



Annual Report

2024



You belong here



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SEESA

South East Edmonton Seniors Association

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Thanks to our funders



Community Services Recovery Fund



Thanks to our sponsor



Thanks to Digitex for printing our Program Guide and Annual Report.



Mission Statement

Vision

South East Edmonton Seniors Association (SEESA) is a vibrant, compassionate, inclusive place to grow up and grow older.

Mission

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

Values

With the six Determinants of Healthy Aging as our framework, SEESA serves its membership, our city, province and country. We live our values.

Human Dignity is paramount. Every individual, with their own unique background, beliefs, and circumstances, is welcomed with respect, empathy, and compassion. At SEESA, we embrace interpersonal, intercultural, and intergenerational unity.

Belonging & Community is vital to the well-being of every human. A sense of belonging helps each person in truly becoming and being the best version of themselves. With a sense of well-being, individuals are able to live with meaningful purpose, see the beauty, share the happiness and contribute to a healthy society.

Collaboration with internal constituents and external partners enables us to make informed decisions with thoughtful intention. By working together and exchanging ideas, we create programs and services with the awareness of the changing needs of our community and trends in the environment at large. Collaborations are essential in the development, growth, and sustainability of SEESA.



Mission Statement

Determinants of Healthy Aging

PHYSICAL AND MENTAL HEALTH	SOCIAL ENVIRONMENT AND ENGAGEMENT	SOCIAL SUPPORT	PERSONAL WELL-BEING	PHYSICAL ENVIRONMENT	SAFETY AND SECURITY
Physical Health and Wellness Physical Fitness Healthy Life Choices Mental Health and Wellness Brain Health	Social Engagement Participation and Engagement Outdoor Activity Diversity and Inclusion Volunteerism	Information and Referral Social Support Services Caregiver Supports	Resiliency Emotional Wellbeing Personal Services Food and Nutrition	Transportation Housing Home Supports	Personal Safety Financial Security Vocational Training and Support





President's Report

On behalf of the Board of Directors, I would like to thank SEESA members, volunteers and staff for their commitment to SEESA during 2024. Through our collective efforts we continue to grow our membership, provide new and varied opportunities for members and work toward sustaining and stabilizing our operations.

The Board hosted two Town Halls and distributed a membership survey. In 2025 we remain committed to engaging with our members both formally and informally.

This year the Governance Committee achieved its goal of developing a Board governance manual. It also undertook a strategic process to develop a set of values with the Board.

Key finance deliverables included monitoring quarterly statements, developing and approving the 2025 budget, and reviewing and accepting the audited financial statements.

As government funding to support SEESA's operations has decreased, approving the allocation of resources to focus on fund-raising and submitting numerous applications for funding for specific projects and resources has proven to be successful.

Three Reuse and Book Sales, building rental revenue, and special events have further supported costs. Our Board Treasurer, together with staff, continued to identify and implement cost saving measures.

The Board approved some shifts in job duties allowing greater opportunity for our Executive Director to be more active in the community including networking with other service providers, working on advocacy issues and meeting with elected officials and funders. We continue to support opportunities to have the community engage more with SEESA and access its facilities.

The Nominations Committee recruited two new Board member candidates for 2025/27 and several potential Board members have been identified for the 2026/28 slate.

Thank you to all the organizations and individuals who have provided financial support to SEESA in 2024. Many thanks to members for the thousands of hours they have volunteered in numerous capacities.

Finally, my thanks to my SEESA Board colleagues for remaining actively engaged. You are caring, energetic, compassionate and wise and it has been a privilege to work with you.

Wendy Doughty
President, Board of Directors



Executive Director Report

SEESA is an amazing place but it's more than just a gathering space for seniors—it's a vibrant community where meaningful connections are formed. While it offers a variety of activities, its true heart lies in the friendships built, the sense of belonging fostered, and the purpose discovered.

These connections develop differently for everyone, at their own pace. As we age, change can come gradually or suddenly, and SEESA is here to provide support through all of life's transitions—both challenges and celebrations.

In 2023 and 2024, our focus was on Getting Back to the Future. We worked on strengthening our operational policies and enhancing communications while increasing membership engagement in classes and clubs.

The final quarter of 2024 marked a significant milestone with the hiring of our Director of Fund Development and Services, Darlene Kowalchuk. This key addition allows us to expand programs, explore sustainable revenue streams without placing additional financial burden on members, and provides me with the opportunity to connect with other senior organizations to foster

collaboration and shared goals. With these foundations in place, 2025 promises to be an exciting and transformative year!

The 2024 SEESA Membership Survey provided valuable insights into what members love most about SEESA. More on this on pages 20 to 22.

Members also shared valuable feedback on areas for improvement, including class scheduling, diversity of offerings, registration processes, and ensuring financial assistance is accessible to those in need.

Staff and volunteers—we appreciate your input! Rest assured, we are committed to continuously enhancing SEESA's operations and programs to better serve our community.

I thank the members, board, staff and volunteers for making 2024 a Fabulous Year!

Shelley Williams
Executive Director



Members

Fees

In 2024, memberships increased to \$40 for a regular, \$50 for Associate, free for Lifetime and \$5 for Reciprocal.



Reciprocal members

Reciprocal members are those who have memberships at other Senior Centres. They can purchase a SEESA reciprocal membership for a minimal fee.

We had more reciprocal members than ever before because we partnered with North East Edmonton Seniors Centre while they went through renovations. We are glad that reciprocal members can enjoy the comradery, facility and activities at SEESA.

Non-member category

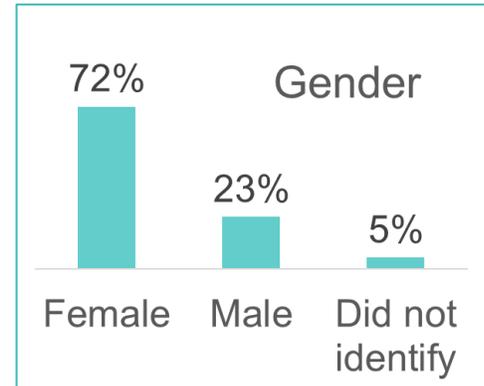
In 2024, we had 157 people register as individuals who take classes or clubs at non-member prices.



Members

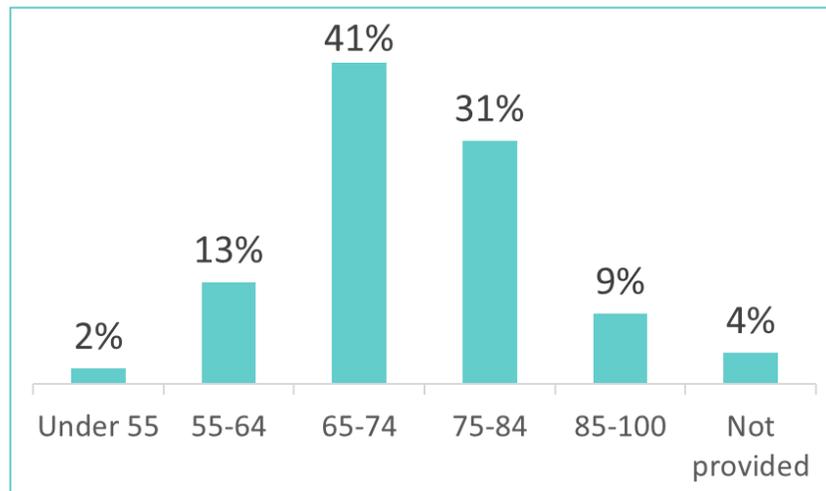
1329
members

Regular	1174
Lifetime	43
Reciprocal	107
Associate (under 55)	5
Total	1329



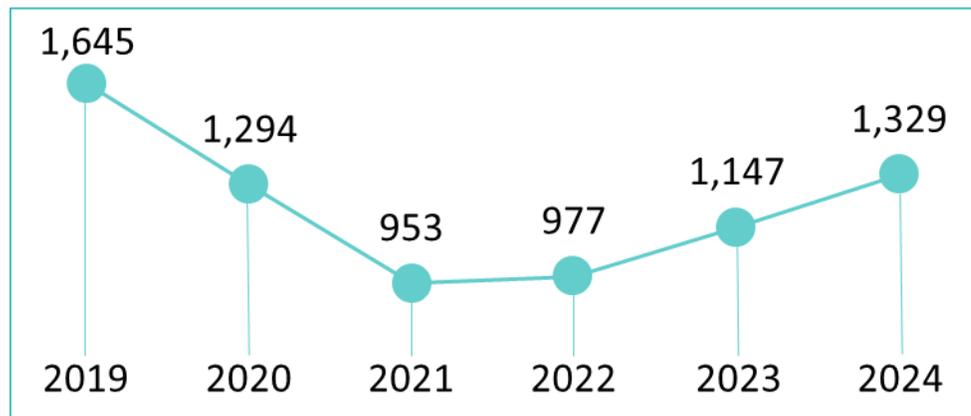
Ages

A variety of ages



Progress

We are making progress in returning to pre-COVID membership numbers.



24
clubs

Clubs

Clubs are run by members and typically run 1-3 times weekly year-round with some breaks during the summer.

- Accidental Drama Club
- Art Club
- Badminton
- Book Clubs
- Carpet Bowling
- Contract Bridge
- Cribbage
- Dance
- Euchre
- Floor Curling
- French Conversation
- Golf
- Guitar
- Hand and Foot Canasta
- Jam Session
- Melody Singers Choir
- Old time & Sequence
- Pickleball
- Poetry
- Quilting and Crafting
- Soap Stone Carving
- Table Tennis
- TCB Band (SEESAtones)
- Woodcarving



Programs

86
Classes

Classes

SEESA classes are led by skilled and qualified instructors. Classes vary in number of weeks and length of each session.



- Art Classes
- Craft Class
- Dance Classes
- Fitness Classes
- General Interest Classes
- Music Classes
- Photo Classes

53
FYI
sessions

For Your Information (FYI) Series

For Your Information (FYI) Series provide 1½ hours sessions for members to update their knowledge in areas that are often requested or relevant to seniors today.

- Edmonton Public Library BYO Series
- Financial Literacy and Planning
- Mobility and Physical Fitness
- Health and Wellness
- Home/Caregiver Support
- Housing and Real Estate
- Transportation



Programs

Partnerships/Collaborations

In 2024, SEESA continued to re-establish, maintain, and grow relationships within the senior community, as well as partnering with divergent groups and businesses.

- Alberta Francophone Association held their summer children's camp at SEESA during July and August. This included multi-generational activities between SEESA members and camp participants.
- Edmonton Chamber of Voluntary Organizations (ECVO)– member and Board member
- Edmonton Seniors Coordinating Council (ESCC)– member and Board member
- Edmonton Age Friendly Alliance (EAFA)– member, Action Hub Chair and Senior's Week participation
- Alberta Health Services (AHS) STEP Program and Not Falling For You Program
- South East Edmonton Community Collaborative – member active participant in community engagement activities
- Edmonton Public Library – Guest Picks List and Staying Healthy and Connected as We Age
- Ottewell Pharmacy provided COVID, Flu and pneumonia vaccines at SEESA.
- Edmonton Neighbourhood Watch – Senior Safety and Fraud Prevention Trainer Program
- Strathcona Place Seniors Society – Mobile Tax Clinic



Programs

Partnerships/Collaborations

- Edmonton Aboriginal Seniors Centre – Truth and Reconciliation understanding
- GEF Seniors Housing – SEESA members performed at various GEF facilities
- REACH Resource Connect – resource table
- Aging with Pride – co-presentations and training on Fostering Inclusion in Senior Serving Organizations
- Riverdale Elementary School – music performances
- Volunteer Alberta – member and access to recruit volunteers
- EmployAbilities – work practicum placements
- University of Alberta (UofA) 4th year Medical Students – 64 medical students joined at different times throughout the year to participate in various activities to learn about healthy aging
- UofA Student In Service 1st year Medical Students – 20 hours, 3 students
- UofA 3rd year Nursing Students – 6 groups with varying numbers (6-8 students) provided blood pressure clinics, nutrition, SADD, 6 Determinants of Healthy Aging, Bone Health, table displays and programming visits
- UofA 3rd year Psychology Students – 20 hours and 7 students

Space Usage

In 2024, we partnered in providing space for community groups that supported operation costs

- Alberta Francophone Association (ACFA)
- Cardiac Athletic Society of Edmonton (CASE)
- Community Initiative Against Family Violence (CIAFV)
- Edmonton Accordion Society
- Edmonton Yoga Studio
- ElderCare Edmonton
- Girl Guides of Canada, Edmonton
- Principled Accountable Coalition for Edmonton (PACE)
- St. Vincent and the Grenadines Association of Edmonton





Volunteers

There would be no SEESA without you!

We know volunteers are contributing much more than their time value. They provide resources, comradery, fun, knowledge, ingenuity, oversight, energy, passion and compassion.



Volunteering at SEESA is so prevalent it can seem invisible. It's amazing how an army of dedicated souls quietly make SEESA, SEESA.



SEESA Volunteers

301

volunteers provided
25,652 hours



13.3

full time equivalents
(FTE) at 37 hours per
week

\$384,780

At the minimum wage of
\$15, volunteers
contributed an amazing
dollar value!





Volunteers

What do they do?



- Activity and Club Liaisons
- Administrative Volunteers
- Birthday Callers
- Board Members
- Book and Reuse Sale organizers and workers
- Communications Volunteers
- Events Committee
- Front Desk Receptionists
- Fundraising and Casino Volunteers
- Gardening
- Greeters
- Kitchen and Tillie's Café
- Library Workers
- Membership volunteers
- Photography
- Tour Guides

Highlights

In 2024, there was increased coverage at the front desk, kitchen and Tillie's Café.

Volunteers represented SEESA at a number of Tabling Events including:

- Volunteer Alberta recruitment through postings
- Holyrood Community League Day
- Capilano Senior Trade Show
- Seniors Week – City Hall
- Taste of Edmonton

Volunteer groups included:

- Vimy Ridge High School students
- ATCO employees





Tillie's Café



In 2024, Tillie's Café was in its second year operating since COVID. This year the café did better than ever generating over \$136,000 in revenue. Breakfast and lunch continues to be served every day. Cherie Gillespie, the Kitchen Coordinator, makes the best hashbrowns in town and the soups are all homemade and yummy.

Hours of operation are from 9:30 am to 1 pm.

While Tillie's will always offer nutritious food, we are trying to keep prices low. Food prices continue to rise and we need to ensure we are covering costs. Be assured SEESA will do what we can within our capacity to offer Tillie's food at a reasonable rate.

The kitchen and café volunteers make the kitchen go round and round. The volunteers in this area are essential to the success of Tillie's.



Comfort food is the food that makes us feel good—satisfied, calm, cared for and carefree.



Special days at Tillie's

A number of special activities happen in Tillie's along with the kitchen work required to ensure our events are successful.

Birthday parties are held every month except in July and August. Accidental Drama, Melody Singers, TCB Band and Ukelele groups took turns providing the entertainment at birthday parties.



- Pie Day
- Valentine's Day Brunch
- Easter Brunch
- Spring High Tea
- National Indigenous Peoples Day Lunch
- KDays Pancake Breakfast
- Banana Split Fun Fundraiser
- National Day For Truth & Reconciliation with Edmonton Aboriginal Seniors Centre
- Thanksgiving Lunch
- Remembrance Day Ceremony
- Festive Holiday Luncheon





Events

- Canadian Country Music Legends Concert
- Volunteer Appreciation & Annual General Meeting
- Book & Puzzle Sales – Spring and Fall
- Reuse Sales – Spring & Fall
- Picnic in the Park
- Melody Singers Concerts – Spring and Christmas
- Pride Day
- Riverdale Elementary School Performances
- Accidental Drama Club Production
- Ukulele Singalongs – Summer and Festive
- Cribbage Tournament – Fall
- Festive Market & Reuse Sale
- Alberta Senior Week Celebrations and SEESA Performances at GEF Senior Housing Sites
- SEESA Casino Fundraiser
- AFCA Floor Curling Tournament



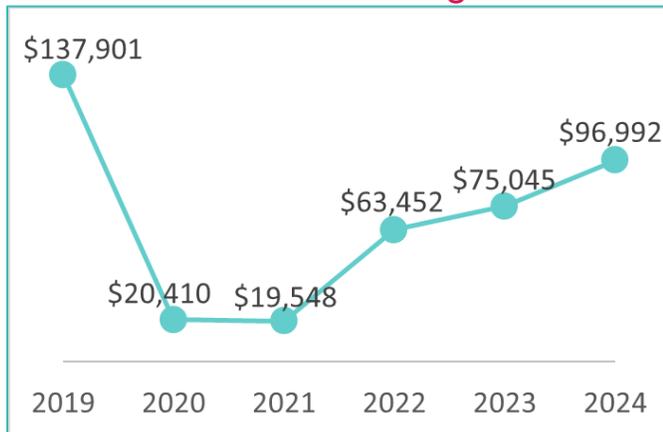


Back to the Future

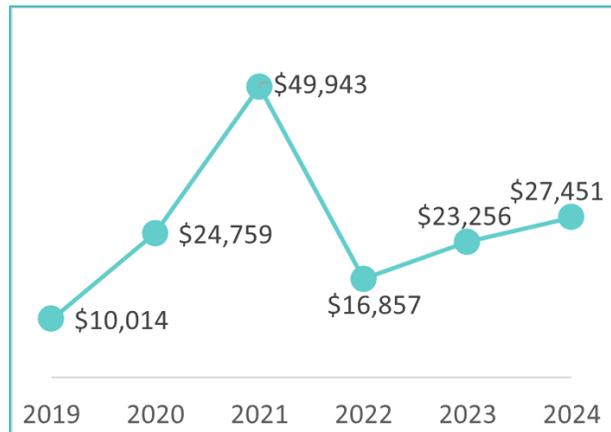
Progress

SEESA is making a comeback from the COVID pandemic as shown in the charts below. We are progressing and still have work to do but we are getting there.

Total SEESA Fundraising Revenue



Total SEESA Donations



*In 2024, the casino raised \$79,763. This amount is not included in the above 2024 total.

Program Revenue



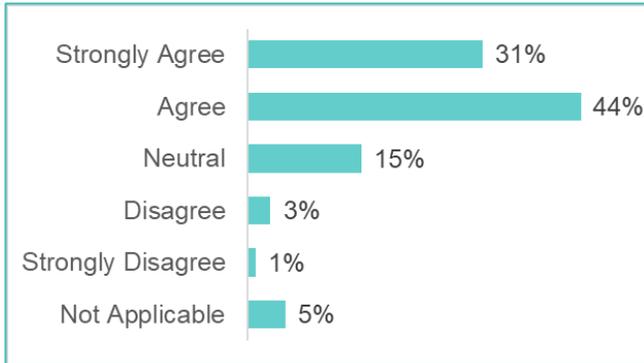
Kitchen Revenue





Member Survey

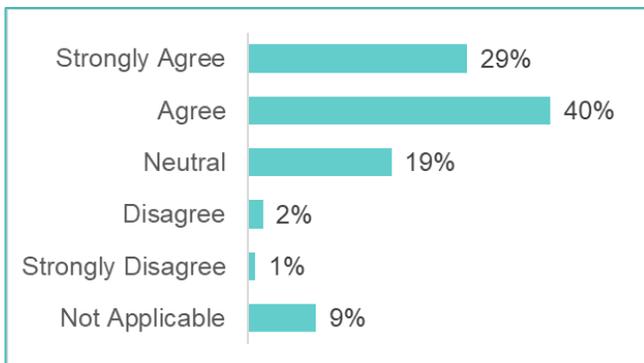
1. I feel connected to others when I come to SEESA.



Comments:

- The social interaction, meeting new people, making new friends, gives me a psychological lift.
- Learning, participating in something I have always wanted to learn about, socializing, developing friendships that have lasted for years and still up to today, feelings of loneliness and isolation go away.

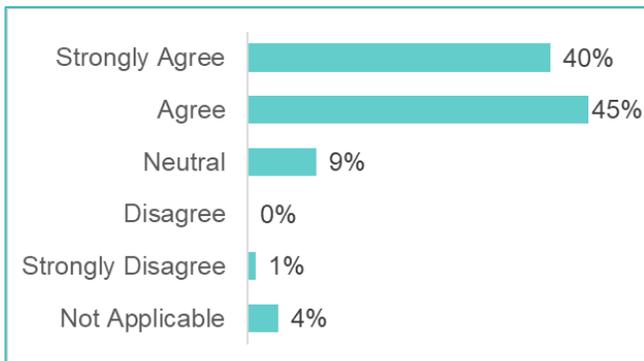
2. I feel SEESA welcomes diverse members.



Comments:

- What a blessing to have a place where people can come and feel like they matter, feel free to be themselves, and be part of a group that shares their interests, and lets them be part of a community.

3. I feel respected at SEESA.



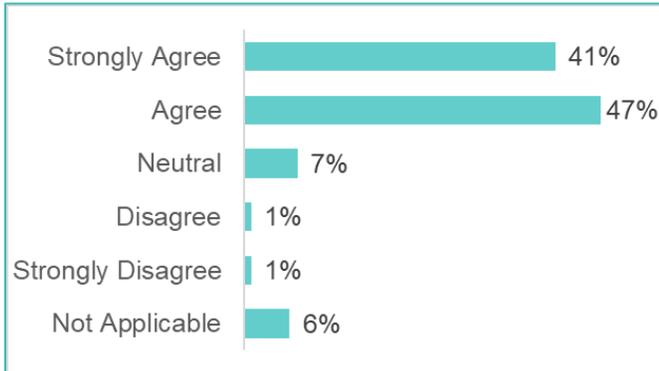
Comments:

- Welcoming front desk staff, friendly open atmosphere, good classes.
- Friendliness, respected, good food, excellent entertainment, all very good.



Member Survey

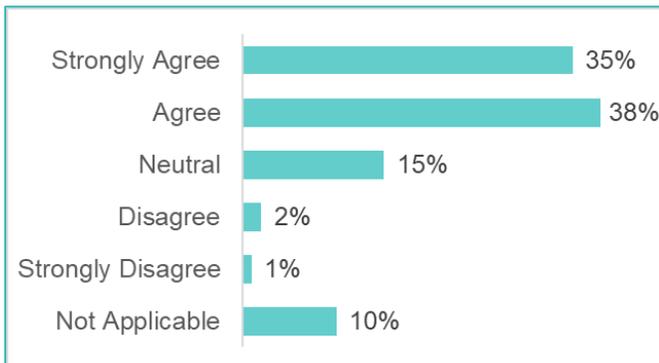
4. I look forward to coming to SEESA.



Comments:

- Organized, variety of activities, safe and friendly – feels like a like-minded community.
- Meeting and making new friends, a feeling of belonging. Opportunities to learn (FYI), exercise (classes), and be entertained (events).

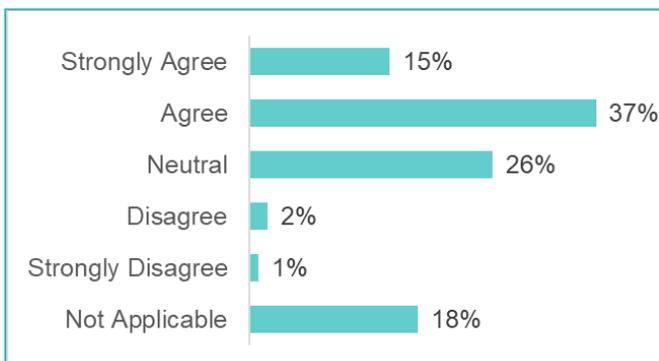
5. I improve my physical well being by attending SEESA.



Comments:

- The fitness programs are excellent. It feels good to attend a centre full of thriving senior citizens. So many excellent programs are offered.
- Opportunities for age-appropriate physical fitness. Accessing information which helps for future planning.

6. SEESA helps me get information about services and supports I need.



Comments:

- To connect with other people, have a coffee with them and I get information about other services, what is important to older people, there is always a smile and a wave from the staff too. I just love it.



Board and Staff

2024 Board of Directors

Executive Committee

President..... Wendy Doughty
Vice President.. Della Paradis
Treasurer Don Schick
Secretary Brenda Johnston

Directors

Anna Der
Birgitta Larsson
Donna Pickens
Georgina Schurman
Joe Norris

2024 Staff

Abullokh Nazarov..... Communications Project
Aleeza Meghji Program Coordinator
Cherie Gillespie..... Kitchen Coordinator
Darlene Kowalchuk Director of Fund Development & Services
Gina-Marie Garon Membership Coordinator
Graham Witten..... Volunteer & Events Coordinator
Nuruh Nambirige..... Building Custodian
Pamela Banser Building Attendant
Pierre Keddie Kitchen Helper
Shelley Williams..... Executive Director
Shirly Liang Finance Coordinator
Stephen Montague..... Building Custodian