



## *Seniors Serving Seniors Association of British Columbia*

*A Non-Profit Society Serving Greater Victoria and the Surrounding Area  
Since 1981, Marking 30 Years of Service to the Community.*

### ***ANNUAL REPORT 2010 - 2011***

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

It is with pleasure that I report on the activities of the Board this past year. I consider myself fortunate to be part of such a hard working dedicated group of people, who give freely of their skills to enrich the community of seniors in Greater Victoria.

One year ago, the financial picture was gloomy due to the economic downturn. However funding did become available to us. I can report to you that we are delighted to be here celebrating our thirtieth anniversary!

With the assistance of two skilled volunteers from Volunteer Victoria's Real Net Program, we were able to regroup and move on. The Board has undertaken and is still actively involved in a comprehensive strategic plan. This has been happening while we continue to deliver our regular services, introduce a new updated Directory, add a new volunteer with special expertise in marketing, prepare and update a shortened version of our mission and vision statement, develop job descriptions for Board members, plan to have yearlong activities to celebrate our thirtieth year and celebrate more anniversaries!

Funding to non-profit organizations, such as Seniors Serving Seniors, has been and continues to be very uncertain. As a Board we have truly learned that this is the scenario

we can expect for the foreseeable future. We are therefore extremely grateful to the organizations who have entrusted us with funds to continue to deliver our programs and we strive to spend these precious dollars to the best of our ability.

In all the ups and downs of the past year, we have had the steady hand of Jane Sheaff, our Executive Director, doing all the many tasks of her position quietly and efficiently, available to, and supportive of, all the volunteers and the Board. Jane, thank you, we know the many hours that you work and honour your commitment to the organization.

Finally and most importantly, I extend a hearty vote of thanks to all of our volunteers. You are the real heroes in this organization and I appreciate that each of you shares your time and talents unsparingly. Today we can also reflect on all the many volunteers who have over thirty years given of their talents.

We will not rest on our laurels and will continue to meet the challenges of a changing society. Please join us as we move ahead.

"The future belongs to those who believe in the beauty of their dreams" Eleanor Roosevelt, 1884-1962.

*Dorothy Orr  
Chair and President*

## EXECUTIVE DIRECTOR'S REPORT

As we approach our 30th anniversary I feel privileged to have worked with Seniors Serving Seniors and its members since 1996 as we make our community a better place for seniors and their families. Our goal is to provide services that promote and encourage independence and support the well being of seniors. This is done through the research, collection, and dissemination of information, and the support of seniors in transition.

Our services are delivered by approximately 90 volunteers who contribute over 5,000 hours annually through five programs: Seniors' Link Information and Referral Telephone Line; the Seniors' Services Directory; Senior Peer Counselling; Return to Health; and Seniors' in Stitches. More than 10,000 individuals benefit from our association each year.

A historical review of the organization illustrates its capacity to provide innovative programs that addressed evolving issues faced by seniors during the past 30 years.

The office and Senior Link Information and Referral Telephone Line established itself in the early 80's as a one-stop information centre. The office soon became a vibrant hub for information sharing where leaders in the seniors' community could explore and discuss solutions to concerns of the day. Specialized committees were formed to look at issues such as: elder abuse, the needs of caregivers, and separation and divorce for persons over 55. Eventually, the work of committees led to the formation of societies which operate today to implement solutions on a larger scale.

Over the years Seniors Serving Seniors has operated several programs that encourage socialization for seniors in isolation including a telephone chat line, friendly visitors, a lunch club, and an afternoon of tea and entertainment.

A long running successful program housed in the Fairfield Health Centre and run by volunteers was the Self-Help Aids Shop. In operation for ten years from 1985 to 1995 the shop was at that time the main source where seniors and disabled individuals could purchase aids to increase their mobility needs. Today, there are many service providers who fill the role.

Senior Serving Seniors recognizes the significant role that agencies and service providers play in supporting seniors in Greater Victoria. In 2001 they created the Elder Friendly Community Network to provide an active network for colleagues to improve communication and to identify gaps in services. The Network which has over 80 member providers was transferred from the society to a volunteer community planning committee in 2004 where its activities are governed today.

Current programs that address today's issues in 2011 are guided by a knowledgeable Board and key qualified volunteers who give of their time and expertise to coordinate services. Their contribution and the contribution of program front line volunteers create positive outcomes for those we serve.

We continue to replenish our volunteer complement each year and are committed to training programs and monthly support meetings that enrich the lives of our volunteers who deliver one-on-one support for seniors in transition.

Looking ahead to the future I look forward to working with the Board as we recognize the challenges of an aging population and as we embrace new opportunities to create innovative programs for the changing face of seniors.

Respectfully submitted,

*Jane Sheaff*  
*Executive Director*

## TREASURER'S REPORT

The Financial Statements for the year ending April 30, 2011 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 2010/2011 donors listed below.

Respectfully submitted,

*Art Joyce, Treasurer*

## 2010/2011 GRANTS AND DONORS

**Greater Victoria Eldercare Foundation**  
*2010-2012 Seniors Services Directory*

**United Way**  
*2010-2012 Seniors' Services Directory*

## 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**
- ❖ **Sunrise Senior Living**

## SENIORS' SERVICES DIRECTORY

The Directory is available free of charge to seniors and their families throughout the Capital Region. 25,000 copies of the 2010/2012 edition were printed and ready for distribution in September 2010.

We have established over 80 distribution points in the community to ensure that the Directory is accessible to all. These include the Vancouver Island Health Authority (VIHA) geriatric departments, activity centres, support groups and community agencies where staff professionals distribute the Directory to their senior clients. Professionals report they also use the handbook as their 'bible' to source information. We acknowledge and value the support of our distribution partners who have helped Seniors Serving Seniors achieve our mandate of disseminating information to seniors over the years.

The Directory continues to be a relevant and reliable source of information due to the committed work of the Directory Committee which meets every two years to review and update each edition. Committee members contributed over 500 hours of their time and expertise to ensure the quality and relevance of the 2010/2012 edition. Thank you to 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.

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' potential to change.

In 2010, our 30 active peer counsellors gave over 1,600 hours of voluntary service, with 841 hours of direct one-to-one counselling. We took on 13 new clients, serving a total of 46 vulnerable seniors. Major presenting problems included – depression, loneliness, grief and adjustment to changing health and living conditions. The average age of our clients was 72.8 years.

This year our Victoria SPC Group hosted the AGM for the Senior Peer Counsellors of BC, our provincial association. We had representation from throughout the province in attendance and it seemed to be a very successful learning event for all who attended.

Our volunteers must receive a minimum of 40 hours of training, prior to taking on clients. Mary Dolan, our trainer has worked with our new counsellors over many graduating classes and does an incredible job of bringing everyone to their full potential. We are indebted to Mary for her many hours of service to the program. She truly provides all of us with a model of therapeutic and personal integrity that is a cornerstone of this program.

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 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 call all of our members on a monthly basis to pass on information and reminders.

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 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*  
*Senior Peer Counselling 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 37 active volunteers, 10 inactive volunteers, and 24 affiliated church and organization volunteers who recorded 2,866 hours as they responded to the support and needs of 238 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.

In our training session this past year 24 prospective volunteers took the training course.

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. Our deep appreciation to the Women's Guild of St Michaels and All Angels Church and The Needs of Victorian members for funds they provide for emergency help for clients in extreme need.

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**

<b>SENIORS IN STITCHES</b>
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Seniors in Stitches is a loosely knitted group of home knitters who knit toques, mitts and sweaters for the day care at Cridge Center; baby toques and layettes for Victoria General Hospital new-borns and stretch cotton bandages for lepers in Africa. This Christmas 57 sets of toques and mitts were given along with 4 sweaters.

Baby blankets have also been added to the items given to the new borns as an able knitter of these is now part of the group There has also developed more flexibility in interaction between home-bound knitters and the rest as pick-up of knitted items has now been arranged A good time seems to be had by all as meetings occur nine times a year. Many thanks to Sunrise Senior Living for their welcoming space for meetings.

Respectfully submitted,

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



**Seniors Serving Seniors  
Board Members**

**2011/2012 Members  
Standing for Re-election**

Mertie Chilton	Dorothy Orr
Bonnie Davoren	Marie Paterson
Jane Dewing	Ken Pauli
Art Joyce	Barbara Stoeckel

**2011/2012 New Board Member**

Myra Johnson

**Profile of Proposed New Board Member**

**Myra Johnson** - Myra was born in Victoria but graduated from Queen's in Kingston with a BA in Liberal Arts and from University of Toronto with a Masters in Special Education. She returned to Victoria in 1995 after retiring from many years of teaching in England and Toronto. Myra served on the Board of Victoria Women's Transition House and has volunteered with SSS for 12 years. Myra has mainly been involved with Seniors' Link, answering inquiries on many topics and learning a great deal in the process. She has been a Directory Committee member since 2000 and has assisted the Executive Director with many AGM's and other celebrations.

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*Seniors Serving Seniors makes a positive contribution to the well-being of seniors by collecting, producing and delivering information to enhance the quality of everyday living.*

*We strive to be the 'go to' or premier organization in meeting the information needs of seniors on southern Vancouver Island.*

*The following statements reflect the values seen in the activities of our volunteers.*

**Seniors Serving Seniors Volunteers:**

- *respect the right of seniors to make their own decisions;*
- *care and are committed to providing quality service through continuous training and evaluation; and*
- *show integrity by acting in an honest and ethical manner, respecting the dignity and diversity of every client and each other.*

*Seniors Serving Seniors, as an organization, is responsive, accessible, flexible and transparent. We practice accountability by measuring our achievements and reporting our results.*



***Seniors Serving Seniors Thanks  
Members and Volunteers For Their  
Dedication and Support For The  
Past 30 Years!***