

Annual Report

Seniors Services Society of B.C.

2023/2024



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

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A WORD FROM SENIORS SERVICES SOCIETY OF B.C.

We are honored to present the 2023/2024 annual report of the Seniors Services Society of British Columbia. This year has been one of profound progress and resilience as we continued to adapt and innovate to meet the evolving needs of our senior community.

From the Chair

As Chair of the Board, I have witnessed firsthand the positive impact of our initiatives on the lives of seniors across British Columbia. Our strategic vision has been 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 decision-making.

Together we have navigated through challenges with resilience and optimism. This report highlights our achievements, showcases the stories of those we serve, and outlines our future goals.

As a board, we have continued to work on keeping ourselves updated and current with training and regular reviews of our governance documents.

From the CEO

As the CEO of Seniors Services Society of BC, I am proud to reflect on the incredible strides we have made over the past year. Our dedicated team has worked tirelessly to ensure that our services are not only maintained but enhanced, despite the ongoing challenges posed by the global landscape.

This year, we expanded our outreach programs, increased access to essential services, and strengthened our partnerships with local organizations. Our commitment to the well-being of seniors has been our guiding light, and I am immensely grateful to our staff, volunteers, and supporters who have contributed to our mission.

A Shared Commitment

Our collaborative approach has been instrumental in driving our success. By working closely with our community partners, stakeholders, and the seniors we serve, we have built a robust support network that addresses the diverse needs of our population.

As we look ahead, we remain committed to fostering an inclusive and supportive environment for all seniors. We are excited about the opportunities that lie ahead and confident in our ability to continue making a meaningful difference.

Thank you for your ongoing support and dedication to our mission. Together, we will continue to build a brighter future for seniors in British Columbia.

Warm regards,

Alison Silgado, Chief Executive Officer
Seniors Services Society of BC

Brenda Southam, Chair of the Board
Seniors Services Society of BC

BOARD OF DIRECTORS



Brenda Southam,
Chair



Jeff Tisdale,
Vice Chair



Anthony
Kupferschmidt,
Treasurer



Anna Smith,
Secretary



Naveed Nadri,
Member at Large



Mercedes Wong,
Member at Large

OUR STRATEGIC PLAN

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 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.

Our Mission

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

Our Vision

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

Our Values

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

Our Priorities

- 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.

AT A GLANCE

Seniors assisted with support services programs: **3,021**



Seniors assisted with information and referrals: **2,493**



Volunteer hours for the service of our mission: **2,316**



Friendly support calls made to isolated seniors: **3,887**



Meals delivered to seniors: **2,698**



JOYCE'S STORY

Joyce's journey with our Better at Home program exemplifies its profound impact on individuals in our community. Initially, Joyce reached out to us seeking companionship through our friendly support call service. Feeling isolated and longing for connection, she eagerly signed up to receive regular phone calls from one of our dedicated volunteers.

Over time, these support calls provided Joyce with not only companionship but also a renewed sense of purpose and belonging. Inspired by the kindness she experienced, Joyce expressed interest in giving back in a similar manner. Recognizing her empathy and genuine desire to help others, we welcomed Joyce as a friendly support call volunteer.

Since then, Joyce has thrived in her role, bringing joy and comfort to other seniors experiencing loneliness and isolation. Her warmth, empathy, and willingness to listen have made a significant difference in their lives. Joyce's transition from a recipient of support to a dedicated volunteer showcases the transformative power of our Better at Home program.

Reflecting on her experience, Joyce shared, "The support calls I received were a lifeline during a difficult time. Now, being able to offer that same support to others brings me immense joy and fulfillment. I'm grateful for the opportunity to give back and make a positive difference in someone else's life."

Joyce's story highlights the impact of our program on individual seniors and underscores its ripple effect within our community, fostering connections, compassion, and a sense of belonging for all involved.

(The client's name has been changed to protect her privacy.)



PAULINE'S STORY

When Pauline's daughter secretly sold the home she had been sharing with her mother for over three years, Pauline was given no notice to move out. Instead, she found herself living in a transition house before connecting with SSSBC. We worked with Pauline initially as part of our Temporary Housing Program and later as she looked for a permanent home.

During this challenging time, she developed a severe infection that resulted in her right foot being amputated. She brought up her need for a motorized scooter to SSSBC staff, who assisted her in applying for grants.

"I am so happy for the help Seniors Services Society have given me," said Pauline. "I have my scooter. After the surgery, my specialist told me I'd need something to help me move around. I said, "Don't worry. Seniors got that covered; I'm getting a scooter." I am so happy and grateful to everyone at Seniors Services Society.... [They] came through for me and I can't thank them enough."

(The client's name has been changed to protect her privacy.)

YEAR IN REVIEW

2023/2024 HIGHLIGHTS

- SSSBC will operate 10 units of affordable housing at a 338-unit PC Urban Properties site that broke ground in April.
- As part of a memorandum of understanding, SSSBC will have access to 30 units of below-market housing for seniors at Central Park Commons when it is built on the site of the TELUS head office in Burnaby.
- The SHINE program is gaining international attention: we met with members of the Philippines Canadian Trade Council about establishing a similar program. SSSBC was invited to meet with officials in Manila, courtesy of the council.
- Our Rapid Access Unit accepted its first client in April.
- United Way British Columbia renewed our Better at Home program for two years.
- SSSBC's Santa for Seniors program brought in close to \$53,000 in donations, while our Age is Just a Number Gala raised almost \$40,000.
- SSSBC collaborated with the B.C. Ministry of Health in its preparations for new three- and 10-year strategies for older adults.
- We met with Premier David Eby to discuss older adults at risk of homelessness.
- Our team worked with the City of New Westminster to provide additional support calls from our volunteers to house-bound older adults. Our volunteers connected these seniors with supports from the City's emergency team.
- We met with Community Living BC to explore ways to support older adults with developmental challenges to live independently.
- We received funding from BC Housing for much needed technology upgrades.
- Among other opportunities, staff received training in mental health first aid and non-violent crisis intervention through our partnership with BC Housing.
- We met with Fraser Health to identify a path for seniors transitioning out of hospitals.
- We created a director of operations role to allow our CEO to focus on maximizing partnership opportunities.
- SSSBC was one of five Canadian agencies invited to be part of a global research project on sustainable built forms for older adults.
- Our Temporary Housing Program was included in Healthy Aging Core BC's Aging in the Right Place research.
- Our Friday with Seniors podcasts continued to enjoy a dedicated audience thanks in a large part to our wonderful host, Dr. Peter Legge. Topics this year included the benefits of volunteering, frauds and scams, emergency preparedness, ageism, mental health, finances and taxation, and even our own Santa for Seniors program. Our podcast on seniors and homelessness created more media awareness about this growing issue and resulted in several interviews.
- SSSBC attended the 2023 Canadian Institute of Planners conference in Halifax. In partnership with a planner from the City of Calgary, our CEO made a well-received presentation on *Planning Age-Friendly Communities: Addressing Housing Needs for Vulnerable Seniors*.
- The Counselors of Real Estate invited us to attend its annual conference and speak on *Sheltering Dignity: Crafting Solutions for Homeless Seniors in their Later Years*.
- SSSBC received a bursary to attend the 2023 National Conference on Ending Homelessness in Halifax.
- We made presentations on SHINE and our Temporary Housing Program at the BC Non-Profit Housing Association's annual conference.

SHINE BC UPDATE

The Seniors Housing Information and Navigation Ease (SHINE) program continues to act as an advocate for B.C.'s older adults. The program was created in 2019 to support seniors and their caregivers in accessing supports and services across the region. This includes affordable housing, income support, and mental wellness. The growing barriers that seniors can face in accessing these supports demonstrates a timely need for navigation of online platforms, training, and advocacy.

Led by SSSBC, SHINE has grown from its initial pilot in three B.C. cities and now serves seniors in 10 locations (see map). In 2023/2024, 2,367 older adults accessed our services. The vision and mandate of SSSBC is to help seniors live independently and thrive.

SSSBC welcomed three new community of practice partners in 2023/2024: OneSky Community Resources in Penticton, Beacon Community Services in Sidney, and Richmond Cares, Richmond Gives in Richmond. We also worked with four affiliate partners this year: Moving Forward Family Services, Seniors First BC, BC Association of Community Response Networks, and Westminster House Society.

As the lead organization, SSSBC hosted virtual monthly community of practice partners' meetings in 2023/2024. We discussed successes and challenges as well as reviewed case studies. Guest speakers talked about their programs and services so we could learn about tools and resources available to support our clients. Through SSSBC, SHINE also offered four cycles of virtual housing navigation training. These sessions were open to other interested groups including health authorities, neighbourhood houses, and other agencies that support seniors.

Over the years, we have seen interest in SHINE grow. We are now invited regularly to speak at BC Non-Profit Housing Association events. In 2023/2024, we saw that interest spread to other countries. We met with a delegation from the Philippines and SSSBC's CEO visited with program staff in Manila. We have

also heard from a group in Norway wanting to learn more about SHINE.

We are grateful to B.C.'s Ministry of Mental Health and Addictions, which provides annual funding for SHINE. Our goal is to expand the program and secure multi-year funding. Several regions have expressed the need for additional SHINE sites to meet the growing number of requests for assistance. Multi-year funding will ensure uninterrupted services, staff retention, and sustained effectiveness. We would like to see our existing SHINE partners extend their services to full support, including Temporary Housing, Rapid Access Units, and Housing Outreach Services. To improve our case for support, we are augmenting our data collection and investigating ways to gather qualitative feedback and impact statements.

SHINE Agreements with Partner Agencies

2024

SHINE: 10 Partners as of 2024 in New Westminster, Vancouver, Richmond, Sidney, Nanaimo, Penticton, Prince George, Kelowna, Langley, and Surrey.



AGE IS JUST A NUMBER GALA

Over 200 SSSBC supporters joined us September 28 at Roma Hall in New Westminster for the return of our annual fundraiser. This was a great celebration as our gala was suspended during the pandemic. People were eager to reconnect, and the evening was the perfect environment to enjoy one another's company as well as the delicious food and opportunities to network. We were pleased to welcome many seniors from our community, along with members of our partner agencies, housing providers, funders, and political representatives.

This year's Age is Just a Number Gala raised close to \$40,000 for all our programs that support seniors in our communities. A heartfelt thank you to all the donors to our live and silent auctions as well as to everyone who supported the event so generously.



SANTA FOR SENIORS 2023

Every year since 2007, SSSBC elves have made Christmas a bit brighter for seniors who are unlikely to otherwise have a festive holiday season. Thanks to partnerships with New Westminster retailers as well as corporate sponsors and individual donors, we were able to deliver 125 gifts in 2023.

Building on our experiences during the pandemic, we now deliver Santa for Seniors gifts to older adults in New Westminster and mail gift cards to those outside our city. Our online donation platform continues to be well received. This year, SSSBC received close to \$53,000 in donations for this worthy campaign.

The funds raised extend beyond the holiday season. Donations go towards special seasonal meals for New Westminster seniors. We also use the funds for start-up kits for seniors moving into a home after experiencing homelessness or to stock necessary items for the use of seniors in our Temporary Housing units.

This year, we were especially touched by a heartfelt donation from Joan Galbraith and her colleagues at Klohn Crippen Berger. They donated a \$1,000 worth of gift cards given in memory of Joan's mother, who was a resident at the Legion. The gifts were a source of joy for the seniors who received them and were a reminder that, in times of need, our community stands together.



PARTNER SPOTLIGHT

BRIGHTSIDE COMMUNITY HOMES FOUNDATION

One of SSSBC's most important relationships is with housing provider Brightside Community Homes Foundation. The 72-year-old non-profit organization manages over 800 units of independent living housing, over 90 per cent of which are for people aged 55+. SSSBC has partnered with Brightside for several years on projects, including providing many homes for seniors in need. With Brightside constructing over 400 more homes and with hundreds more planned before 2030, this partnership will continue to be an important one.



added Sherri. “They come to us for urgent housing referrals, and we refer tenants back to them for support services. What I value most is that we speak the same ‘housing’ language. They understand the kind of housing we provide and our limitations as an independent living housing provider.”

Sherri emphasizes the importance of trust in relationships and characterizes the Brightside/SSSBC partnership as one the foundation's most important. “What we don't

“There is an increasing number of older folks who find themselves in need of immediate housing,” said Brightside's Manager, Housing Services & Engagement, Sherri Crane. “Seniors Services Society understands what tenants need to be successful in a Brightside community and their staff are wonderful at ensuring that their referrals have all the pre-application work done, including gathering their income and asset documents for review. This allows us to expedite the application process and avoid having vacant homes sit empty for unnecessary periods of time.”

Understanding each other's needs and strengths is a key part of this successful partnership.

“Seniors Services Society knows us, and we know them,”

want is for people to be housed in a place that doesn't suit their needs and then to have unstable tenancies,” she said. “It is important that all parties have open communication and clear expectations, to ensure we're starting off on the right foot.”

Sherri hopes to see more funding directed towards community services organizations like SSSBC.

“We have a housing affordability crisis; programs like SHINE are proving their worth and positive impact on seniors every day. Seniors Services Society does its job well and staff do a lot with the resources that they have. It's very important work.”

TREASURER'S REPORT

SSSBC maintained a strong financial position during the year with revenues of over \$2.5 million, an 11 per cent increase over last year. This is largely due to the increase in funding for the SHINE program, increased revenues from clients, and several grants received.

This year we have increased expenditures to over \$2.2 million (a 15 per cent increase over last year), reflecting notable growth in activities. This year we upgraded our Customer Relationship Management (CRM) software and computer equipment and held a successful gala event. We also launched an employee RRSP, and further enhanced internal control processes. We ended this year with a surplus of \$272,000.

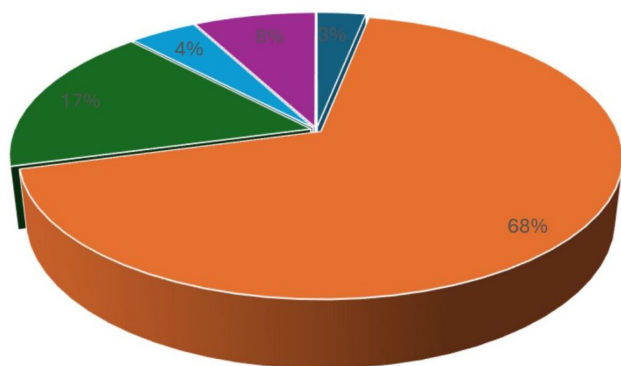
I would like to extend my thanks to Mercedes Wong and Naveed Nadri, members of the Finance Committee, and to our controller, Jean Rodrigues. Their efforts and insights helped to guide SSSBC through another financially successful year.

Respectfully submitted,

Anthony Kupferschmidt

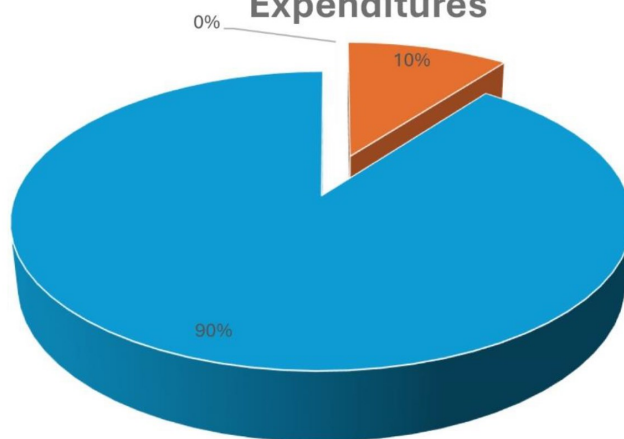
Treasurer

Revenues



- Donation
- Government
- Grants
- Service Fees
- Other Income

Expenditures



- Admin
- Program
- Fundraising

OUR GRATITUDE

\$10,000+

Amazon Canada
BC Housing
Canadian Red Cross
City of New Westminster
City of Vancouver
Coast Capital Savings Credit Union
Fraser Health
Government of Canada
Innovate BC
May & Stanley Smith Foundation
Province of BC
SPARC BC
United Way of British Columbia
Vancouver Coastal Health
Victor & Anna Kern Foundation

\$5,000 - \$9,999

Sheila Grant
Health Science Association of BC
Heritage Office Furnishings Ltd
London Drugs
Rotary Club of New Westminster
Venture for Canada

\$1,000 - \$4,999

Avison Young (Canada) Inc
BC Association of Community
Response Networks
BC India Business Network
Joan Galbraith
Glenn Gardner
Greater Vancouver Community
Assistance Fund
IMPACT Parkinson's
Iatse Local 891
Marg McKee
Chau Ng
PC Urban
Prospera Credit Union
Real Estate Institute of Canada BC
Chapter
Royal Canadian Legion Branch #2
Royal Canadian Legion Branch #6
Royal City Rotary Club

Jan & Susan Schmidt
Telus Community Ambassadors
Fraser Valley Club
The New Westminster Italian
Mutual Aid Society
Vohora LPP
Mercedes Wong

\$500 - \$999

David Carney
Joan Davis
Michael Farrell
Gloria Gutman
Graham Hallson
Sadhana Kumar
Metro Blasting
Anand Monteiro
Parish of St Timothy
Brian Pearson
Louise Perry
Quicktech
SFU Gerontology Department
Balwinder Singh
Lorna Stewart
Strategic Charitable Giving
Foundation
Gary Thandi
Universal Spiritualist Centre

\$100 - \$499

Nina Adams
Basil Aljanaby
Doug Alward
Meagan Bacciaglia
Karen Bach
Chaeryl Balanko
Cathy Battocchio
Peter Belen
Donna Benteau
Bernadette Bradbury
Michael Buchan
Aaron Burry
Steven Caldecott
Charles Cantos
Lila Chan

Penny Chan-Kent
Yakub Chherawala
Eleanor J Clarke
Jennifer Coupar
Stuart Cox
Charl de Beer
Denyse Dubois
Rosemary Dunne
Dys Architecture
John Eakin
Gary Eklof
Dianne Engman
Eileen Ennis
Camille Erana
Shannon Erickson
Viktoriya Fedorchuk
Shreya Gandhi
Jatinder Grewal
Jo-Anne Harrison
Connie Ho
Jennifer Hogg
Hilary Horlock
Winnie Hsu
Heidi Hui
Valerie Hutton
Carolina Ibarra
Inter-Provincial Roof
Consultants Ltd
Marianne Janzen
Kumi Kakinuma
Elaine Kennedy
Ryan Kerr
Ashley Kirk
Shelley Knowles
Alice Kruchten
Jacquelyn Kuntze
Anthony Kupferschmidt
Bill Kupferschmidt
Anne Ladouceur
Gary Lake
Sandro Laudadio
Joe Lehman
Debbie Litonjua
Sally Lore
Angela Lorenz

Kate Ludlam
Catherine Mackenzie
Heather Macmillan
Kirat Madaan
Doris Mah
Tod Manning
Nick Manousakis
Alanna Moody
Naveed Nadri
Justin Omichinski
Randy Peacock
Beverley Pitman
Katrina Racho
Gordon Robson
Amanda Rodham
Mary Jean Rodriguez
Dal Sahota
Suki Sekhon
Karen Sheehan
Alison Silgado
Brenda Southam
Barry & Bonnie Sparkes
Linda Speerbrecker
Pat & Bob Sweet
Kyoko Takahashi
TD Securities
The New Vista Society
Terry Thies
Jeff Tisdale
Mandy To
Amerjit Uppal
David Wallace
Darlene Weston
Erica Williams
Samantha Wong
Yoko Wong
Alan Woodland
Stuart Wright
Victoria Yaltema
Bill Zander
Xinyue Yihuan Zhang Wang
Shauna Zulkifli

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



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