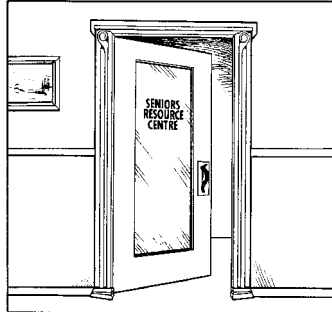


**SENIORS RESOURCE CENTRE ASSOCIATION
OF NEWFOUNDLAND & LABRADOR
Established 1990**



WE OPEN DOORS FOR YOU

MISSION

The Seniors Resource Centre Association of Newfoundland and Labrador is a not-for-profit, charitable organization.

Through partnerships, the Centre promotes, enhances and supports the well-being and independence of older adults throughout the province.

MANDATE

The Seniors Resource Centre of Newfoundland and Labrador collaborates with older adults, family members, volunteers of all ages, and organizations across the province:

- ▶ to provide information for informed decision making
- ▶ to offer opportunities to develop and participate in programs
- ▶ to influence policies that affect older adults

VISION

Older adults are respected, valued and have the opportunity to be engaged in all aspects of society.

VALUES

- | | |
|-----------------------------|--|
| 1. Respectful Relationships | Working with, not for, older adults |
| 2. Choice | Promoting the right to choose |
| 3. Collaboration | Partnering with older adults, family members, volunteers, organizations, communities, and all levels of government |
| 4. Lifelong learning | Providing opportunities for continued growth and development |

Approved by the Board of Directors - March 2006



**BOARD OF DIRECTORS
2006 - 2007**

Executive

Linda Bowering	Chair
Marilyn Beaton	Vice Chair
Susan Hounsell	Secretary
Rick Hindy	Treasurer
Pat Wright	Member at Large

Directors at Large

Joan Dawe	Joan Stamp
Norman Dawe	Eric Larkin
Dr. Roger Butler	Jane Morgan
Bill O'Driscoll	Purnima Sen
Stella Hollett	Stephen Collett
Wayne Green	Gail Wideman



CORE STAFF - 2006 – 2007

Jill BarronMall Walkers Coordinator
Lisa Davis.....Fund Development Assistant
Janice Dawe.....Friendly Visiting Co-ordinator
Kim Clarke.....Accountant
Clarice ColeProgram Coordinator
Yvonne Jacobs.....Manager Peer Advocate Program
Rosemary Lester.....Executive Director
*Elizabeth Noseworthy.....Mall Walkers Co-ordinator
Cathy Sheehan.....Director of Fund Development
Dawn StoneOffice Administrator
*Joselyn Woodworth.....Accountant
Joseph Clarke, Rodney Collins, Chesley Rees.....Summer Students

PROJECT STAFF

Jill Barron.....Wellness Co-ordinator
Alicia Cox.....Lifelong Learners/ABC's of Fraud Co-ordinator
*Kirk Leach.....Grocery Bus/ABC's of Fraud Co-ordinator
Lisa Paton.....Aging Issues Co-ordinator
*Erin Holland.....Caregivers Out of Isolation Co-ordinator
Elizabeth Siegel.....Creating a Community Response for Elder Abuse Coordinator
Ed Wade.Literacy Co-ordinator

*Resigned During the Year

A special thank you to the many volunteers throughout the Province who make the work of the Centre possible!





BOARD CHAIR'S ANNUAL REPORT 2007

For the past year, I have had the privilege of serving as the Chair of the volunteer Board of Directors of the Seniors Resource Centre (SRC) and once again we have had a busy and productive year.

This annual report serves as our instrument of accountability to our membership, the people we serve and our partners and stakeholders. It enables them to see what we have accomplished for 2006-2007 as well as outlining the full range of our programs and services. It is designed to provide a greater insight into the projects and initiatives delivered through our Centre.

During the preceding year, our organization provided programs and services to approximately 27,000 seniors and their families in well over 65 communities throughout the province of Newfoundland and Labrador.

Just recently, the Centre's employees and the members of the Board of Directors met for a day and a half to review the activities completed over the past 5 years and to discuss what would be the priorities for the Seniors Resource Centre for the coming years. When the strategic directions document is finalized and submitted for Board approval, it will then serve as a roadmap for us until 2010, our 20th anniversary.

During the past year, we continued to explore opportunities to build alliances and form partnerships. We have collaborative arrangements with Eastern Health and the Department of Health and Community Services to name just two. We are also open to have discussions with other government departments, agencies and private organizations with a view to exploring partnership initiatives. The Centre also looks forward to having a significant role relative to the recently launched Provincial Healthy Aging Policy Framework and Implementation Plan.

The SRC continues to be well positioned to act in a facilitation role to help see the expansion of



**“ The Centre
does wonderful
work and is a
wonderful
organization.”**

supportive programming and activities delivered by volunteers within their own communities. We have had the benefit of 17 years of experience and through partnership with regional health authorities, provincial government departments, municipalities and community groups, we envisage that the capacity that currently exists in communities can be further strengthened and expanded upon.

The Aging Issues Network and Elder Abuse Committee of NL are examples of how community groups and regional networks take a pivotal role in assisting government to better understand and address issues of great concern to seniors.

We are pleased with the Centre's relationship with the three orders of government. The provincial department of Health and Community Services through its minister has continued to show strong support for the Centre. We are grateful to the Honorable Ross Wiseman as well as to Ms. Suzanne Brake, Director, Division of Aging and Seniors for their support and the opportunity to have input and influence the Seniors policy agenda.

The past year was a difficult one in terms of securing funding to enable the work of the Centre to continue. This has been true for most “Not-for-profit” organizations in the province. Our traditional funding sources at the federal level, namely project funding were reduced significantly once again. It is always a challenge to secure the necessary funds to maintain our operations and as in previous years, we worked hard to expand our fundraising efforts.

As in past years, the SRC participated in pre-budget consultations exercise and also attended the Speech from the Throne and Budget Speech. We also made presentation to the Social Policy Committee of Cabinet on the Centre and our role in support of government's strategic directions.

The SRC will continue in its pursuit of project funding opportunities as well as availing of collaborative arrangements and partnerships. As with most “Not for



“I was on the phone all day to different government departments about drug coverage and got nowhere till I called the Seniors Resource Centre.”

Profit” organizations, fundraising remains a major source of revenue to enable us to carry out the programs and services so important to seniors and their families whom we serve. I would like to acknowledge and thank all those individuals and corporate sponsors who support the Centre throughout the year. Their generosity and donations are our lifeblood enabling us to carry on.

The Seniors Resource Centre is extremely fortunate to have a wonderful group of committed and hard working volunteers. I would like to acknowledge their substantial contribution and thank them for their continued dedication and for all that they do on behalf of seniors and their families throughout our province. Our volunteers are the backbone of the SRC and without them we simply could not exist.

As challenging as this year has been, my role as Chair has been a fulfilling one personally for me. This was due in large part to the cooperation and support from Rosemary Lester and the employees of the Centre. The success that our organization demonstrated year after year is directly attributable to Rosemary and the Centre’s employees and volunteer staff. They are outstanding!

In closing I extend my sincere gratitude to the members of the Board of Directors for their enormous support and for their participation and solid leadership on committees throughout the year. And lastly, to board members Jane Morgan, Purnima Sen, Rick Hindy, Stella Hollett and Wayne Green who are finishing their term and leaving us this year, a heartfelt thank you.

Respectfully submitted.



Linda Bowering





EXECUTIVE DIRECTORS REPORT 2007

2007 has proved to be another busy and exciting year for the Seniors Resource Centre. Through our programs and funded projects we have been able to reach out to seniors and their families throughout Newfoundland and Labrador with information, support and activities. Calls to the **Seniors Information Line** have increased again this year and are at an all time high. The following were calls received in the first four days after the Christmas break and provide a snapshot of the variety of calls the volunteers and staff respond to on a regular basis.

“I am writing to thank you on behalf of the research team at the Centre for Health Information. Your assistance & support is critical in our recruitment efforts as well as in designing our study.”

- 2 different couples came in to discuss concerns and resources available for ailing parents
- 1 person came in for information about Advanced Health Care Directives on advice of parents' physician
- Nursing home resident called complaining of noise in the night
- Call for Bereavement support group
- 2 calls about a man in hospital not being allowed to make own decision on where he wishes to go after discharge (west coast)
- offer of tickets for a show to seniors
- complaint about couple in community housing not being allowed to change apartments (NE coast)
- concern re: relative in the Waterford who wants to go elsewhere
- enquiry about housing options for sister upon discharge from hospital
- CBC wanting to profile Mall Walkers
- Request for names of individuals providing home support
- Parks and Wilderness Society wanting to contact seniors to promote a stewardship program



“I just wanted to congratulate the Seniors Resource Centre on the Grocery Bus Program. I saw the CBC Program and I really have to admire them. Someday I may be using the service but right now it means so much to these people.”

- Woman concerned about a man in an apartment building being verbally threatened
- Woman complaining her son has diverted her CPP
- Woman complaining that Aliant is citing Privacy Act and will not allow her to request them to send an envelope for parents' payment
- Woman whose husband is being discharged from hospital and has been given no information on where to get him a wheelchair and walker she is told he needs
- Request to buy Centre's Elder Abuse video
- 10 fuel rebate requests
- Approx. 10 calls information about Lifelong Learners computer courses
- Several calls for information about the Seniors Resource Centre's programs

Callers to the Information Line provide us with a picture of the issues facing older adults in their daily lives. One of the ways we are able to respond to these issues is through targeted projects funded by government and the private sector. We are grateful to these funders for allowing us the opportunity to work with many outstanding volunteers in all regions of the province.

Some of the highlights from these projects are:

Elder Abuse

- **Creating a Community Response Model** is a project emanating from the Strategic Plan to Address Elder Abuse in Newfoundland and Labrador presented to government in 2005. Funded by The National Crime Prevention Centre, this project has enabled us to increase the membership of The Elder Abuse Committee of Newfoundland and Labrador through the addition of representatives of the 4 Regional Health Authorities. The Committee has examined existing community response models and decided upon components of these which could work in Newfoundland & Labrador. This document is now



**“Thank you for the session. It was great to hear an update of work being done on legislation and information on supports available.”
(Creating a Community Response to Elder Abuse Project)**

being reviewed by key stakeholders and community consultations will give direction to the final Model. So far the response has been enthusiastic and positive. There is general recognition that this is an important step if we are going to gain an understanding of the prevalence of elder abuse and encourage people to take action to prevent it. The plan is to present the Model, together with the financial implications, to government in June 2008.

➤ Funding from The Public Health Agency of Canada has allowed us to focus special attention on Labrador as we develop the Model. Issues of cultural and geographic isolation will have impacts for the final Model so we are holding consultations throughout Labrador to make sure these will be addressed. So far we have held 13 meetings with seniors, service providers and other community representatives from Forteau to Cartwright and what we have heard has already led us to make significant changes to the draft Model. In October we will be visiting several coastal communities from Nain to Rigolet and will also hold consultations in Happy Valley Goose Bay.

➤ **Looking Beyond the Hurt**, a guide to help service providers recognize and report elder abuse, was developed by the Centre and is still being distributed on request. This resource has received national recognition.

➤ A **lunch and learn** event was held during Victims of Crime Awareness Week to raise awareness of the needs of victims of elder abuse and the services available to them. This was attended by over 60 service providers and front line workers from business, government and community as well as members of seniors organizations.

➤ **ABCs of Fraud** volunteers continue to deliver presentations on request to community groups. Unfortunately the funder has decided to withdraw support after 10 years but we are currently exploring other sources of support and hope to continue this popular program.



“This Healthy Aging Project is a marvelous thing. It’s made people more aware of the importance of taking care of their own health. People learned a lot of things they didn’t know before.”

“This project (Healthy Aging) has been an eye-opener for seniors. They realize that they are important. I think a lot of seniors used to believe that old age was a time to stay home and do nothing. They realize now that we need to get out and be active and get involved in the community.”

➤ The Centre is involved in promoting **World Elder Abuse Awareness Day** on June 15th each year. Through our membership in Canadian Network for the Prevention of Elder Abuse we are helping to produce a document describing promising approaches to prevent elder abuse. In February members of The Elder Abuse Committee of Newfoundland & Labrador attended a consultation in Halifax as part of **A Way Forward**, a project examining best practices which will assure older persons living in institutions are well treated.

Aging Issues Network

This Network, founded in 2005 and consisting of representatives of 40 organizations, has had a busy and productive year. Four working groups have researched and produced working papers on Caregiving, Housing, Social Inclusion and Wellness. Summaries of these documents were submitted to the Aging and Seniors Division and provided input into the Provincial Healthy Aging Policy Framework. In March members of the Network held their third annual meeting where the working groups presented their papers. Members were asked to comment and make suggestions before the papers are finalized. The Coordinating Committee will then oversee the distribution of the reports to interested stakeholders. Members are being asked to consider the future of the Network when The Public Health Agency of Canada funding ends in 2008.

Healthy Aging

Improving With Age is a project designed to assist older adults to maintain their health and independence. The priority areas are physical activity, healthy eating and injury prevention. Workshops were held in 7 communities in all regions of the province and groups are currently promoting healthy aging activities in Trepassey, Witless Bay, Riverhead, St. Mary’s, Grand Falls- Windsor, Springdale, Mainland, Flowers Cove and St. Anthony.



Literacy

Learning for Life, a pilot project implemented in Port Union and completed in 2006, was so successful that we have received funding from the Adult Learning, Literacy and Essential Skills Program to offer the program in 7 communities in eastern Newfoundland. Classes will begin in the fall in Bell Island, Marysvale, Holyrood, Harbour Breton, Fortune and St. John's.

“Lynn (Friendly Visitor) makes a big difference in my life because she is like a sister to me.”

Building Bridges “Identifying Barriers”

The Seniors Bridging Cultures group has been holding focus groups and conducting individual interviews with ethnic seniors to identify the barriers which lead to isolation. A forum was held in March to present the information to leaders from the multicultural community and work on solutions. The project committee is now working to implement some of these recommendations which include expanding the Centre's Friendly Visiting Program and involving local media in producing some ethnic programs. We hope that the New Horizons Program will provide funding to develop some of the more ambitious ideas that came out of the forum.

“I would like to say how much I enjoy my Friendly Visitor. I really look forward to her visits on Wednesday. I am blind and she reads many interesting articles to me, I sing to her and she is a ray of sunshine to me. Thanks so much for the Friendly Visiting Program.”

Friendly Visiting Program

This program matches volunteers with seniors in the St. John's area who are isolated. We were delighted this year when Eastern Health agreed to co-fund the program with the Centre so that there will now be a full time coordinator. This has allowed us to respond to the ever increasing requests we receive for this important program. In future we hope to form partnerships with the other Health Authorities in order to expand the program beyond the local area.

Local Core Programs

These are the programs offered by the Seniors Resource Centre in St. John's and surrounding areas and supported largely through our fundraising activities. They include the **Grocery Bus, Friday Friendship Club, Mall Walkers, Seniors Bridging Cultures and Lifelong Learners**. Participation is



increasing in all these activities particularly in the Lifelong Learners program where classes are always full and there is usually a waiting list. Numbers have also increased for the **Caregiver and Bereavement Support Groups**. Once again the City of St. John's provided funding from their snow clearing budget to support the **Snowbusters Program**. This made it possible for us to provide help to 80 seniors who would otherwise have been unable to leave their homes during the winter months.

The following table shows some of the other initiatives the Centre has been involved in during the past year.

National	<ul style="list-style-type: none"> ➤ National Pharmaceutical Strategy Consultations ➤ Canadian Pension Plan Consultations ➤ Care Renewal- McConnell Foundation, Caregiver Initiative ➤ National Crime Prevention Centre Consultations ➤ Canadian Institute for Health Research Meeting in St. John's ➤ Canadian Association of Occupational Therapists Board ➤ Patent Medical Review Board Consultation
Regional (Atlantic)	<ul style="list-style-type: none"> ➤ Oral Health Research Project – Dalhousie University ➤ Atlantic Seniors Health Promotion Network – Diabetes Project ➤ Atlantic Seniors Housing Research Alliance ➤ Nova Scotia Falls Prevention Conference - Halifax
Provincial	<ul style="list-style-type: none"> ➤ St. John's Community Advisory Committee on Homelessness ➤ Newfoundland and Labrador Housing Corporation Consultations ➤ Universal Access Network ➤ Provincial Wellness Council and Wellness Summit ➤ Violence Prevention Initiative – partner organization ➤ RCMP Advisory Committee ➤ Marguerite's Place Committee ➤ Vibrant Communities Project ➤ Health Information Act Consultations ➤ Service Canada – income Security Program ➤ Cancer Control Strategy ➤ Mental Health Promotion Committee

This spring the staff and board participated in a retreat to begin the process of developing a new strategic plan for the Centre. **“Towards 2010”** will



“Thank you for actually caring, sometimes I feel as though I’m invisible.” (Caregiver Program)

guide our work for the next 3 years leading up to our 20th anniversary. It is timely that the Aging and Seniors Division has just released the Provincial Healthy Aging Policy Framework and Implementation Plan. We congratulate the Government of Newfoundland & Labrador on the many consultations held leading up to the release of this significant document and we look forward to a continuing partnership with the Aging and Seniors Division to ensure that the work of the Centre supports the policy directions embraced in this Plan.

Once again my thanks go out to the many volunteers throughout the province who have supported our work over the past year. The members of the Board of Directors have all worked hard to maintain the Centre as a resource for seniors, families and caregivers to and make sure that we remain financially viable. Linda Bowering, our Board Chair, has provided strong leadership and worked tirelessly on our behalf. As usual the staff have all risen to the occasion and have spent many hours working on fundraising events over and above their regular duties. I would like to express my appreciation to everyone including those who have supported the Centre financially and look forward to the coming year with optimism.

Respectfully submitted by:



Rosemary Lester
Executive Director





Caregivers Out of Isolation Report 2007

The Caregivers Out of Isolation Program is continuing as a core program based on the decision of the Seniors Resource Centre Board of Directors. This decision was made after funding came to an end with the J.W. McConnell Foundation, the financial supporter of the program for the past five years. I would also like to take this opportunity to thank The Department of Health and Community services for their financial support that has contributed greatly to the sustainability of this program.

This past year The Honorable Ross Wiseman Minister of Health and Community Services continued the support by proclaiming the week of October 2-8 2006 Newfoundland and Labrador week for Unpaid Caregivers of Family and Friends. This acknowledgement by the province is a positive step in recognizing and validating the work of unpaid caregivers in this province.

During October there were special events held in recognition of family caregivers. One of these events include the successful “Come Glow With Us”, Christmas lights Campaign that had caregiver networks and community members turning on their Christmas lights to recognize the dedication of unpaid caregivers across the province. Regional caregiver networks also continue to provide support to family caregivers with eight networks established in, St. Anthony, Humber Valley, Stephenville, Springdale, Peterview, Twillingate, Clarendville, and the Avalon East. We have also identified the need caregivers and the gaps in support for caregivers in rural Newfoundland

Some of the supports that Caregivers Out of Isolation continue to provide include a Quarterly Newsletter, “Caring Solutions” that is distributed to approximately 1000 caregivers across the province. This is also available electronically, and can be

“There comes a time, when your body is “worn down”, someone else has to take over and be a caregiver. God knows she (the caregiver) went above and beyond, to take care of her husband. So I say, thank God for caregivers.”



“The positive side of caregiving is that I am fortunate enough to keep my mother at home with me. She can no longer express herself - and an example is when she got sick a couple of weeks ago. Being able to be with her 24/7, I could see her deteriorate, stop eating/drinking, etc., and I could figure out from that, to get the Doctor and have her checked out. If she had been in a home - it may have been just considered a normal deterioration.”

found in the provincial Libraries across the province. In addition there is a toll free provincial line that allows a friendly and compassionate ear and information on available services. The number of calls has been increasing with many of the same caregivers calling back time and time again just to chat or let off some steam.

Other program activities include ongoing involvement with national and international partners through the Canadian Caregiver Coalition, the FICCDAT (Festival of International Conferences on Caregiving, Disability, Aging, and Technology) and Care Renewal. Caregivers Out of Isolation has been involved with a community awareness project working with community newspapers across the province to feature regular caregiving related articles.

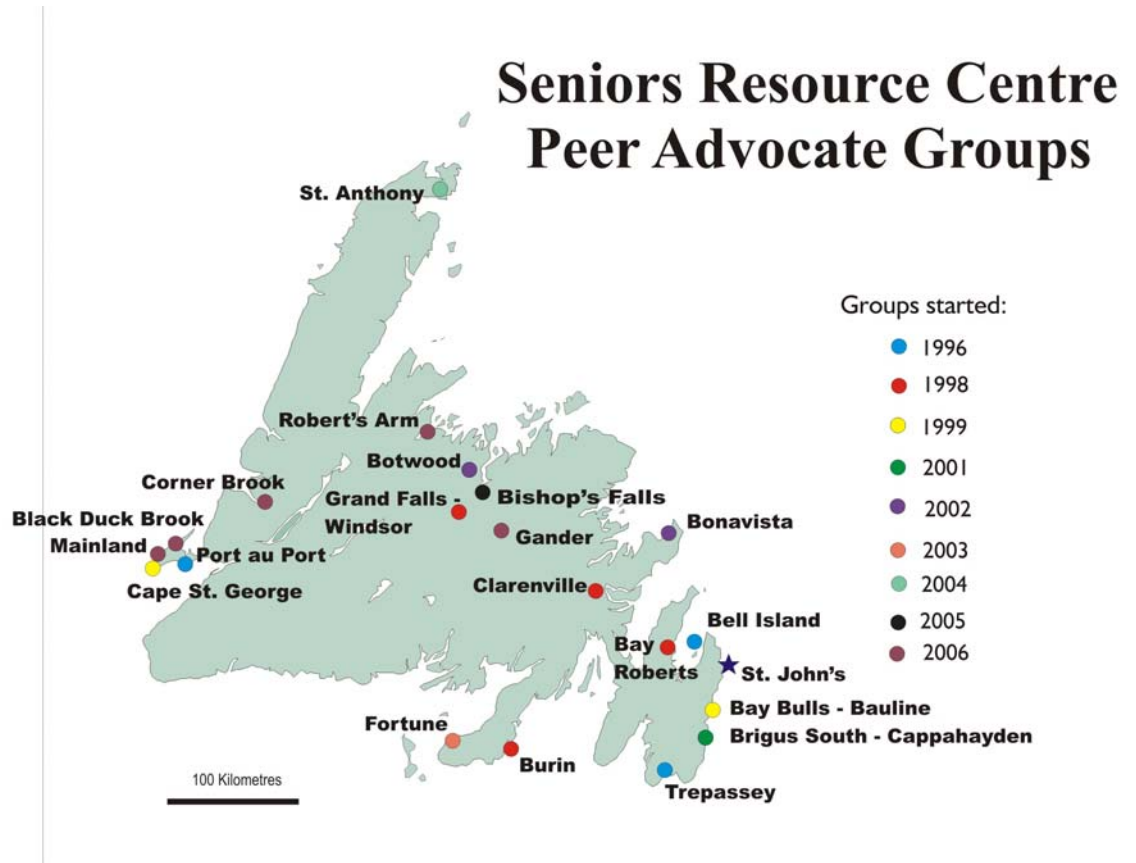
In closing I would like to say that Caregiving is not a job or a set of tasks, but a relationship that involves love, commitment, exhaustion, frustration, joy and fulfillment. The Caregivers Out of Isolation Program helps to support family caregivers by providing a friendly and compassionate ear, and support and recognition for family caregivers.

Shelly Russell
Program Coordinator





INFORMATION LINE AND COMMUNITY PEER ADVOCATE REPORT 2006-2007



Information is the key to independence and the volunteer Peer Advocates have been busy providing that key all across the province. The statistics from the Information Line which follow, show the type of information that seniors are asking for. The Peer Advocates who answer the Information Line, as well as those who help seniors in their own communities, are all provided with up-to-date information on an on-going basis so that they can pass on accurate information to others. For instance, as soon as information was available about the new Low Income Drug Card, a Newsletter went out to all 155 Peer Advocates across the island.

All new Peer Advocates take part in a series of Information Sharing Sessions which include



discussions on aging changes and challenges so that the volunteers can better understand what is happening to themselves and others - and learn about services and resources that are available to help. Topics include changes to hearing and vision and the help available from the Canadian Hard of Hearing Association and the CNIB; physical changes and information about help available such as the Arthritis Self-Management Program, Osteoporosis Canada, cardiac support groups etc.; and also discussions about ways to cope with bereavement and loss. In order to be able to help others there are also discussions and role play on the importance of listening.

The Peer Advocate program expanded on the Port au Port Peninsula with Information Sharing Sessions being held in May 2006 for volunteers from Mainland and Black Duck Brook as well as new volunteers for the existing group in Cape St. George. Two series of Information Sharing Sessions were held in Corner Brook - 13 seniors took part in the series in May 2006 and another 9 took part in a second series in May 2007. A third series will be held in the fall of 2007. Several of these Peer Advocates are answering a local Warm Line for Seniors in the Corner Brook area.

Six volunteers have formed a new Peer Advocate group in Gander after they took part in the series of Information Sharing sessions in September 2006. In November 2006, four Scotia Bank retirees took part in the series of Information Sharing Sessions in St. John's. They have now been linked up with the Peer Advocate groups in their home communities of Fortune, Bonavista and Clarenville.

In addition to efforts by Peer Advocate groups to inform others in their communities, individual Peer Advocates also pass on information. In addition, one Peer Advocate in Bonavista is fighting to make improvements in the nursing home there; one Peer Advocate in Burin is on the Family and Community

“It is very satisfying that someone at the Seniors Resource Centre has the time to listen to my concerns”.



Violence Committee helping to raise awareness about elder abuse; one Peer Advocate from Corner Brook is on the advisory committee for Marine Atlantic; one in Clarenville is on the local Wellness Coalition; some are helping to get different activities for seniors started in their communities while others are already serving on 50+Club executives and in many other volunteer roles.

We are looking forward to bringing together representatives from the 21 Peer Advocate groups in the fall for a Peer Advocate Networking Meeting. This will be an opportunity for those attending to share successes and discuss problems and solutions, as well as to learn about the latest provincial government strategies and also to hear about the Centre's proposed Community Response to Elder Abuse.

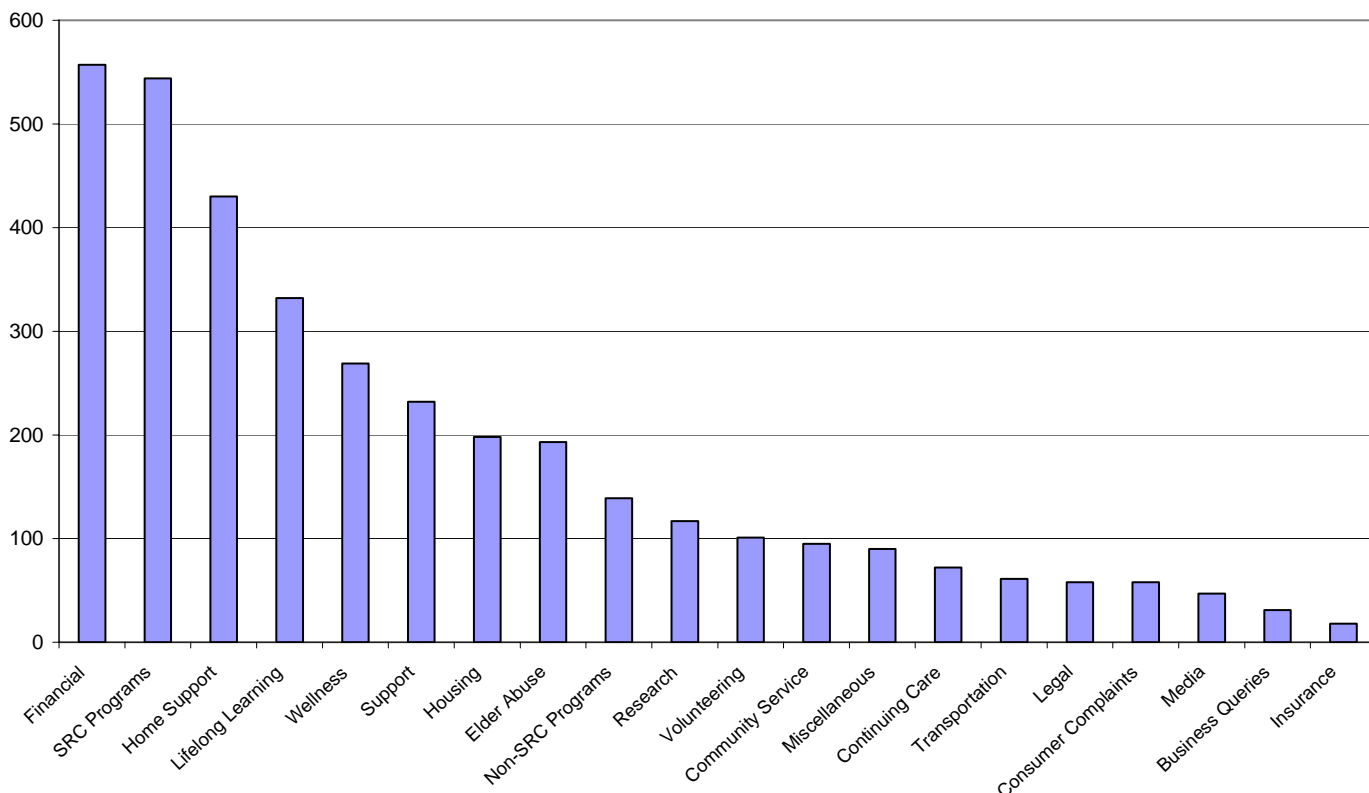
There is a saying that if you need something done, ask a busy person. All our Peer Advocates are very busy people and they certainly get things done and seniors province-wide benefit greatly in terms of information and support.

“I am so grateful the Seniors Resource Centre is there to give information to seniors”.

Yvonne M. Jacobs
Peer Advocate Program Manager



SENIORS RESOURCE CENTRE
Information Line Requests FY 2006-2007



INFORMATION LINE STATISTICS - NOTES - 2006/7

Once again this year, the statistics show that the highest number of calls to the Seniors Information Line concern finances. There were fewer calls concerning the fuel rebate this year as the government mailed out the forms themselves.

Many people call the Centre asking to rent out the building on Bennett Avenue. Unfortunately this does not belong to the Centre but 128 calls to rent were received this year which shows that the Centre could benefit financially if it did own such a building.

Details of the information request categories are explained below.

Finances: this category includes those looking for information about pensions, guaranteed income supplement (GIS), GST/HST, and those seeking help with their income taxes as well as those looking for financial counseling. It also includes those looking for help to pay for heating, food, drugs, hearing aids, glasses, dental treatment, dentures, ambulance costs, and supplies such as prostheses, wheelchairs, incontinence pads and oxygen etc. Questions about discounts, employment, ID cards and the New Horizons program are also included.

SRC Programs: includes those requesting information about the Centre’s programs in general, use of facility and resources, and requests for the Seniors Guide to Services and Programs in Newfoundland and Labrador.

Home Support includes those needing assessments for levels of care, as well as those looking for private or subsidized home support services; those looking for live-in companions; those needing help



with odd jobs, gardening, snow clearing (including SnowBusters), home hairdressing, foot care and blood collection services, and also Emergency Alert.

LifeLong Learning includes requests for information about literacy and educational opportunities and programs province-wide, as well as the Centre's LifeLong Learners Program.

Wellness includes mental health, family relations, addictions, information about help available for hearing and vision loss, memory problems and Alzheimer's disease, and other diseases such as Parkinson's, arthritis, and osteoporosis; problems such as incontinence; information about exercise; self help groups; drug use; foot care; aids to living such as ramps, equipment, adaptive clothing; flu clinics; information about organ donation; requests for information and/or presentations about diabetes and falls prevention; also for the names of doctors taking new patients and those doing home visits.

Support includes support for bereavement, separation or divorce, family caregivers, and also peer support from Peer Advocates.

Housing includes province-wide queries about independent living options, accessible housing, flex housing/universal access; subsidized housing and home repairs.

Elder Abuse includes concerns about elder abuse, requests for information about elder abuse, and also requests for presentations about elder abuse and the ABCs of Fraud. It also includes requests for Looking Beyond the Hurt: A Service Provider's Guide to Elder Abuse.

Non-SRC programs includes information about clubs province wide and activities such as card games, outings, physical activities (including Tai Chi); requests for ideas for activities; also seniors' publications.

Research includes requests for the centre's participation in research projects and requests to interview seniors or hold focus groups. It also includes student research.

In 2006-7 calls about the Atlantic Seniors Housing Research Alliance were also included.

Volunteering includes calls from people interested in volunteering with the Centre and individuals and organizations who offer volunteer help; also requests from other organizations for volunteers.

Community Service includes requests for representatives from the Centre to attend meetings and conferences, sit on boards and committees, give presentations, fill out surveys, provide letters of support; exchange information with other organizations, and student placements.

Miscellaneous includes such things as requests for phone numbers, tracing ancestors, cake decoration advice, looking for a home for a kitten, and an advisory re: the end of the world.

Continuing Care includes questions about nursing homes and personal care homes and the financial assessments involved; also respite care and adult day care.

Transportation includes problems with transportation, requests for information about accessible transportation, handicapped parking permits, financial help available for medical transportation, and enquiries about driving licence medicals.

Legal includes questions about where to get help with legal problems, and information about wills, power of attorney, and advanced health care directives.

Consumer Complaints includes complaints about rental housing (including evictions, time taken for transfers; health concerns) and long term care homes; home support costs; car leasing complaints; street snow clearing.

Media includes calls from radio, TV and print media requesting information, interviews and input.

Business Queries are from those setting up businesses to serve seniors, and those building seniors' apartments and personal care homes.

Insurance includes enquiries about MCP, private health insurance, and other insurance questions and concerns.





“In the time since I went to the first caregivers support group, these people sitting around the table (i.e. the caregivers) have changed so much for the better. Within the last year, they have become upbeat, brighter, and happier – overall, they’re coping better. It’s like they’re on top of things now, and I think the group has a lot to do with it.”

FUND DEVELOPMENT REPORT 2006 - 2007

Another successful year of fundraising has come and gone thanks to the support of so many dedicated volunteers and supporters.

Our annual auction was led by Susan Hounsell, Reg Gabriel and Debbie Forward. A wonderful night was had by all in attendance, and thankfully, they were in a very generous frame of mind. Credit to Andrew Moody our dedicated assistant, for his collection and addition of grocery tapes. The Heritage Crafters have set up a display at the gift shop in St. Clare’s hospital and made a small profit in its first three months. We hope to build from that in the future.

Our Mothers’ Day Roses campaign was the most successful to date, due largely to the introduction of Husky Energy as a Core Sponsor. We hope their experience was such that they will support the campaign in the future.

The \$50,000 Christmas Shopping Spree already in its third year is showing great promise and is now our flagship event. We are very excited to announce that our 07/08 Shopping Spree has a new and exciting offer. Watch for it in mid-September. The 2006 golf tournament was held on a warm sunny day, a welcome change to several in the past. Helena Fizzard and her loyal committee members helped make it an enjoyable event for everyone who participated.

Lisa Davis and I would like to thank everybody who helped us throughout the year. Fundraising is a competitive post yet we are constantly trying innovative projects to attract the attention of new and generous supporters. Many profitable projects are on the horizon.

Thank you, all who support us, work with us, or on our behalf, for another successful year.

Cathy Sheehan, Director Fund Development



FINANCE REPORT, SOURCES OF REVENUE & FINANCIAL STATEMENTS 2006-2007

Finance Report

For the year ended March 31, 2007 the Seniors Resource Centre Inc. operations resulted in a deficit of \$24,305 as compared to a deficit of \$12,884 for the year ended March 31, 2006. The deficit this year is the result of shortfalls in Fundraising activities and Donations in relation to a favorable result from Government and Other Grants. The net impact of these areas contributed mainly to the \$11,421 increase in the deficit over last year.

During 2006-2007 the Centre has attempted to operate on a break even basis. Operations were similar to those of past years. Both Fundraising of \$138,859 and Donations of \$46,640 were required to maintain the core operational activities of the Centre. Again this year, various programs such as the Grocery Bus and Lifelong Learners operated on a break even basis with only small contributions to the Centre's core expenditures. This year approved Grant revenue for the year increased slightly to \$387,049, however, the balance of Deferred Grants decreased again to \$65,767 as of March 31, 2007. In general, there has been a slow down over the past several of years with respect to the number of grants the Centre has been able to apply for. Despite the slow down the Centre has continued to be successful with its approvals in relation to number of calls for proposal available.

For 2007-2008 the Centre's budget has been set at \$851,423. Revenues include Grants of \$594,023, Fundraising of \$197,300, Donations of \$30,000, Grocery Bus of \$12,000, Course Fees of \$ 13,000 and Other of 5,100. Each year the Centre's reliance on fundraising activities and donations continues to be a critical component of the overall operating budget.

The Finance committee wishes to thank the Executive Director, her staff and all our volunteers for their efforts during 2006-2007 for

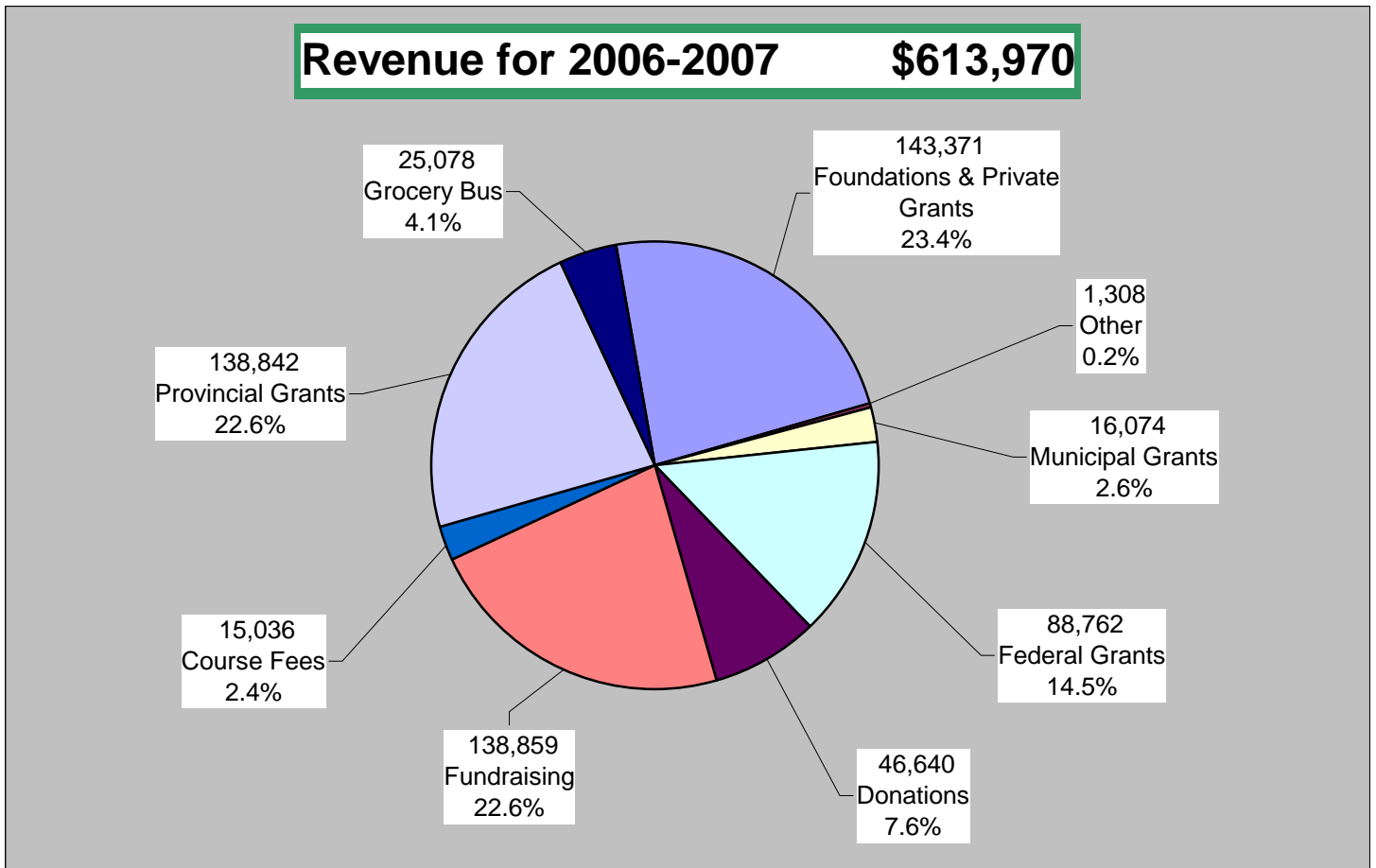


continuing to achieve the financial objectives of the Seniors Resource Centre.

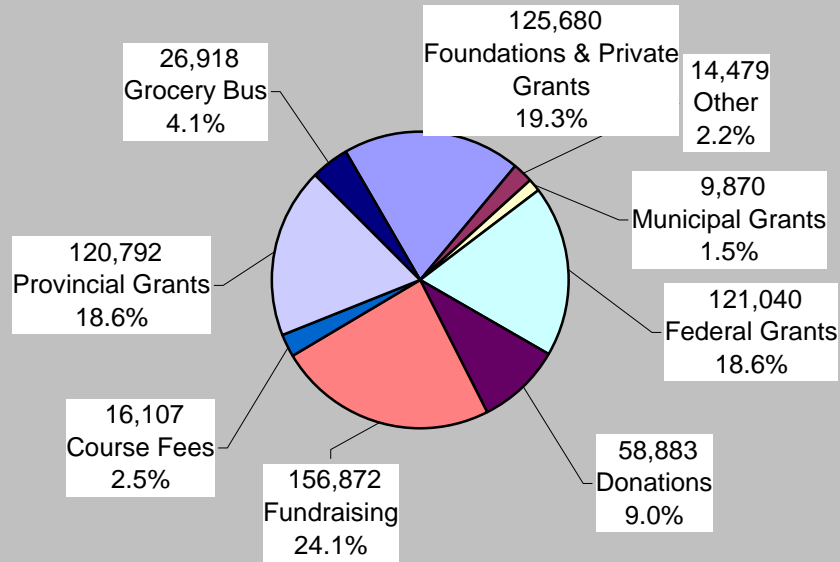
Respectfully Submitted,

Rick Hindy
Treasurer

Seniors Resource Centre of Newfoundland & Labrador



Revenue for 2005-2006 \$650,641



Revenue for 2004-2005 \$722,698

