Seniors Outreach
& RESOURCE CENTRE

ANNUAL REPORT 2025

Message from Board President & Executive Director

The past year marked meaningful growth for our organization - growth made possible by the generosity and dedication of our staff, volunteers, partners, and community.

Together, we expanded our reach to support nearly 2,200 seniors across the Central Okanagan. Behind that number are individuals finding greater stability, receiving the support they need, and building meaningful connections that enhance their wellbeing.

Throughout the year, we strengthened key services. Our *Better at Home* program grew to offer more consistent, bi-weekly housekeeping support that helps seniors remain safe and independent at home. This important step forward was possible through the support of the Government of British Columbia and the leadership of United Way British Columbia.

We also created new opportunities for connection and engagement. Programs like the *Silver Song Group* brought seniors together through music in three communities, while *Aging in Motion* expanded transportation support - providing over 1,700 rides and better access to community services and activities.

At the Seniors Activity Centre, we introduced new wellness and recreation programs, welcoming more people into a lively, supportive community. Looking ahead, plans for a new Seniors Wellness Centre reflect our commitment to creating spaces where people can gather, connect, and thrive.

> “This work would not be possible without the extraordinary contributions of our volunteers.

This work would not be possible without the extraordinary contributions of our volunteers. This year, 188 volunteers gave more than 9,000 hours of their time - offering practical help, companionship, and care that make a difference every day.

Our gratitude to everyone who makes our services possible. Your support is building a stronger, more connected community for seniors today and into the future.

With sincere appreciation.

Brenda Josephs, Board President
Ian Gerbrandt, Executive Director

Steps Toward Stability

Connecting seniors to housing, income support, and peace of mind

For seniors facing housing insecurity, SHINE (Seniors Housing Information & Navigation Ease) provides a lifeline—guiding people through complex housing systems and connecting them to income supports, nutrition programs, and community resources needed for lasting stability.

"The struggle for seniors to maintain stable housing is increasing," says Housing Navigator Stacey Lalonde. "Many reach out on the verge of homelessness due to rental costs and the pressure of living on fixed incomes, which severely limits their options."

HOUSING NAVIGATION
1,395 services

INCOME TAX CLINIC
676 returns

SAFER
142 rent subsidies

NEW HOMES
94 seniors

At 73, Liz had called Kelowna home for over 35 years. After losing her spouse, she found it challenging to afford rent on her fixed income. Through SHINE, she learned about the SAFER rent subsidy and BC Housing's social housing options.

But even with SAFER, stability was fragile as Liz waited for subsidized housing. One day, funds were unexpectedly withdrawn from her account due to a co-signed loan, and her rent cheque bounced—putting her at risk of eviction. Liz returned to SHINE for guidance. With one-time emergency support, she was able to stay housed while regaining control of her finances.

Today, Liz is thankful to be living in rent-geared-to-income housing. Reflecting on her journey, she shares: ***"Without SHINE, I would be homeless or worse. You were there in my time of need."***

Last year, SHINE supported 308 seniors and helped 94 clients to secure a new rental home. We also distributed $24,000 in client support funds for essential costs like damage deposits, moving, and first month's rent.

Through partnerships and personalized support, SHINE connects seniors not just to housing—but to stability, dignity, and hope.

Better at Home

Helping with daily living and meaningful connections

At 85, Doris takes great pride in her home. For the past 11 years, Kelowna has been where she's built her life. ***"I like my home, and I want to live here as long as I can," she says.***

During the pandemic, Doris began experiencing heart problems and was referred to Better at Home for support. After receiving a pacemaker, she needed help getting to medical appointments and managing everyday tasks that became more difficult.

Keeping a clean and organized home has always mattered to Doris, but chores like washing floors, cleaning the bathroom, and changing fitted sheets were becoming a challenge. Through Better at Home, she found support she could rely on. ***"The cleaners take the same care I would," she says.***

Doris also received transportation support from Belinda, a provider who quickly became a trusted part of her routine. Whether it's attending medical appointments or going grocery shopping on Tuesdays, Belinda is there to help.

"I like to do my own shopping and choose my produce, rather than ordering online," Doris says. "Belinda also helps me load the groceries into a cart, so I can get everything back up to my apartment."

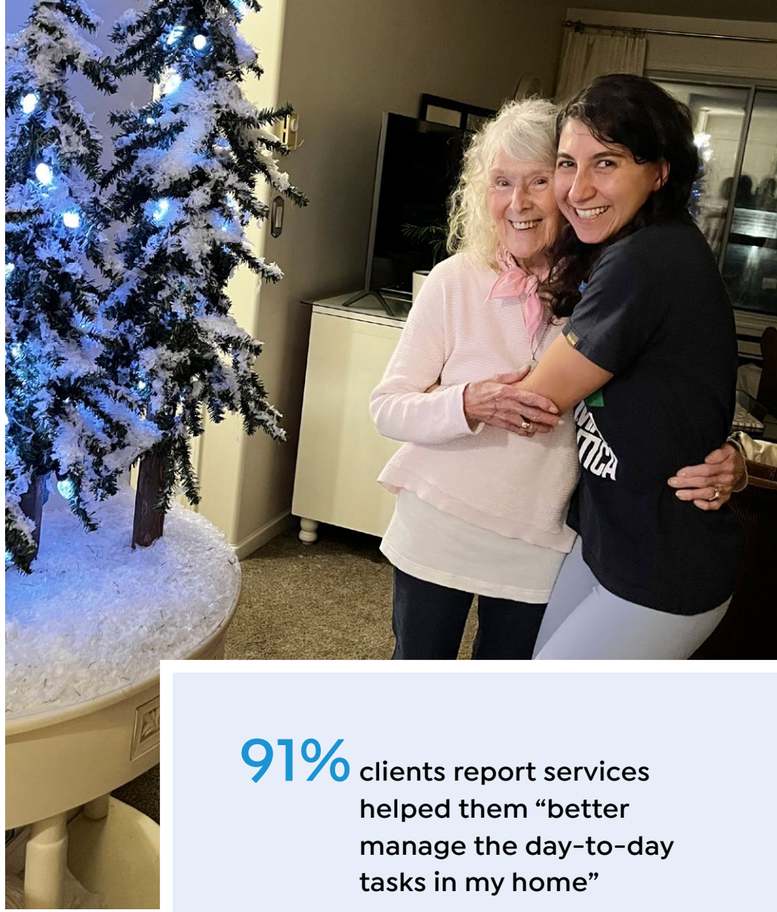
Their time together goes beyond practical support. They often share coffee and conversation- including some bonding over baseball. Doris cheers for the Blue Jays, while Belinda supports the Red Sox.

"Belinda is the best," Doris says. "This program has made my life easier."

While Doris's son in Penticton remains a strong source of support, both he and Doris appreciate knowing that she has reliable help close to home.

Through practical support and caring relationships, our services help people maintain their independence while staying connected to the community they love.

621 seniors enrolled in non-medical home support



91% clients report services helped them "better manage the day-to-day tasks in my home"

HOUSEKEEPING
4,624 services

YARD WORK
851 services

TRANSPORTATION
2,601 services

FRIENDLY VISITING
2,879 services

GROCERY ASSISTANCE
1,219 services

MINOR HOME REPAIRS
87 services

MEALS & HAMPERS
3,127 services

DIGITAL COACHING
210 services

Living Well Together

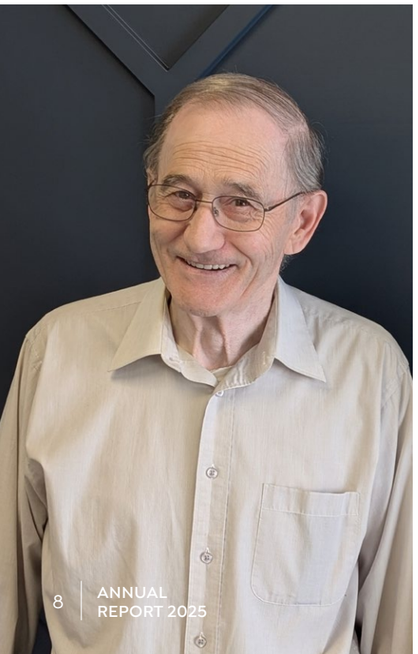
Creating opportunities for belonging, activity, and wellbeing

At 73, Roger is learning to navigate a world that doesn't always make sense on paper. Living with Irlen Syndrome, a condition that affects how the brain processes visual information, everyday tasks like reading letters, paying for parking, or completing forms can feel exhausting and overwhelming.

For years, Roger relied on his wife, Jolene, for support. After her passing, he found himself facing these challenges alone. ***"At times, it feels like I'm in a foreign country where I can't read the signs," he shares.***

Roger first came to the centre for help filing his income taxes. Over time, he returned for support with applications like the SAFER rent subsidy and assistance obtaining a passport for a future trip. What he found was more than practical help.

"The staff here have taken down the barriers," Roger says. "They make life easier. I know this is a place where I can count on people."



ACTIVITY CENTRE
410 members

SOCIAL PRESCRIBING
645 seniors

DANCING
2,330 visits

BINGO
3,724 visits

CARDS & MAHJONG
1,177 visits

WELLNESS WORKSHOPS
394 visits

With that support, Roger has begun to reconnect with life in new ways. He now attends a dance class at our downtown activity centre, something he and Jolene had always talked about but never had the chance to pursue. ***"She would like that I'm learning to dance," he says.***

Reflecting on his experience, Roger adds with a smile: "I'm in love with this place and the staff—but not in a romantic way. It's a kind of friendship- caring for the wellbeing of others."

Through welcoming spaces and supportive programs, we help people build confidence, connection, and a renewed sense of belonging.

With Gratitude

Your time and generosity make everything possible

FINANCIALS

REVENUE	TOTAL
United Way British Columbia	$980,067
Central Okanagan Foundation	$147,939
Seniors Centre Activities	$140,087
Client Fees	$88,276
Seniors Services Society of BC	$68,000
BC Gaming	$57,000
Grants	$45,671
Fundraising	$43,625
Donations	$30,522
Interior Health Authority	$11,147
Interest	$8,189
Total	**$1,620,523**

EXPENSES	TOTAL
Program Costs	$682,899
Wages & Related Costs	$593,715
Seniors Centre Activities	$94,251
Professional Fees	$62,193
Office	$49,264
Rent	$41,049
Telecom. & Utilities	$14,526
Fundraising Costs	$10,933
Social Media	$10,651
Advertising	$8,633
Insurance	$8,131
Brochures & Printing	$6,689
IT Support	$5,729
Dues & Memberships	$3,428
Training	$1,491
Bank Charges & Interest	$449
Amortization	$45,254
Total	**$1,639,285**

EXCESS OF REVENUE OVER EXPENSES	($18,762)

Please contact us, if you would like a complete set of financial statements for Seniors Outreach Dec. 31, 2025.

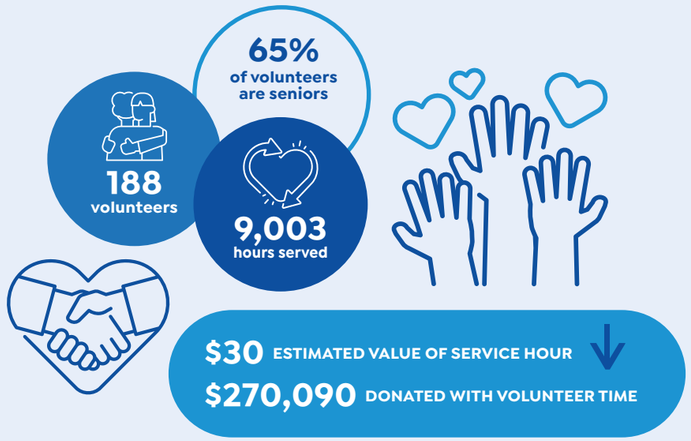
FUNDING PARTNERS

United Way British Columbia
British Columbia
Canada
City of Kelowna
First West Foundation
Valley First Community Endowment
cristalina parc
Central Okanagan Foundation – empowering generations to give.
TD Ready Commitment
Sentes Automotive Community Involvement Committee
Interior Health
Rotary Club of Kelowna
BC CRNs – BC Association of Community Response Networks – Stopping Adult Abuse and Neglect ...Together.
Seniors Services Society of B.C.
Sienna For Seniors Foundation

VOLUNTEER IMPACT

Whether it's hosting recreation programs, filing income tax returns, or providing social support to seniors – our volunteers make a real difference! Want to join our incredible team? Apply now at **seniorsoutreach.ca/volunteer**

Volunteer Impact 2025



For 36 years, Seniors Outreach & Resource Centre has provided quality social services for seniors and care partners to enhance their sense of belonging, independence, and wellbeing. 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

Help make a difference–
donate today
seniorsoutreach.ca/donate

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Stacey Lalonde, Housing Navigator
Kelly McFarlane, Administrative Assistant Sr
Carolyne Pennell, Community Connector
Lillian Poulton, Program Assistant
Kara Torgasows, Coordinator Home Supports
Thea Wood, Volunteer Coordinator

BETTER AT HOME SERVICE DELIVERY PARTNERS

Westside Health Network
Lake Country Health
Agape Works
A-Quality Cleaning
Healthy at Home Senior Care
Jim's Mowing
MD Home Support
Okanagan Green Clean
Okanagan Mental Health Services
Optimum Home Care
TLC Home Support

CONTACT US

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