

**45<sup>th</sup>**  
anniversary  
1980-2025

**SEE SA**  
*You belong here*

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# Annual Report 2025



*You belong here*



# Table of Contents

## SEESA

South East Edmonton Seniors Association

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## Table of Contents

Mission Statement .....	2
President’s Report .....	4
Executive Director’s Report.....	5
Members.....	6
Programs .....	8
Community Engagement.....	10
Volunteers.....	13
Tillie’s Café .....	16
Events.....	18
45 Years!.....	19
Open House.....	20
Raising the Dough .....	21
Member Survey.....	22
Board and Staff .....	25

## Thanks to our funders

## Thanks to our sponsor

Thanks to Segue Systems for printing our Program Guides and Annual Report.



# Mission Statement

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## 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 Well-being Personal Services Food and Nutrition	Transportation Housing Home Supports	Personal Safety Financial Security Vocational Training and Support





# President's Report

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On behalf of the Board of Directors, I would like to thank SEESA members, volunteers and staff for their commitment to SEESA during 2025. Through our collective efforts we continue to engage our membership, provide new and varied opportunities for members and work toward sustaining our operations.

This year the Governance Committee achieved its goal of moving forward with strategic planning. We engaged a consultant, Ann Goldblatt, to assist with this process. The primary focus was collecting and analyzing data to determine challenges, opportunities, strengths and weaknesses, and trends.

We collected this data from our member survey, focus groups with the staff and with members at a Town Hall, and interviews with external stakeholders including funders, executive directors from other seniors centres and those with knowledge of trends in the seniors and volunteer sectors. This work will continue through 2026 and will result in a strategic plan for SEESA for the next few years.

Key finance deliverables included monitoring quarterly statements, developing and approving the 2026 budget, and reviewing and accepting the audited financial statements. Time was spent working with the newly appointed auditors.

Starting in 2026, SEESA has been identified by the City of Edmonton as a large organization. This will result in a funding increase and increased responsibilities for the delivery of programs and services. Staff have continued to focus on fund-raising and submitting numerous funding applications for projects and resources with a high degree of success.

The Nominations Committee recruited three new Board members for 2026-28 and has identified some potential future candidates.

Our Executive Director continued to be active in the community working with other service providers, actively engaging in advocacy projects and meeting with elected officials and funders.

Thank you to all the organizations and individuals who have provided financial support to SEESA in 2025. 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

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As SEESA celebrated our 45th Anniversary, we continued to be more than just a place for seniors—it is a vibrant community where individuals feel valued, empowered and connected. Through lifelong learning, volunteer opportunities and social engagement, we continue to transform the aging experience together. Members gain a sense of purpose, belonging and well-being while making meaningful contributions to their peers and the broader community. When seniors thrive, so does community.

The annual membership survey is sent out every January to members of the previous year. Member feedback is an important part of assessing what we do well and where we can continue to improve. In previous surveys, it was identified that we expand into evening and late afternoon classes. In 2025, SEESA worked to increase classes and clubs by extending our hours into the early evening. This initiative was supported by a community grant from the Edmonton Community Foundation.

It was also suggested that we offer programming to individuals who may need financial assistance. Thanks to a grant from HelpAge Canada we developed the SEESA Access Pass which provides financial assistance and transportation to seniors accessing SEESA.

We made changes to the website to make it easier to become a member, register for classes, and donate. The newsletter is a great way for everyone to stay connected and updated. The newsletter was distributed twice per month to 2,595 people.

It is critical that SEESA continues to support community. This past year we expanded our engagement with other organizations. We provided space for the advanced and regular polling stations in our federal election. We hosted community information sessions on housing and development. Our Open House was well attended and could not have been successful without the help of the incredible volunteers.

I thank the Board of Directors for their support and commitment to the mission and values of SEESA and to the staff and volunteers who work hard to make the programs run as seamlessly as possible. All are committed to learning and improving our programs within a model where all seniors will age well in community, be seen, heard, welcomed and supported.

Shelley Williams  
Executive Director



# Members

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## Fees

In 2025, memberships remained at \$40 for Regular, \$50 for Associate and free for Lifetime.

## Member benefits

- Receive member rates for Classes, Seminars, Special Events, Fitness Centre, Club Tickets
- Regular and Lifetime Members have voting privileges at the Annual General Meeting (AGM).



## Reciprocal members

Reciprocal members are those who have memberships at other senior centres. They can purchase a SEESA reciprocal membership for a minimal fee of \$10.

## Non-member category

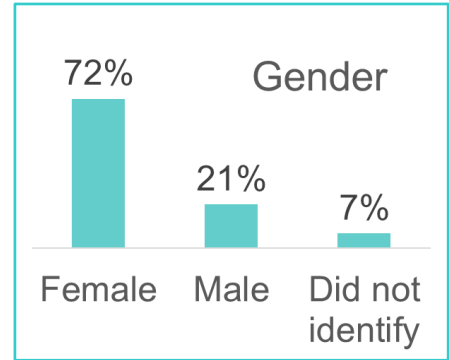
In 2025, we had 192 people register as individuals who participate with SEESA as a non-member.



# Members

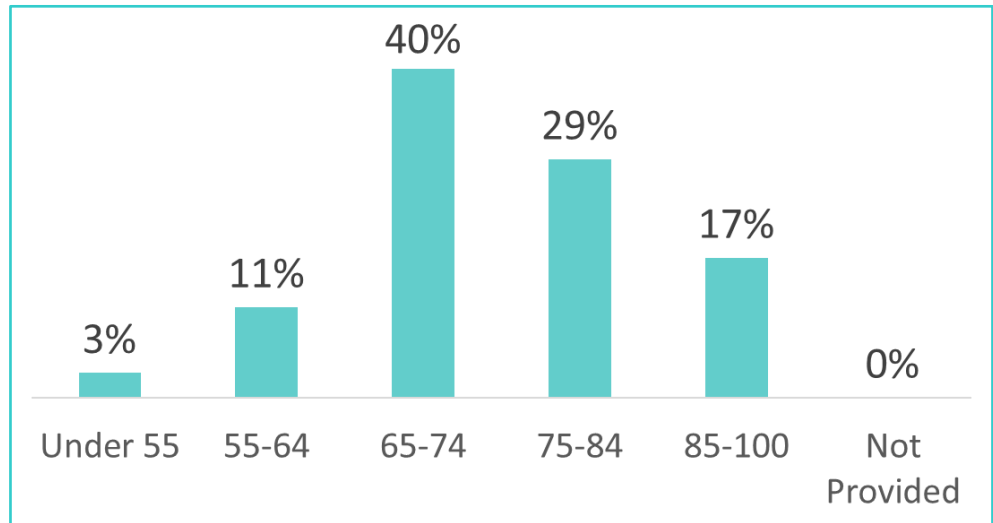
**1284**  
members

Regular	1,148
Lifetime	47
Reciprocal	82
Associate (under 55)	7
<b>Total</b>	<b>1,284</b>

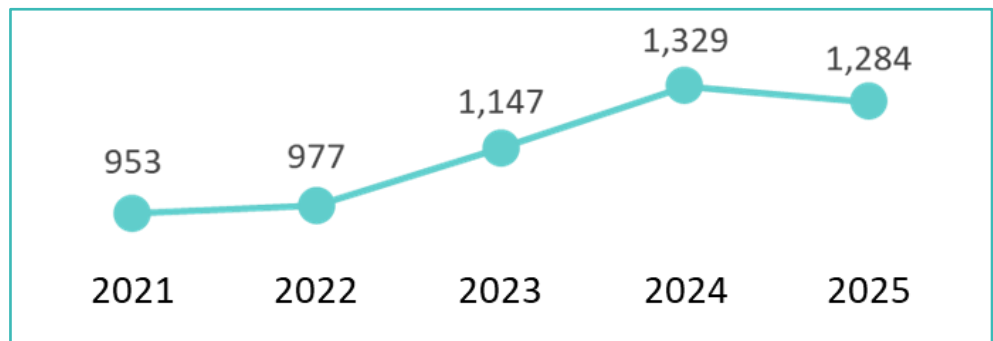


## Ages

A variety of ages



## Members over the last 5 years



# Programs

26  
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 (2)
- Contract Bridge (2)
- Cribbage
- Euchre
- Falls are so Last Season
- Floor Curling
- French Conversation
- Golf
- Guitar
- Hand and Foot Canasta
- Jam Session
- Melody Singers Choir
- Pickleball (2)
- Quilting and Crafting
- Soap Stone Carving
- Table Tennis
- TCB Band
- Travel Club
- Woodcarving
- Writers Corner



## 101 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



## 66 FYI sessions

### For Your Information (FYI) Series

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

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>● Financial Literacy, Planning and Security</li> <li>● Housing Information</li> <li>● Information Technology</li> </ul> | <ul style="list-style-type: none"> <li>● Personal Health and Well-being</li> <li>● Physical Health</li> <li>● Transportation</li> </ul> |
|--|---|



# Community Engagement

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## Partnerships/Collaborations

In 2025, SEESA continued to re-establish, maintain and grow relationships within the senior community as well as the general and local community.

- Alberta Francophone Association (AFA)
  - children's summer camp held at SEESA in July and August which included multi-generational activities between SEESA members and camp participants
- Alberta Floor Curling Association (AFCA)
  - member and invitational tournaments
- Aging with Pride
  - co-presentations and participation in a workshop to foster inclusion
- Alberta Health Services (AHS)
  - STEP and Not Falling for You programs
- Community League Partnerships
  - Senior representation on their boards and selling community league memberships (Holyrood, Forest Terrace Heights, Capilano, Bonnie Doon, Avonmore, and Alberta 55+ Marigold)
- Covenant Health Community Geriatric Psychiatry Day Program
  - weekly space to host their program
- Edmonton Age Friendly Alliance (EAFA)
  - member, Action Hub Chair and Seniors Week participation
- Edmonton Community Foundation (ECF)
  - wills and estate presentations
- Edmonton Chamber of Voluntary Organizations (ECVO)
  - member and Board member



# Community Engagement

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## Partnerships/Collaborations

- Edmonton Food Bank
  - onsite collection for non-perishable foods
- Edmonton Meals on Wheels
  - distribution site
- Edmonton Senior Coordinating Council (ESCC)
  - member and Board member, EDI Learning Community
- George Spady Society
  - supportive housing Holyrood information
- Greater Edmonton Foundation (GEF)
  - SEESA members performed at various facilities
- Holyrood Community & Housing Collaborators
  - supportive housing
- Ottewell Pharmacy
  - Flu and pneumonia vaccines
- REACH Edmonton
  - Resource Connect Event and a table presentation
- South East Edmonton Community Collaborative
  - member and active participant in community engagement activities
- Strathcona Bottle Depot
- Strathcona Place Seniors Society
  - Mobile Tax Clinic
- Volunteer Alberta
  - member and volunteer information and recruitment



# Community Engagement

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## Student Placements

- EmployAbilities
  - student placement
- University of Alberta (UofA) Community Service Learning (CSL)
  - volunteer with Board of Directors
- UofA Medical Students (4th year)
  - 39 medical students joined at different times throughout the year to participate in various activities to learn about healthy aging
- UofA Nursing Students (3rd year)
  - 2 groups of 4 students
  - projects were Medication Safety and Communication with Provider and Stress Management
  - 8 other students visited SEESA throughout the program for observation and discussion
- UofA Psychology Students (3rd year)
  - 16 students
- UofA Student In Service Medical Students (1st year)
  - 9 students

## Space Usage

In 2025, we partnered in providing space for community groups which supported SEESA's operational costs.

- Alberta Francophone Association (ACFA)
- Cardiac Athletic Society of Edmonton (CASE)
- City of Edmonton Housing Action Team
- Edmonton Accordion Society
- Edmonton Yoga Studio
- ElderCare Edmonton
- Elections Canada – Advanced and Regular Polling Stations
- Girl Guides of Canada, Edmonton
- Principled Accountable Coalition for Edmonton (PACE)
- St. Vincent and the Grenadines Association of Edmonton
- Taking Strides Edmonton – Adaptive Sports Program



# 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.



“My favourite part of volunteering is meeting people and sharing my skills. It has given me confidence and a sense of accomplishment.”



# SEESA Volunteers

346

volunteers provided  
27,239 hours



14.2

full time equivalents  
(FTE) at 37 hours per  
week

\$408,585

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





# Volunteers

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## What do they do?

- Activity Liaisons
- Administrative Support
- Birthday Callers
- Board and Committee Members
- Book and Reuse Sale organizers and workers
- Book, Puzzles and Library Support
- Communications – Newsletter, Photo/Videos, Promotions/Signage, Social Media, Website
- Events Committee
- Front Desk Reception
- Fundraising and Special Events
- Gardening
- Greeters
- Kitchen and Tillie's Café
- Membership Support
- Tour Guides

## Tabling events

- Holyrood Community League Day
- Holyrood School
- Leagues on the Line
- Mill Woods Community Resource Fair
- Second Wind Health and Wellness Conference
- Seniors Week City Hall Kick Off
- South East Edmonton Community Fair
- Strathearn Art Walk

## Volunteer groups included:

- Vimy Ridge High School Students
- ATCO employees
- Edmonton Police Service Cadets



# Tillie's Café



In 2025, Tillie's Café did better than ever, generating over \$139,000 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 9:00 am to 1:00 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.



Each shared meal is more than nourishment. It is a moment of connection where stories are honored, friendships deepen, and no one feels alone.



# Tillie's Café

## 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.

- Lunar New Year Lunch
- Valentine's Day Brunch
- Eid Lunch
- Easter Brunch
- Spring High Tea
- KDays Pancake Breakfast
- Ice Cream Social
- Thanksgiving Lunch
- Remembrance Day Ceremony
- Festive Holiday Luncheon



# Events

- Bob Layton & Shane Blakely Fundraiser
- Black History Month
- Pink Shirt Day
- Canadian Country Music Legends Concert
- Spring Cribbage Tournament
- Spring Reuse and Book Sale
- Volunteer Appreciation
- Melody Singers Spring Concert
- Red Dress Day
- Provincial Floor Curling Tournament
- Riverdale School Elementary Music Choir
- Seniors Week Performances at GEF Senior Housing Sites
- 45th Anniversary Celebration
- Ukulele Summer Singalong
- Pride Day
- Open House
- Fall Reuse and Book Sale
- Fall Cribbage Tournament
- Fall Drama Production
- Festive Reuse Sale and Market
- Melody Singers Christmas Concert
- Ukulele Songs of Hope and Peace





# 45 years!



## SEESA celebrates 45 years!

What a fantastic day! On Saturday June 14, SEESA marked its 45th anniversary with great food, laughter and connection. Members and guests came together to celebrate the vibrant, welcoming community we've built since 1980.

### A look back and a joyful gathering

SEESA began as a grassroots idea and officially became a society on June 17, 1980. Since then, it has grown into a place where seniors gather to share skills, enjoy activities, and build lasting friendships. Our celebration reflected that spirit—filled with smiling faces, lively conversations, and the kind of camaraderie that defines SEESA.

### The heart of SEESA

For 45 years, SEESA has been about people—offering a place to learn, connect, and belong. Whether through creative programs, coffee chats or jam sessions, our community continues to thrive.

To all who came, volunteered, and helped make the day special—thank you. Here's to many more years of friendship and fun at SEESA!





# Open House

## A vibrant celebration

SEESA's Open House on September 4 was a vibrant celebration of community, highlighting a diverse range of programs, volunteer opportunities, Tillie's Café, and the valued partnerships that support local seniors. Brought to life through the enthusiasm and dedication of more than 100 volunteers, the event was a resounding success.

The Open House provided a warm and welcoming environment where seniors could explore new opportunities, build connections, and discover meaningful ways to stay active and engaged within the community. The day also demonstrated strong support from attendees, with total revenue exceeding \$3,200 and 43 memberships processed.

Overall, the event reflected SEESA's ongoing commitment to fostering connection, inclusion and active living for seniors.



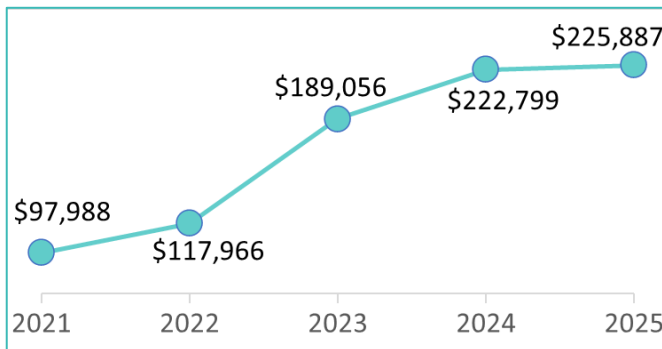


# Raising the Dough

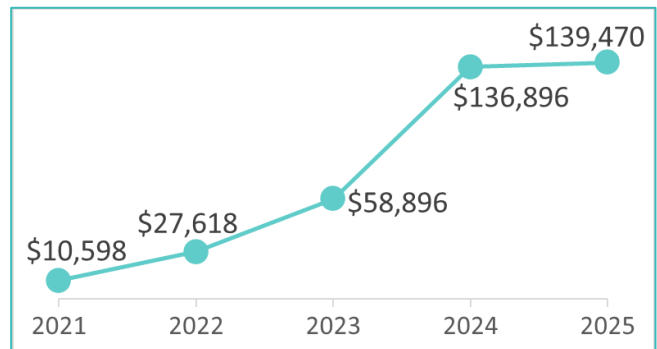
It takes the right ingredients, mix and environment to make the best dough. At SEESA, we raise revenue through a combination of fund development and donations, grants, gaming and revenue-generating programs.

Below are three areas that are streams of income supported by SEESA and community members that help support SEESA's day-to-day operations.

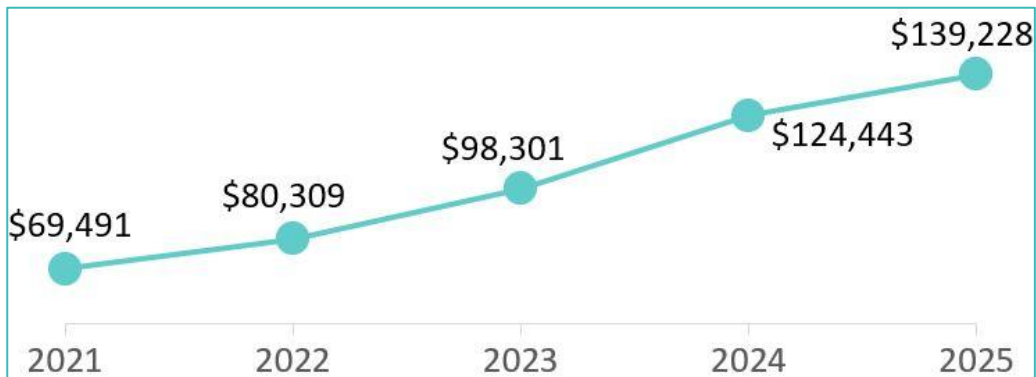
### Program Revenue



### Kitchen Revenue



### Total SEESA Fund Development and Donations Revenue

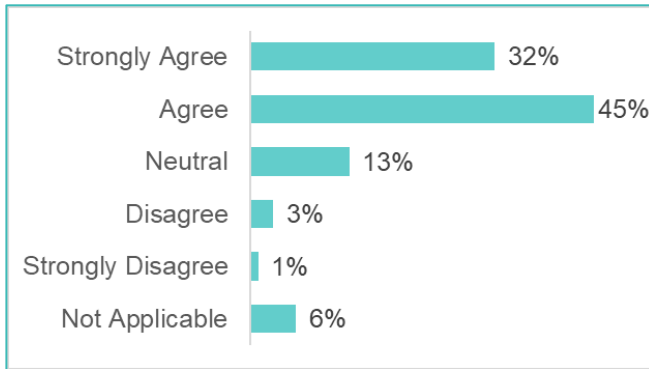






# Member Survey

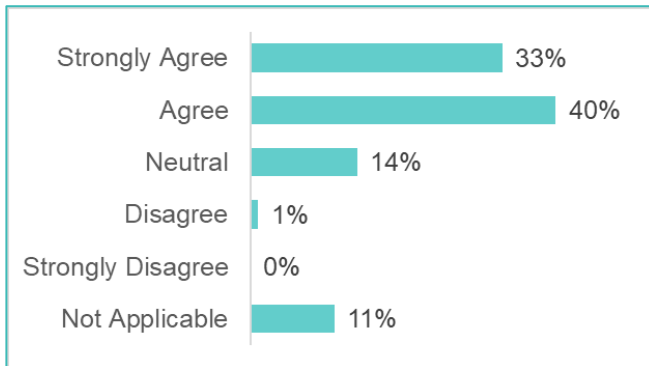
## 1. I feel connected to others when I come to SEESA.



### Comments:

- My second home.
- Our sense of joy has returned. We really feel like part of the community. Whatever happens next in life, it's critical to stay connected, and SEESA provides that.

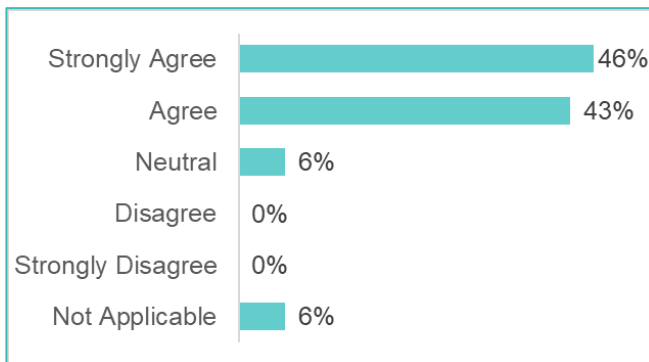
## 2. I feel SEESA welcomes diverse members.



### Comments:

- I feel comfortable and accepted at SEESA.
- I feel like I belong.
- Feeling seen and supported.

## 3. I feel respected at SEESA.



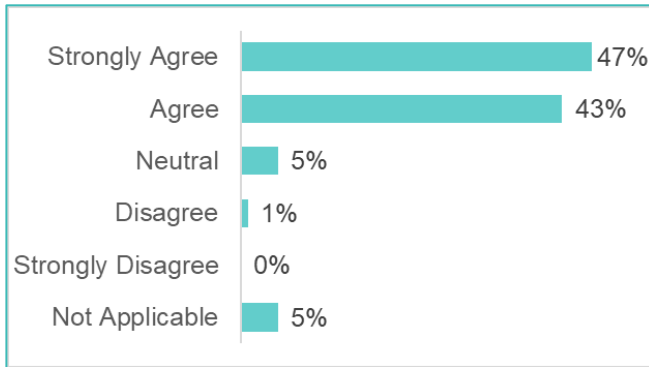
### Comments:

- There is a great sense of positivity, camaraderie, a happy vibe that you can feel when you walk in the door!
- I feel valued and challenged.
- Friendship, feeling connected, welcomed, belonging.



# Member Survey

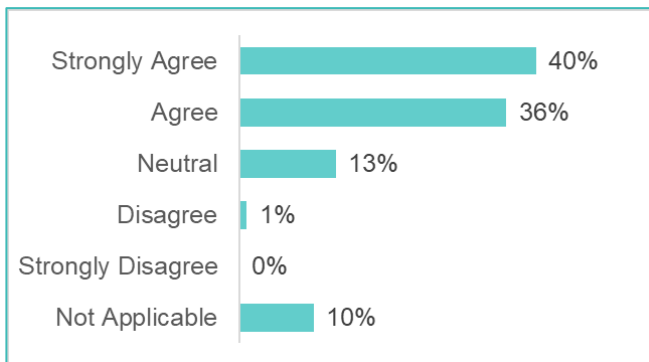
## 4. I look forward to coming to SEESA.



### Comments:

- Everyone I've met in every class and club has been extremely friendly and welcoming! The staff is very outgoing, helpful and visible.
- The classes have been a huge learning curve. I'm thinking of finding a spot to volunteer.

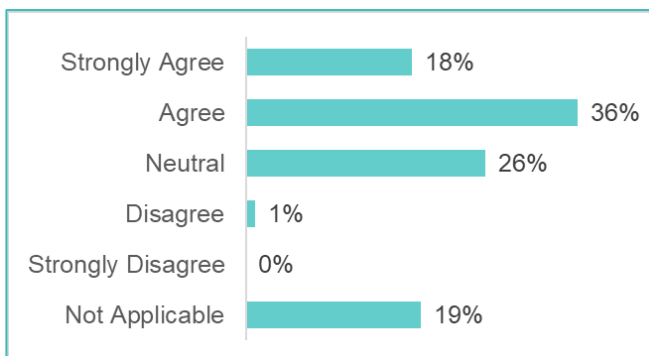
## 5. I improve my physical well being by attending SEESA.



### Comments:

- The exercises keep me physically active along with instructors that are friendly, informative and allow us to exercise to our abilities. People who come here are also friendly.
- Enjoy the social and fitness aspects.

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



### Comments:

- With SEESA's support, I am now motivated to get up and out of the house. Coming to SEESA is the highlight of my week!
- Getting information at the FYI classes.



# Board and Staff

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## 2025 Board of Directors

### Executive Committee

President..... Wendy Doughty  
Vice-President.. Birgitta Larsson  
Treasurer ..... Don Schick  
Secretary ..... Brenda Johnston

### Directors

Anna Der  
Lucille Gans  
Karen Hayny  
Joe Norris  
Donna Pickens  
Georgina Schurman

## 2025 Staff (as of December 2025)

Shelley Williams..... Executive Director  
Darlene Kowalchuk ..... Director, Fund Development and Services  
Shirly Liang ..... Finance Coordinator  
Aleeza Meghji ..... Program Coordinator  
Gina-Marie Garon ..... Membership Coordinator  
Graham Witten..... Volunteer and Events Coordinator  
Cherie Gillespie..... Kitchen Coordinator  
Alyanna Patterson..... Kitchen Helper  
Stephen Montague..... Building Custodian  
Mark Goff ..... Building Maintenance