

2021 ANNUAL REPORT

- Westend Seniors Activity Centre



WE Seniors.ca

WESTEND SENIORS ACTIVITY CENTRE

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**VISIT OUR
WEBSITE**



www.weseniors.ca



facebook.com/WESeniors



[youtube.com/
WestendSeniorsActivityCentre](https://youtube.com/WestendSeniorsActivityCentre)

Mission Statement

To be a community based hub for seniors providing services, programs, information and activities that support the healthy aging of seniors.

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A Message From Our Executive Director

Message from the Executive Director

- *We Embrace Change*
- *We Do What It Takes*
- *We Are Accountable To The Outcome*
- *We Do The Right Thing*
- *We Bring Out The Best In Each Other*

These are the core values of SUNCO Communication and Installation Ltd, a local telecom business. When I heard them from my colleague, I fell in love with these values because they summarize the positive changes that I witnessed for the Westend Seniors ActivityCentre (WSAC) in 2021.

We were still in the midst of the COVID-19 pandemic in 2021, and changes affected every single aspect of WSAC operations. COVID related restrictions, funding, ways of offering programs and services, ...and the list goes on.

WSAC Board, Staff, and Volunteers simply **embraced all the changes and did what it took** to maintain, even enhance our programs and services to meet the diverse needs of our seniors. For example, we offered concurrent (in-person and online) classes to keep our seniors physically and psychologically healthy. We hosted a wide variety of drive-through and in-person events to bring socialization back to seniors. We partnered with Drive Happiness to deliver meals to our seniors at no extra cost.

Thanks to our Board's wisdom and experience, WSAC operates under the guidance of a Strategic Plan, which outlines all the measurable indicators of success for every year. In 2021, WSAC Staff, with the support of our Board and Volunteers, accomplished 16 out of 17 indicators of success. Because WSAC is always **accountable to the outcome**, we have earned our reputation as a reliable organization from the government, funders, and partnering organizations.

As a leading-edge senior-serving organization, WSAC understands its value to be a community hub that serves, supports and connects seniors during this unprecedented pandemic. According to the City of Edmonton 2019 Census, over 200,000 Edmontonians are aged 55 and older. Senior Centres like WSAC played an integral role in serving seniors in the communities. Therefore, our Centre has not stopped serving our seniors since March 2020, when the whole country shut down. At WSAC, **we do the right thing**.

Although the pandemic has created many challenges, WSAC Board, Staff and Volunteers have been working together and **brought out the best in each other**. Behind the scene, they all put in thousands of hours to provide the best services/programs possible for our seniors. This annual report is a summary what we have accomplished and celebrated together. I believe an organization like WSAC will always bring smiles and hope to our beloved seniors.

Finally, I want to take the opportunity to thank our members who have been trusting and supporting the Westend Seniors Activity Centre. You are the reason why I, as a gerontologist, have dedicated 10 years of my career to serve this great organization.

Haidong Liang, Ph.D.
Executive Director
Westend Seniors Activity Centre



A Message From Our Board President

I am optimistic that we are over the worst of COVID given the wave of “lifting of COVID restrictions” in Alberta, throughout Canada and around the World. My heartfelt sympathy goes out to all those who have lost loved ones and friends. I for one, lost my older brother early in the pandemic. He had received one vaccination, but obviously it was not enough to protect him from the devastating effects of COVID. COVID will remain endemically present in our society for the next few years and I, as a retired nurse, promote vaccination. I urge members to either get vaccinated, if you are not already, or to maintain your vaccination status through booster shots as they become available. The positive outcome of all of this is that after two years of social restrictions, WSAC can once again promote in person programming and social gathering that I am sure members are eager to resume. For many seniors, it has been a lonely two years.

With a drop in revenue associated from a loss in membership and the loss of in-house programming for many months, ensuring WSAC’s financial ‘sustainability’ was a major concern for the Board. Thanks to the forward thinking of past Boards of Directors, there is a ‘Sustainability Fund’ for emergencies which we can draw upon if needed. Also, our Executive Director worked tirelessly on grant writing which has been successful in a large part because of the alliances and partnerships that he has developed with other organizations. Just as the WSAC staff worked diligently to support our members socially, emotionally, mentally and physically throughout these last two years, I am hoping the members will reciprocate by helping WSAC to rebound financially. I encourage members to invite others to join or rejoin WSAC. Please register in program activities, have lunch in the cafeteria, attend events, and consider volunteering.

I want to thank our outstanding Executive Director, staff, and volunteers for all they have done to help keep seniors engaged during these last two years. The creativity amongst the staff is commendable. I know many of us enjoyed the array of online activities offered through the website and the fun, social, outdoor activities held within the parameters of the COVID restrictions. The Board is immensely proud of the fact that WSAC was able to continue serving its members, along with seniors throughout the province, during the pandemic through a combination of on-line programming and in-house programming (as allowed by Provincial restrictions). Initiatives established such as on-line activities and the outreach initiatives such as the Frozen Meal Program will continue. WSAC has emerged as a ‘go-to’ organization in the province when other senior minded organizations are seeking assistance.

The Board of Directors has continued to support the Executive Director during the 2021 year. Board meetings and committee meetings were held regularly to ensure that WSAC continued to work toward meeting the strategic goals.

I want to thank these Board members for their commitment and contributions. It has been my honor to serve as your President this last year. Let us make a toast to ‘new and renewed beginnings’ in 2022!

Regards,
Barbara Gibson, President



WSAC's 2021 Board of Directors



**WESTEND
SENIORS
ACTIVITY
CENTRE**

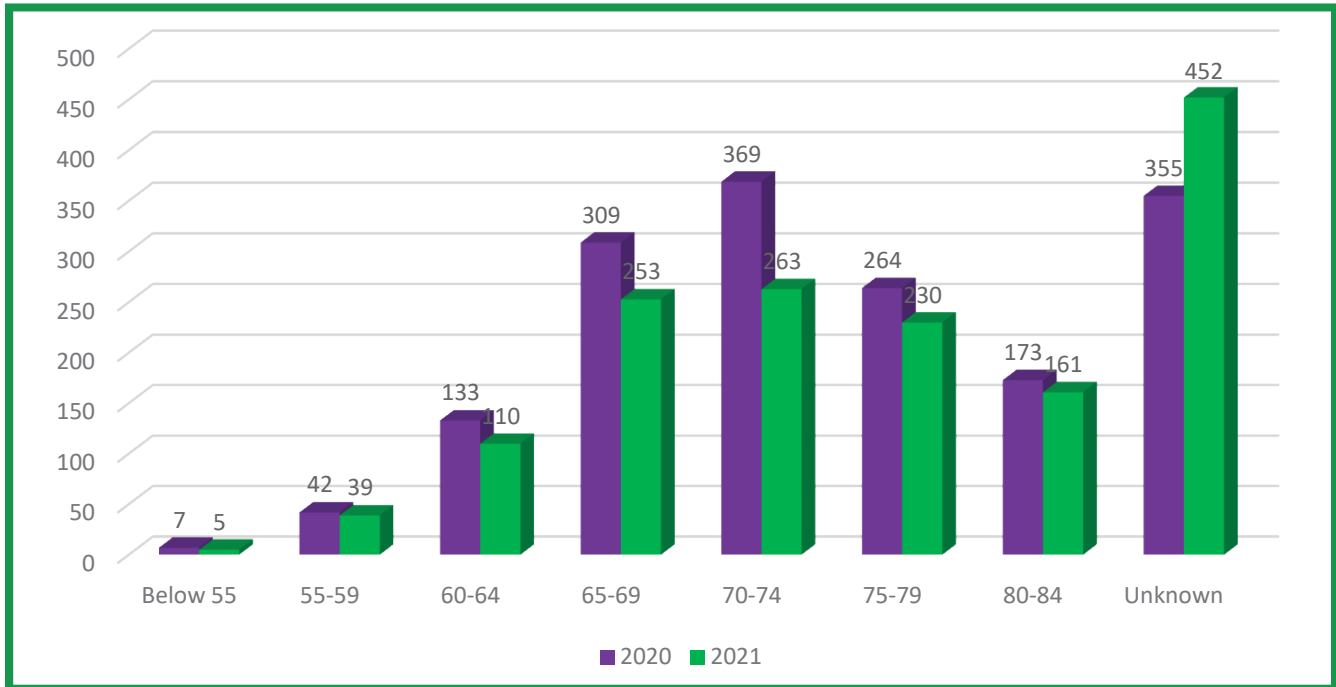
- President, Barbara Gibson
- Past President, Jay Pritchard
- Vice President, Kaye Langager
- Treasurer, Robert (Bob) Smith
- Director, Richard (Rick) Batty
- Director, Dolores Brent
- Director, Shirley Devlin
- Director, John Kennedy
- Director, Ruth Ann Linklater
- Director, Sharon Quickfall
- Director, Kay Rather

WSAC's 2021 Staff Members

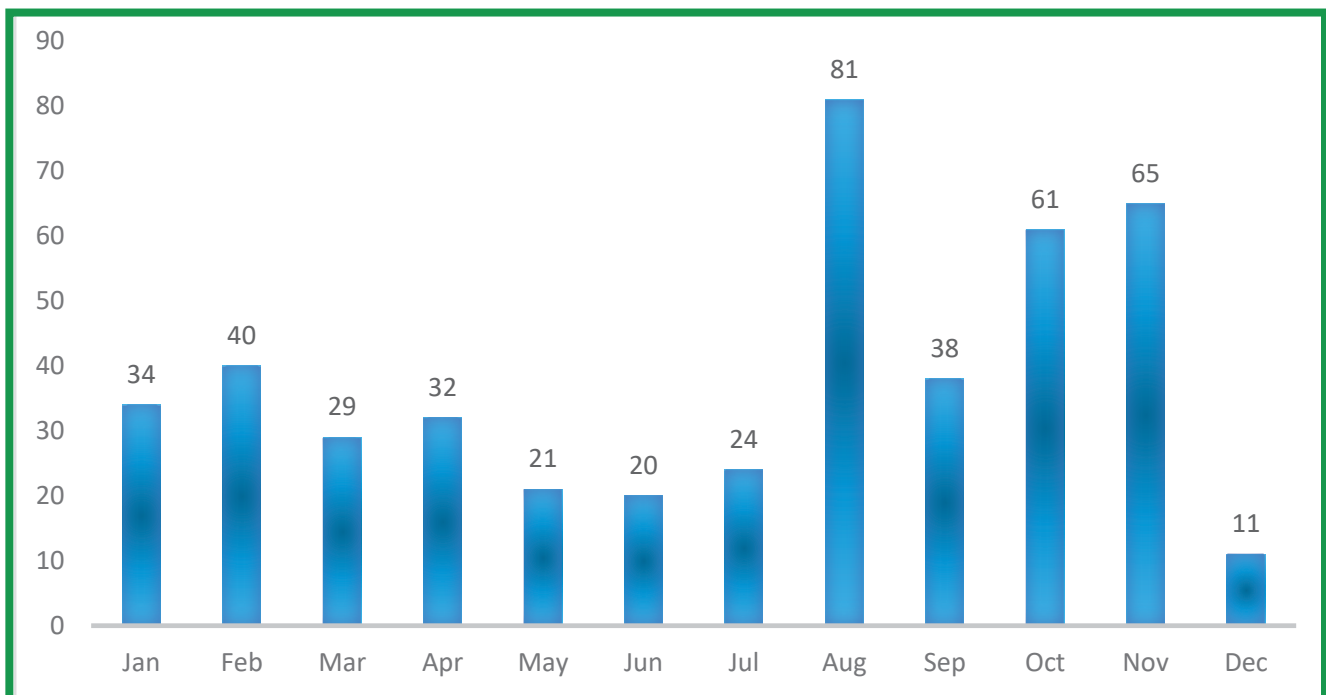
- Executive Director, Haidong Liang
- Accounting Services, Kathy Dicks
- Community Café Program Manager, Tracey Treidler
- Community Café Chef, Stu Blasner
- Community Inclusion & Development Manager, Lorena Smalley
- Community Engagement & Communication Coordinator, Thomas Zheng
- Community Outreach Manager, Shirley Kilsdonk
- Senior Home Support & Outreach Worker - Lynn Maiko
- Recreation Programs Coordinator, Cherisse Macayan
- Programs Administrator, Donna Chaffee
- Volunteer & Event Manager, Heather Riberdy

WSAC's 2021 Members At A Glance

Age Of WSAC Members - Comparison 2020 vs 2021

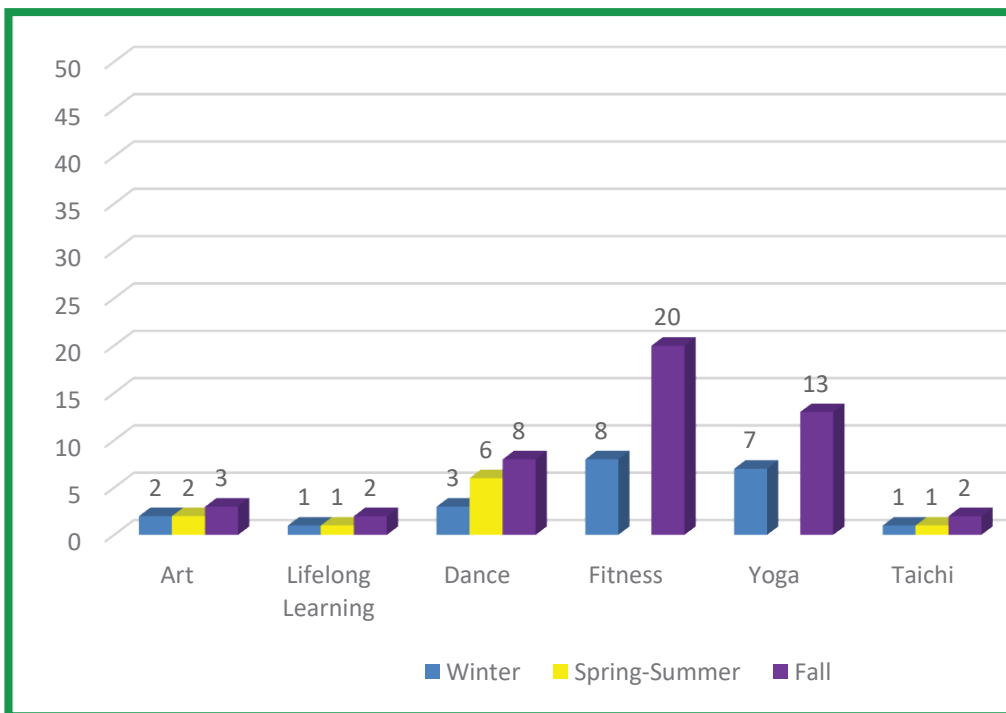


New WSAC Members in 2021



Programs At Our Centre In 2021

Number Of Classes WSAC Offered In Person in 2021



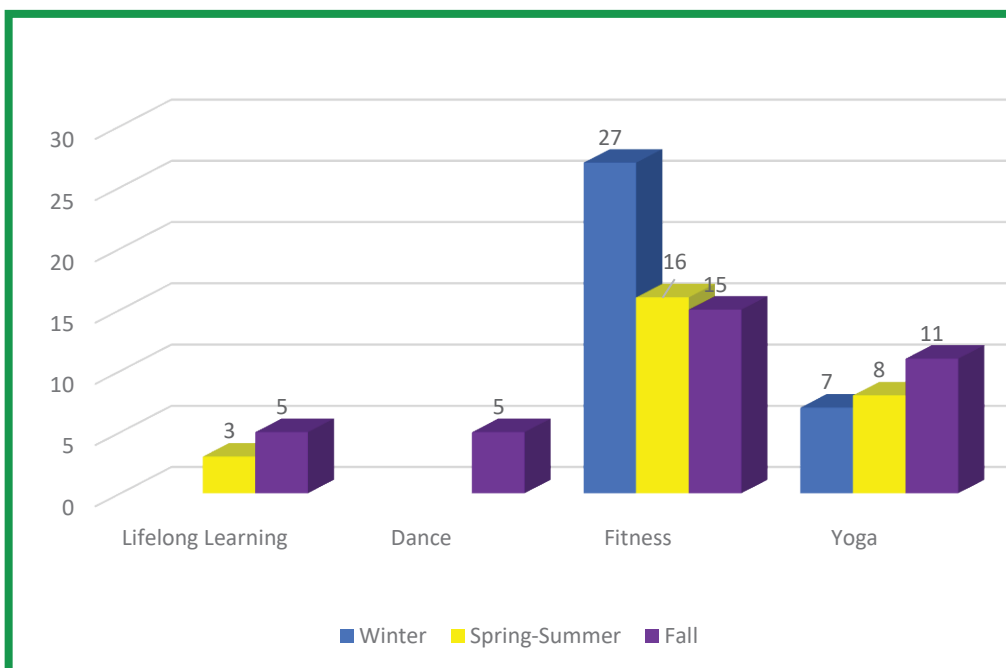
WSAC prides itself on the variety of classes offered at our centre. In 2021, WSAC offered a total of:

Winter
(January to March, 2021)
22 classes

Spring/Summer
(April to August, 2021)
10 classes

Fall
(Sept. to Dec. 2021)
48 classes

Number Of Classes WSAC Offered Online In 2021



Online classes continued to be popular in 2021, as WSAC offered a total of:

Winter
(January to March, 2021)
34 classes

Spring/Summer
(April to August, 2021)
27 classes

Fall
(Sept. to Dec. 2021)
36 classes

What We Offer To Our Members Socially Here At The Centre

Whatever their interests, no matter their abilities, the Westend Seniors Activity Centre invites people to choose from a multitude of programs, classes, events and more!

There is truly something for everyone. Being bored is not an option!

Programs and Classes

- Art
- Fitness & Dance
- Yoga & Wellness
- Music
- Computer
- Workshops
- Life long learning & more

Monthly Birthday Party

Every month we have a get together to recognize all members who are celebrating birthdays.

Parties & Dinners

Our dinners and theme parties are something our members look forward to.

We have formal dinners, costume parties, monthly potlucks, concerts... the list goes on.



Community Cafe

The Café is the social hub of Westend Seniors Activity Centre.

A comfortable setting to meet up with new friends and familiar faces. Hot coffee and tea are available all day. Hot lunch, sandwiches and snacks are available for purchase daily between 11:30 am and 1:30 pm.

Travel Trips

Westend Seniors Activity Centre regularly coordinates offsite day and half-day trips for members, where we provide transportation and more.

It is a chance to visit a wide range of popular attractions in and around Edmonton: from casino visits to nature trips.

Multicultural And Seasonal Celebrations

Westend Seniors Activity Centre hosts special events and multicultural celebrations throughout the year:

- Chinese New Year
- Mother's Day and Father's Day brunches
- Valentine's Day

These are just some of the festive celebrations at our centre!

Resources We Provide To Our Members

- Outreach &
- Home Help



Outreach

Helping others never grows old

Many seniors are unaware of the numerous resources and support services that exist to help them.

The objective of Westend Seniors Activity Centre's Outreach Program is to **aid and support seniors by connecting them with necessary resources within the community** – and helping to reduce isolation.

This is being achieved by offering direct support to our members (on-site) or by going into the community (outreach). **This can take place face-to-face at our facility on an appointment or walk-in basis, or over the phone/email.**

Outreach workers support seniors on a number of levels by offering referrals, advocacy, assistance with form completion, emotional support, needs assessments and consultations.

We provide information and assistance that includes (but is not limited to) the following areas:

- Independent housing and supportive living
- Navigating the health care system
- Seniors benefits
- Finance and banking
- Elder abuse
- Meals and nutrition
- Mental health and grief services
- Transportation
- Isolation
- And more

Home Help

Seniors Home Support Program

Many seniors require assistance to remain in their own home. The Seniors Home Supports Program **refers seniors to approved service providers** who offer services in the following areas:

- Snow Removal
- Yard Work
- House Keeping
- Minor Repairs

When clients call our office, **we provide them with a list of 3 service providers to contact.**

This will allow the senior to get quotes on costs BEFORE they choose which business to hire.

As a partner in this City of Edmonton initiative, Westend Seniors Activity Centre acts as a community hub, responsible for providing home support services within West Edmonton. By providing a streamlined referral system, we make it easier for seniors to access required supports.

WSAC'S Community Partners

A new contract was drafted to define roles and fees between the Community Connector agencies and Westend Seniors Activity Centre.

New contracts will be implemented when Community Connector partners are identified and allowed to reopen amidst the COVID-19 pandemic. The following partners have been a valued addition to WSAC programming in 2021:



Virtual Fitness Training Program

The University of Alberta partnered with WSAC to provide onsite 1:1 fitness training in Winter 2021 and virtual small group training in Fall 2021.



WSAC partnered with Community Connector Drive Happiness to provide FREE DELIVERY for seniors who ordered from WSAC's frozen meal program in 2021.

WSAC also partnered with Drive Happiness to deliver frozen meals to lower income seniors as part of their WESeniors Deliver Happiness initiatives.



The YMCA Digital Literacy Team offered their excellent technology series at WSAC in the winter and spring of 2021. During the summer, they transitioned to the virtual program realm with us and have accepted several referrals to assist seniors with technology learning outside of the class time as well.

**YEG
Seniors
Alliance**

A Partnership
To Serve
Seniors



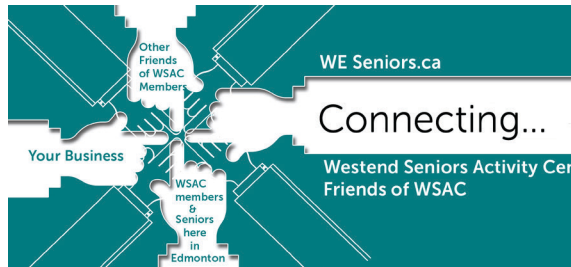
Westend Seniors Activity Centre, Edmonton Seniors Centre, ICAN Seniors Association and Drive Happiness

Four senior serving organizations who have partnered to serve over 3500 seniors in both Edmonton and Calgary.

Friends Of WSAC

Friends of WSAC are businesses vetted by the Westend Seniors Activity Centre that are dedicated to providing services to Edmonton and area seniors.

They belong to an elite networking group focused on addressing the needs and challenges seniors face in their daily lives. They have partnered with our centre to provide educational resources and fun experiences to Edmonton seniors.



WSAC Toonie Talks In 2021

Due to the pandemic, we were unable offer our in-person Toonie Talks until we reopened in September 2021. For the period September to December 2021, we offered 10 presentations and had over 100 attendees!

What Members Are Saying About Our Toonie Talks

During our Toonie Talk presentations, a WSAC staff member is always present to assist our presenters and to ensure there are no issues.

After the presentation, we hand out a questionnaire asking for feedback on the presenter and the information they shared during their presentation. This is to ensure our members have found the presentations helpful but also to give our presenters on-going feedback.

Toonie Talk - Testimonials From Attendees

“Very informative and helpful source of information. Very skilled and knowledgeable presenter. Thank you so much for your time!”

*“I highly recommend Estate Connection’s presentations to everyone!
Extremely interesting and knowledgeable!”*

*“Good information on areas of the world and grape varieties.
I loved tasting all of the different wines”*

“What a wonderful presentation! The guest speaker was extremely helpful and informative on downsizing. I really appreciate the handouts she gave us as well”

WSAC's Volunteers in 2021

Friendly Phone Calls

Throughout 2021, we continued connecting with seniors through our Friendly Phone Call program. **15 dedicated volunteers made regular calls every two weeks in 2021.** Many of our volunteers have developed lasting friendships through these calls and also assisted in helping seniors access resources for home supports and outreach.

Community Cafe

Our cafe reopened for in house lunches and with that we were able to bring volunteers in for new opportunities including the cafe cashier and cafe host positions. **6 new volunteers were trained through the fall and are now serving customers daily.** We hope that as people feel more comfortable coming into our cafe for lunch, we will see an increase of demand for meals in 2022 and will then be able to bring in previous and new volunteers to help with food preparation.

WSAC Front Desk

The WSAC front desk went through many changes and improvements and with that we have put in new procedures and training.

A few of our dedicated front desk reception volunteers have returned to us while the majority of them are all brand new to these positions. **13 people have stepped up to take on this very important responsibility and have navigated through our re-opening, program registration, and Covid restrictions.** You will always find them ready to help you with a smile, great customer service and extensive knowledge of our centre.

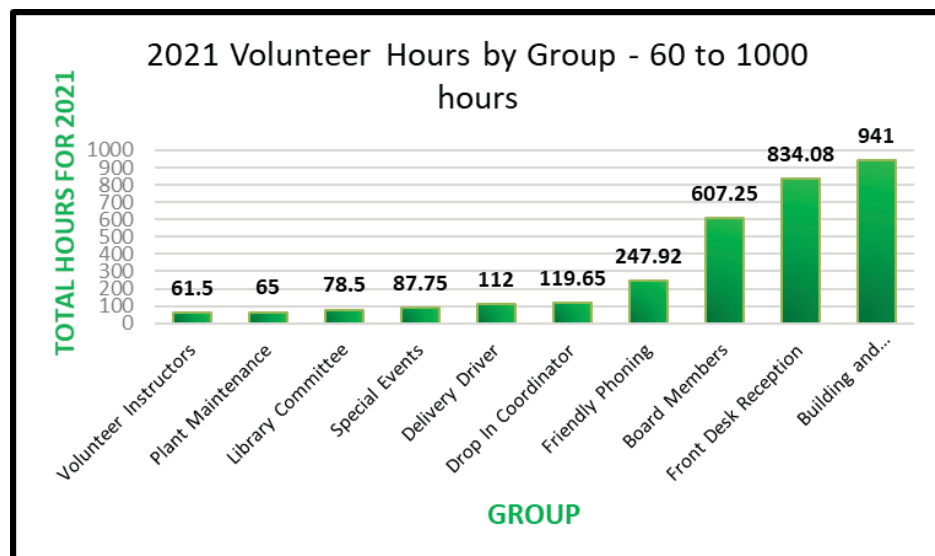
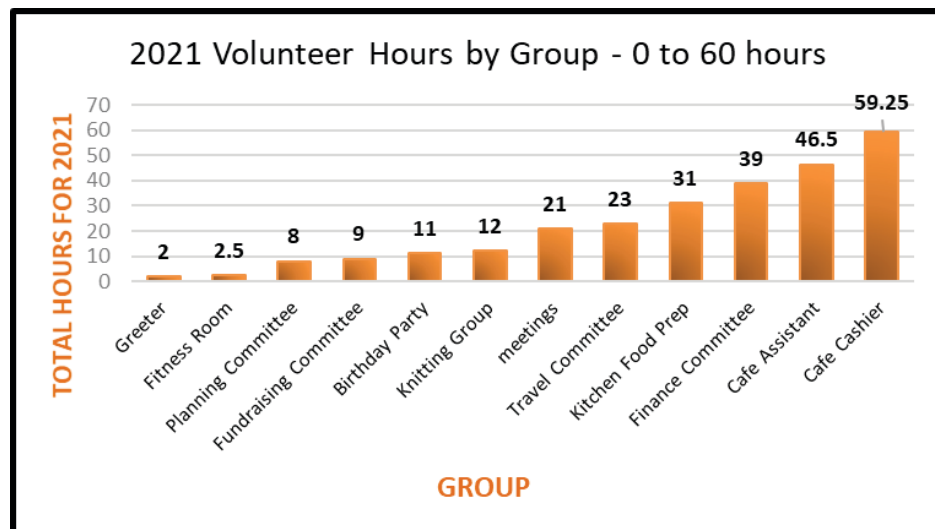
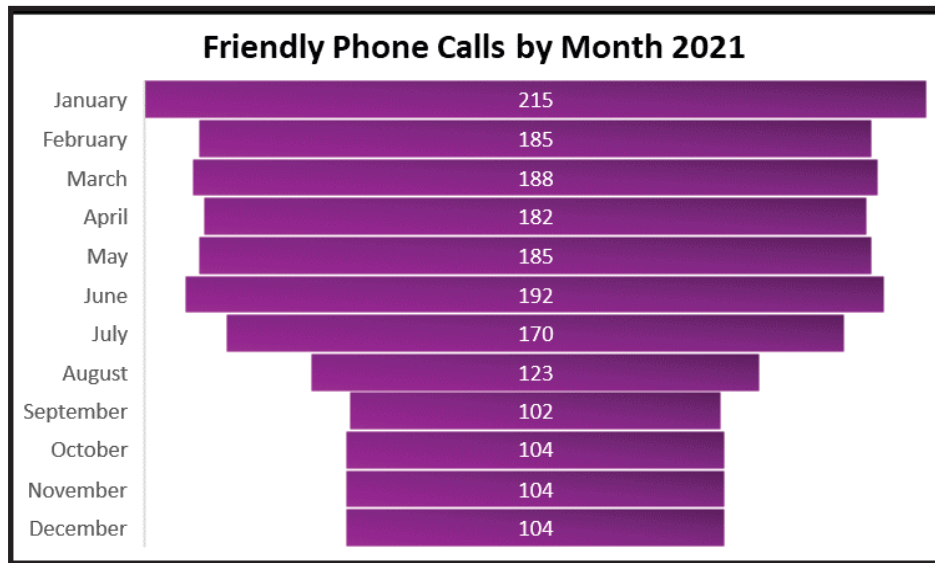
WSAC Committees

We have gradually brought back some of our committee members, drop in coordinators and other volunteers as events have started up again and drop-in activities have commenced.

Our Executive Board and Special Events committee have been working diligently throughout the year to ensure the success of the organization.

**A Huge Thank You Goes Out To Our Amazing Volunteers
106 Volunteers Gave A Total Of 5905 Volunteer Hours in 2021!
5905 Volunteer Hours x \$15.00/hour = \$88,575!**

WSAC's Volunteers in 2021



Special Events in 2021

Connecting With Others Never Grows Old!

We had to be very creative and flexible with planning our events this year in order to keep our members engaged and active. Several “drive thru” events were created and well attended including:

Drive-Through New Year’s Levee co-hosted with MP Kelly McCauley on January 9, 2021 (50+ cars & individuals)

Drive-Through Bottle Drive with City Councillor Andrew Knack and MLA Jon Carson on February 26, 2021 (over 100 cars)

Drive-Through Volunteer Appreciation hosted on April 28, 2021 (54 volunteers)

“It’s A Wonderful Day In Our Neighborhood” held during Alberta Seniors Week Supported by Minister of Seniors and Housing on June 10, 2021 (150 cars)

Canada Day BBQ, 2 outdoor musical **Fun in the Sun events** in July and the **WESeniors Amazing Race & Challenge** event (over 200 participants)

International Day of Older Persons event on October 1st

Christmas Craft and Bake Sale on November 20, 2021 (34 vendors)

Instructor Appreciation Day on November 2, 2021 (34 attendees)

Festive Lunch and Holiday Dinner at Christmas (over 100 attendees)

We also hosted some **other smaller events such as monthly birthday parties** when possible (in accordance with the AHS guidelines).



Fun Fact

Drive Happiness Volunteer Drivers Made 293 Deliveries on behalf of WSAC’s Frozen Meal Program!

Special Events - June 10, 2021

“It’s A Wonderful Day In The Neighborhood” - Held During Alberta Seniors Week



On June 10th we hosted our first ever event called It’s A Wonderful Day In Our Neighborhood.

Our goal...to remind us that no matter how bad things may seem, we all have so much to be thankful for!

When people arrived, we gave them a poster to fill out, telling us what they were thankful for. Then they made their way through our various stations we had set up across our entire parking lot where they could **drop off donations for organizations like Boyle Street, Pack A Purse, The Hope Mission and bottles, puzzles and books for WSAC.**

Minister Josephine Pon, the Ministers of Seniors & Housing, MLA Jon Carson, and MP Kelly McCauley and his staff were on hand to help out and once again our WSAC volunteers were here to help! Everyone who attended was given a sample from our meal program, bottled water, and goodies! **Over 150 cars** drove thru and the amount of donations we received was fantastic!



Special Events - Summer 2021



Canada Day BBQ Out On The Deck



Bottle Drives To Raise Funds For Our WESeniors Deliver Happiness 3.0



Live Music With Jack Cockrell McDonald

Special Events - August 25 & 26, 2021

The WESeniors Amazing Race & Challenge



On August 25th & 26th, we partnered with our Friends of WSAC members to host our **1st Annual WESeniors Amazing Race & Challenge**. Over **100 members** picked up maps and goodies from our centre and then spent the day driving around Edmonton, stopping at different businesses who had fun games and challenges set up for them.

The race was all about collecting as many points as possible with the top 3 point getters winning **\$600 in prizes!** The challenges were everything from lawn darts, to going for a quick bike ride on an E-Bike. **The businesses did a fantastic job with each of them offering up a fun door prize AND having goodie bags and treats for everyone who visited them!** The event is the perfect example of how our organization creates win-win opportunities for our partners.



Stanford Hearing Handing Out Goodie Bags To All Participants

WSAC Fundraising In 2021

WSAC was able to offer a few smaller fundraising initiatives throughout the year in order to keep our members engaged and find ways to give back to the centre. In the spring, we took part in the **Make it Sow seed fundraiser which raised \$725**. We also worked with Growing Smiles again this year for a **Spring Plant Fundraiser and Christmas Poinsettia Fundraiser which netted a combined total of \$1714**.

These fundraisers totalled \$2439



FROZEN MEAL PROGRAM FUNDRAISERS:

We also held a number of fundraising initiatives at our larger events throughout the year. The goal being to raise funds to purchase commercial equipment for our Frozen Meal Program

- There were **several basket draws, a “Freezer Full Of Food” draw and 50/50 draws throughout the year with a net profit of \$3321 and**
- **Spring and fall bottle drives which raised an additional \$1740.**

These fundraisers totalled \$5061 towards our commercial mixer!



Our Executive Director showing the funds raised from a bottle drive.

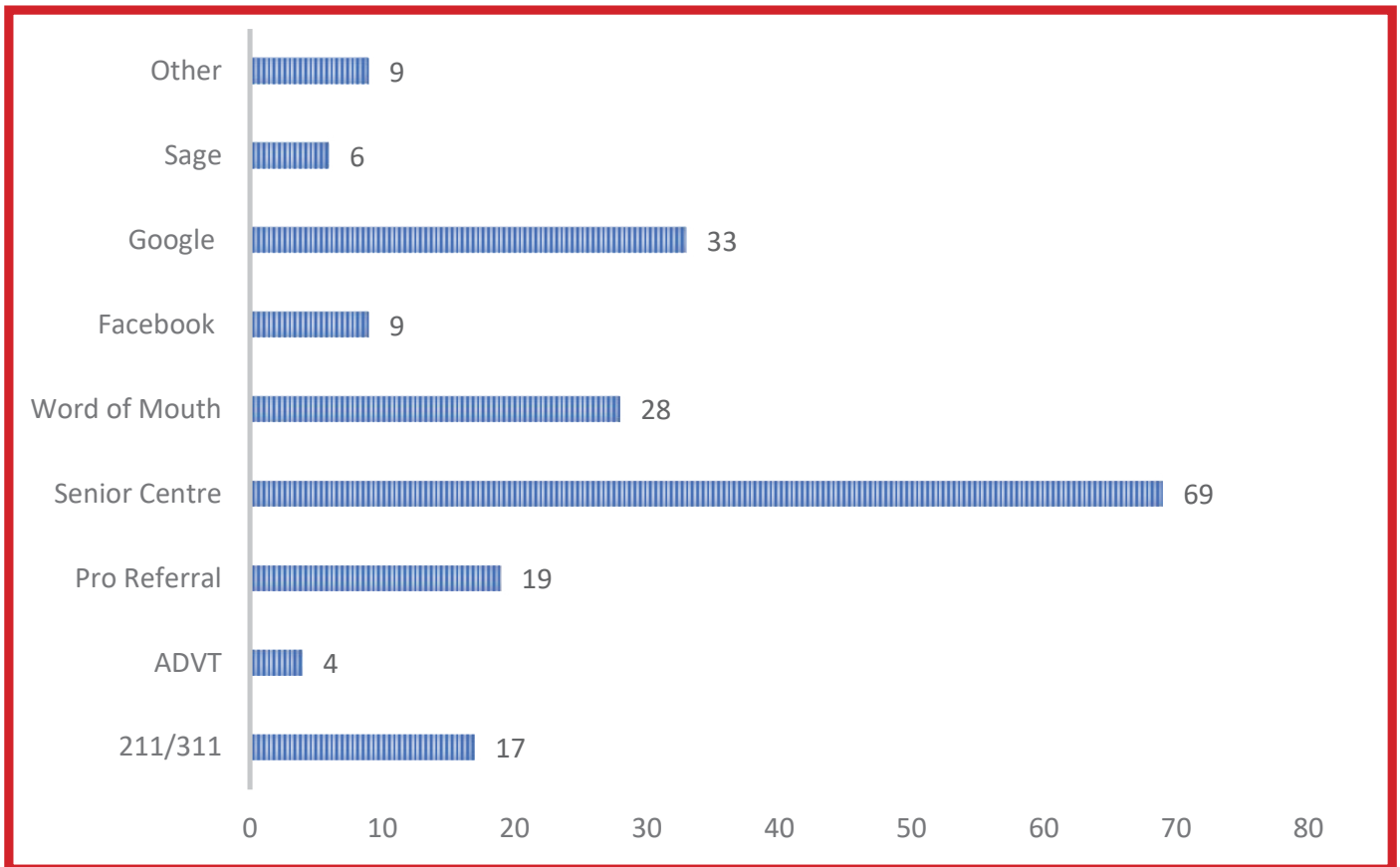
A basket of beverages for one of our basket draws in 2021.

Outreach & Seniors Home Support Program in 2021

In 2021, we all continued to experience a stressful and challenging circumstance. The COVID-19 pandemic has continued to create unique challenges for most individuals and especially for our seniors. During this perplexing time, Outreach remained focused on providing up to date information and services. We were committed to helping seniors navigate the pandemic to ensure that they were staying safe and healthy and that their needs were being met.

In 2021 we served 194 unique clients. Our data showed that we provided 850 services to these clients.

How Seniors Heard About Our Outreach Program



Outreach & Seniors Home Support Program in 2021

The City of Edmonton's 211 call centre 2021 Annual Report shows that the Westend Seniors Activity Centre received 95 referrals with 18 hand-off calls.

Referrals from 211

Outreach Provider	Referrals	Warm Hand-Off
Bent Arrow – Pehonan Elders Program	2	0
Jewish Family Services – Senior Support	13	0
Sage – Multicultural Seniors Outreach Program	12	3
Shaama Centre for Seniors and Women – Seniors Outreach	17	0
Sage – Outreach/Seniors Support Services	312	21
Strathcona Place 55+ - Seniors Support Services	25	3
Edmonton Seniors Centre – Seniors Outreach	111	4
North Edmonton Seniors Association – Seniors Outreach	69	15
Operation Friendship Seniors Society – Seniors Outreach	31	3
Westend Seniors Activity Centre – Outreach	95	18
Millwoods Seniors Association – Seniors Connect – Outreach Services	18	1
SCONA – Seniors Outreach	27	2
Southeast Edmonton Seniors Association – Seniors Outreach	32	2
Edmonton Aboriginal Seniors Centre – Seniors Outreach	4	0
TOTAL	768	72

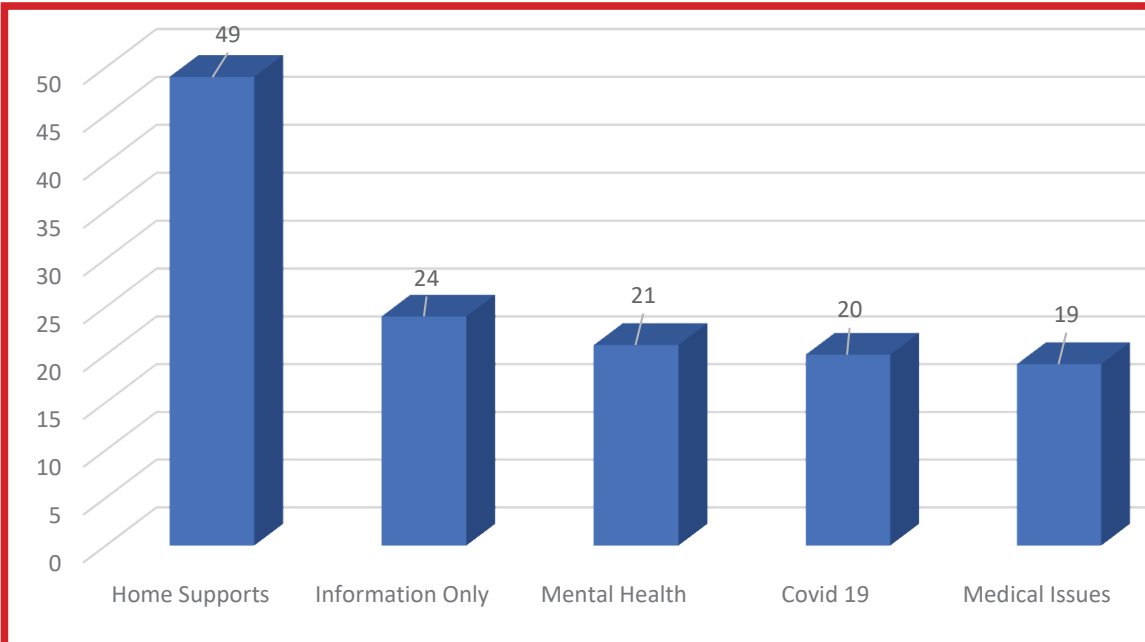
FUN FACT!

Did you know...

- In 2021, we offered **97 online programs** with a total of **1,915 individual online classes**.
- Seniors from other parts of Alberta, BC, Ontario, Mexico, and the USA participated in our online classes.

Outreach & Seniors Home Support Program in 2021

Top 5 Issues That Seniors Needed Assistance With



**In Total We
Helped
175
Unique Clients**

**850
Services
Provided By
Our Outreach
Team**

Home Supports - This is when seniors call requesting resources for help in the home for example, a referral for housekeeping or home care.

Information Only - This is when a person would call and ask specific questions on where they would go to find something. For example they may call asking if we have Yoga classes, or where they could sell their scooter. Time has been spent with them looking into resources but it really doesn't fall into any other category other than information only.

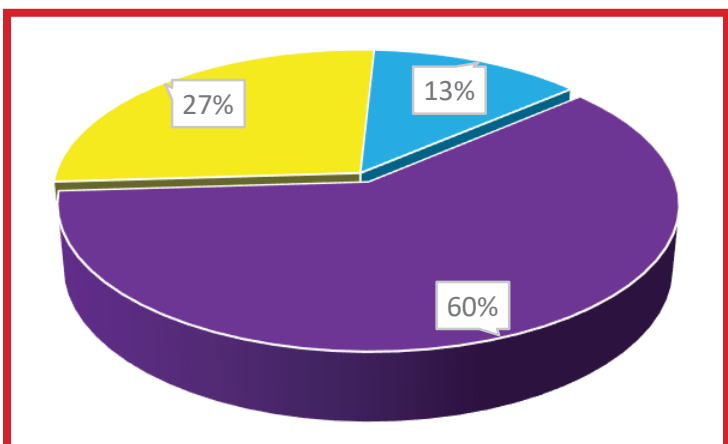
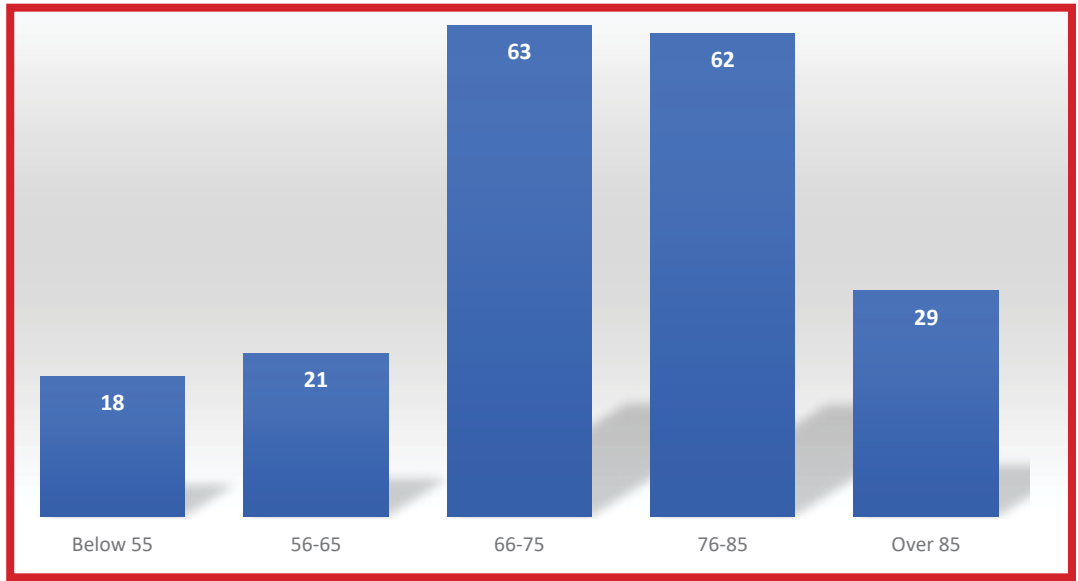
Mental Health - Family members may call for an isolated parent that is suffering from depression and either needs community support or activities. Another example would be people suffering from dementia that need to have community supports put in place or an assessment done to have them moved to a more appropriate residence.

COVID-19 – This is when people would call in with questions or in need of support with regards to COVID-19.

Medical Issues - Due to a new or continued medical issue the person may need resources for homecare help, finding a new doctor or getting their prescriptions delivered.

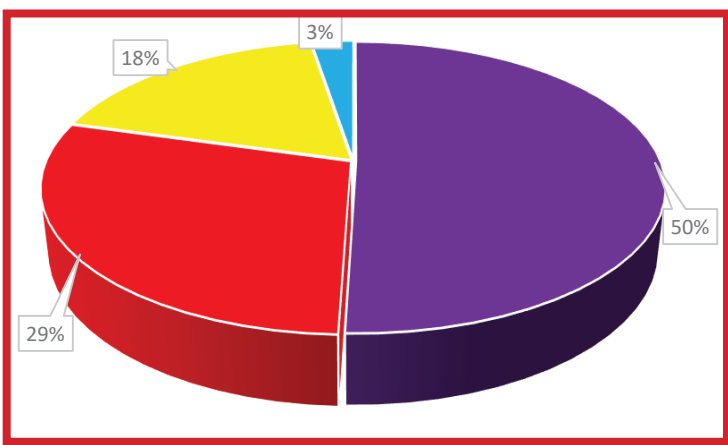
Outreach & Seniors Home Support Program in 2021

Age Of Seniors Using WSAC's Outreach Services In 2021



Financial Situation Of The Seniors Using Our Outreach Program in 2021

- 60% - Comfortable**
- 27% - Low-income**
- 13% - Situation Unknown**

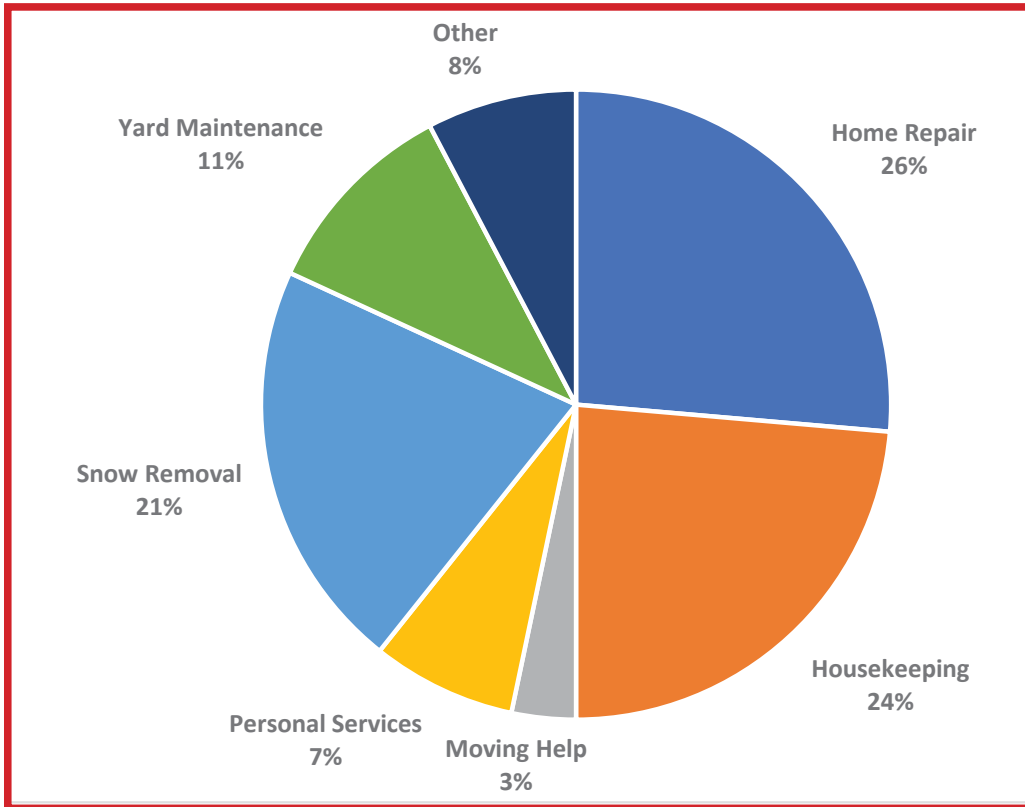


Living Situation Of The Seniors Using Our Outreach Program in 2021

- 50% - Live Alone**
- 29% - Living With Their Spouse**
- 18% - Living With Someone**
- 3% - Situation Unknown**

Outreach & Seniors Home Support Program in 2021

Seniors Home Support Inquiries in 2021



What Is The Seniors Home Support Program?

The Seniors Home Supports Program is a referral service that gives Edmonton seniors referrals to businesses that offer snow removal, yard help, housekeeping, home repair and maintenance, personal services, and moving help. WSAC and other seniors centres screen businesses to ensure they are reputable. They then refer these businesses to seniors who are looking for reputable service providers.

HOME REPAIR AND MAINTENANCE, SNOW REMOVAL & YARD HELP - Remove snow and put down anti-slip material to cover icy spots. Mow lawns and do spring/fall clean-up, tree removal, trimming, etc. and gate, sidewalk, and concrete repairs. Minor repairs, electrical work, plumbing, painting, furnace repairs, appliance repair, handyman service, etc.

HOUSEKEEPING - Duties such as vacuuming, washing floors, cleaning bathrooms, etc.

PERSONAL SERVICES - hair care, foot care, nursing care, companionship, accompanied transportation, etc.

WSAC Frozen Meal Program in 2021

Turkey Dinner Special Meals

EASTER TURKEY DINNERS FOR LOWER INCOME SENIORS

In April 2021, **we asked the public to purchase Turkey Dinners for lower income seniors.** Thanks to the generous donations **we delivered 130 Easter dinners.**

Partnerships are a HUGE part of how we run our organization and **initiatives like this would not be possible without our partners!**

- The seniors received some lovely baked goods donated by the COBS store in West Granville here in Edmonton,
- the tote bags were provided by our MP Kelly McCauley, and
- the dinners were delivered by the amazing volunteers at Drive Happiness.

CHRISTMAS TURKEY DINNERS FOR LOWER INCOME SENIORS

Edmonton Seniors Centre also offered **Christmas Turkey Dinners to 100 lower income seniors here in Edmonton** in 2021. These meals were made by our chef and delivered on Boxing Day 2021, by our partners at Drive Happiness!



Over 130 Easter Dinners Ready For Delivery!



A Tote Bag With The Easter Dinner & Other Goodies



Drive Happiness Ready To Make 10 Deliveries!



Ham, Turkey, Stuffing, Vegetables With Side Of Gravy And Cranberries

Did you know...

In 2021, we sold 668 Turkey Dinners for Easter, Thanksgiving and Christmas, as a special meal via our Frozen Meal Program.

WSAC Frozen Meal Program in 2021

Our Frozen Meal Program continues to be a big part of our centre's Outreach and Community Engagement initiatives.

REHEATABLE - All meals are fully cooked so individuals can simply reheat and serve!

FREE DELIVERY - WSAC volunteer drivers and our friends at Drive Happiness deliver food orders free of charge

SERVING SIZE - Most seniors tell us they get 2 to 3 servings with our entrees and soup!

FRESH INGREDIENTS - Our Cafe team purchases fresh meat and vegetables the day before they prepare the meals. This ensures only the best ingredients go into every meal we prepare.

OPEN TO PUBLIC - You do not have to be a member to use our meal program...it is open to everyone!

HOW TO ORDER The majority of orders are received via our website. However, we also take orders via email and/or by calling our centre.



The Tote Bundle



The "Savory Soup" Bundle

The Tote \$50.00

- choice of 2 entrees from our current menu
- choice of 2 of our frozen soups, and
- choice of 6 muffins OR 6 biscuits.
- choice of 2 Egg-Emplary Brunch Bowls

The "Savory Soup" Bundle \$23.00

- choice of 3 frozen soups &
- 1 package of 6 of our tasty biscuits!

5 Entree Bundle \$50.00

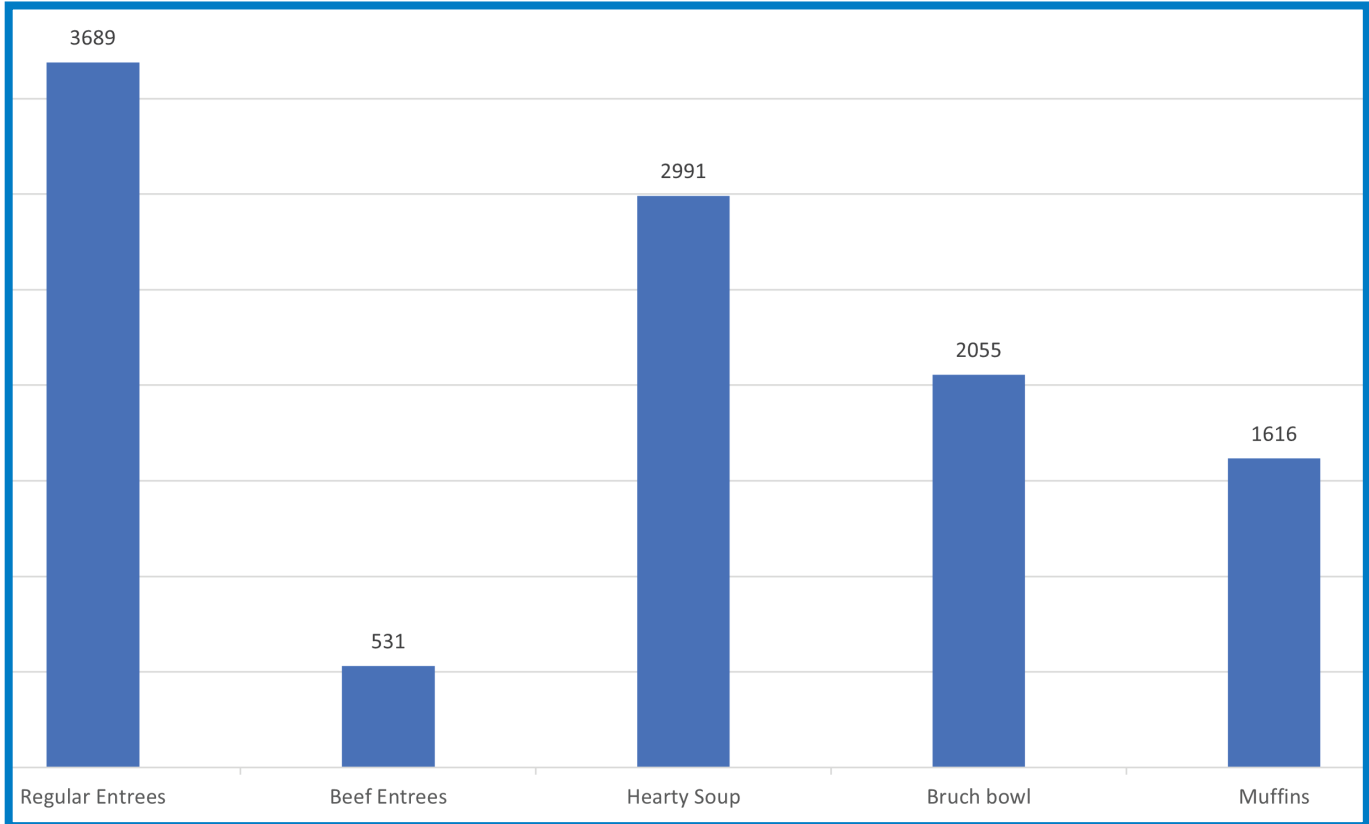
- choice of 5 of Entrees and choice of 1 free soup OR 1 free package of muffins



5 Entree Bundle

WSAC Frozen Meal Program in 2021

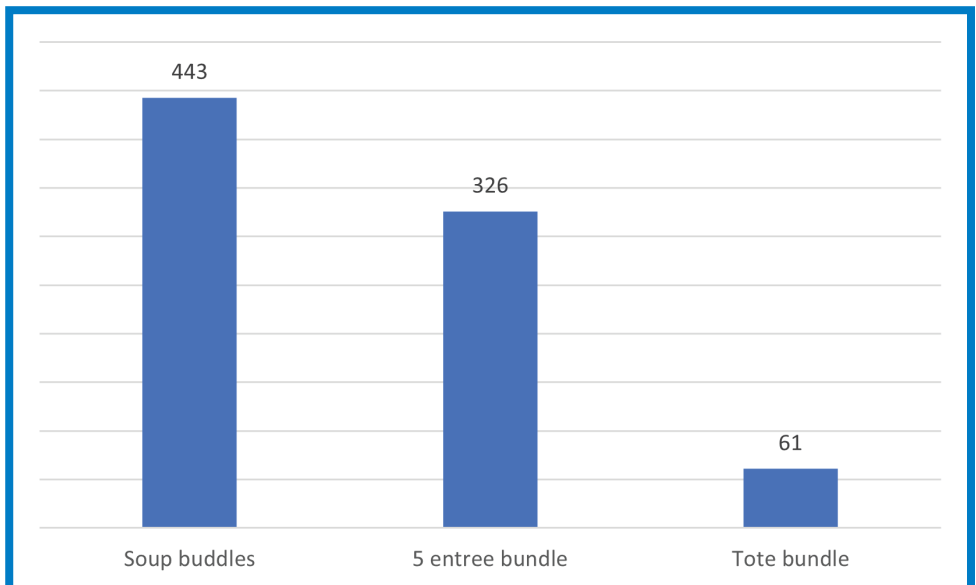
2021 Frozen Meal Program Orders



Frozen Meal Program - "Package" Orders 2021

We created a number of meal program packages that bundle our entrees, soup and baked goods and allow seniors to save when they make a purchase.

These bundles have proven to be very popular and seniors have told us they like the variety and the option to have a number of nutritious meals in the fridge at any time.



WSAC's Community Engagement in 2021

WSAC Members Helping Others in 2021



Staff member Thomas Zheng helping unload water donations



The summer of 2021 was one of the hottest on record with temperatures hitting 40 degrees. We put a request for bottled water donations and our members were amazing...donating hundreds of bottles of water!



In December 2021, the Mustard Seed hosts a pop-up Christmas store where lower income parents can buy Christmas gifts for their children for \$5.00. We asked our members to donate toys for the children and the response was fantastic.



The Hope Mission suffered a devastating fire in November and lost many of the winter items they had been planning to hand out. Our members were once again more than willing to help out!

YEG SENIORS ALLIANCE

WESeniors Deliver Happiness 3.0

On October 1, 2021, WSAC hosted a bottle drive to raise funds for our WESeniors Deliver Happiness 3.0 initiative. The message to our members was simple:

“Donate Your Bottles To Our Centre And Help Us Delivery Happiness And Bring Our Community Into The Lives Of 100 Lower Income Seniors!”

We know that we have the best seniors centre in Edmonton. From our fitness classes to our events here at the centre, we have a wonderful community of WSAC members, volunteers and staff. Unfortunately, there are many seniors here in Edmonton that are unable to come to our centre.

All proceeds from our bottle drive will be used to brighten the day of 100 seniors. Each senior will receive:

- *An entree, soup and baked goods from our Frozen Meal Program, and*
- *A “brain game” – a book, crossword book and/or puzzle*
- *A cute stuffed animal, courtesy of our friends at ICAN!*
- *Each senior will also receive their gifts in a lovely gift bag. We will be including a handwritten note wishing them well and letting them know that there are people in the community that care about their wellbeing!*

WSAC Members Donate \$697!



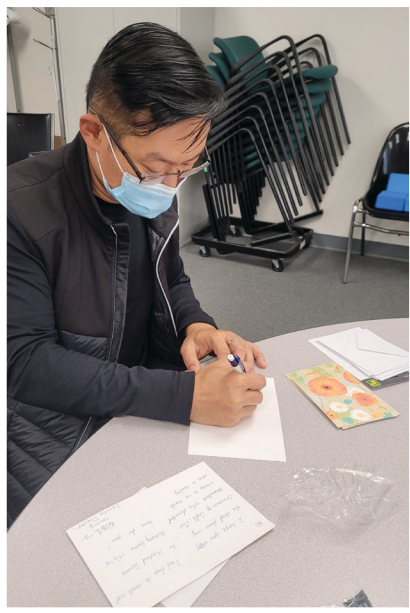
City Councilor Andrew Knack was onhand to help unload the bottles from members



UHAUL Winterburn donated a moving truck for the bottle drive.

YEG SENIORS ALLIANCE

WESeniors Deliver Happiness 3.0



Handwritten notes were in each package!



100 gift bags ready for delivery!



MP Kelly McCauley delivered packages for us.

WSAC Members + Drive Happiness Volunteers + ICAN Seniors Association = A Successful Partnership!

- ICAN donated 100 stuffed animals to our centre.
- WSAC members donated their bottles for our WESeniors Deliver Happiness 3.0. Initiative.
- We used the \$697 that we raised from the bottle drive and our chef worked his magic to make 100 lasagna meals!
- Drive Happiness and WSAC volunteers delivered 100 gift bags to lower income seniors!

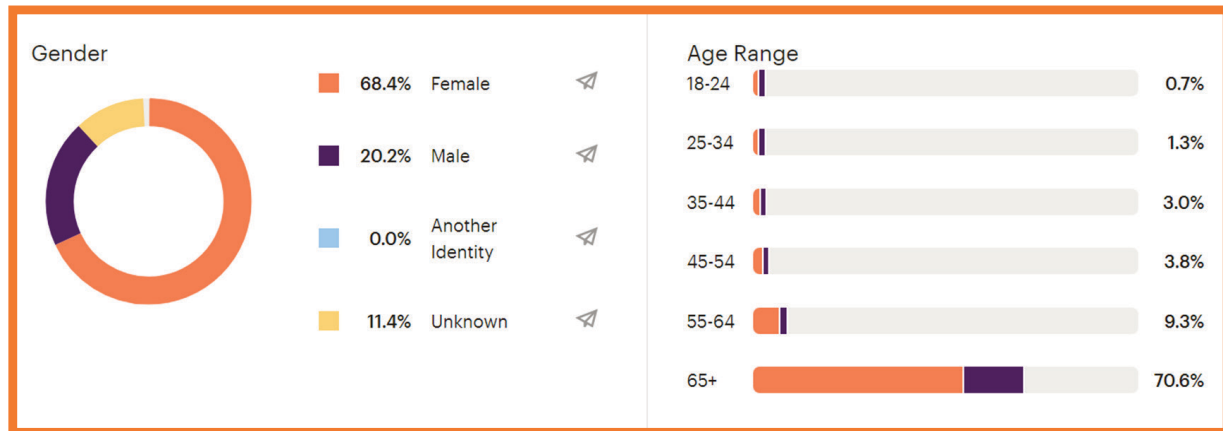


Drive Happiness volunteers were amazing - many of them made over 10 deliveries that day!

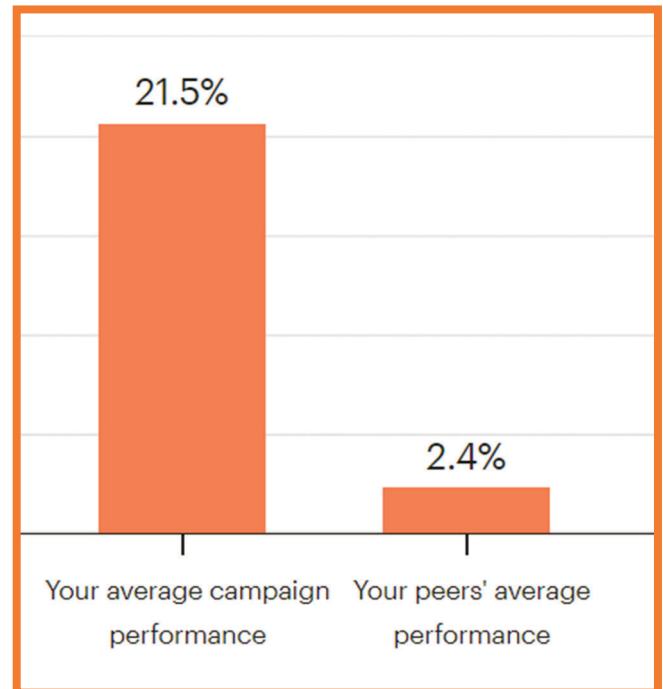
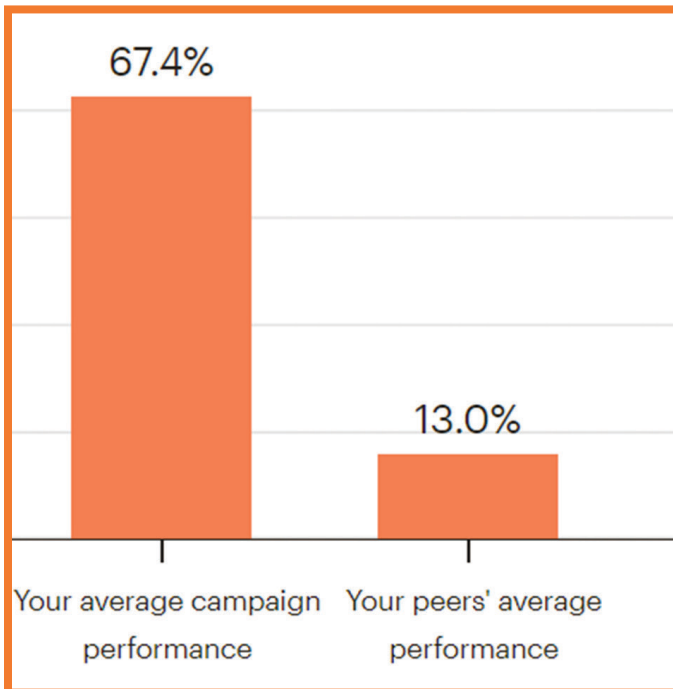
WSAC's Community Engagement in 2021

YEG Seniors Alliance Bi-Monthly E-Newsletter

E-Newsletter - 3,308 Subscribers



E-Newsletter Engagement



Our E-Newsletter Engagement Is Significant!

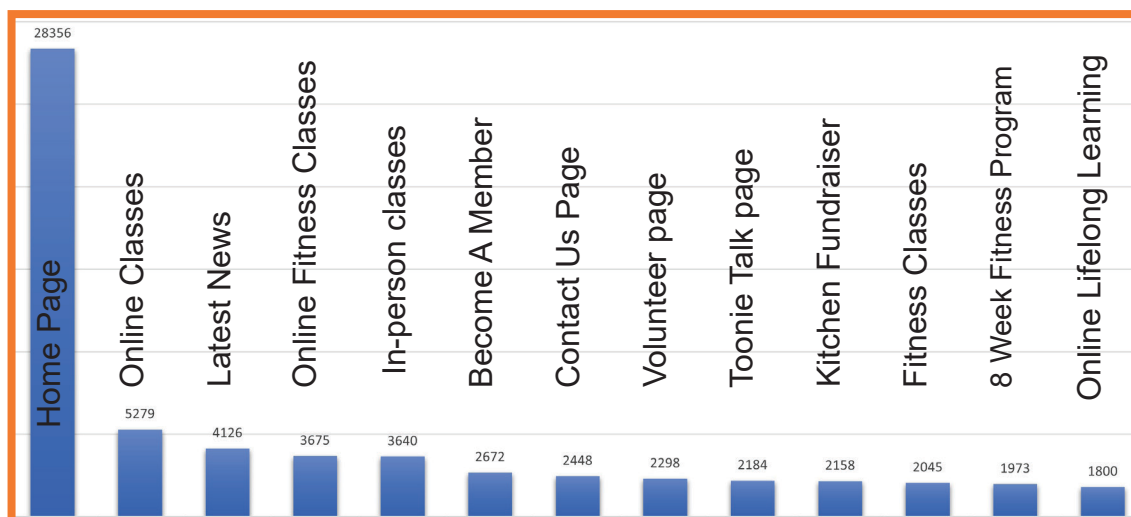
- **67.4% of our readers opened our e-newsletter** compared to the industry standard of 13%.
- **21.5% of our readers clicked on a specific link within our e-newsletter.** This link normally took them to the WSAC website for more information. This is almost **10x the industry standard of 2.4%!**

WSAC's Community Engagement in 2021

WSAC Website - Number Of Page Views in 2021

Please Note:

Our Frozen Meal Program accounted for over 54% of website visits. We have NOT included those numbers. **The chart shows all other website page visits**



The Westend Seniors Activity Centre's website is one of the many ways members can find out what is happening at our centre. **The following are the top visited website pages in 2021:**

28,356 visits = The website Home page

5379 visits = The Online Classes page - This is the main page that shows all of the different class options available - The Arts, Dance, Fitness, Lifelong Learning, Yoga & Wellness and ICAN Seniors classes.

4136 visits = The "Latest News" page - This is the main page that shows the different topics for news at our centre - Message From The Executive Director, Fundraising News, Meal Program News, Program Department News and Volunteers News.

3675 visits = Online Fitness page - This page outlines all of the different online fitness classes offered.

3640 visits = In Person Classes page - This is the main page that shows all of the different class options available - The Arts, Dance, Fitness, Lifelong Learning, Yoga & Wellness and Drop-in and Pickleball.

2672 visits = Become A Member page - This page is for renewing membership, new members and information for reciprocal members.

2448 visits = Contact Us page.

2298 visits = Volunteer page - This page shows the different volunteer options available at our centre.

2184 visits = Toonie Talk page - This page shows all of the upcoming Toonie Talk presentations.

2158 visits = Kitchen Fundraiser page - This page was created to showcase the 3 different raffles we did to raise \$8000 for our Frozen Meal Program.

2043 visits = Fitness page - This page shows all of the different in-person fitness classes offered.

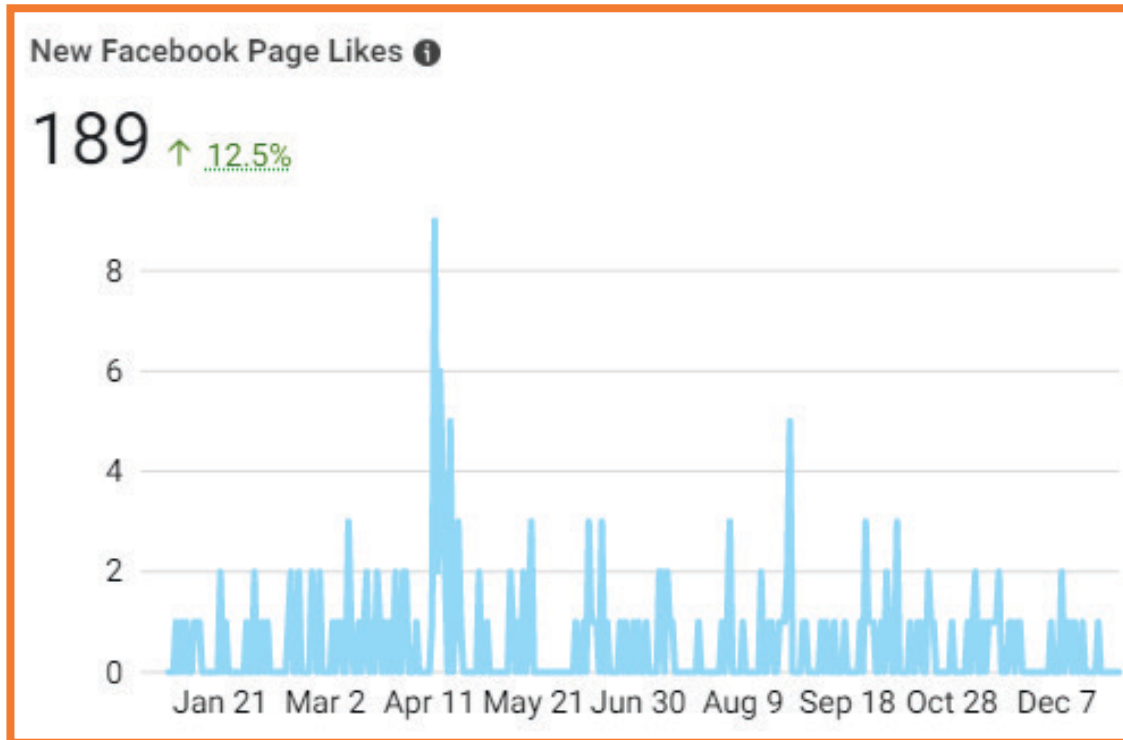
1973 visits = 8 Week Fitness Program For Seniors - Created by our Executive Director, Haidong Liang, this page features 32 "how to" videos that show seniors a variety of exercises they can do at home over an 8 week period. Created the first week of the pandemic, this website page also has a downloadable handbook with photos and descriptions of each of the exercises in the 8 week program.

1800 visits = Online Lifelong Learning page - This page features online classes such as our Technology classes, Spanish classes, French classes, etc.

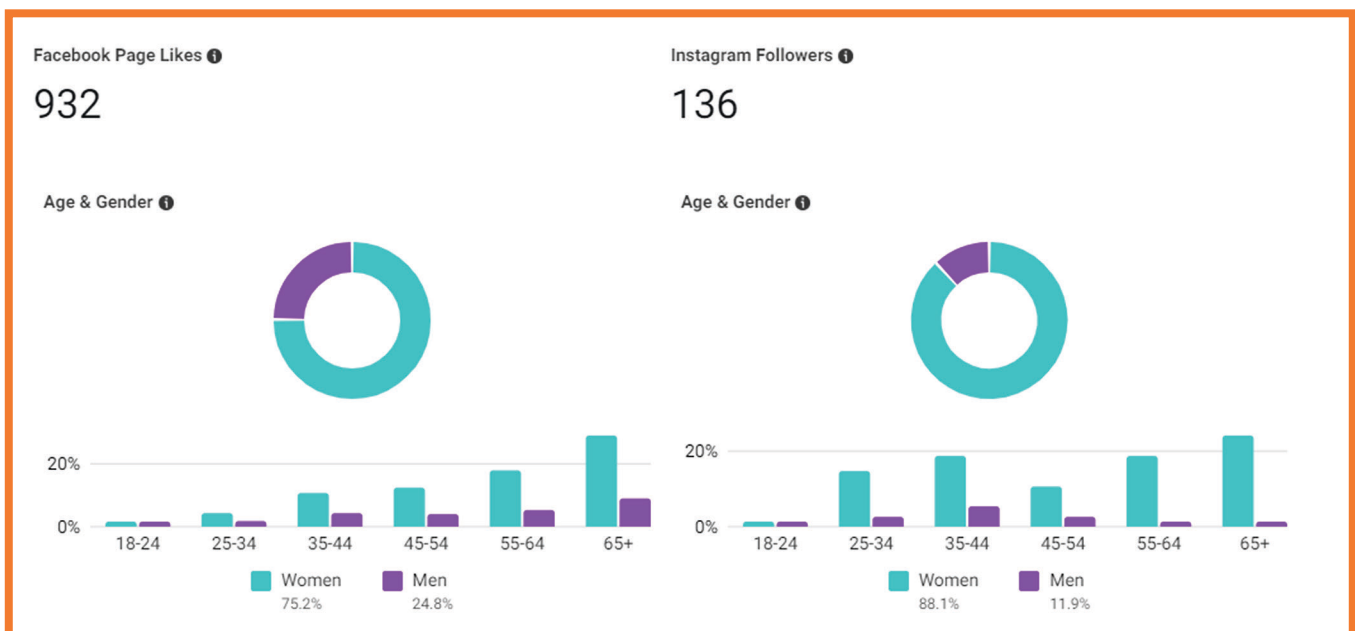
WSAC's Community Engagement in 2021

Social Media - Facebook & Instagram

WSAC Facebook Page - New Followers in 2021



Facebook & Instagram Demographics in 2021



WSAC's Community Engagement in 2021

Social Media - Facebook & Instagram



Westend Seniors Activity Centre

Published by Lorena Smalley · November 25, 2021 ·

Proof yet again that we have the best volunteers in Edmonton!
These 2 lovely ladies braved those roads this am and ready to great you!



The 2 Most Popular Posts in 2021



Westend Seniors Activity Centre

Published by Lorena Smalley · August 26, 2021 ·

Day 1 of our WESeniors Amazing Race and Challenge was by all accounts a huge success!

Over 50 participants headed out early this morning to visit our sponsors across Edmonton and into St Albert for a day of games, treats, gift bags, door prizes and more!

Once they were done they came back to the center to sit out on our deck, enjoy the sunshine and a free BBQ!

Day 2 of the race is tomorrow!
Are you joining us??



Facebook Page

Our Facebook audience enjoys seeing what is happening at our centre.

These are examples of the top two Facebook posts that had the most engagement from our audience.

The **three goals of our Facebook page** are:

1. Share information that is simply for the audience to enjoy.
2. Share information that is happening at our centre.
3. Share 3rd party information that is meant to be informative, positive, enjoyable to the reader.

Westend Seniors Activity Centre In The News In 2021

MLA Jon Carson, presented Dr. Haidong Liang with the 2021 Minister's Service award for his outstanding work as Executive Director of the Westend Seniors Activity Centre. Board President Barbara Gibson and the WSAC team members were onhand to help celebrate the award!



Edmonton Journal

Alberta Prime Time News

A4 - Wednesday, December 01, 2021, ALBERTA PRIME TIMES

Seniors Service Award recipients innovate during challenging year

By KATE WILSON

Dr. Haidong Liang, executive director of the Westend Seniors Activity Centre in Edmonton, knows being cut off from family and friends is the number one mental health issue affecting Canadian seniors.

"Before the pandemic, one in four seniors were at risk of social isolation," he said. "During the pandemic, almost every senior was at risk."

But with a program of video meetings and online classes he launched in March 2020, that impact was greatly diminished. It's just one reason why Liang received a Minister's Seniors Service Award for 2021.

Within a few days of senior centres being shut down in 2020, Liang and his team had launched a virtual at-home fitness program and created over 2,000 handbooks for those with no online access.

"It was based on one of the projects I did in 2014/15 with Covenant Health," Liang said. "We made sixteen videos and started posting on the website, e-newsletter and email, and social media."

The Minister's Seniors Service Awards recognize individuals, businesses and non-profit organizations that go above and beyond to improve the lives of seniors and their communities.

Liang, who has degrees in gerontology and physical activity, demonstrated the techniques in the videos. His team also called on their volunteers to reach out to isolated seniors with friendly phone chats. By December 2020, they'd made almost 900 calls.

Training seniors in using digital technology had one of the biggest impacts, with over 800 seniors learning how to use a tablet. Since going online in April 2020, the centre has added one-on-one training on how to use Zoom® software.

"A lot of seniors were stuck at home. Their children would give them a tablet, and they wanted to connect

starting with one school and one senior's facility, the program has blossomed to nine schools and several facilities.

When the pandemic shut down face-to-face visits, executive director Debbie Sinclair worked with her team to make programming virtual. With funding from United Way and New Horizons for Seniors relief program, Linking Generations bought iPads and headsets so participating seniors could stay connected with their families.

Sinclair and her team had started the Volunteer Grandparent program just before COVID-19 hit, so that program went online too.

"We had lots of opportunities for our seniors to volunteer," said Sinclair, "but it's now in six elementary schools. We match a senior with a teacher and they go into the classroom once a month and share stories."

"Our mission has always been to allow seniors to connect, and we're still doing that. We're so honoured to be recognized," she said of the award.

A virtual event recognizing all award recipients was held in late October.

Minister's Seniors Service Award for 2021

Individuals:

- Benita Galandy, Grande Prairie
- Cory Young, Peace River
- Dr. Haidong Liang, Edmonton

Business:

- Aspen Care Ltd., Calgary

Organization:

- Linking Generations Society of Alberta, Sherwood Park
- Volunteer Strathcona, Sherwood Park

Alice Modin Award:

- Dirk Bannister, Airdrie

Special Service Category:

- Mexican Chapman, Parkland County

but didn't know how to use it," said Liang. "The most important thing is social connection. People want to chat, to ask how each other are doing. This is an opportunity to help seniors maintain that healthy level of socialization."

Megan Chapman, then acting recreation manager at St. Michael's Long-Term Care in Edmonton, received the Special Service Award for 2021. A category of the Minister's Service Awards, it recognizes service to isolated seniors during the pandemic.

"From the very start, we implemented a virtual visit program where recreation staff did at least weekly video or phone calls with residents and family members," said Chapman of facilitating a host of opportunities for safe, one-on-one interactions. She organized outdoor visits, designating gardens and patio spaces as guidelines allowed, and brought in performers to play for residents as they watched through the window. And, in partnership with Father Leo Green School, students made window visits and even become pen pals with residents.

"Students did dances, held up posters with inspiring notes and showed them books," said Chapman of the highly-anticipated visits. "Seeing children brought light and joy to their days. It was so sweet watching residents dance and wave and share smiles with the children."

Connections were in the forefront for Linking Generations Society in Sherwood Park, which received an award in the non-profit category. Linking Generations matches seniors in Strathcona County with students in junior and senior high to share life experiences and build friendships. Since its beginning in 2004,

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Seniors Service Award recipients innovate during challenging year

Award recipients focus on helping seniors stay connected to family and community

 **Kate Wilson**
Dec 7, 2021 5:00 AM





Westend Seniors Activity Centre In The News In 2021

When WSAC had to close its doors due to the pandemic, Dr. Liang immediately began creating a virtual fitness program for seniors. He also supported the creation of over 2,000 fitness handbooks for seniors who could not access a virtual program. Dr. Liang shared his program across Alberta, so more seniors could benefit from this service.

Over the last three years, Dr. Liang has quickly earned a reputation for being innovative, creating partnerships, and sharing resources with other nonprofit organizations to help serve more seniors. He created a partnership called YEG Seniors Alliance, which jointly offers online programs and classes to more than 3,500 seniors.

- Minister of Seniors & Housing award announcement 2021

Edmonton Sun



Dr. Haidong Liang, executive director of the Westend Seniors Activity Centre, spearheaded the creation of virtual classes during the pandemic after technology training to more than 800 members. *ED KAIHER*

Doctor keeps seniors connected

Gerontologist honoured for providing online activities and tech education

HAMD I ISSAWI

The province is recognizing an Edmonton gerontologist for "outstanding service" to older Albertans after he kept them connected throughout the COVID-19 pandemic.

Last week, the Alberta government awarded a Minister's Senior Service Award to Haidong Liang, executive director of the Westend Seniors Activity Centre and architect of an online activity catalogue that kept members active and engaged despite public health restrictions.

In March 2020, when the threat of transmission forced the centre — a brick-and-mortar social hub for older Edmontonians — to close, Liang saw an opportunity to open a virtual avenue to programming. Within a month, WE Seniors, the

centre's digital platform, was offering virtual classes to members through video conferencing applications such as Zoom.

But before that, he had to break down a potential barrier to access. "Without even getting funding from the government, my team immediately started offering one-on-one technology support to seniors," he said.

That involved creating fact sheets and instructional brochures hand-delivered to members through a partner organization called Drive Happiness, which offers assisted transportation services.

In the first 10 months of the pandemic, the centre provided technology training to more than 800 members, Liang added, and throughout the pandemic it offered more than 100 online courses.

"Seniors are actually more adaptive than people think," he said.

Before the pandemic, Kaye Langer, 78, was at the centre about three to four days a week to take part in exercise, yoga and writing classes. She said she had "never heard of Zoom" until Liang created the online offerings, but the centre made the transition seamless for her and others in the same situation.

"I don't think there's ever been a greater amount of seniors who have learned Zoom as quickly as they did from Westend Seniors (Activity Centre)," said Kaye, who's also vice-president of the board of directors. "A lot of people in our age group aren't overly familiar with computers either, so it's not like second nature to us."

These days the centre offers about 30 to 40 online courses, she says, including dance, yoga and exercise as well as language and technology training. "It attracts participants from all over Alberta, many of whom re-

than just fitness and education. "For a lot of people, it's a huge social attraction," she added. "There's so much going on."

She credits Liang and his resourcefulness for providing the centre with a measure of continuity during a tumultuous time when many older Albertans, who are already at a significant risk of social isolation, could have been left stranded.

According to reports from Statistics Canada, about one in five Canadians over 65 said they feel isolated from others, while about one in four wished they could participate in more social activities. Research cited by the federal government associates social isolation with poor mental and physical health as well as dementia, depression and an increased risk of premature death.

"Our job is to remove all those barriers to keep them socially engaged, so we're not leaving those people out," Liang said. hissawi@edmontonmedia.com

CBC Radio Interview

CBC LISTEN Live Radio On Demand CBC Podcasts CBC Music Playlists

Edmonton AM with Mark Connolly, Tara McCarthy

Keeping seniors connected through technology

5:39 Play Segment Share Segment

The Westend Seniors Activity Centre director has been recognized for his work in creating online programming and tech support for seniors. For this, he has been awarded a Minister's Senior Service Award.

The Westend Seniors Activity Centre would like to thank the following funders:

