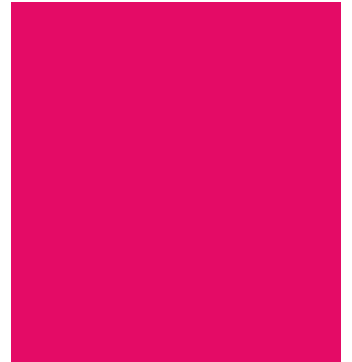




Annual Report

2024





Vision & Mission

Vision: Creating a community where you belong.

Mission: Experience your best life!



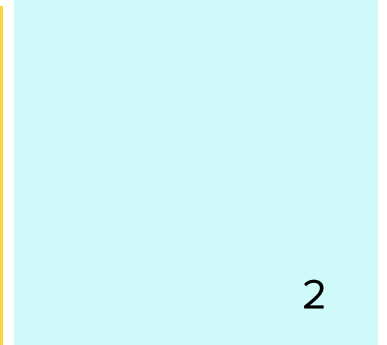
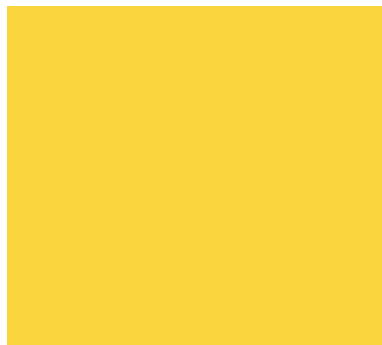
The Year in Review

Twenty-twenty four was a year full of changes. While change can be upsetting, change is important because it drives growth, progress, and adaptation. Change gives us an opportunity to adapt to new challenges, allowing the organization to respond to new situations, technology, economic shifts and/or environmental pressures. It seems we had all those in 2024.

With change came the chance to embrace innovation and improvements and kept us from becoming obsolete or ineffective in our process, and it helped us reduce our risk through lessons learned. With the innovations, like a new point of sales system, at the Bistro, we are able to improve the experience of our patrons by moving the lines faster. On the backend of that point of sales system we are more accurate in our income counts and in tracking our sales. All of that benefits the centre and will help us move toward a financially secure future.

Change can mean a new start, the feeling of better control of the future, and a new vision, purpose and a sense of ownership over the tomorrow.

While 2024 was all about needed changes, 2025 is all about sustainability and planning for a future that will meet the needs of the seniors of today and the older adults of tomorrow.





Letter from the President

Dear Members,

Although I've only been in this role for a short time, I'm truly excited about the opportunity to help lead our Board in delivering strong governance and meaningful direction for the organization.

In April, we held a highly productive Strategic Planning session with the Board and our Executive Director. Together, we reviewed and refreshed our Mission, Vision, Strategic Priorities, and Mandate to ensure they reflect both who we are and where we're headed.

Our updated direction is as follows:

- Mission: Creating a Community Where You Belong
- Vision: Experience Your Best Life

Strategic Priorities:

- Ensuring a Sustainable Organization
- Strengthening our Governance Structure
- Attracting and Retaining Members
- Developing a Succession Plan for both the Board and Executive Director
- Securing Facilities that Meet our Evolving Needs

Mandate: To provide services, programs, and activities that support older adults in aging in place—addressing critical gaps in transportation, support, food security, and social isolation.

Seniors Week was a tremendous success! Members enjoyed the Golden Expo with 53 vendors, engaged in exciting local tours, and gathered for a lively pub night, where we proudly honoured several of our outstanding volunteers with awards presented by Mayor Cathy Heron.

We launched our Wine Garden on June 14th—an inviting celebration of our beautiful outdoor space and culinary offerings. The Wine Garden will continue every Saturday throughout the summer, and we hope to see many of you there.

As reflected in our Audited Financial Statements, 2024 was a financially successful year. The Board remains committed to ensuring the continued financial health of the organization.

With sincere appreciation, we acknowledge the resignation of Board members Doug Elinski, Candace Henry, Don Corrigan, and Marg Mrazek. We thank them for their service and dedication. We are pleased to share that three new members have joined the Board, ensuring we maintain a strong and capable team moving forward.

Finally, a heartfelt thank you to the many volunteers whose time, energy, and passion are the foundation of everything we do. You are the heartbeat of this organization.

I would also like to recognize our Executive Director, Linda Ensley and her team for their tireless work and leadership. Thanks to their dedication, the St. Albert Seniors Association continues to be a valued and vibrant part of our community.

Grant McCurdy
Interim President



Letter from the Executive Director

Dear Members,

Thank you for attending the Annual General Meeting. We support and serve seniors because they matter — to our communities, our families, and our shared future. Here is why our work with and for older adults is so important.

Seniors have contributed a lifetime of work, care, and wisdom. Our efforts recognize their value and ensure they continue to live with dignity, respect, and purpose. Our anti-ageing grant has enabled us to create more awareness around people's perceptions of ageing.

Many older adults face loneliness and social isolation. Programs, activities, and support systems reconnect them with their communities, improve mental health, and bring joy to everyday life. We strive to ensure that whatever your mobility, you have a place to come and exercise, meet friends, and enjoy a good meal. Our Community Connections grant has helped us assist seniors with friendly visits, food security, and transportation to critical medical appointments in Edmonton. We serve St. Albert and Sturgeon County Seniors.

From fitness to nutrition, education to engagement, what we do helps seniors stay healthier longer — reducing hospital visits, increasing independence, and improving quality of life. We have increased the number of programs we offer to help with healthy ageing and bring more opportunities for joy and happiness – happy hour! – into your lives.

Seniors carry our history. By investing in their well-being, we also preserve their stories, culture, and knowledge for younger generations. Some day I hope to have a podcast that allows you to capture your stories and share the with the world or at least with the Internet.

When we support seniors, we build communities that are more compassionate, intergenerational, and inclusive — benefiting everyone, not just older adults.

In short:

We do what we do for seniors because they've spent a lifetime building the world we live in — and now, it's our turn to ensure they can live with the care, connection, and respect they deserve.

Most of our volunteers are seniors, and frankly, we could not do this job without them. They bring wisdom, skills, and humour to their volunteer jobs, and we couldn't be happier to have them. Thank you, volunteers for all you do.

Linda F. Ensley, MBA
Executive Director



Association Information

Company Name:

St. Albert Seniors
Association

Date of Incorporation:

August 26, 1975

Business:

A 50+ facility focused on the health and wellbeing of older adults, offering exercise, education, classes, and activities.

AKA:

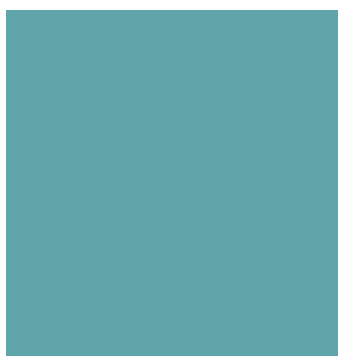
St Albert 50+ Activity Centre

Charity Number:

12465 8600 RR0001

Mandate:

Providing services, programs, and activities that allow older adults to age in place by meeting gaps in transportation, support, food security, and isolation reduction.





Meet Your Executive

Grant McCurdy, President



Grant McCurdy had a remarkable 45-year career in the Hotel Industry, managing renowned hotels across Canada such as Delta Hotels and Resorts, Westin, Sheraton, and Hilton. Grant is known for his expertise in renovating, branding and team development. He received numerous awards, including the Connie Award for the Double Tree West Edmonton, and continues to serve on the Explore Edmonton Corporation Board and his HOA, leaving a lasting impact on the hospitality and tourism industry.

Mike Howes, Vice-president



Mike is the founder and president of DKI- St. Albert, is involved in various community boards, including the curling rink, SADAC, ACSBE, and he founded Service Clubs of St. Albert (SCOSA) a collation of the services clubs who work together. He has served as past chair for Rock N'August and the Chamber of Commerce – twice. He is the recipient of the City of Saint Albert Senior Volunteer award. Currently, Mike holds board positions with the Riel Business Park, Government Affairs Committee, the Fraternal Order of Eagles, and the Rotary Music Festival. He is married to Allison, with four children and five grand children.

Arlene Pardee, Treasurer



Arlene is committed to supporting essential community endeavours. Prior to her retirement, she held diverse roles in various sectors. Armed with a Bachelor of Commerce degree, with dual majors in marketing and accounting, she commenced her professional journey as an economist, contributing her expertise to provincial civic and regional planning commissions. Her focus then shifted predominately to accounting, notably within the realm of a publically listed mining company.

Transitioning careers, Arlene is trained a financial planning designation and subsequently served as a financial planner for a national bank. In this capacity, she provided investment guidance, tailored tax advice and estate planning services, all while ensuring compliance with securities regulation. Throughout her retirement, Arlene has dedicated a decade to serving on the Board of Directors for a non-profit homeowner's association, as Treasurer.

(Meet Your Executive continued)



Harry Kenneth Gaffney, Co-secretary

Harry and his wife, Shirley, have lived in St. Albert since October of 1970. He joined S.A.S.A. in 2017 after retiring from a 50-year legal career, which included serving as a Q.C. Since 2019. He has volunteered on the S.A.S.A. Board as a way to give back to the community, alongside past roles chairing the Sturgeon Hospital Foundation and the Edmonton Ronald McDonald Hours society, as well as over 20 years involved with the St. Albert Chamber.



Janet Money, Co-secretary

With over 30 years of experience in Human Resources management, specializing in Labour Relations, contract negotiations, mediation, and benefits administration, Janet Money brings a wealth of expertise. As Executive Director of Human Resources/Labour Relations for the Chinook Health Region from 1995 until retirement in 2007, Janet played a key role in healthcare regionalization. Post-retirement, she has continued to support school divisions in Alberta and the Northwest Territories in teacher and support staff bargaining. Since moving to Edmonton, Janet has served as a condominium Site Manager, Treasurer, and is a past Board member of the St. Albert Seniors Association.



Wayne McCutcheon, Past President

Wayne has been a member of S.A.S.A. since 2014 and on the Board since 2015. He is now in his third board term. After retiring from 35 years in the University of Alberta Landscape Design, Construction, and Maintenance. He has been actively involved in volunteering at S.A.S.A. Married to Sandyne for over 40 years, Wayne has two grown sons. During his leisure time, he enjoys hiking, canoeing, biking, gardening, cooking reading and his new puppy, Hooligan.



Meet Your Board

Ruth Godfrey, Member at Large



Throughout her career Ruth Godfrey has chosen roles that build on her expertise and provide an opportunity to use that knowledge and experience to add value to an organization. While confident leading initiatives and working independently Ruth feels equally comfortable collaborating with others in achieving successful outcomes. She is passionate about Cybersecurity and reducing risk as demonstrated by securing employment that utilized her skills and gained experience. In more recent roles, Ruth has been able to apply her strong written and verbal communication skills to lead and mature a cybersecurity awareness program including policy development, awareness training, phishing simulations and cyber related communications.

Liz Budny, Member at Large



With over 30 years of experience in IT transformation and organizational change, Liz Budny is a skilled Change Manager, communicator, and learning advisor. She has a background as an IT Business Analyst and Software Developer, enabling her to drive people, process, and technology transformations. With an MBA in Leading Innovation and Change and a Prosci/ADKAR certification, she brings strategic change expertise to organizations. Her skills include coaching, mediation, negotiation, facilitation, and adult education. As a former registered professional counselor, she also applies empathetic listening to build strong relationships.

Sharon Brown, Board Member



Sharon Brown is a dedicated community member and brings a wealth of experience to our Board. With roots in At. Albert since 2021 and a history of volunteerism dating back to her high school days, she is in her last term with SAC, the Seniors Advisory Committee, an ad hoc committee of the St. Albert City Council and served as President of the WESAC (Westend Seniors Activity Centre, as well as being a Board member of the ESCC (Edmonton Seniors Coordinating Council.) Her commitment has earned her prestigious awards, including Morinville's Volunteer of the Year in 1985 and recognition from Sage in 2018 for the Callingwood Community Centre.

Beyond administrative roles, Sharon has led community initiatives such as the Annual Kites Over Callingwood and assisted her husband who was the soccer director for the 15 years. Her return to Board service reflects her belief in collective action and desire to contribute to meaningfully. Sharon is a widow and mother to two children and five grandchildren, all young ladies who are completing their studies and preparing for careers.



Meet the Staff

Linda F. Ensley, MBA, Executive Director

The Executive Director oversees operations, staff, and fundraising. She represents the Association at Chamber events, community speeches. She reports to the Board of Directors and is instrumental in assisting them in fulfilling their mission.

Corinne Friedrick, Program/Kitchen Manager

Corinne is in charge of the development and execution of all the programs. She oversees the personnel in the kitchen, and she does the data entry for all of the finances and supports the front desk when needed. She takes care of many of the operational day-to-day needs of the Association.

Tanya Hamilton, Events / Facility Rentals

Tanya oversees all of the events, including dinners, dances, happy hours, and special events such as Remembrance Day and Robbie Burns, as well as High Teas. She assists with marketing and graphic design, and is in charge of all the facility rentals, working closely with Corinne on catering requests.

Mary Matsayev, Volunteers / Communications

Mary does all the social media posts, takes pictures, and creates posters and campaigns for our TVs. She recruits, screens, trains and supports all the volunteers. She runs the organization on Saturdays and keeps pickle ball going.

Mary Anne Jaedicke, Financial Assistant 1

Mary Anne has worked in senior centres for a number of years and brings a perspective that comes with experience. She oversees our front desk, training and supporting our volunteers. She also helps with special events and programming. Mary Anne is full of innovative ideas and creates new events and program ideas that she generously shares with the staff.

Abby Shaw, Lunch Assistant

Abby is the cashier who rings up your lunch, fills your coffee cups, and helps clean up. She brings her cheery disposition to her and is a joyful addition to our team.

(Meet the Staff continued)

Richard Macaspac, Head Chef

Richard has a Bachelors Degree in Culinary Arts and Hospitality. He has worked all over the world, including France, Dubai, and Japan. He brings expertise in presentation, nutrition, and finance that has assisted us in creating highly nutritious food at a low cost that tastes delicious.

Mike Pisueno, Sous Chef

Mike has worked in high end restaurants like the Fairmont and has a keen understanding of process, order execution, and great tasting food. He and Richard have worked together before and create a seamless process for getting meals out in a timely manner at a reasonable cost.

Jenni Rivard, Bus Driver

Jenni is an experienced bus driver with a passion for working with seniors. She delivers seniors safely to and from their destinations. She helps with recycling and event set up.

Clare Mbong, RSW, Senior Systems Navigator

The System Navigator is a Registered Social Worker who assists seniors with government paperwork, housing, food security, transportation, and mental health referrals. She works in tandem with the St. Albert Older Adult Working Group as they tackle increasingly complex challenges being faced by our older adults.

Cruz Pinzon, RSW, MSW, MA, Manager of Community Connections

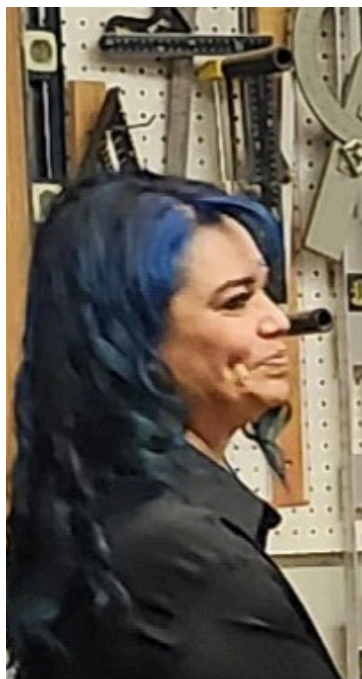
Cruz is in charge of finding solutions for seniors in St. Albert and Sturgeon County in the following areas: food security – she runs the Meals on Wheels Program for frozen food, friendly visits, and transportation for critical medical appointments. The program has grown under her leadership and rural seniors, in particular, are finding the services they need to age in place.



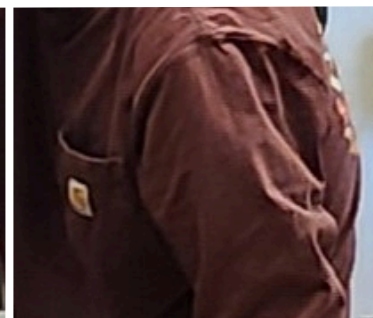
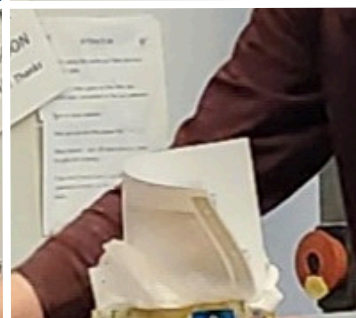
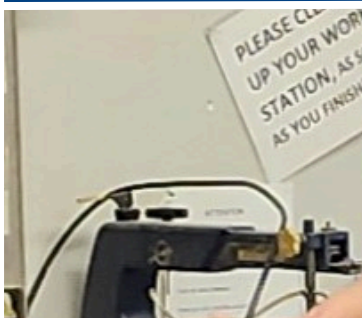
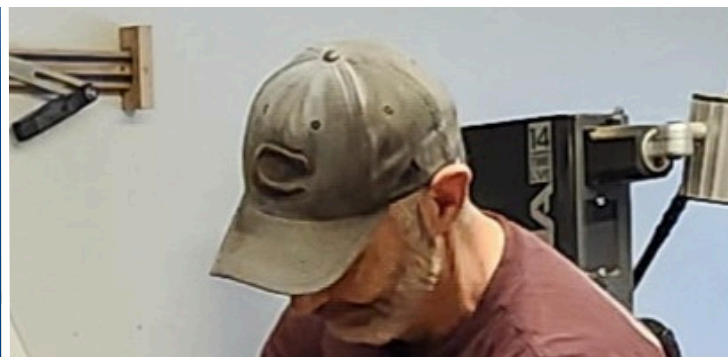


Volunteers

Number of Volunteers	186
Number of Opportunities	3185
Number of Hours Donated	19,307
Monetary Equivalent	\$222,398



We can create
miracles with our
volunteers



Volunteering
is a work of
heart



Tony - one of our
woodworkers -
receiving an award
for his volunteering
from the Gazette



Volunteer Fundraisers

Knife Sharping by Harvey	\$2887
Library Sales by Joan	\$2909
Willows Gift Shoppe	\$9,998
Woodworkers	\$4325
Gardeners	\$555
Fashion Show	\$14,917.33
Putting Tournament	\$4412
Wine Tasting	\$18,463

All amounts are net, before expenses





Our Fundraising Committees

The Fundraising Committee takes on three major fundraisers a year. For each event, different volunteers lead the committee. They put on the Fashion Show, the Putting Tournament, and the elegant Wine Tasting event. Thank you to all of you who worked so hard to make such events possible for the Centre.



The Wine Tasting was an elegant affair.



The Fashion Show



The putting tournament was wet, but fun!

Thank you to everyone who worked the Casino and to Kerri Akins for spearheading it.



Debbie, Dolores, & Leah.





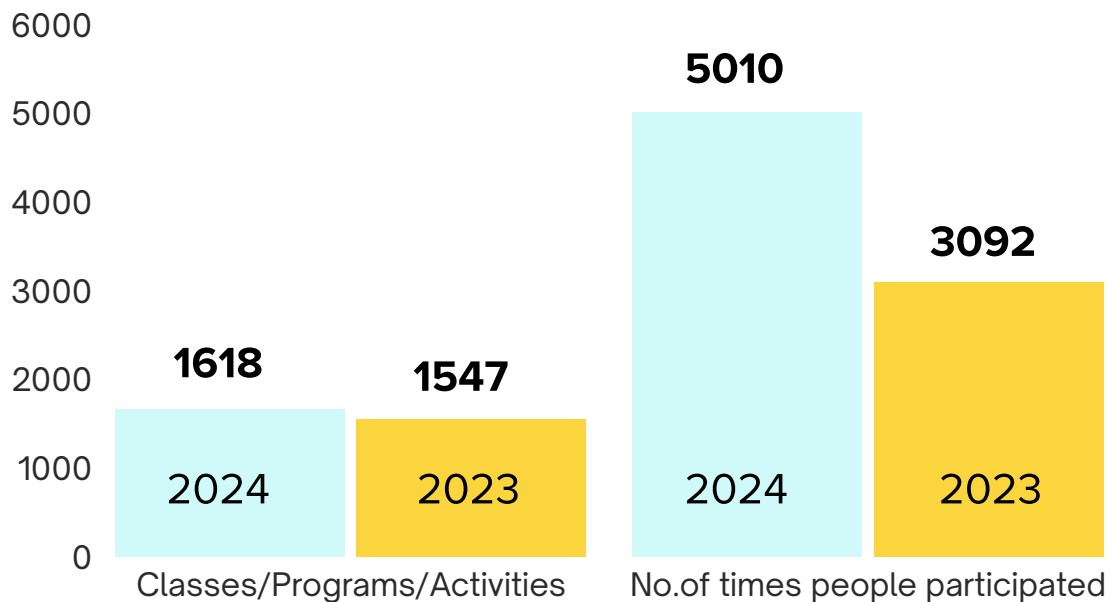
Sponsors & Volunteers



THANK YOU to all our sponsors and volunteers

2024 in review

We saw an increase in the number of times people were utilizing the centre for meals, social services, programs, educational seminars, trips, social events, happy hour, dinners and dances, and special events. The number of times people used the centre does not reflect unique participants.



Growth in Class/Activity
Attendance

4.59%



Participation
Growth

62.05%



2024 in review

Participant Demographics

Ages 50-59	41	2%
Ages 60-64	50	4%
Ages 65-69	162	14%
Ages 70-74	244	20%
Ages 75-79	276	22%
Ages 80-84	230	18%
Ages Over 85	149	16%
Unknown	27	4%
Totals	1179	100%

These statistics are pulled from the database My Senior Centre and represent unique participants in programs or events in 2024. The percentages are rounded.



William Fletcher
Brigadier-General
(Retired)

In 2024 we introduced Robbie Burns Night, Happy Hour, a pig roast, a Special Remembrance Day with Brigadier-General (Retired) William Fletcher, a Mother's Day high tea, and special membership luncheons. The addition of those events helped boost the number of people participating.

Our goal is to give people opportunities to volunteer, attend, make new friends, and reduce any isolation and loneliness that they might be experiencing. We hope to bring joy and fun to your lives.



2024 in review

Membership Review

Fees carried forward into 2024 at \$55	952	\$52,360
Fees from 2024 memberships	343	\$37,745
Total for 2024	1295	\$90,105

Calculating memberships within a year depends on several variables: 1. the anniversary date of the members, 2. the number of months that need to be deferred into the next year, 3. the number of months brought forward from the previous year. It's not a simple matter of dividing the base rate into the total.



CHEERS TO MEMBER PERKS!

All current and new members receive

10% OFF
AT BLUEBIRD LIQUOR

If you are a current member, please visit the front desk to pick up your 10% discount card.

Thanks for being a S.A.S.A. Member!

There are benefits to membership:

- Members have a vote at the AGM
- Members receive discounts in the community based on their membership at the Association
- Members receive discounts on events, and classes at the Centre
- Discounted activity card access
- Discounted monthly membership lunches
- Only members can receive discounts on rental space



Internal Events

St. Albert 50+ Centre
Activities | Resources | Services

Dinner, Dance, and Karaoke Night!

Join us for an unforgettable evening of:

- Karaoke:** Sing your heart out to your favorite tunes!
- Dancing:** Enjoy a night of dancing to a live music/DJ!
- Dinner:** Delicious three-course - **Chicken Skewer Kebab, Roasted Potatoes, Rice Pilaf, Salad and Buns**

Members: \$30.00
Non-members: \$35.00

Friday, July 19, 2024

RSVP by July 12, 2024

Don't miss out on a night of fun, music, and great company!

For more information and to purchase tickets, please contact us at:
780-459-0433



HALLOWEEN DINNER & DANCE

ENTERTAINMENT BY **MARTY THE MAGICIAN**

OCTOBER 25TH, 2024
COCKTAILS 5:00
DINNER 6:00
ENTERTAINMENT: 7:00
ADMISSION
MEMBERS: \$25
NON-MEMBERS: \$30

WITCHES MENU

- Herb Roasted Pork loin, Mustard Sauce,
- Scalloped Potatoes
- Roasted Veggies,
- Buns, Butter
- Garden Salad,
- Assortment of Square Dessert Platter

REGISTER BY OCTOBER 21ST!!!
IF YOU DARE!

St. Albert Seniors Association
Proud to be an inclusive and diverse Organization

**DINNER - DRINKS -
MUSIC - DANCING -
BEST COSTUME - PRIZES**



(Internal events continued)

We are proud to be a diverse & inclusive organization!  St. Albert Seniors Association

THE DIAMONDS

Live Music
Friday, November 29
Old Tyme Dinner & Dance

Cocktails: 5pm
Dinner: 6pm
Dance: 7pm

Members \$30.00
Non-Members \$35.00
Dance: \$15.00

[MENU](#)

PARMESAN HERB CRUSTED SALMON WITH
LEMON BUTTER CAPER SAUCE
MUSHROOM RICE PILLAF, GRILLED ZUCCHINI
WITH SUNDRIED TOMATO & ROASTED PEPPERS,
SALAD, BUNS & ASSORTED DESSERTS

7 Tache Street, St. Albert Alberta
780-459-0433



 St. Albert Seniors Association

JOIN US FOR OUR CHRISTMAS

JINGLE & MINGLE

FRI DEC 20 5:00 PM

Live Music by: Sparkling Tones

[MENU](#)

Roasted Turkey & Gravy
Herb Roasted Beef with au jus
Stuffing, Potato & Cheddar Casserole,
Roasted Root Vegetables,
Garden Fresh Salad, Buns & Butter
Assorted Desserts

Register by December 13th, 2024
\$35 (\$40 non-members)

7 Tache Street, St. Albert | 780-459-0433





Funder	Name of Grant	How it Helps
City of St Albert	Outside Agency Grant	Helps fund operations
City of St. Albert	FCSS	Funds our Social Worker
City of St. Albert	Pollinator Grant	Funded improvements to our garden
St Albert Community Foundation	Technology Grant	Funded our website, hardware and server updates
St. Albert Community Foundation	Lockbox Grant	Funds lockboxes as a safety feature for seniors
Government of Canada	New Horizons	Funded our anti-ageing campaign
Government of Canada	Community Connections Grant	Funds ageing in place strategies for St. Albert & Sturgeon County

“Grants are a springboard to innovation and progress, providing the fuel for dreams to take flight and positive change to take root.

”

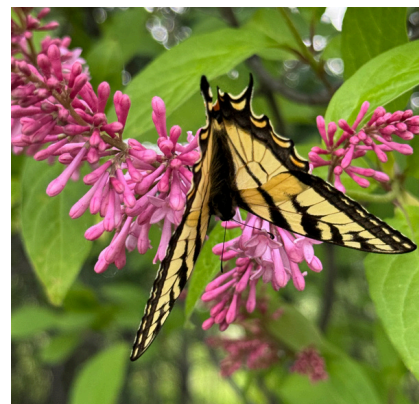


The Pollinator Garden

As you will recall, in 2024 we faced the threat of having our pollinator garden and most of our backyard wiped out. Board member, Mike Howes, spoke on our behalf at City Council. Two councillors came and took your questions and provided answers, Mike Killick and Wes Brodhead. We are grateful to them for braving the crowd and being honest and open with us.

When council voted, they voted not to continue with the revitalization of the park as planned, but I'm very sure eventually the park will be under construction, and we might again need to fight for our space. The Pileated Woodpeckers, who are back this year with another chick, will appreciate us speaking on their behalf.

Apart from that, the gardening group wrote a grant, put on community workshops, weeded, watered, propagated and sold tomato plants, and harvested, and with the grant money they vastly improved the perennials in the garden, making it more attractive to pollinators – bees, wasps, and butterflies. They did a beautiful job and below you will find pictures of their handiwork.





Community Connections

Community Connections is a program funded through a grant to assist seniors living in small cities and rural areas to have access to needed supports that enable them to age in place, reduce isolation and loneliness, and create food security. This grant is from the Government of Canada.

Below you'll find a case study. While the core of the facts remain the same, any identifying characteristics have been removed.

Client A: Male, late sixties, from Sturgeon

After being influenced to sell his West End Edmonton property to buy a property in a remote region of Sturgeon County, Client A found himself unhappy, not fully able to talk about how his isolation was an underlying cause of his declining health. His cancer and inability to access transportation to the Cross-Cancer Society caused cognitive decline, which impaired his reading and decision-making. With no knowledge of local resources and a daughter who worked overseas, his isolation was overwhelming.

The daughter reached out to FCSS Sturgeon and Legal for help for her father and was told there were no services available due to boundary lines and the remoteness of his residence. Sturgeon FCSS suggested she should contact S.A.S.A.'s Community Connections Program. The daughter did.

The Community Connections Manager contacted the daughter who mentioned she was truly concerned about her father being unable to access food. A Meals on Wheels order was placed, one that program manager, Cruz Pinzon, delivered in person to get a better sense of the senior's situation. Upon delivering the order, senior appeared confused, saying, "Oh, I guess I am eating frozen meals from now on..." the gentleman asked how to handle the meals and what the heating instructions were. Program Manager Pinzon explained and arranged a time with the senior to complete a holistic assessment of needs.

It turned out senior had been socially isolated for at least five years to the point where his system was shutting down, unable to connect easily with others. He expressed discontent at being in such big house with no one around, as his spouse was always away and only dropped by once or twice a month, after her long stays with friends in the city.

(Community Connections continued)

The senior did not mention he needed transportation to medical appointments, and did not fully disclose his current situation with needing medical attention at the Cross-Cancer. He said his daughter took care of all his errands and arranged his transportation most of the times.

The daughter brought her father to this center and explained his situation at the Cross-Cancer Society, which had cancelled the senior's cancer treatment due to the senior missing three or four appointments because of lack of transportation. The senior was immediately registered in the Friendly Drivers Program through Community Connections. The challenge now was to help the senior locate another specialist to start a new referral at the Cross-Cancer. It took about 6 months to locate a new specialist, in a nearby town. The senior is now receiving timely treatments because of this life saving program.

The senior also accessed a Friendly Visit once a week for the last 11 months or so. The Friendly Visitor is a volunteer who helps the senior develop the emotional strength to believe in his power and ability to regain control of his decision-making. The senior was able to develop new skills such as boundary-setting, self-image and self-esteem, and budgeting, a new set of tools the senior can now use to advocate for his rights to choose where to live, how to live, and what relationships to seek and foster.

To have better access to medical care and solidify finances, the senior sold his property in Sturgeon's countryside and moved to St. Albert, where he now enjoys better chances of reconnecting. He was observed attending this month's Golden Seniors Expo, looking healthier, more stable, and happier.

Client A is an example of a successful, timely intervention with a senior who was ready for a change. A total of 72 interactions with the senior (via phone, in-person, and referrals) made it possible for the senior to get where he is now.

This is an example of a complex case, requiring many actions on the part of the social worker to help the senior find solutions.

Community Connections is an Ageing in Place Initiative funded by ESDC -- Employment and Social Development Canada (2023-2025.) During this period 253 files have been opened; 212 files remain open; 41 files are closed.



Senior Systems Navigator

Our Systems Navigator assists older adults to make their way through challenging paperwork, requirements and government documents. Referrals for housing, food security, transportation, and mental health are just some of the areas with which the social worker helps.

Below you'll find a case study where the identifying characteristics have been changed, but the core facts remain the same. This was a complex case with more than five presenting issues. Sometimes, no matter how hard we try to offer a plethora of solutions, we are unable to assist a senior.

Client B: Male, late sixties, from St. Albert.

Client B has lived alone in St. Albert for the past three years. He's is to community-based supports and services in the city and several agencies have come to his aid. Initially, he became a referral to victims' services due to a traumatic incident. Assistance was cut-short due to Client B's unwillingness to engage and follow-up with support plans. This sometimes happens. It is important for our clients to realize that they must be involved in choosing and following through on the referrals.

Fast forward to 2024, Client B was again referred to outreach services at St. Albert Seniors Association for a follow-up. Approximately 200 hours with a total of 98 interactions were offered to Client B. Unfortunately, with so many refusals of services Client B became a complex case, which it wasn't in 2022; the idea was to help him understand his current situation and the risks he was taking, but the senior did not respond as per the planned supports, picking and choosing some supports and rejecting the most consequential ones. This can be heartbreaking for a social worker, and they work to find new solutions until they run out of options they can offer.

From June 2024 to June 2025, Client's B situation worsened. He presented as financially unstable, suffering from physical and mental illness, food insecurity, unable to afford life-saving medication, losing mobility to complete basic housekeeping, and stranded with no ability to drive. He had spent two years unsuccessfully applying for full pensions, falling deeper into a financial challenge while his health deteriorated.

The Senior was assisted with the following supports, among others:

- Locate and reinitiate medical treatment to determine the root cause of his debilitating health and prevent further decline. Client B welcomed the support.
- Access financial assistance from three different community-based programs for healthy food and necessary services. Client B welcomed the financial supports.

(Senior Systems Navigator continued)

- Advise and assist him in exploring housing options (independent and supportive living – three options in total). Client B declined all three options offered to him.
- Referrals to a debt consolidation firm, which explored a sustainability plan for the senior to resolve his developing financial challenges. Client B did not accept the support.
- Access to real-estate support for the sale of his property to avoid greater financial deterioration via foreclosure and eventual eviction. Initially, the senior did not engage, but soon he realized it had come to a matter of selling and moving out or becoming house-less. The client finally accepted the support.
- Free transportation to medical appointments, housing viewings, government office meetings, the pharmacy, and food bank. Client welcomed this support.

When all the supports were offered, Client B's mental health had declined to the point where he was not able to find value in most of the supports presented for consideration. The initial goal was to help him find a permanent solution to his dire financial situation, which could potentially assist him with better health outcomes and securing alternative housing. Hours of support rendered very little progress towards achieving that goal. Client B did have a slight health improvement due to access to specialist doctors, medication, and food. After careful consideration, client's file was closed because of lack of cooperation.

St. Albert Seniors Association attends to at least five calls for assistance from seniors in St. Albert or a concerned acquaintance a day. Those inquiries can be from how to keep vulnerable seniors safe with the installation of a lock box or education on financial abuse to difficult questions pertaining to processes involved in helping a loved one transition into assisted living.

Hard decisions must be made by our team as to how to manage time and available resources to maximize better outcomes for the greatest number of individuals. Sadly, files must close when a social worker realizes they are working harder than the client and that outreach is only one part of the clients' network of supports.

The longer a senior waits to access supports, the more complex cases become. It is a little like that old saying, "a stitch in time saves nine." Socials workers can help with lots of issues, like paperwork, referrals for tax help, housing, transportation, abuse, etc. While a senior is always encouraged to choose the option that works for them, social workers sometimes have limited options. Unfortunately, no one gives you a magic wand when you become a social worker, so we have to work within the frame work of available solutions and opportunities.



New Horizons Campaign

Don't Erase Me, Embrace Me!

The New Horizons pro-aging campaigning was the brain child of a group of seniors led by Lise Ruthard. They conducted focus groups and came up with a great theme for this endeavour: Don't Erase Me, Embrace Me!

Below are a few of the posters that were created and a link to the youtube channel where you can see short videos of seniors talking about ageing and about their experience with discrimination.

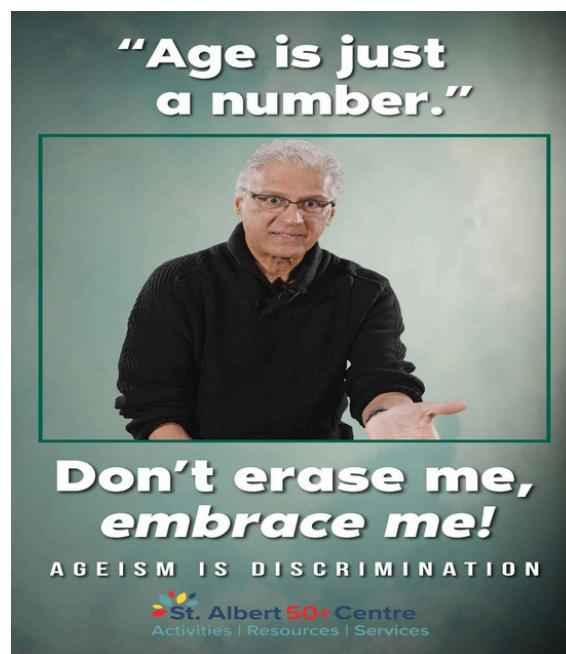
Follow the links to see the movies on Anti-Ageism

Lise



<https://youtu.be/pQcvqyhPVAI>

Milind



<https://youtu.be/pQcvqyhPVAI>



Thank you to Road 55 for your help.




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