and KINDred Seniors providing subsidy for the remainder.

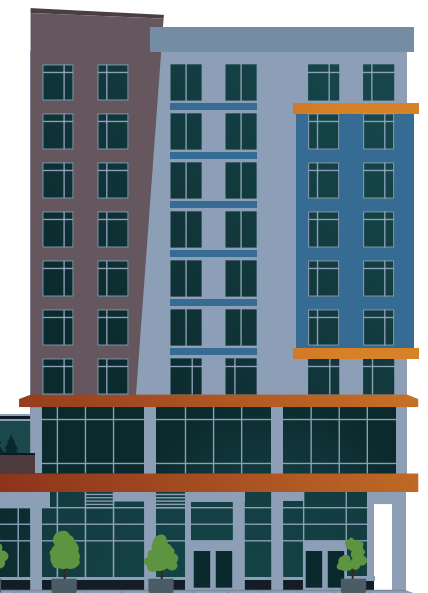
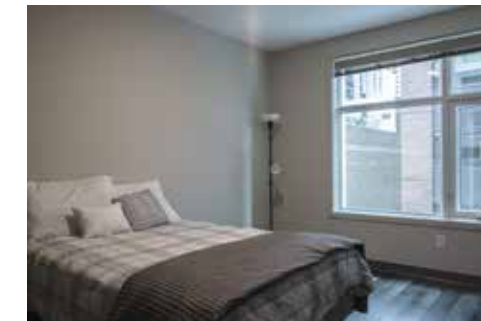
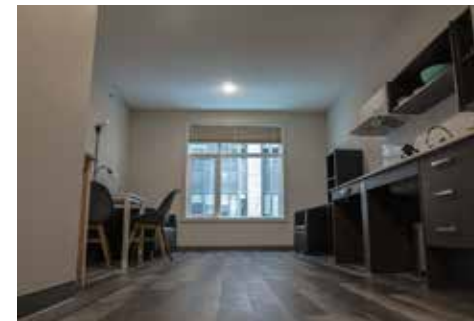
13 clients (including 1 couple) entered the program in 2021, moving into 12 units. Clients are supported through ongoing case management to successfully live independently while accessing

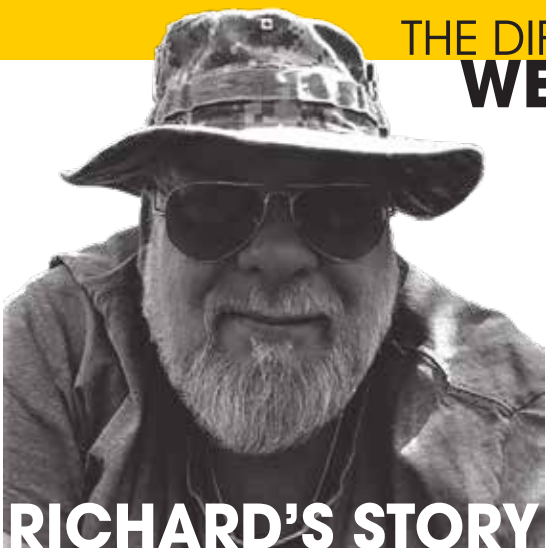
community supports as needed. 2 clients exited KINDred Seniors in 2021 with the support and guidance of the incredible KINDred team; 1 was reunited with family in the United States, and 1 was moved into a more supportive living environment after suffering a stroke and ongoing seizures.

Working within the limits of COVID restrictions, KINDred Seniors strives to provide clients with social activities that reduce isolation. Activities such as trivia and coffee gatherings have brought the community together and sparked conversation and connection. A modified Christmas celebration was held, including tree decorating and the opportunity for clients to choose from special food. Tenants also benefited from the ATCO Blue Flame Kitchen Giving Gardens and fall harvest with seniors' meals including a Christmas dinner being delivered directly to their units.

KINDred Seniors clients benefit directly from our Seniors Social Supports (S3) programs, which has increased their independence while providing additional opportunities for social connections.

We look forward to an exciting year in 2022 where KINDred Seniors Housing with Supports is able to move past the restrictions of the pandemic, fill remaining units and grow our social and practical programming.





THE DIFFERENCE WE MAKE

RICHARD'S STORY

Richard, like us all, has lived through many trials and tribulations; moments of grief, times of great success, and habitual elements of life that remain constant over time. Richard's story embodies the everlasting changes that life brings about and the ongoing push to persevere, regardless of the obstacles that come your way.

Born in Calgary, Richard has two wonderful children from separate marriages. The second marriage was rushed and filled with "spoken and unspoken threats" of abandonment. Those threats became reality, with his wife leaving him and abducting their daughter. When he went to the police regarding his daughter's abduction, he was told to "have a beer and go enjoy himself."

Eventually reuniting with his daughter "through hard work and a steep learning curve in a system that had all the odds stacked against him", he made two promises to himself; to become a Christian and to not let this happen to others.

Richard found love again, which he describes as unconditional, encouraging, and supportive. They met at work, became good friends and eventually married. "My life would not be what it is today without Joyce."

She pushed him to be the best version of himself and was always there when he needed someone. With her unwavering faith, she helped him become a Christian in 2004, and with Joyce's encouragement, he later fulfilled his second promise by dedicating time to helping find missing children through volunteer work with Child Find Alberta and Team Hope with the National Center of Missing and Exploited Children.

Through that work he helped 408 families find missing children, and with Joyce's empowerment went back to school. He helped build a Computer Lab at a high school in Bhekulwandle, South Africa and later assisted in the recovery of 70 Hurricane Katrina ravaged homes in Mississippi and Louisiana through Samaritan's Purse. Joyce encouraged Richard to persevere and do good unto others despite the hardships that came his way.

Unfortunately, Joyce developed congestive heart failure and Richard, stepping back from his volunteer work, became her primary caregiver. She passed away in May of 2014 and left a tremendous void and sadness in his life.

In July of 2017, Richard reached out to Calgary Seniors. Trying to climb out of the dark hole he had been living in mentally, he was simultaneously fighting cancer which was incredibly difficult to battle alone. Although he recovered, the battle left him with mobility limitations and life challenges. Calgary Seniors now provides him with support in getting groceries, transportation to medical appointments, a volunteer to talk to, and another to visit with. He says our programs make him feel less isolated.

"You need to have social contact with one another; without it, you are alone, and it is very scary."

Through COVID, Richard learned to enjoy living on his own with his beloved pug, Evie. They have curated a wonderful new life and routine, evolving into a beautiful and comforting companionship. He finds meaning in life by caring for Evie and giving her lots of love. Although things have slowed down considerably, Richard is grateful and proud of the life he has lived and the person it has made him today.

We never know when difficult things in life can happen that result in feelings of sadness, loneliness and isolation – where we eventually become overwhelmed and vulnerable. It's OK to reach out and ask for assistance. That's where Calgary Seniors can and does help.

"I was depressed before my volunteer called and she has brought me back to life."



-Verna (82)

OUTREACH

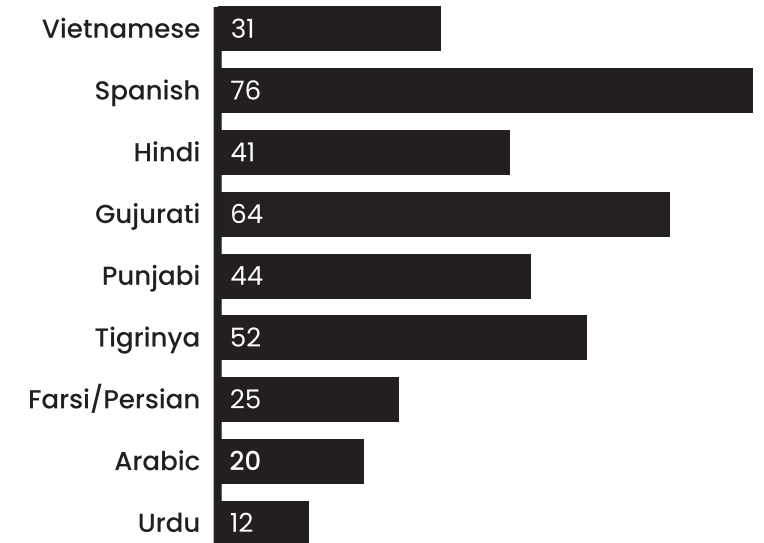


Outreach continued to be responsive to the challenges created by the ongoing pandemic. Through the implementation of a hybrid work schedule (combination of work from home and office), meeting or exceeding local COVID-19 restriction mandates, and limiting in-person contact when required, the Outreach team ensured that those seeking support did not fall through the cracks. When possible, Outreach workers continued to engage with clients through community access hubs, such as the Genesis Centre and the Greater Forest Lawn 55+ Society. To expand our profile in the community last Fall, an Outreach Worker pilot tested a new approach by spending an afternoon on International Avenue, sharing resources and information with older persons. This proved to be very effective and a practice which will be built upon in 2022.

Outreach continued to engage in The Way In's *In-Home Support Pilot Project*, which aims to better coordinate care among health programs in the hospitals, PCNs and The Way In Network. As it evolves, our team looks forward to supporting these clients with competent, kind, creative and effective service and supports.

In addition, Outreach recognises the unique language barriers present for many clients in their service areas. Calgary Seniors' Outreach team is proud to be able to communicate in 10 different languages – a tremendous advantage in serving our culturally rich and diverse population in the NE and northern areas of the SE quadrants of the city. A specific focus in 2021 was on providing fraud awareness in these 10 languages; this work was supported by a New Horizons for Seniors grant. Over 365 people learned more about the 'Take Care, Be Aware' campaign, with information provided by trained volunteers from ethno-specific communities through our Seniors Connecting

Seniors program. Twenty six (26) separate events were delivered via Zoom, What's App, in person at parks, in churches, a community bazaar, and in Mosques, Temples, Mandirs and Gurdwaras with brochures and information packages disseminated.



Top Impacts and Challenges in 2021:

- Barriers to clients' access to necessary technology
- Increased mental health or stress related issues for both clients and workers due to pandemic-related stressors and uncertainty
- Difficulty with engaging supports due to closing programs or adjusted service hours/capacity limitations across the service sector
- Increased food insecurity
- Increased housing needs
- Seniors losing benefits due to CERB and other COVID benefits



IN 2021:

Case Management:

- 295 new client files were opened, an increase of 27% over 2020.
- 39 additional new clients were supported through the In-Home Support Pilot Project

This represents a total increase of 46% in new case managed clients from 2020.

Contacts and One off/Short term Supports:

- 745 clients were served outside of ongoing case management (includes phone calls, drop-ins, forms clinics and educational events)

While 50% higher than 2020, these are down significantly from pre-COVID times due largely to the lack of in-person presentations and sharing information about our agency, programs and supports for older person through the Seniors Connecting Seniors Program.

OVERALL TRENDS

COVID led to an increase in intakes, especially in the summer of 2021. As vaccines rolled out, older people began to feel more comfortable reaching out for support. However, many government and community programs either continued to work remotely at reduced capacity or closed altogether. Outreach relies heavily on making use of these referrals to support our clients. Limited options in the community meant that we needed to provide more services than usual to clients who were experiencing elevated mental health issues and social challenges.

Meanwhile, we continued a hybrid approach with more remote work resulting in more time than normal to complete tasks, putting additional strain on our social workers.

“I don’t know what I would do without you all. This program is a godsend for me. I have been with Calgary Seniors for about 8 years now, and I am grateful for the support. I use a walker and tend to need a bit more care, and I can say from experience that every volunteer has gone above and beyond to get me to my medical appointments.”

-Beatrice (75)



URGENT RESPONSE & SUPPORT SENIORCONNECT

If the theme of 2020 was “pivoting and adapting” then the theme of 2021 in SeniorConnect was “resiliency” as our clients and the SeniorConnect team continued to navigate crises and the continued challenges presented by the ongoing COVID-19 pandemic.

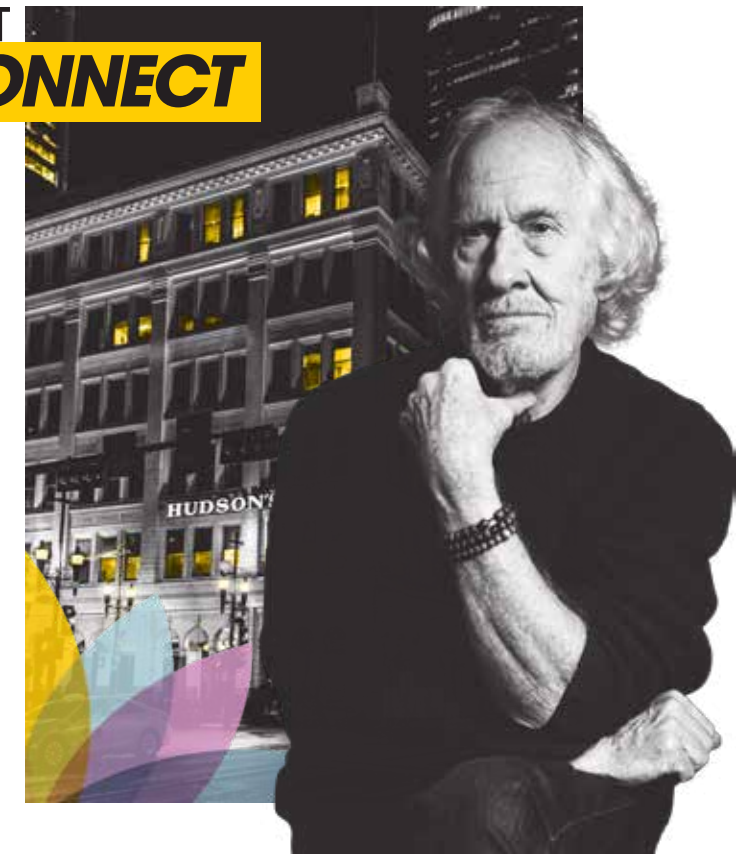
Clients found themselves in increasingly precarious housing and financial positions as COVID protections on rent and income programs wound down. SeniorConnect saw a 62% increase in housing-related referrals (eviction and homelessness) and a 98% increase in income-related issues, which were exacerbated by the loss of vital provincial and federal income supplements for clients who also collected CERB. SeniorConnect was required to strengthen relationships with housing providers to house clients in subsidized rentals and advocate at all levels of government for benefit reinstatement.

While our overall referrals slightly decreased in 2021, the complexity of the issues increased substantially. Of note, we recognized that more of our clients were younger. Referrals for clients aged 50-59 increased by 31%, and those for clients aged 60-69 increased by 25%. (with the majority being between 60-64) This created additional challenges as there is an identified gap in services for clients aged 50-64. This resulted in SeniorConnect supporting clients with their urgent needs and long-term case management as no other senior serving agencies in Calgary were positioned to support them. Despite these challenges, the SeniorConnect team helped clients draw on their resiliency, recognize their strengths, and continued to support clients through their crises.

2021 was also a year of change and innovation for the SeniorConnect team. We said goodbye and thank you to some of our veteran team members and welcomed two new case managers and an intake coordinator who brought with them a renewed passion and expertise to both the SeniorConnect team and the clients we serve.

Correspondingly, we created a new Critical Support Worker position focused on providing an extra level of support to those clients who have additional challenges, both physically and psychologically, navigating the complex social support systems we have today.

The SeniorConnect team and clients also benefited tremendously from our strengthened relationship



with the new KINDred Seniors Housing with Supports program. We used transition units to divert clients from homelessness while we worked to find them supportive, stable, and affordable long-term housing. This housing was secured both internally (KINDred Seniors Housing with Supports) and externally with existing seniors housing providers. The SeniorConnect team continued to provide education and information sessions with existing community partners to ensure awareness of available supports and pathways to service provision throughout the changing COVID landscape.

We were consistent, caring, client centered, and creative; we had to be. With the pandemic and all the challenges it brought, our work was often the difference between life and death.

“Clients who received CERB/CRB during COVID resulted in federal and provincial benefits loss, significantly impacting our clients and program. We received numerous referrals for financial support, evictions, debt issues, and applications to have benefits reinstated.”

-Tiana Hodgson
SeniorConnect Response Worker

“My social work practice has been re-centred on utilizing client strengths and resilience to steer my social work interventions.”

-Melissa Campeau
SeniorConnect Response Worker



LOOKING AHEAD

COVID uncertainty compelled SeniorConnect to transform as we strived to provide the best service possible with the ongoing challenges and restrictions faced with the evolving pandemic. As we look forward to the year ahead, SeniorConnect is not only looking at serving most effectively and efficiently but also in getting back to its roots. With restrictions easing, we hope to re-engage the community to take action to identify and support seniors in their community and increase our community-based referrals. We'll accomplish this through providing educational opportunities to the general public, professional and community services (banks, libraries, utility providers), first responders, and community centres. We look forward to safely providing more in-person connections to clients by increasing our cold calls and in-person support to ensure seniors in the community are receiving the support they require. And we intend to continue to show ingenuity as we seek out additional partnerships, programs, services, and opportunities to meet our clients' evolving needs. Through this, we expect to demonstrate leadership in the senior serving sector and be the first point of contact for seniors in the community who are experiencing a crisis.

STATISTICS / TRENDS

Total Clients: 662
many with multiple and complex urgent needs were supported in 2021

Top Five Reasons for Referral:

- Housing/Homelessness – **55%**
(an increase of 62%)
- Income/Economic Problems – **37%**
(an increase of 98%)
- Mental/Emotional Crisis – **17%**
(no change)
- Food Insecurity – **12%**
(an increase of 12%)
- Elder Abuse – **12%**
(an increase of 14%)

“I was working with a client living out of his vehicle during the extreme cold snap in 2021. I supported him by accessing the KINDred transitional suite, which gave him a safe and warm place to stay while we worked on securing housing. He expressed his eternal gratitude for the transitional suite and the support offered by SeniorConnect as the cold was extremely hard on his health. Our client was very motivated and we were able to secure a rental outside of Calgary. He expressed how happy he was with his new home and that he would not be where he is today without the kindness shown to him.”

-Katie Berry
SeniorConnect Response Worker



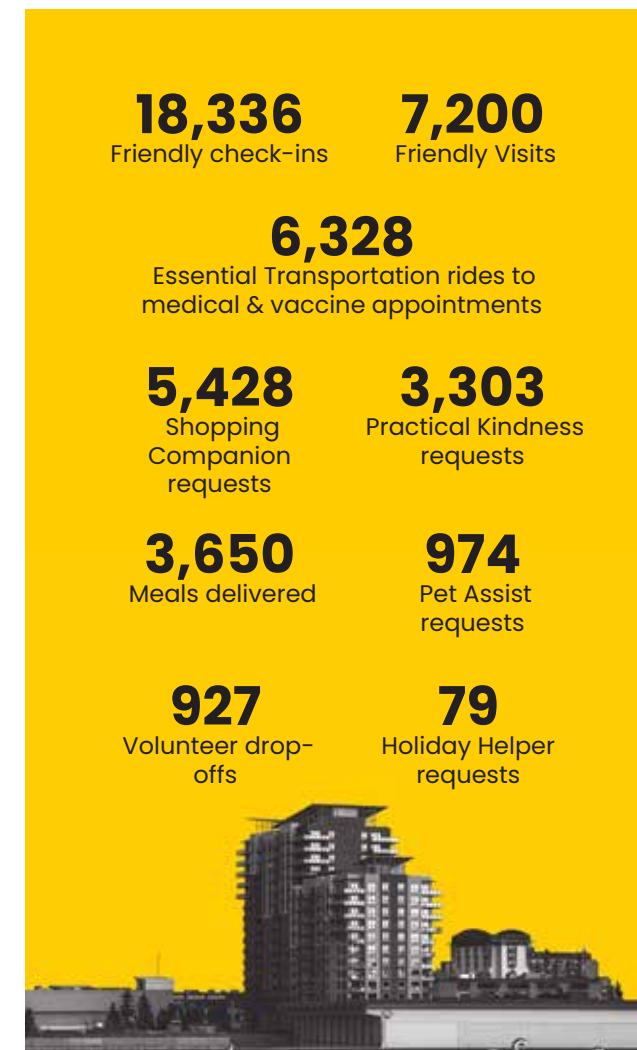
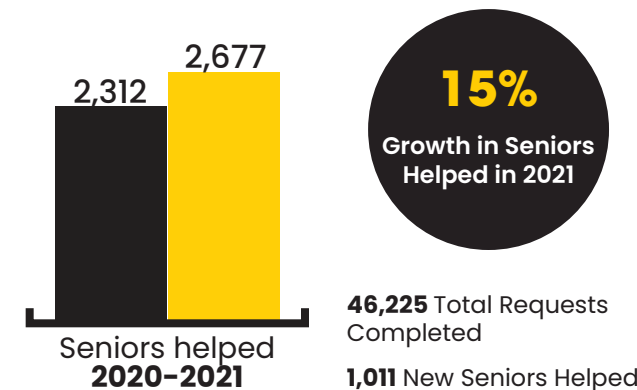
S³ SENIORS SOCIAL SUPPORTS

The phrase “teamwork makes the dream work” really exemplifies what 2021 was like for the S3 department. It was a year for ideation, collaboration, iteration, and experimentation. The team didn't just hold down the fort through the ongoing pandemic storm, they renovated, built on additions, landscaped and spring cleaned!

Although anticipating a more balanced and stable year in 2020, it was anything but. The number of senior clients we served grew by 15% in 2021 (or 1,011 new senior clients). As a department, we fulfilled nearly 47,000 requests for help.

In addition to our Essential Transportation program, we launched the much needed and much appreciated Vaccine Transportation service with support from the Ministry of Seniors & Housing and Calgary Foundation. Between these two high demand programs, volunteers completed nearly 6,400 trips. Our Shopping Companion program wasn't far behind with almost 5,500 shopping requests filled.

2021 also brought about an incredible increase in our volunteer base – just shy of 500 new volunteers. When we thought we wouldn't or couldn't bring on more community volunteers after a record setting 2020, we did just that! In 2021, volunteers contributed 113,913 hours, or the equivalent of 61 full-time employees. If we were to pay these wonderful folks \$28.50 per hour, the value of their contribution would be well over \$3,000,000. That figure would nearly double our annual agency operating budget, providing more evidence that volunteers aren't just “nice to have” but truly essential. Without them, their kindness, generosity of time and competency, we couldn't serve thousands of senior clients each year. To say we appreciate them is truly an understatement.



Many of us at Calgary Seniors actually do feel our work is our calling. Not only serving senior clients (although that's at the heart of everything we do), but also the relationships we have with each other, the community connections we make and maintain, and the support and kindness we extend on a daily basis. Our volunteers are as much a part of this team as the paid employees.

All are part of our big, beautiful, inclusive family!

As we head into 2022 and beyond, we look forward to realizing our ambitious agency goals and priorities highlighted in the exciting new strategic plan and sightline. The S3 team will continue to be creative, innovative, reflective and effective in our approach. We will further develop specialized volunteer teams around issues that are meaningful to older persons such as grief and loss, ageing with disabilities and diverse communities, among others – many centering around collective impact and community development theory.

And, our foundational programs will continue to be refined, and where appropriate, expanded to meet the changing needs of older adults with proactive solutions for today and the future.

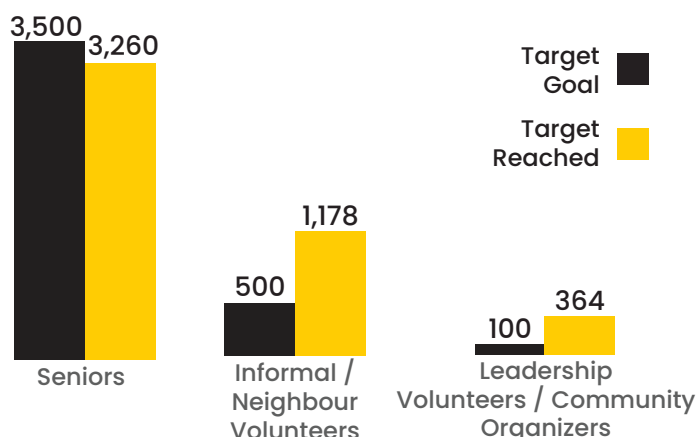
We look forward to the challenge!



Igniting Neighbours for Kind Communities (a collective impact initiative) – is reaching and connecting isolated seniors in our city by inspiring kindness and increasing neighbour engagement right where people live. Calgary Seniors is proud to be the backbone organization to help guide and support the collaborating organizations around a common agenda and shared measurement. *(Note: 2021 is year 2 of a 4 year project.)*

Vision: a city where people care about seniors and seniors feel valued by the community, where people say hello to their neighbours and check in on one another, where neighbours support seniors without being asked, and where seniors know they can go to their neighbours for help.

PROJECT RESULTS TO DECEMBER 2021



GOALS:

IMPROVED QUALITY OF LIFE

Increased Neighbour Engagement

Increased Citizen Engagement

Increased Public Awareness

People are inspired to Be More Kind

INCREASED SOCIAL INCLUSION

Increased Natural Supports

Increased Access to Resources

Increased Participation in Community



LOOKING BACK



2021, picking up where 2020 left off . . . caring, consistency, competence and kindness. It was another whirlwind and high-achieving year with staff, volunteers, our partners and donors contributing and working together tirelessly and compassionately to make a difference across our city as the pandemic and uncertainty dragged on.

Additional highlights:

Transportation continued to be a major need:

- **Transportation to Vaccination** was essential in getting older persons to clinics across the city to receive their first and second doses of the COVID vaccine. In partnership with the Ministry of Seniors & Housing and Calgary Foundation, Calgary Seniors assisted not only in driving older persons to the clinics but in staying with them and getting them home safely.
- **Transportation to cancer treatments** and procedures continued with the Wheels of Hope program not back in operation.
- **The Transportation Collective** was launched by Calgary Seniors through the Igniting Neighbours Initiative. Access to knowledge, expertise, tools, strategies, and strong relationships offer support in growing volunteer driving programs and activating new volunteer driving options. The collective has grown to 22 member organizations in Alberta over the year.

“Staying Connected Never Gets Old” – In collaboration with Age Friendly Calgary and community partners, Calgary Seniors took a lead role in developing a social isolation campaign around kindness and connection focusing on increasing inclusion for older adults and strengthening communities – *what we do every day!*

We welcomed Carla Babiuk RSW to the position of Director of our social work programming. With almost 30 years in Human Services, and a Registered Social Worker since 2001, she has served in Children’s Services, Accreditation, Homelessness and Seniors sectors.

ATCO Giving Gardens, in partnership with Blue Flame Kitchen and Calgary Seniors, delivered over 3,650 meals to over 550 vulnerable seniors across the city!

Office Expansion – We added 3,000 square feet of office space in the Fall of 2021 to better align our social work programming and enhance our Seniors Social Supports (S3) work environment.

Audiology Innovations’ sponsorship with our Volunteer Drop Off program supported 300 vulnerable seniors with groceries, toiletries, medications and pre-made meals through the ongoing pandemic. Volunteers were invited to participate in a free online educational seminar with Dr. Carrie Scarff on working with seniors and hearing loss.

Strategic Plan and Sightline – With the guidance and expertise of Diana Krecsy BN, MEd, Change Catalyst and Social Accountability Advocate, Calgary Seniors developed a robust 4 year Strategic Sightline and plan including new vision and mission for moving forward confidently and intentionally in the years to come. See pg 14 for details!

New Horizons for Seniors Project – Awareness and Marketing Campaign for Senior Minority Groups

– Calgary Seniors created an awareness and marketing campaign for 2S-LGBTQ+ seniors and caregivers caring for seniors. Rainbow Ally Grams and Caring Grams were designed as an interactive campaign for the public to nominate, recognize and celebrate individuals as members of the 2S-LGBTQ+ community, allies, and caregivers. Staff and volunteers attended a two-day 2S-LGBTQ+ Allyship and Awareness training facilitated by Safer Spaces and began designing our own agency Caregiver Awareness training.

Seniors Week June 2021 – Six dynamic videos were produced by the Kelly brothers with coordination from the S3 Team. Released during Seniors’ Week in June 2021, these shorts showcased our seniors, volunteers and community partners, and were a big success on our social media channels.

In memory of Mildred Williams who passed away July 18, 2021. Mildred was Calgary Seniors’ longest serving employee and coordinator of the Escorted Transportation program until retirement in 2014. Loved by clients and volunteers alike, Mildred worked with dedication, commitment, and passion for those she served. She will be missed by all who knew her.

WHAT'S AHEAD

2022 promises to be another exciting and eventful year for the agency. In addition to providing caring, consistent, competent, kind and client centered services, we look forward to some special highlights and events that will honour and help serve our older generation on their ageing journey. They include:

OPERATIONALIZING OUR STRATEGIC PLAN AND SIGHTLINE



With robust department business plans and goals.

The Top 7 Over 70 – Calgary Seniors is proud to be the founding non-profit partner of this initiative recognizing the contributions of older persons in our city and province. We celebrate the 2021 Award Recipients on May 26, 2022 at the Hyatt Regency Calgary. As Kim McConnell, chair, Top 7 Over 70 says *“The contributions of older adults in Calgary and area are truly amazing. They are driving our economy and communities forward via their efforts in many fields.”* We couldn't agree more!



SeniorConnect Program Evaluation & Review – We are looking to ensure SeniorConnect, a gatekeeper program, continues to meet the urgent and developing needs of vulnerable and isolated seniors in our communities. Preventative and proactive in approach, we look at creative ways to enhance partnerships and education with service providers and the greater community, engage others to support and collaborate with us, and potentially expand the model to greater communities across the province.



5th Annual THIRD ACTION Film Festival June 10th to 12th – We are honoured to again be a sponsor and part of this initiative in celebrating the act of getting older – the celebrations and challenges – through film and talks. Offering a variety of feature length, shorts, animation, and documentary films, THIRD ACTION Film Festival helps to make an age-positive culture shift and empower everyone to envision their best third act possible.



Seniors Connecting Seniors – this Outreach program is looking forward to returning to in-person gatherings and exciting new initiatives while expanding out to other cultural communities and connecting older persons to valuable and needed mainstream resources and supports.

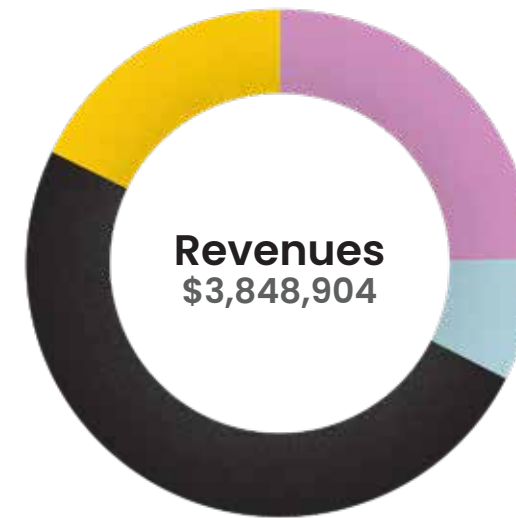


KINDred Seniors Housing with Supports – not only filling the remaining permanent units but we look forward to engaging community and partners to support clients and enhancing programming to include a communications room, food pantry, regular social activities, and outings.

“One for the Ages” Breakfast – September 29, 7:30am at the Fairmont Palliser featuring Carl Honoré and Why We Should Embrace Ageing As An Adventure. Carl's latest book, *Bolder: How To Age Better And Feel Better About Ageing*, demolishes ageist stereotypes and shows how companies and society in general can benefit from embracing ageing and taking a multigenerational approach. The morning promises to be engaging and thought provoking for individuals and companies alike. Just in time for National Seniors Day October 1st!

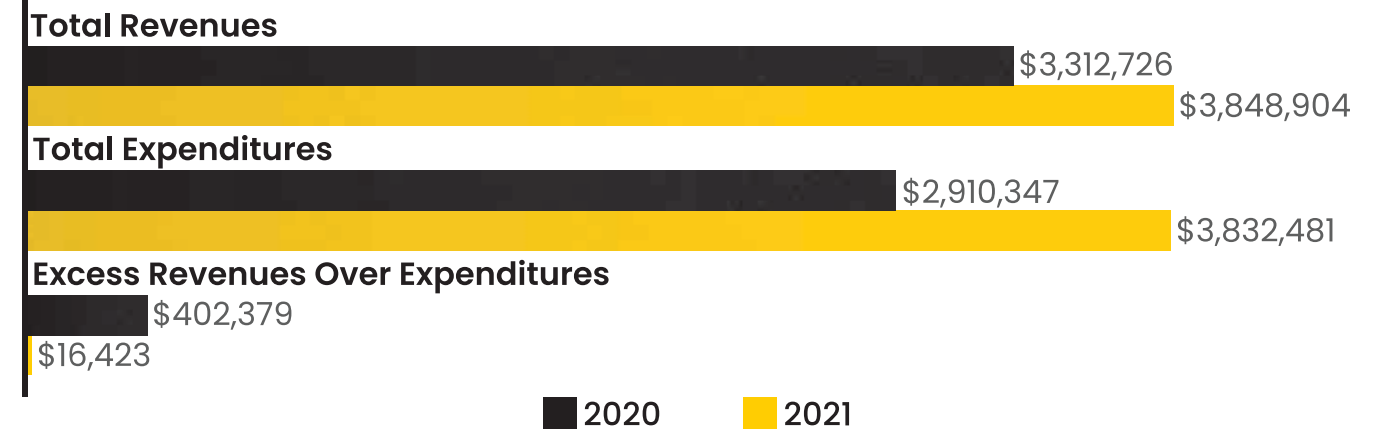
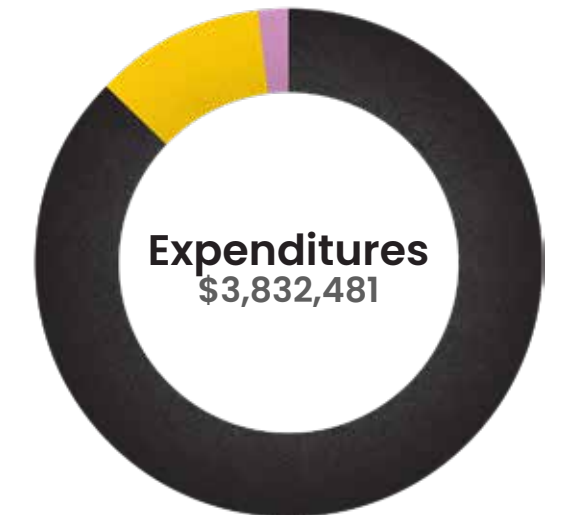


FINANCIAL REPORT



- Family & Community Support Services - \$961,117
- Individual and Corporate Donations & Community Grants - \$675,796
- Additional Government Funding - \$293,606
- Designated Grants - \$1,918,385

- Charitable Activities - \$3,349,746
- Administration - \$418,364
- Fundraising - \$64,371





STRATEGIC SIGHTLINE OUR COMPASS 2022-2025

Calgary Seniors worked hard in 2021 continuing to be innovative and creative with our services and programs through a very uncertain and changing environment. After celebrating our 25th anniversary in 2020, we knew we had to take a deep dive into what we do, how we do it, and why we do what we do each and every day. We knew we had to begin looking differently at preparing ourselves for the next 25 years in serving the influx of older persons and the rapidly ageing population in our city.

What resulted is a strategic shift in a number of areas around our current practice to a future practice that is more inclusive and representative of the diversity, richness and significant growth of this sector. Shifts from reactive to proactive; from filling program and service gaps for the vulnerable to growing solutions for those at-risk in community settings; from services navigator to public systems partner; and from simple data outputs to life and community changing outcomes. It was really a **sea-change** denoting a substantial change in perspective – especially one which affects not only an ageing demographic but our society at large.

We also changed our vision and mission to reflect this new reality and we really delved into our beliefs and values to ensure they were representative of how we want to be, and how we want to practise. Overall, our strategic plan is a robust one, and one that we embrace moving forward.

Vision (our North-Star): Inclusive communities where connection inspires discovery, and ALL persons can flourish.

Mission (our contribution): To cultivate, coordinate and provide personalized client-centered supports, services and connections that help Older Persons on their ageing journey.

Our Beliefs & Values (core ethics and principles underpinning our behaviours):

We believe in:

- Human Potential
- Social Justice
- Social Accountability

We value:

- Action
- Connection
- Ingenuity
- Leadership

We are:

- Kind
- Competent
- Dynamic

STRATEGIC STANCE

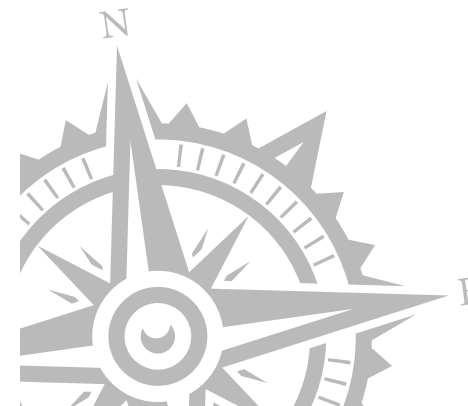
This 4-Year Dynamic Strategy best positions Calgary Seniors to advance change, seize opportunities, and successfully navigate a state of heightened uncertainty with frequent redirections – all while steadfastly steering forward toward incremental and transformational change that will support older persons to flourish in community. Focused towards action, agility, collaboration and creating solutions, the new 4-year strategic plan situates Calgary Seniors to be a bold and visionary leader in community.

Our Strategic Goals (foci):

- 1. Talent and Culture:** Build a culture of excellence, continuous enrichment and resiliency among our team of employees and volunteers that inspires pursuit of our ambitious goals.
- 2. Social Solutions:** Advance collective impact and transformational change in community that will action greater equity, diversity and inclusion of older persons.
- 3. Digital Capacity:** Accelerate and sustain a Digitally Dynamic work environment that bolsters professional practice, aids collaboration, lifts innovation, and speeds evidence-informed decisions.
- 4. Forward Transformation:** Galvanize greater social reform, community activation, and societal investment that upholds the rights of older persons and advances a strengths-based approach to ageing.

Join us and invest in our vision for the future – as staff, a volunteer, a community collaborator, grant partner or donor – together we will provide an environment where all people can succeed in their ageing journey.

CONNECT. DISCOVER. FLOURISH.



2021 Board of Directors

- Mark Kolesar (*President*)
- Ann Lewis-Luppino (*Vice-President*)
- Brenda Mawhinney (*Treasurer*)
- Athenea O'Bryan (*Secretary*)
- Miguel Kanafany (*Director*)
- Veronika Duska (*Director*)
- Robyn Carson (*Director*)
- Kurt Hanson (*Director*)
- Ranjan Kumar (*Director*)
- Lori Paine (*Ex Officio*)



GRATITUDE

“Giving is not just about making a donation, it’s about making a difference.”
- Kathy Calvin
Former CEO of the United Nations Foundation

And what a difference our supporters have made! We are so very grateful and touched by the efforts of all the individuals, companies, service clubs, charitable foundations and government agencies that have helped us transform lives this past year. From our existing donors who have supported our work for years to our most welcome first time donors, your donations and grants mean so much to us and the older persons we support. You make our work possible!

THE SPIRIT OF GIVING



Annual donors are the lifeblood of so many non-profit organizations, and our donors to last year’s Holiday Happiness campaign are no exception. Our Holiday Happiness campaign message of “Hope and Happiness are yours to give this season!” galvanized our supporters to action and they really came through. From cash donations to gift cards to Cheer Mail for those without family and support over the holiday season, donations came in many sizes—all important and appreciated. Thank you to our annual donors—*you are family to us!*

VOLUNTEERS GET “DOUBLE THE MILEAGE” OF THEIR CONTRIBUTIONS

Calgary Seniors would like to thank the many volunteers who are also donors. Not only do they generously give of their time, but they also give of their treasure. Many of our Essential Transportation drivers donate their mileage reimbursements back to Calgary Seniors. Now that’s two ways to help older persons on their ageing journey!

DONOR SPOTLIGHT

We are so proud to be one of the many charities benefiting from William S. Herron Family Charitable Foundation long term support. We were fortunate to know Bill and are fortunate to know Carol Herron. Regrettably Bill (3rd generation W.S. Herron) passed away in 2020. Before Bill’s passing he and Carol would visit our office to deliver the Foundation’s donations.

The William S. Herron Family Charitable Foundation was established by William S. (Bill) Herron (2nd generation W.S. Herron) in 1989. The Foundation’s mission is to support Calgary and area organizations, initiatives and individual needs that are unlikely to find adequate funding from others. Bill was a competitive, constructive and creative individual who set high achievement standards. He was a tough minded, determined, risk taking character who embraced change. At the same time, as is evident by the creation of the Foundation, Bill also had a very warm, good natured, engaging and generous side.

The William S. Herron Family Charitable Foundation has invested in Calgary Seniors since 2017. Thank you for believing in Calgary Seniors.

While government funding is vital to Calgary Seniors strategy to provide essential and urgent services to older persons in Calgary, private philanthropy is critical as well.

We all have a role to play in creating a world where seniors no longer face barriers that are holding them back from the life they want and deserve. A world free of ageism, with housing where they always feel safe, in a community where they can thrive, with support systems to live independently.

Calgary Seniors’ donors are a part of this important work!

We extend our immense gratitude and appreciation to The Anonymous Family Legacy Fund through The Calgary Foundation for their annual gift in perpetuity. This investment in our work is instrumental in our success – for years to come!

WE RECOGNIZE THOSE WHO DONATED OVER \$1000 IN 2021:

Alberta Blue Cross “Hearts of Blue”
 Alberta Central Credit Unions
 Allard Foundation
 Amica at Aspen Woods (Helping Hands Charity)
 Andrew Thomas Schmidt Legacy Fund at Calgary Foundation
 ATB Financial
 ATCO Ltd.
 Audiology Innovations Ltd.
 Becky Rogala
 Beddington Heights Community Association
 Beverley Getzlaf
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 Brookfield Properties (Canada) Inc.
 Cal Wenzel
 Calgary Italian Open Society
 Calgary Properties Lions Club
 Calgary Real Estate Board Charitable Foundation
 Charitable Foundation of the Family
 CIBC Mellon
 Clearwater Charitable Foundation
 Chloe Liang, in honour of Calgary Seniors’ Resource Society
 Colin Grant
 Colliers Canada
 Conam Charitable Foundation
 Co-op Community Foundation
 Corex Resources
 DynaLIFE Medical Labs
 Emma Patel
 Enmax Corporation
 Eresman Family Foundation
 Four Feet Companion Foundation
 Georgina Sawyer Memorial Foundation
 Gibson Energy Inc.
 Glenn Hamilton
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 HelpAge Canada
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 Imperial Oil Ltd.
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 Jacqueline A. Wilderman
 James K. Gray
 James Kerr Estate Fund at Calgary Foundation

Jean Dreger Memorial Fund for Gerontology at Calgary Foundation
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 Roy Ponte & Dianne Cooper-Ponte
 Sam Ousher Switzer Charitable Foundation
 Sheilah Sommer
 Sparkle Finger Gifts
 Spiritual Community Church of the West
 Tamaratt Fund at Calgary Foundation
 The Alvin and Mona Libin Foundation
 The Jeffrey & Marilyn McCaig Family Foundation
 The Maja Foundation at Calgary Foundation
 The Philip Smith Foundation
 The Shawana Foundation
 Torys LLP
 Utility Network & Partners Inc.
 Wark Family Fund at Calgary Foundation
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 Westmount Charter School Society

Thank You to Our Major Funders and Sponsors:





One for the Ages

BREAKFAST

Keynote Speaker

Carl Honoré

Why We Should Embrace Ageing as an Adventure

Thursday, September 29, 2022

The Fairmont Palliser - 133 9th Ave S.W.

Tickets: \$125 (Early Bird \$100)

Tables: \$1,000 (Early Bird \$900)


Check-in & Networking: 7:30-8:00am

Breakfast & Program: 8:00-9:30am

With Master of Ceremonies

Dave Kelly

www.eventbrite.com/e/one-for-the-ages-breakfast-2022-tickets-324179538727



Carl Honoré is an award-winning writer, broadcaster and speaker. His bestselling books have been published in 35 languages. His second TED Talk is called *Why We Should Embrace Ageing As An Adventure*.

We are living better for longer than ever before. Scientists, artists and entrepreneurs are hitting their stride later in life. Pop culture, from movies to modelling to the media, is carving out more room for people past the first flush of youth. Bottom line: there has never been a better time in history to grow older. Drawing on the latest science, personal experience and case studies from around the world, Carl inspires audiences to embrace ageing as both a privilege and an adventure.



Your support of this event will assist Calgary Seniors help thousands to live independently and safely in their homes, improving their overall well-being and quality of life.