



Annual Report

2023



You belong here



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SEESA

South East Edmonton Seniors Association

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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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Thanks to our funders



Community Services Recovery Fund





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 2023. Through our collective efforts we continue to grow our membership, provide varied opportunities for members, and sustain and stabilize operations.

The Board hosted two Town Halls and distributed a membership survey. In 2024 we remain committed to engaging with SEESA members formally and informally.

Building on earlier work and a review of bylaws from three other organizations, the Governance Committee identified proposed changes to SEESA's bylaws for the membership to approve. The focus of the Governance Committee will now be developing a Board governance manual.

Key finance deliverables included monitoring the monthly and quarterly statements, developing and approving the 2024 budget, and reviewing and accepting the audited financial statements. As government funding to support SEESA's operations has decreased, the Board has supported seeking alternate funding and working with other seniors' centres to advocate collectively for increased resources.

Three Reuse and Book Sales, building rental revenue, special events, and food sales through Tillie's Café have further supported costs. Our Board Treasurer, together with staff, has identified cost savings in several service contracts.

The Nominations Committee recruited two Board member candidates for 2024/26 and three potential Board members have been identified for the 2025/27 slate.

Thank you to all the organizations and individuals who have provided financial support to SEESA in 2023. Many thanks to members for the thousands of hours they have volunteered in numerous capacities.

We will continue to develop partnerships and create opportunities to engage the community.

Finally, my thanks to my SEESA board colleagues for staying actively engaged for their two-year term. You are a caring, compassionate, energetic, and wise group of individuals and it has been an honour to work with you.

Wendy Doughty
President, Board of Directors



Executive Director Report

It's been a busy year at SEESA, a true understatement! Staff and volunteers have been working hard to provide members with what we call the 4Vs:

- A *variety* of programs for a *variety* of members of a *variety* of age with *variety* of interests.

As you can see from our members page in this report, we had 1147 members ranging in ages from 55 to 103. We are always balancing who and what happens each and every day in the different rooms to meet as many member requests as possible within our resources.

The staff at SEESA have worked hard to be the best that we can to support members and volunteers in making SEESA a welcoming, engaging and fun place to be part of.

The Board of Directors are very invested in SEESA, and we are all working to ensure a sustainable future for our members.

The work is not done, changes are still needed, the future is changing and SEESA is determined to change with it so seniors will continue to have a place to thrive and grow.

There are successes to celebrate:

- Tillie's opened and is providing healthy homemade food at a reasonable price given the rise in food costs.
- The number of Clubs, Classes, For Your Information sessions and Events increased since COVID which has resulted in more revenue.
- We partnered with the Alberta Francophone Association hosting their summer youth camp.
- SEESA developed stronger relations with Edmonton Seniors Coordinating Council, the South East Edmonton Coalition, and ElderCare Edmonton.
- Grants were approved for both a Policy Coordinator and at the end of 2023 for a Communications Coordinator.

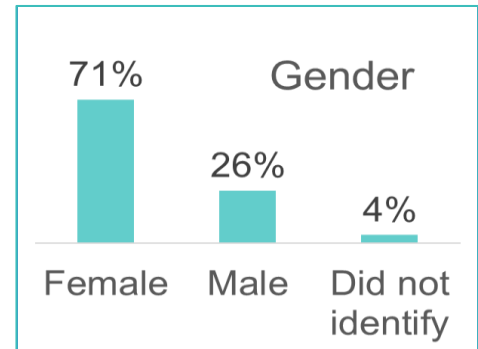
Shelley Williams
Executive Director



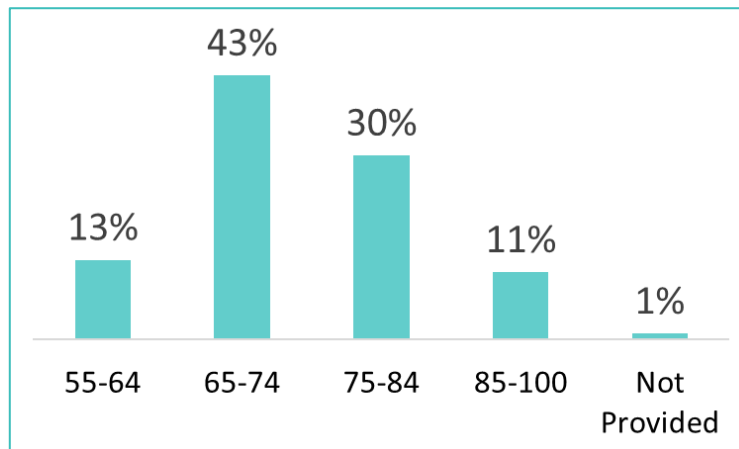
Members

1147
members

Regular	1041
Lifetime	26
Reciprocal	76
Associate (under 55)	4
Total	1147



2
members
over 100 years
of age



Progress

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





Members

Fees

In 2023, memberships were \$30 for a regular, \$40 for Associate, free for Lifetime and Reciprocal.

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 where we will provide them with access to SEESA activities.

We had more reciprocal members than ever before because we partnered and continue to partner with North East Edmonton Seniors Centre while they are going through renovations. We are glad you are coming to SEESA and enjoying the comradery, facility and activities.

Programs

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
- Euchre
- Floor Curling
- French Conversation
- Golf
- Guitar
- Hand and Foot Canasta
- Jam Session
- Jigsaw Meet Up
- Melody Singers Choir
- Old time and Sequence Dance
- Pickleball
- Pole Walking
- Quilting and Crafting
- Soap Stone Carving
- Table Tennis
- TCB Band (SEESAtones)
- Woodcarving



Programs

81
classes

Classes

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



- 1** Craft Class
- 9** Art Classes
- 12** Dance Classes
- 18** Music Classes
- 20** General Interest Classes
- 21** Fitness Classes

58
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.

- 2** Transit
- 3** General Interest
- 5** Home/Caregiver Support
- 6** Planning and Wellbeing
- 8** Edmonton Public Library Bring Your Own Devices
- 14** Financial Sessions
- 20** Health Sessions





Programs

Partnerships/Collaborations

This past year we worked to develop relations with other groups/organizations within the community.

- Girl Guides of Canada have been holding weekly meetings at SEESA for years and provide much appreciated support in packing up at the end of our reuse sales. They also provide us with a donation, and we get to enjoy their cookies. Thank you!
- ACFA (Alberta Francophone Association) held their summer youth camp at SEESA during July and August. They brought a new found youth to the agency and participated in different clubs and classes. Very positive feedback was received.
- ElderCare Edmonton (ECE) and SEESA teamed up during 2023 and ECE moved into the building in January 2024. This is a perfect fit with our mission by locating another service supporting seniors. Welcome to SEESA ElderCare!
- Ottewell Pharmacy provided COVID and Flu shots at SEESA. This is an important aspect in keeping our lives as healthy as possible for those who want to receive their vaccines at SEESA.
- University Of Alberta, 4th year Medical Students do a one-day placement where the students learn that seniors are active and engaged. Our members are able to talk about what is needed in health services so we're helping educate the next generation of doctors.
- University of Alberta Community Service Learning Psychology student placement program: two students provided 20 hours each on two different projects.



Programs

Partnerships/Collaborations

- Vimy Ridge School assisted our volunteers in setting up for our Christmas Reuse Sale.
- University of Alberta Residents Association participated in helping our Drama Production.
- Pure Care Pharmacy set up a Blood Pressure Clinic.
- As part of Edmonton Age Friendly (EAF), we participated in City Hall's Seniors Week kick off. EAF also brought GeriActors to perform at SEESA.
- Fulton Place Generations Celebration: We participated and provided a drama scene at this intergenerational afternoon in the park.
- SEESA is an active member of the South East Edmonton Community Collaborative.
- SEESA participated in the Holyrood Community League Day Celebration.
- Riverdale Elementary School came for a Christmas Sing-along.
- EmployAbilities practicum placement students received work experience at SEESA.
- ATCO employees participate twice a year to help us set up for the reuse sales.
- SEESA is an active member and Board member of the Edmonton Seniors Coordinating Council. We are working to reimagine aging in Edmonton.



Volunteers

There would be no SEESA without you!

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



Volunteers are what makes SEESA, SEESA.

Highlights

- This year the library expanded to include audio books, DVDs, CDs and board games.
- Tours were started up again and following each tour members of the group often became members of SEESA.
- While we published a thank you letter to volunteers in our April newsletter, we held a September volunteer appreciation in Tillie's Café.
- The Garden volunteers kept our grounds outside looking beautiful during the summer and the white benches outside became a welcoming blue.

SEESA Volunteers

301

volunteers provided
24,882 hours



13

full time equivalents
(FTE) at 37 hours per
week

\$373,230

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





Volunteers

What do they do?



- Board Members
- Website Coordinators
- Front Desk Receptionists
- Kitchen and Tillie's Café
- Membership volunteers
- Communications Volunteers
- Book and Reuse Sale organizers and workers
- SEESA Events Committee
- Administrative Volunteers
- Friendly Phoners
- Indoor Plant Tenders
- Activity and Club Liaisons
- Outdoor Gardeners and Painters
- Birthday Callers
- Library Workers
- Tour Guides
- Fundraising Volunteers





Tillie's Café



The Tillie's cook, Cherie Gillespie, started in February of 2023. A soft opening helped to restart the engines. Breakfast and lunch are served every day. Best hashbrowns in town and the soups are all homemade and yummy. The cinnamon buns on Thursdays are always a hit.

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.



The unselfish effort to bring good food and cheer to others is the beginning of a happier life for all of us.



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. Thanks to the TCB band (SEESAtones) for providing the entertainment at every birthday party.



- Pie Day
- Easter Brunch
- High Tea
- Liver and Onions
- Ukelele Sing Along
- Truth and Reconciliation Bannock and Stew Day
- Thanksgiving Lunch
- Remembrance Day
- Riverdale Elementary School Sing Along
- Christmas Lunch (Kwanzaa, Hannukah, Aga Khan Birthday)



Events



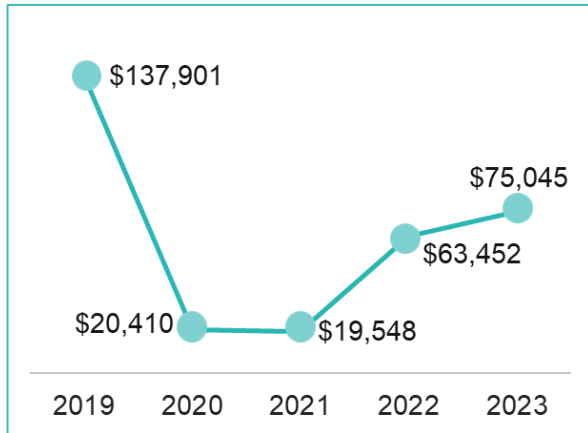
- Country Legends Concert
- 50/50 Draws
- Floor Curling Tournaments
- Luck Of The Irish Raffle Draw
- Book and Reuse Sales – Spring, Fall and Christmas
- Accidental Drama Club Productions
- Melody Singer Performances
- Quilt Draws
- Cardigan Draw
- Quilters and Crafters
- Card Makers
- Woodcarvers
- Soapstone Carving
- Artists
- TCB band (SEESAtones)
- Ukelele Performances
- Floor Curling



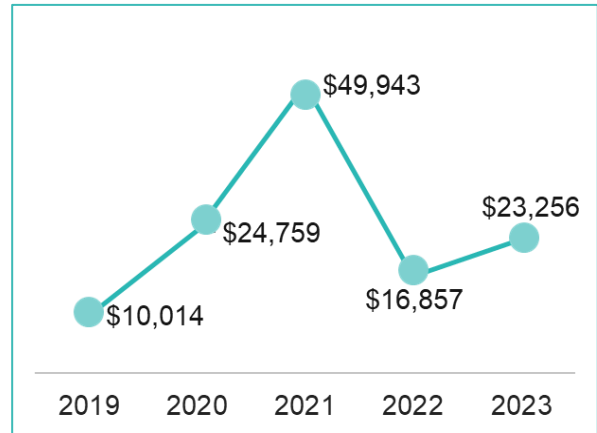
Back to the Future

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.

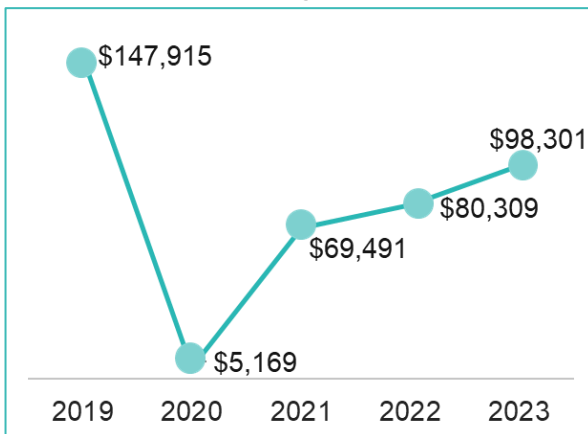
Total SEESA Fundraising Revenue



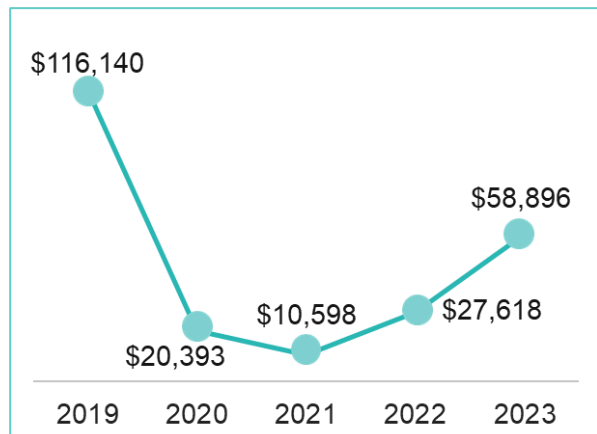
Total SEESA Donations



Total Fundraising and Donations



Kitchen Revenue





Member Survey

440

members
responded

We asked, you responded!

Thanks to all who responded to our member survey. It's a great way to see how SEESA is doing in meeting our mission and satisfying our members.

42%

response
rate

One word

Members were asked to use one word that comes to mind when they think of SEESA. These words are contained in the word cloud below. Word clouds are used to summarize large documents, in this case, the member survey.

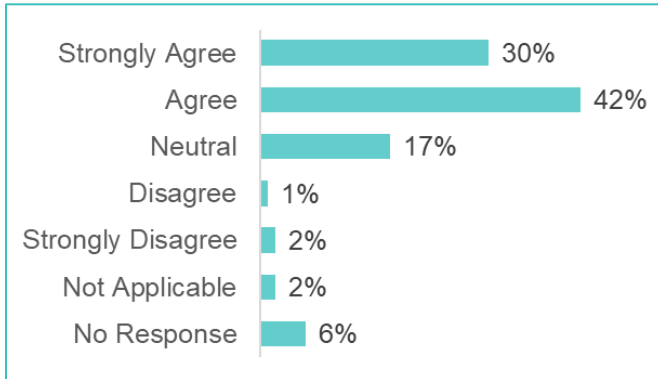
The size of a word shows the frequency—the larger the word, the more often it was mentioned. The frequency is a measure of importance as the more often a word is mentioned, the more important it's likely to be for the people responding to the survey.





Member Survey

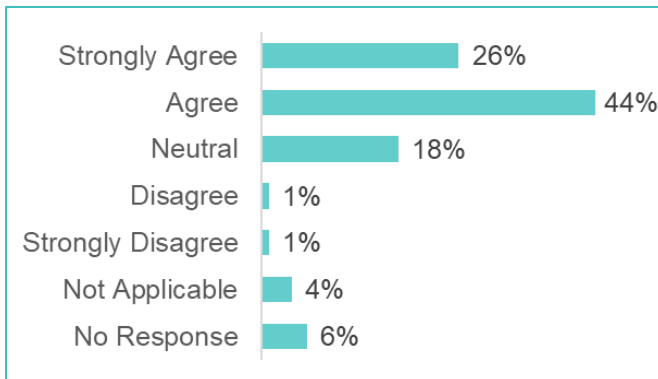
1. I feel connected to others when I come to SEESA.



Comments:

- I've made many new friends through classes and events at SEESA.
- Getting out of my small condo.
- It feels like a big family, everyone is friendly and helpful.

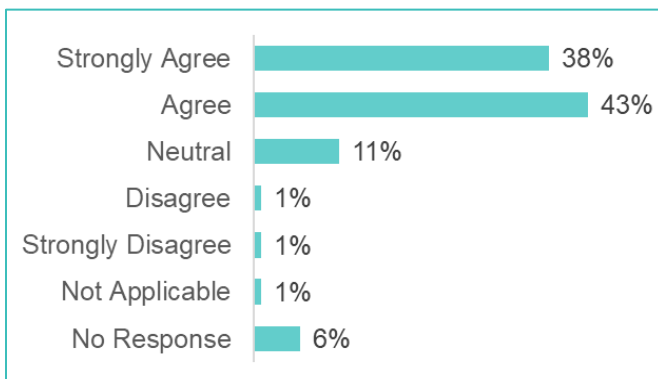
2. I feel SEESA welcomes diverse members.



Comments:

- I feel welcome and useful in my group.
- Being accepted for who I am.
- Opportunity to get to know a diverse group of people.

3. I feel respected at SEESA.



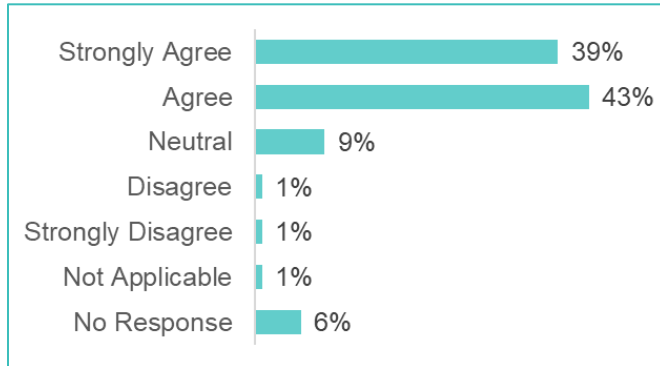
Comments:

- The level of trust that, as a member or guest, you are trusted to use the facility the services and information respectfully.
- Being with others in a supportive environment.



Member Survey

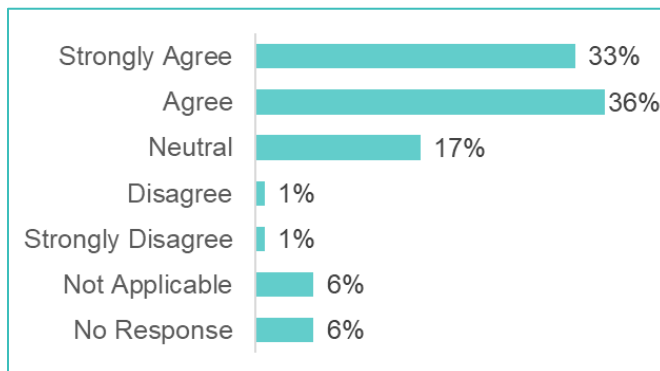
4. I look forward to coming to SEESA.



Comments:

- Volunteering and meeting people from all walks of life.
- Being with other adults my age with similar challenges doing the things we love. I also love to learn!!
- Getting out of the house and interacting with others.

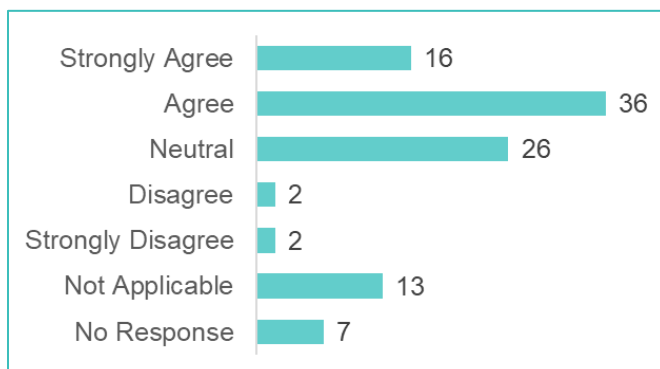
5. I improve my physical well being by attending SEESA.



Comments:

- Great exercise classes to help me keep fit, meeting new people and reconnecting to old friends and acquaintances.
- Camaraderie, feeling welcomed and being with people my age, classes and clubs to maintain health and fitness.

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



Comments:

- Access to information is great.
- Cheerful and upbeat people; when problems arise, help is given in a positive way.



Board and Staff

2023 Board of Directors

Executive Committee

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

Directors

Anna Der
Birgitta Larsson
Dan Acheson
Georgina Schurman
Sandy McFadyen

2023 Staff

Executive Director..... Shelley Williams
Program CoordinatorAleeza Meghji
Kitchen Coordinator Cherie Gillespie
Policy Coordinator..... Darlene Kowalchuck
Volunteer Coordinator Gina-Marie Garon
Building Attendant..... Pam Banser
Finance Coordinator Shirly Liang
Custodian..... Steve Montague

