

ANNUAL REPORT

20 23



Message from Board Chair & Executive Director



As we look back on the journey of the past year, we are overwhelmed with gratitude and inspired by the compassion demonstrated by our dedicated staff, volunteers, and community partners. Together, we touched the lives of nearly 2,000 seniors in the Central Okanagan, enriching their days with moments of connection, support, and joy. The services and projects highlighted in this report represent more than charitable acts; they embody a profound desire to honour and

uplift the diverse experiences that our seniors bring to our communities.

The year 2023 will be etched in our memories as a pivotal moment, as we joined hands with the Kelowna Senior Citizens' Society of British Columbia to form a unified, stronger community organization dedicated to serving older adults. Witnessing the collective effort to create daily moments of happiness for our members at the Seniors Activity Centre has been truly heartening. We

“

We take pride in being a beacon of support for seniors and caregivers, offering vital resources and programs that foster independence, belonging, and well-being.

eagerly anticipate further collaboration and strategic initiatives to cultivate a vibrant hub for seniors in downtown Kelowna.

Amidst our celebration of unity, we found ourselves facing the challenges posed by devastating wildfires that swept through our communities. These events underscored the importance of having a place to call home and supportive relationships to rely on. At Seniors Outreach & Resource Centre, we take pride in being a beacon of support for seniors and caregivers, offering vital resources and programs that foster independence, belonging, and well-being.

Looking forward to 2024, we are filled with optimism as we anticipate another year of expanding our program reach,



thanks to the steadfast support of our funders, donors, and service partners. Additionally, we are thrilled to announce our relocation to a larger storefront office in May 2024 at 155 Asher Road in the Rutland community. This new space will empower our team to better serve our current clients and extend a helping hand to new participants seeking stronger social connections.

As we reflect on the achievements of 2023, we are reminded of the profound privilege of serving others and are emboldened to continue our mission, fueled by the power of collective effort and the promise of greater impact. We extend our deepest gratitude for your ongoing support and generosity.

Brenda Josephs, Board Chairperson
Ian Gerbrandt, Executive Director



Our Impact

In 2023, our caring staff worked with community partners and 174 volunteers to improve the lives of nearly 2,000 seniors.

LIGHT HOUSEKEEPING  2,792 services	YARD WORK  484 services	SNOW REMOVAL  301 services	TRANSPORTATION  2,309 services	FRIENDLY VISITING  2,877 services
GROCERY SERVICES  845 services	 Seniors Outreach & RESOURCE CENTRE			MEALS & HAMPERS  3,397 services
INCOME TAX RETURNS  608 services	HOUSING SUPPORTS  995 services	SENIORS SAFETY CALLS  3,575 services	COMMUNITY CONNECTOR  2,073 services	SENIORS CENTRE WITHOUT WALLS  5,533 services



“

I think it is wonderful that you offer so many services to seniors. I appreciate the monthly cleaning and rides to appointments. Thank you 100% for keeping me out of a care home.

“

The different staff have done an outstanding job. We started through COVID and couldn't have been more satisfied. The staff is always willing to help. There isn't anything I have asked about, that people didn't know or find out for me.



Participant Perspectives

Last year, we set out to ask participants in our *Better at Home* program for feedback on their daily living after being connected with at-home services. We received surveys from 98 clients, including 86% of respondents who were over 80 years of age. Highlights included:

- 99% felt more secure with remaining independent in their home.
- 96% knew where to go for help if a problem were to occur.
- 81% felt better connected to their community.
- 76% reported less worry in their lives.

The three words that participants most often chose to best describe their home support services: useful, reliable, and good quality.



Better at Home
enhanced the lives
of 592 seniors.

Our Programs

AT HOME SUPPORT SERVICES

Better at Home- is designed to assist seniors aged 65 and above with managing their day-to-day tasks, ensuring they maintain their independence while staying connected to their communities. Home support encompasses a range of services, including light housekeeping, grocery assistance, light yard work, minor home repairs, transportation, snow removal, and friendly visits. Services are tailored to individual needs, with services offered at no cost by volunteers and sliding-scale rates for contractor services. We collaborate with the Westside Health Network and Lake Country Health Planning to support seniors in Kelowna, West Kelowna, Westbank First Nation, and Lake Country. In 2023, Better at Home enhanced the lives of 592 seniors and engaged 121 volunteers in service delivery.

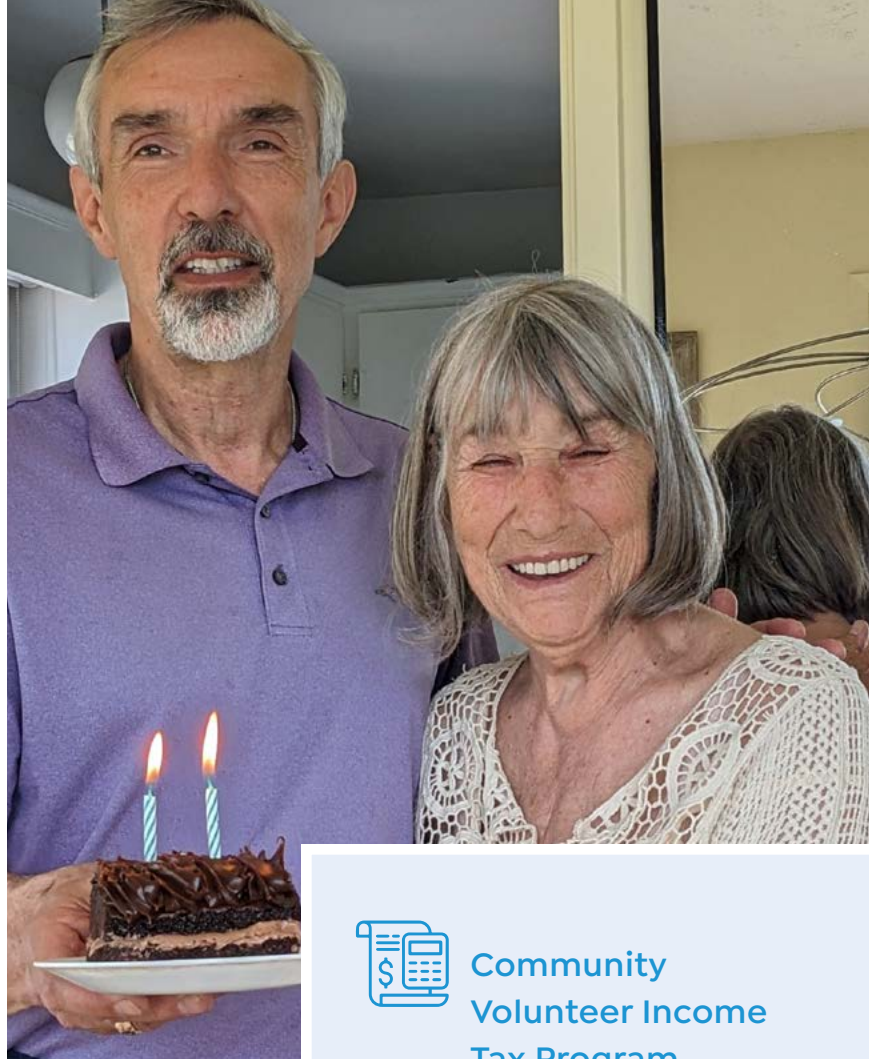
HEALTH PROMOTION ACTIVITIES

Community Connector- unlocks the potential of social prescribing by connecting seniors to a variety of local programs to improve their health. Physicians and health professionals can refer older patients to our initiative, knowing our Community Connector will then link individuals with local services and activities tailored to enhance their health and well-being. Whether it's nutritional services, social opportunities, physical activity, arts activities, or mental health supports, our social prescriptions foster improved social connections, enhanced mental health, and reduced reliance on emergency medical interventions. In 2023, our Community Connector facilitated the participation of 102 seniors in programs tailored to their needs and interests.



SOCIAL RECREATION PROGRAMS

Seniors Activity Centre- provides a variety of affordable social recreation opportunities in a welcoming environment. The programs are possible thanks to the wisdom and generosity of senior volunteers who host activities. For a nominal membership fee, participants can enjoy social activities organized by our members and small associations that rent space for their activities. Member-run programs include bingo, bridge, mahjong, and dancing. Associations who rent space include the Kelowna Palette Club; Let's Play Bridge Kelowna; Kelowna Calligraphers' Guild; Kelowna Stamp Club; 1120 Rock Club; PROBUS Club of Kelowna-Ogopogo; BC Old Time Fiddlers Association and many others.



**Community
Volunteer Income
Tax Program
helped 608 seniors.**



HOUSING INFORMATION & NAVIGATION

Seniors Housing Information & Navigation Ease- supports seniors, who are experiencing housing precarity, to secure stable housing that is appropriate and safe. While we do not directly provide housing, our SHINE Housing Navigator offers invaluable support in accessing BC Housing resources, securing SAFER rent subsidies, and reviewing eligibility for government supports. The Housing Navigator also helps clients with their housing search, tenant applications, review of lease terms and home set-up. In 2023, our Housing Navigator responded to 995 inquiries, provided case management support to 73 seniors, and assisted 24 precariously housed seniors in finding stable rental housing

FINANCIAL EMPOWERMENT ACTIVITIES

Community Volunteer Income Tax Program- maximizes the financial well-being of seniors. Our free tax clinic, staffed by trained volunteers, assists older adults with modest incomes and simple tax situations in filing their returns. By accessing benefits like Old Age Security, Guaranteed Income Supplement, and G.S.T. Rebate, we helped 608 seniors boost their monthly income and secure greater financial stability.

Special Projects

HOLIDAY GIVING

Every year, we celebrate the spirit of giving with our Holiday Hampers and Stockings for Seniors. In 2023, we extended heartfelt gifts to 57 seniors facing social isolation and/or financial hardship. None of these seasonal festivities would be possible without the dedication of our volunteers and the support of local benefactors such as London Drugs, CIR Realty, Kelowna Infinity Nissan, TELUS Community Ambassadors, Pushor Mitchell, Rutland Seniors Society, Acres Development, Summerwood Regency, and more.

POSTIES FOR SENIORS

Recognizing the profound impact of a friendly hello and meaningful conversations, especially for those with limited social interaction, some volunteers with the Canadian Union of Postal Workers #760 reached out to us offering to provide seniors with a fun summer barbeque. Despite the unfortunate cancellation of our summer event due to wildfires, the volunteers were determined to remind seniors that people were thinking of them. In August, the Posties embarked on their kind initiative to deliver personalized care packages and foster connections with 40 seniors.





SENIORS CENTRE WITHOUT WALLS

An outreach initiative, known as Seniors Centre Without Walls, served to bridge the gap between older adults and their community through an array of social, educational, and wellness programs offered via phone and virtual platforms. Thanks to project funding from The Canadian Women's Foundation, we were able to provide free workshops and social activities tailored for older women facing barriers to accessing in-person services. The project engaged 86 participants and we are now working towards incorporating virtual programs into the monthly activities of our Seniors Activity Centre.

MORE THAN MEALS

Through collaboration with various community partners, including Meals on Wheels, Westside Salvation Army, BC Association of Farmers' Markets, The Vibrant Veggie Garden, and United Way of British Columbia, our More Than Meals initiative aims to bolster the food security of vulnerable seniors in the Central Okanagan. From providing produce hampers and prepared meals to distributing coupons for our local farmer's market, our food-related activities ensured 99 seniors had access to nutritious food last year.



Finances

REVENUE	TOTAL
United Way British Columbia	\$625,717
Central Okanagan Foundation	\$81,996
Client Fees	\$67,649
Seniors Services Society of BC	\$60,334
Canadian Women's Foundation	\$57,788
BC Gaming	\$57,000
Donations	\$33,462
Grants-Other	\$25,658
Fundraising	\$16,346
Interest	\$158
Total	\$1,026,108

EXPENDITURE	TOTAL
Wages & Related Costs	\$488,575
Program Costs	\$336,869
Office	\$41,090
Professional Fees	\$17,925
Social Media	\$17,315
Rent	\$16,404
Fundraising Cost	\$10,398
Telecommunications	\$10,000
Advertising	\$6,138
IT Support	\$5,053
Dues & Memberships	\$3,862
Brochures & Printing	\$3,702
Insurance	\$2,592
Training	\$2,317
Bank Charges	\$96
Total	\$962,336

EXCESS OF REVENUE OVER EXPENDITURE | **\$63,772**

Please contact us, if you would like a complete set of financial statements for Seniors Outreach Dec. 31, 2023.

Funders



Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island



For 35 years, Seniors Outreach & Resource Centre has provided quality social services for seniors and family caregivers to enhance their sense of belonging, independence, and well-being. While we advocate for all seniors, we have a strong focus on supporting older adults living with vulnerabilities in Kelowna and region. We are a non-profit society and registered charity that is governed by a volunteer board of directors.

Charitable Registration Number: 107967622 RR0001

BOARD OF DIRECTORS

Brenda Josepchs, Chairperson
Alistair D. Taylor, Vice Chairperson
Karen Marinucci, Secretary
Karen Erickson, Director
Colleen Groat, Director
Rodrigo Lima, Director
Janine Karlsen, Director
Ed Stephens, Director

STAFF

Ian Gerbrandt, Executive Director
Shawna Forrest, Program Manager
Thea Wood, Volunteer Coordinator
Kelly McFarlane, Administrative Assistant
Carolyn Pennell, Community Connector
Roxanne Friesen, Seniors Centre Without Walls
Meghan Mckenzie, Housing Navigator

BETTER AT HOME SERVICE DELIVERY PARTNERS

Westside Health Network Society
Lake Country Health Planning Society
Healthy at Home Senior Care
Optimum Home Care

MD Home Support
TLC Home Support
Jim's Mowing
Okanagan Mental Health Services Society

CONTACT US

Phone: 250-861-6180
Email: info@seniorsoutreach.ca
Hours: 9:00am to 4:00pm, M-F

FOLLOW US

   /seniorsoutreach

ADDRESS

Seniors Outreach & Resource Centre
155 Asher Road
Kelowna, BC V1X 3H5

Seniors Activity Centre
1353 Richter Street
Kelowna, BC V1Y 2L5

seniorsoutreach.ca