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ANNUAL REPORT 2021



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SEESA

SOUTH EAST EDMONTON SENIORS ASSOCIATION

<https://www.seesa.ca/>

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OUR MISSION:

To empower and enhance the quality of life of people in our community as we age.

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PRESIDENT'S MESSAGE

2021 SEESA ANNUAL REPORT

ON BEHALF OF THE BOARD OF DIRECTORS, I would like to thank the dedicated volunteers and staff at South East Edmonton Seniors Association (SEESA) for persevering through an incredibly challenging year. I would also like to thank our community of supportive partners who have continued to show their commitment to our mission of '*empowering and enhancing the quality of life of people in our community as we age*'.

In this second year of COVID closure, SEESA continued to offer online programs, Home Supports Services and Outreach Services to members and other older adults in our community. In September, three positions were re-instated, and by December we had filled the Volunteer Coordinator and Program Coordinator positions.

For 2021's final three months volunteers kept us safe by checking QR codes, created a wonderful day of Christmas shopping and socialization, produced singing and entertaining performances, answered

phones, posted on Facebook and Twitter, published *SEESA Shares* and *What's Happening*, re-opened Tillie's Cafe, quilted and crafted, provided website administration and communications leadership, joined committees, organized a successful book sale, set up a new library nook, and so much more.

November's **SAVE OUR SEESA** campaign resulted in 953 individuals raising \$50,000, which is four times higher than when SEESA's membership was at 1644 in 2019. This was an outstanding demonstration of commitment and love for SEESA - thank you, one and all.

Then the Omicron variant hit, and everything had to close again. We again revisited and revised our policies, continuing to do what we can to keep SEESA open and active.

Thank you,

JudyLynn Archer,
President and Volunteer Interim Executive Director

OPERATIONS MANAGER

As SEESA FACED THE REALITIES of 2021 it was clear the Centre would have another year of closure due to the COVID pandemic. We didn't let that deter us from moving forward and planning our year ahead with our membership returning in mind.

We took the opportunity closure offered to complete some of the work that needed to be done to address the specifics of the government grants we had received. In May we stripped things down, got a great volunteer crew together and had the inside of the building repainted. This cost was covered by the 2020 Facility Conservation Grant.

We also completed our 2020 commitment on wave switches being installed on the bathroom doors. In December we had 12 cameras installed for safety and security, also covered by the Facility Conservation Grant. These grants are specific to these projects and must be used as stated in our agreement.

In June we hired Steve Montigue back as our custodian. With the building being closed and all the work that took place, there was a lot for him to catch up on. As always, he took the job on – the building looks fantastic and everything is operating as it should.

Planning continued and in September we opened our doors again to welcome everyone back. We hired Program and Volunteer Coordinators to fill these key positions that had been unfilled during COVID. COVID protocols were put in place and adhered to by the membership, volunteers and staff. Programming with classes and clubs began again and Tillies Café opened with much enthusiasm. SEESA volunteers took on more responsibilities filling roles previously done by paid staff. Small gatherings of special events, with social distancing and COVID safety in mind, started taking place. The centre was alive again.

As we closed out 2021 we realized being back at SEESA with our friends and neighbours was exactly what everyone needed after 18 months of being away. The noise in the hallways and the smiles on everyone's face were great to see. We also realized that we aren't done with COVID and, as we move into 2022, we must do our best to keep everyone as safe as we can.

2021 was a challenging yet very fulfilling year. Much was learned and accomplished in our operations and we will keep moving forward in 2022.

Peggy Hansen
Operations Manager

SEESA MEMBERSHIP

In 2021, SEESA MEMBERSHIP reached 953 active members.

SEESA members returned to the Centre in September 2021, to take part in Sessions Six and Seven of class and club offerings.

Renewal of the 2022 memberships began December 1, with the price of membership staying at \$30 per year.

The introduction of SEESA's new website now gives members the option to renew and pay for their membership on-line at the same as registering and paying for a class.

Members have been encouraged to share with their friends the opportunities for participation, fun and fellowship that come with being a part of the community here at SEESA.

We look forward to welcoming and registering many new and returning members to SEESA in 2022.

MEMBERSHIP NUMBERS



MEMBERSHIP BY AGE



SEESA VOLUNTEER PROGRAM

WOW!
OUR 2021 VOLUNTEER STATISTICS:
148 VOLUNTEERS WITH A TOTAL OF 11,165 HOURS CONTRIBUTED!

VOLUNTEERS ARE SEESA'S LIFEblood!

FROM OUR FRONT DESK representatives to our activity club liaisons, to the people who stepped up to keep Tillie's café running this fall, SEESA members are generous with their time and talents.

SEESA thanks all members who helped with our many activities:

- Volunteers who came into the centre early in the year to repaint and refresh our building! Great job!
- Board members who voluntarily stepped in to fill what are traditionally paid staff functions.
- Members who contributed their time and their goods to our Christmas Re Use and Repurpose Sale.
- Accidental Drama Club, Melody Singers, and Quilter Craft Club members who entertained us, provided us with wonderful handmade goods and contributed to SEESA through their fundraising.

- Many people who helped ensure SEESA complied with vaccination requirements and ran from door to door to check QR codes.
- Communications team members who create posters, newsletters, Facebook posts and kept our new website updated.
- Every volunteer who shared their time and a smile: you helped keep us connected.

SEESA's December 3 Volunteer Appreciation event celebrated all who contribute to SEESA in unique and different ways. It was wonderful to see us all gathered together again and cheer our collective efforts.

See page 11 for our list of volunteers.

GOVERNANCE COMMITTEE

MEMBERS:

- Heather Halpenny
- Mike Langstone
- Donna Spanu

IN PREPARATION FOR THE ELECTION of a new Board at the August AGM, the Committee prepared and submitted a report for the August 2021 AGM as well as another report to the Board outlining governance issues addressed by the 2020-2021 Board and those which would face the incoming Board.

Following the August 31, 2021 AGM, the Committee prepared a consolidation of SEESA's Bylaws incorporating the changes approved by members at the AGM for submission by the Board to Service Alberta. On January 22, 2022 the Alberta Corporate Registry acknowledged that the revised SEESA Bylaws had been filed.

The Board did not request or direct the Governance committee to undertake specific initiatives this 2021-2022 term. As a result, the draft policy work the Committee had undertaken in 2020-2021 was put on

hold leaving SEESA to continue to work with old policies. The Governance Committee recognizes the difficulties the SEESA Board has faced in managing the massive workload of the Board members since the Board's decisions to operate as an 'Administrative Governance Board', and to re-open the Centre for in-person activities. The challenges for the Board involve both the governance and direction of the organization, and the administration and day-to-day operations of the Centre.

The election of Board members at the March 2022 AGM provides an opportunity to renew and reinvigorate governance at SEESA.

FINANCE

2021 FINANCE COMMITTEE MEMBERS:

- Brenda Winchester, Chair, SEESA Treasurer
- JudyLynn Archer, SEESA President
- Bill Tkachuk, SEESA VP
- Shirley Kneller, SEESA member .

PROGRAM REVENUE

In March, 2020, COVID-19 closed SEESA for in-person programs and services, resulting in significant ongoing revenue loss for the second year in a row. Unrestricted revenue (i.e. program revenue) decreased from \$545,000 in 2019 (preCovid) to \$209,000 in 2021. The difference of \$336,000 represents a 61% decrease in revenue.

GOVERNMENT GRANTS

SEESA applied for, and received, a variety of COVID-19 related grants and subsidies including the *Canada Emergency Wage Subsidy* and the *Alberta Small and Medium Enterprise Relaunch Grants*. SEESA also applied for, and received, grant dollars from the *Senior Centre Investment Program Operating Grant* and *Facility Conservation Grant*. However, this was approximately \$100,000 less than the amount received in 2019. SEESA also applied for the *Alberta Jobs Now* program to assist in the rehiring of staff and the *Federal Government Hardest Hit Business Recovery Program*. SEESA received \$6,100 from these programs.

FUNDRAISING

The *Save Our SEESA* fundraising campaign launched in November 2021 and raised \$50,000 from a membership base of 953 individuals. This donation was four times higher than donations raised in 2019 when SEESA had 1,644 members. SEESA members were asked to help *Save Our SEESA* and they stepped up big time.

Huge acknowledgement and thank you to all who contributed! These funds strengthened the cash flow for SEESA going into 2022.

[Audited financial statements](#) reflect a net contribution

of \$127,000, however, this was due to a combination of COVID relief subsidies and grants, deferred casino income and donations totaling \$197,000. Without this financial support, SEESA would have seen a \$70,000 deficit.

STAFFING

To help manage costs, staff were not brought back until August, 2021 and the volunteer coordinator and program coordinator positions were not filled until late fall.

Key senior positions including the Executive Director and Communication Director were filled by Board volunteers. The cook was let go in November and kitchen operations became volunteer-led. Tillie's Cafe hummed along quite nicely with lots of members coming in for breakfast and lunch or just to visit. Unfortunately, the Omicron variant closed the kitchen just before Christmas 2021, but the plan is to continue with this operating model in 2022. Working with a volunteer-led model is a great way for members to be involved and it keeps kitchen operating costs lower than ever. We need to become self-sufficient to remain financially viable for years to come.

KEY FINANCE COMMITTEE DELIVERABLES

ACHIEVED INCLUDE:

- Implemented all changes recommended in the 2021 Management letter from SEESA's audit partner HLH, which strengthened many internal financial controls.
- Posted quarterly financial updates on the SEESA website to inform members.
- Invited members to assist in planning the 2022 Budget. A total of five information sessions were held to explain the financial challenges and potential deficit for 2022 and solicit potential solutions from members. Suggestions made by members were taken into consideration when preparing the 2022 Budget.
- Ensured that best-in-class Outreach Services were made available for members through a partnership

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FINANCE

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with Sage Seniors Association.

The 2022 Budget was presented and approved by the Board in January 2022.

The [2022 Budget](#) shows a deficit of \$28,000.

The 2022 Budget is based on these assumptions:

- membership of 800
- no increase to membership fee
- 15% increase in class registration
- 5% building expense inflation
- \$150,000 Senior Centre Investment Program Operating Grant
- \$30,000 in donations
- \$30,000 from a casino
- \$34,000 from two rummage sales

For 2022, COVID subsidies and grants have ended. To date, membership renewal and class registrations are low. Energy costs have skyrocketed. It is impossible to predict when any operating grants will be received.

The 2022 donations are unknown. SEESA's casino is scheduled for late December with funds received in 2023.

In summary, high operating costs, funding uncertainties and low internally generated revenue are significantly undermining SEESA's capacity to continue as is. At the current rate of monthly expenses and low revenue, and if budget assumptions are not achieved, the Board projects SEESA funds may be deleted by September, 2022.

FUNDING PARTNERS:

We acknowledge and thank the following organizations that provided financial support to SEESA in 2021:

- Federal Government's Emergency Wage Subsidy Program
- Provincial Government's Small and Medium Relaunch Grant
- City of Edmonton, Family and Community Support Services Program (FCSS)
- City of Edmonton, Community Facility Enhancement Program
- City of Edmonton, Community Investment Operating Grant
- The Edmonton Seniors Coordinating Council

See page 12 - 13 for our list of donors.

SENIORS HOME SUPPORTS PROGRAM 2021

THE EDMONTON SENIORS HOME Supports Program is a referral service that helps seniors age in their community by providing referrals to screened, vetted and reputable service providers who offer: snow removal, yard help, housekeeping, home repair and maintenance, personal services, and moving help. Services are not free. The companies and individuals who are on the referral list charge for their services and costs vary.

The program is a collaborative effort. The City of Edmonton is divided into six districts, with six seniors' organizations (SEESA, MWSAC, SWESA, WSAC, NWESS, NESAs) participating and coordinating the Seniors Home Supports Program in their districts (SE, MW, SW, West, NW, NE).

SEESA

SEESA covers the SE district which comprises postal codes: T6A, T6B, T6C, T6E and T6P. Most people who accessed the program live in T6A (Capilano, Gold Bar, Fulton Place, Hardisty, Forest/Terrace Heights) followed by T6C (Avonmore, Bonnie Doon, Cloverdale, Holyrood, Idylwyld, Kenilworth).

2021 HIGHLIGHTS:

- SEESA added 16 new service providers to our database in 2021.
- 21% of SEESA members accessed the program in 2021.
- 94% of clients (families) reported being satisfied with the program. They loved the idea of having someone else screen the service providers and be able to trust that they will get good service for a reasonable price. For families who call looking for help for their aging parents it means peace of mind.
- SEESA got 508 calls and inquiries for services: 150 of those were first time clients and 200 were return clients. The other 158 calls were inquiries about other resources and calls for other districts when that coordinator was off or away.

- 49% of the calls were from/for clients between the ages of 80 and 99.
- 75% of the calls were from females
- 34% were low income
- Most service requests were for:
 - Housekeeping (23%)
 - Home Repair and Maintenance (23%)
 - Snow Removal (22%).

COVID persisted and changing rules made it difficult for seniors who were already very isolated. Many seniors chose to manage on their own needs rather than have a 'stranger' come into their home even though all companies who continued to operate practiced proper COVID protocols especially indoors.

Outdoor tasks such as grass cutting and snow shoveling were less affected and people adapted to new ways of doing business. Some services i.e. grocery shopping, errands, etc were in less demand this year as seniors, by the second year of COVID, had already made arrangements for getting their basic needs met for the most part.

IN SUMMARY

As things with COVID become more mainstream and we are less restricted with in-person activities, I'll meet with other Outreach Workers to provide information to their groups about the benefits of the Seniors Home Supports Program. We'll also have an April FYI session on services available to help Seniors Age in Place.

Deborah Miville,
SE Coordinator for the Seniors Home Supports Program.

THANK YOU TO OUR VOLUNTEERS

Allison Akgungor
Paul Amyotte
Dieter Anders
Alexandra Anderson
William Anderson
JudyLynn Archer
Bernice Armstrong
Susan Arsenaault
Judith Ashton
Heather Baker
Pamela Banser
Dale Barnhill
Darcy Belanger
Claudette Belyea
Louise Bennett
Alice Berard
Dora Bilko
Vicky Blinston St John
Gordon Block
Ken Blyth
Lori Blyth
Karen Bolstler
Carol Borle
Marcel Borle
Joe Bowering
Bonnie Bowes
Eloise Cameron
Sharon Chadwick
Barbara Chapman
Phyllis Clark
Noel Constantin
Elise Couture
Betty Dean
Michael Dean
Shirley Deen
Debra Denton
Vicki Dowd
Myra DuJohn
Tanis Eaker
Janice Edgington
Audrey Ellis
Florence Ellis
Marguerite Fauchon
Myroslawa Fodchuk

Jeannette Fortier
Donna Fountain
Jeannine Fournier
Elsa-Marie Frazer
Rhea Gagnon
Denise Gates
Margaret German
Robert Gerow
Margaret Golden
Murray Golden
Gail Gravelines
Nancie Graves
Daryl Gray
Robert Griffith
Christa Gundermann
Heather Halpenny
Peggy Hansen
Robert Harris
Allen Hasselgren
Nancy Heaton
Margaret Hensel
Gerald Jenkins
Brenda Johnston
Elizabeth Kelly
Shirley Kneller
Chris Kocil
Robert Konojacki
Ginette Lachance
Ben Lauber
Pearl Lauber
Marilyn Ligar
Gayle Lindberg
Joanne Lobb
Barbara Lyon
Daniel Maradyn
Laura McCabe
Martin McCabe
Laurie McCarthy
Evelyn McCracken
Sandra McFadyen
Darlene McIntosh
Juliet Melville-Willis
DonnaMiller
Roger Miller

Marilyn Mitchell
Deborah Miville
Sharon Moffatt
Phyllis Molyneux
Marie Muszynski
Lillian Nichol
Harvey Norstrom
Marcos Olivares
Caroline Olynyk
Dianne Osback
Melanie Pedersen
Thea Pfalz
Avril Pike
Laurie Reid
Morris Reid
Olga Reid
Brenda Remin
Connie Robinson
Diane Robitelle
Dave Rochefort
Carol Ryll
Merrill Sandahl
Roger Smeland
Noreen Soneff
Melissa Stelter
Jeanette Stern
Sako Strikwerda
Judith Taylor
Genie Tchoryk
Clara Thomas
Tamberi Thompson
Joanne Tkachuk
Mark Tran
Marielle T Turgeon
Diane Turner
Sherr Wadson
Carol Warshawski
Joanne Wenzel
Emily Westwood
Barb Willis
Brenda Winchester
Catherine Wyard-Scott
Jean Yahodenko
Shirley Yakimishyn

Maria Yakula
William Yasunaka
Carol Yeomans
Kaye Zenchyson

NON MEMBER VOLUNTEERS

We have several non-member volunteers whose time and commitment is greatly appreciated.

Thank you to:

- OUR HOUSE
painters
- Real Richard
- Dale Anderson
- Darcy Belanger
- Allan Thompson

DONATIONS

THANK YOU TO THE SEESA DONORS WHO HELPED BUILD OUR COMMUNITY. THANKS TO YOU, OUR CLASSES, CLUBS AND SERVICES ARE CONTINUING TO GROW!

Daniel Acheson	Jim Clifford	Martin Garber-Conrad	Colin Kinnell
Alexandra Anderson	Alan Collins	Dennis Gartner	Shirley Kneller
Olga Antoniuk	Elsie Combs	Robert Gerow	Sandy Kopeck
JudyLynn Archer	Noel & Rose Marie	Sandra Gibbs	Claire Kotun
Heather Arndt	Constantin	Marlene Giles	Donna Kromm
Susan Arsenaault	Debra Cook	John Gillis	Muriel Kuchison
Judy Ashton	Ronalee Cunningham	Jack Gillis	Fernie Labonte
Lorraine Assheton-Smith	Frieda & Ron Cutting	David Gladhow	Madeleine Landry
Don & Barbara Ausman	Cheryl Danchuk	Sandra Golan	Ben & Pearl Lauber
Jennifer Bain	Ken Danchuk	Maryjane Graham	Ron Law
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Alice Berard	Betty Dean	Deanna Gupta	Kathy Logan de Chavez
Gordon Berdahl	Joan Delainey	Maureen Hall	Thelma Lorentz
Betty Anne Bianchini	Betty Demmers	Heather Halpenny	Helen Lovell
Joyce Blacklock	Debra Denton	Peggy Hansen	Patrick Lukasewich
Vicky Blinston St John	Marion deSeguin	Donald Hart	Connie Lussier
Lori Blyth	Trudy Desmond	Joyce Hartman	Edward Lyka
Karen Bostler	Cindy Dew	Allen Hasselgren	Doris Lynch
Jeanelle Bouchard	Marlene Dickson	Jennifer Hawkins	Valerie MacDonald
Bonnie Bowes	Sylvia Dickson	Joan Hawkins	Ian MacIntosh
Tom Boyce	Rosemary Dinsdale	Rita & Raymond Hebert	Rick Maddex
Lorne Bradley	Bob Disler	Kathleen Henderson	Pauline Magnan
Joan Brady	Cheryl Doty	David Hindley	Anthony Mak
Alana Broomfield	Wendy Doughty	Betty-Ann Hine Wilson	Elaine Mann
Wendy Brown	Marilyn Duguid	Katherine Hobben	Bill and Vivan Manson
Karen Buchanan	Brenda Eadie	Kay Hobden	William Marrow
Margaret Burlingham	Tanis Eaker	Kathy Hochachka	Roger Martens
Walter & Elaine Butler	Janice Edginton	Kathy Hochachka	Harold Martin
Walter Butler	Bunny Edwards	Murray Hoke	Mary Massick
Yoland Cadrin	Sandy Eggen	John Holowaychuk	Corrie Mayzel
Eloise Camerson	Kathleen Eichmann	John & Jean Holowaychuk	Evelyn McCracken
Robert Campbell	Ted & Anna Elford	Hannelore Hoppe	Sandra McFadyen
Martin & Joyce Chapman	Patricia & Martin Enokson	Dorothy Humphrey	Darlene McIntosh
Maxine Charlton	Volker Erban	Doug Hunter	Linda McKay
Germaine Chau	Elaine Essien	Freda Jackson	Mary Jane McLaughlin
Patricia Chobater	Jolayne & Bernard Faulkner	Marcelle Jamieson	Joan McMillan
Cynthia Clarke	Lil Filewych	Ronna Jevne	J I McMillan
Barry Clattenburg	Elsa-Marie Frazer	Brenda Johnston	Valerie Melville
	Charles Gachnang	Jack Kelly	Zena Miller

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DONATIONS

Continued from Pg. 12

Donna Miller
Roger Miller
Marilyn Mitchell
Debora Miville
Sharon Moffatt
Steve Montague
Jean Moran
Kim Morrison
William Morrow
Colleen Murdoch
Marie Muszynski
Lorna Nesdaole
Pat Netzer
Craig Neuman
Lise Nicholson
Terry Nicholson
Mary Lou Nicol
Ian Nicol
Catherine Nicol
Ann Nicolia
Harvey Norstrom
Dianne Osback
Eva Osterwoldt
Rosemary Packer
Carol Parsons
Sharon Patriquin
Dave Patterson
Lois Pawl
Maureen Pelensky

Helena Penner
Estate of Ronald
Pickwick
Robert Pierce
Wade Pike
Avril Pike
Raymond & Lenora
Pinkoski
Nancy Poloway
Kathleen Pongar
Roland Poulin
Dorothy Prins
Randilee Proctor
Fran Purschke
Norman Purschke
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Thkachuk

Elizabeth & Alton
Thomas
Grace Thomson
Adele Thurston
Joanne Tkachuk
Andrew Trachimowich
Marielle Turgeon
Dee Turner
Diane Turner
Evelyn Vaughen
Sherr Wadson
Marilyn Wakaruk
Emily Westwood
Sandra Wilkins
Crystal & Blair Willie
Noreen Willows
Peter Wilson
Brenda Winchester
Katherin Woolley
Toni Yarmon
Antonia Yarmon
Bill Yasunaka
Kevin Young
Gordon Young
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