



## *Seniors Serving Seniors Association of British Columbia*

*A Non-Profit Society Serving Greater Victoria and the Surrounding Area  
Since 1981, Marking 29 Years of Service to the Community.*

### ***ANNUAL REPORT 2009- 2010***

#### **PRESIDENT'S REPORT**

This past year has been successful in that we have been able to meet the needs of some seniors in our community. We have run our current programs, trained new volunteers and are in the process of producing a new directory. We are very grateful to donors and organizations that have made this financially possible for us for the year 2009 to 2010.

It is been hard to lose two very important Board members this past year. Deanna Stratford, a past President and Barbara Harwood, Vice-President have, for personal reasons, left the Board. We thank both of them for their long-term commitment and recognize each of them as very caring and skilled people. We miss them and wish them well in the future.

The current financial reality of not for profit organizations is one of uncertainty and change. Funding for non-profit agencies such as ours has been dramatically reduced. The winds of change are blowing and we need to change the direction of our sails! With this in mind the Board has been meeting and we are working in looking at our options and possibilities. This is a very tight economic time for us; we can also see the exciting possibilities that change will bring. We are planning for a sustainable and transforming future. Securing funding for

this will be a real challenge to us as an organization. We will apply ourselves to this with all diligence.

I want to thank members of the Board who have been very supportive of me this past year. Each of them has been very supportive as we face an unknown future. I have appreciated their humor, willingness to face uncertain times and still come up supporting seniors in our community by volunteering many hours of service!

We all appreciate the support of our Executive Director, Jane Sheaff. It has also been a challenging year for Jane as she has been searching and researching financial options. Changes affect every person in the organizations but nowhere is it felt more than in the work of an executive director. A great big thank you to Jane for her commitment to the work of Seniors Serving Seniors.

I am grateful for our many volunteers. Without your committed caring we would not exist. The everyday lives of many seniors have had their days brightened by your presence. It is my hope that your lives are enriched by this service to others.

A quote from Ingrid Berman goes like this "I've never sought success in order to get fame and money, it's the talent and passion that count in success".

As President, I thank you for sharing your talents and passion in volunteering with Seniors Serving Seniors.

*Dorothy Orr*  
*Chair and President.*



**EXECUTIVE DIRECTOR'S REPORT**

Senior Serving Seniors has promoted the well being of seniors in Greater Victoria for 29 years through; research, collection and dissemination of information; and, the support of seniors in transition. The ongoing need for our services is evidenced by the calls we receive at Seniors' Link Information and Referral Telephone Line and the referrals we receive for our programs.

This year Seniors' Link has dealt with just under 2,000 inquiries covering a wide range of topics. We are a live person at the other end of the phone for a caller who needs help, and in many cases is in a situation too complicated for solutions over the internet. Our expertise in senior's issues combined with a current and comprehensive database of senior's services enable us to find answers for those in need.

In addition to our telephone line we extend our reach to more seniors and their families through the production of the Directory. A network of senior's agencies and programs distribute the Directory to individuals throughout the Capital Region on our behalf. Our Directory is recognized by agencies as a valuable resource for their clients and we are

pleased that seniors in the larger community are being helped by Seniors Serving Seniors.

We've managed to maintain all of our programs in spite of financial uncertainties. This is principally due to the commitment of our volunteer teams and key program leaders who volunteer their time and expertise to oversee their respective programs. They have continued to provide one-on-one support for seniors in transition. Their dedication and generosity of spirit inspires our work here at Seniors Serving Seniors.

We welcomed 20 new individuals who joined us as Directory Committee Members, Return to Health Visitors, Senior Peer Counsellors, and Seniors in Stitches Knitters. Over 5,500 hours of service were contributed to the community last year by 90 volunteers.

I have truly appreciated the support of the Board as we have worked through difficult times. My heartfelt thanks goes to each of them for their thoughtful direction and encouragement.

Respectfully submitted,

*Jane Sheaff*  
*Executive Director*



## TREASURER'S REPORT

The Financial Statements for the year ending April 30, 2010 were prepared by Joyce and Dilba, Chartered Accountants. A copy of this report is enclosed in the annual report. We are most grateful for the support of BC Gaming Commission and our 2009/2010 donors listed below.

Respectfully submitted,

*Art Joyce, Treasurer*

### 2009/2010 GRANTS AND DONORS

**Greater Victoria Eldercare Foundation**  
*2010/2012 Seniors' Services Directory*

**Needs of Victorians Society**  
*Return to Health Program*

**St. Michael's All Angels Women's Guild**  
*Return to Health Client Emergency Fund*

**Sun Life Assurance Company of Canada**  
*Seniors Serving Seniors Programs*

**Vancouver Island Health Authority**  
*Seniors Serving Seniors Programs*

**Victoria Foundation/Youth in Philanthropy**  
*Senior Peer Counselling*

### THANK YOU TO THE AGENCIES WHO PROVIDE MEETING SPACE.

- ❖ **Allegro Ross Place**  
**Retirement Residences**
- ❖ **Amica Mature Lifestyles**  
**at Somerset House**
- ❖ **Berwick Royal Oak**
- ❖ **Glad Tidings Church Victoria**
- ❖ **Parkwood Place and The Kensington**

## SENIORS' SERVICES DIRECTORY

30,000 copies of the 2008-2010 Seniors' Services Directory have been distributed over the past 2 years. The Directory is available free of charge to seniors and their families throughout the Capital Region and distributed via 100 distribution points.

We have established community partnerships with Vancouver Island Health Authority (VIHA) departments, activity centres, support groups and community agencies where staff who are working with seniors distribute the directory to their constituents and use the directory as their own source for information. We are grateful for their support and for contributing to the success of our program over the years.

We are especially thankful to Past Chair Barbara Harwood and the Directory Committee which has met several times this year to begin production of the 2010/2012 edition to be distributed in September 2010.

Directory Committee members are Gwen Gaddes and Margaret Lathrop from VIHA, Lori McLeod from Greater Victoria Eldercare Foundation, Kathy Mason from Beacon Community Services, Sue McCauley from Saanich Silver Threads, Donna Rutten from Berwick Royal Oak, and Bonnie Davoren and Myra Johnson from Seniors Serving Seniors. They contributed over 500 hours of their time and expertise to ensure the quality and relevance of the publication.

Respectfully submitted,

*Jane Sheaff*  
*Executive Director*



## SENIOR PEER COUNSELLING

In the past year, our peer counsellors have continued to offer support and encouragement to the seniors in our community who are experiencing challenges and change. They offer active listening, with an attitude of non-judgement, acceptance and faith in our clients' ability to change.

In 2009/2010, our 33 active peer counsellors gave over 1600 hours of voluntary service, with 850 hours of direct one-to-one counselling. We took on 18 new clients, serving a total of 39 vulnerable seniors. Major presenting problems included depression, loneliness, grief and adjustment to changing health and living conditions. The average age of our clients was 74.3 years.

Our volunteers must receive a minimum of 40 hours of training, prior to taking on clients. Mary Dolan, our trainer graduated five new counsellors this year. They have recently joined us and we look forward to the contributions that they will make to our clientele and to their communities. We are indebted to Mary for her many hours of service to the program. She truly provides the therapeutic integrity that holds this program together.

We continue to have monthly support meetings for our counsellors. The meetings alternate with case discussions one month and speakers or training topics the following month.

I must express our deepest appreciation to The Berwick Royal Oak and The Kensington residences for their wonderful hospitality in providing our meeting rooms and facilities. I would also like to recognize Parkwood Place, who provides the meeting rooms for our training programs.

My personal thanks to Evelyn Mathews and Nancy Veldhuis, who faithfully contact all of our members on a monthly basis to pass on information and gather statistics. You make my tasks, so much lighter!

This report would not be complete, without expressing our deepest appreciation to the Board of Directors for Seniors Serving Seniors and to Jane Sheaff, our knowledgeable and committed Executive Director. Without your ongoing support and interest, our program would not be possible. Thanks to each and every one of you!

Respectfully submitted,

*Ken Pauli*  
*Coordinator*

## RETURN TO HEALTH

Joel Arthur Baker, author of the Book, Power of Vision, says "Vision without action is just a dream; Vision with action can change the world". This advice is what our volunteers take to heart and what they strive for when giving their time to assist seniors facing hospitalization and return to home with limited supports.

This past year we had 33 active volunteers, 10 inactive volunteers, and 15 affiliated church and organization volunteers who recorded 2,617 hours as they responded to the support and needs of 227 clients who were referred to our program.

Prior to visiting clients our volunteers take a comprehensive 21 hour training program which is held 3 hours a week for 7 weeks. RTH training specializes in needs of the older adult and is taught by experts in the community who work with seniors.

We value these individuals and agencies which provide generous support for RTH. Training is offered to church members and other volunteer agencies assisting seniors.

Marian and I spoke to many different church and community groups through the year. The topics were SSS and particularly the RTH program.

To support our volunteers there is 3 hour monthly meeting held during September to May to share information and problem solve. Various age-related topics are selected by our volunteers and speakers are brought in to increase our knowledge base. On average 15-20 volunteers attend each month. Another great way for volunteers to stay connected and form friendships is through our social gatherings which include December's Christmas Tea and April's Appreciation Day.

There are many organizations who make this program possible and we would like to thank: Allegro Ross Place Retirement Residence and staff for hosting our 7 week training program and our Volunteer Christmas Tea; Glad Tidings Church and staff for providing space for our monthly meetings and April's recognition event; Philips Lifeline and Elder Safe Support Services for supplying lunch and dessert for April's event; Amica at Somerset residents and Home Instead for preparing and donating beautiful gift baskets for us to deliver to our clients who were alone over the holidays.

Special thanks go to Mary Grant, Carollyne Brown and Peggy Holmquist who volunteer with the many administrative duties and to the RTH Advisory Committee members from Vancouver Island Health Authority and SSS who meet every second month to assist with planning and future direction.

We are fortunate to have the ongoing encouragement and support of our President Dorothy Orr, SSS Board, and Executive Director Jane Sheaff.

Last but not least, a special thanks to Marian Templeton for her commitment, continual support, promotion, updating and growth of the program.

Respectfully submitted,

**Bonnie Davoren**  
**SSS Coordinator for RTH**



**SENIORS IN STITCHES**

Seniors in Stitches is a group of knitters who prepare knitted articles for the Cridge Center for Families, the Victoria General Hospital - Newborn Unit, and a Leper colony in Africa.

Last year we gave out 67 sets of toques and mitts and 18 sweaters to the Cridge Center. We gave 31 baby toques, 3 layettes and 2 baby blankets to the Newborn unit and 26 bandages to the Leper colony.

We have a changing membership with people leaving due to age and health problems. Recent advertising brought in five new members.

Respectfully submitted,

**Barbara Stoeckel**  
**Seniors in Stitches Representative**

## CONSTITUTION AND BYLAWS

A review of the Bylaws and Standing Rules has been conducted. The membership fee for Seniors Serving Seniors Association of BC has been \$10 for individuals and \$25 for agencies/businesses since the society formed in 1981. The Directors propose an increase in the membership fee to \$20 for individuals and \$50 for agencies and businesses to begin in January 2011. In accordance with our bylaws this resolution will be brought forward for a vote by the membership at our Annual General Meeting on June 22, 2010.

Respectfully submitted,

*Dorothy Orr*  
*Chair and President*



### **Seniors Serving Seniors Board Members**

#### **2009/2010 Departing Board Members**

Barbara Harwood

Deanna Stratford

#### **2010/2011 Board Members**

Mertie Chilton

Dorothy Orr

Bonnie Davoren

Marie Paterson

Jane Dewing

Bel Paul

John Jordan

Ken Pauli

Art Joyce

Barbara Stoeckel

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