

BOARD OF DIRECTORS 2010 - 2011

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Stephen Collett	Judy Northcott
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Colleen Hanrahan	Gail Wideman

CORE STAFF - 2010 – 2011 Fiscal Year

Jill Barron Manager, Provincial Peer Advocate Program
Glenda Cabot.....Peer Advocate Assistant
Kim Clarke.....Accountant
Shelly Collins.....Mall Walkers Coordinator
Shelly Collins.....Provincial Co-ordinator Caregivers Out of Isolation
Sheri Lane.....Friendly Visiting Coordinator
Donna March.....Grocery Bus Coordinator
Cathy Sheehan.....Director of Fund Development
Dawn Stone Office Administrator
Kelly Heisz.....Executive Director
Janet Whittaker.....Caregivers Out of Isolation Assistant

TEMPORARY PROGRAM/PROJECT STAFF

Steve Barron.....Snowbuster
Alicia Cox.....Lifelong Learners/Aging Issues Coordinator
Nancy Hackett.....Fund Development
Gerald Head.....Snowbuster
Paula Lancaster..... Provincial Co-ordinator Caregivers Out of Isolation
Trudy MarshallSeniors and Youth Speak Out on Elder Abuse Coordinator
Michael McDonald.....Summer Student
Andrew Moody.....Grocery Bus, Friday Friendship & Mall Walkers Assistant
Elizabeth Siegel.....Elder Abuse Committee of Newfoundland & Labrador Coordinator

Satellite Office Staff

Regional Coordinator.....Marie Ryan
Office Administrator.....Virginia Wells
Student.....Jessica Kearley

Information Referral Line Peer Advocate Volunteers 2010/2011

Lorraine Best	Mary Carter	Yvonne Jacobs
Doreen Boudreau	Joan Drodge	Pat Wright

Once again this year a special thanks to the many volunteers throughout the Province who make the work of the Centre possible!



BOARD CHAIR'S ANNUAL REPORT 2011

I am pleased to present the annual report of the Seniors Resource Centre of Newfoundland and Labrador. 2010-2011 was the twentieth anniversary of the Centre marking twenty years of supporting, promoting and enhancing the well-being and independence of all older adults throughout the province of Newfoundland and Labrador. We were very pleased that at the Twentieth Anniversary Open House that so many came to help celebrate the work that is done there.

This is my third year as Chair of the volunteer Board of Directors and the 2010-2011 year was the most difficult financial year so far. The decrease in the number of Federal Government grants has continued and there has been increased competition for the charitable dollar. Without a permanent funding base that is sufficient to cover core activities, fundraising remains the major source of revenue generation for us. This continues to be the greatest challenge facing the SRC.

During 2010-2011 the Board and Staff met and renewed the five year strategic plan giving us a clearer picture of our mission. We cut programs that were not core to our mission and had no financial support. We continue to function without these. We have concentrated on enhancing the programs that are core to our existence: the Information/Referral Line, the Provincial Peer Advocate Program and Elder Abuse while supporting the projects of Baccalieu Outreach Office, Caregivers Out of Isolation; Friendly Visiting and Mall Walkers programs. Although we don't give them financial support, the Multicultural Group still meets at the Centre and maintains a close relationship with the Centre.

The Centre is proud of its collaboration and cooperation with provincial, federal and municipal departments, Health Boards, and numerous community organizations and agencies. We work closely with the Department of Health and Community Services and more specifically the Office of Aging and Seniors and I would like to take this opportunity to thank Minister Jerome Kennedy and Director Suzanne Brake for their ongoing support and funding given for core activities of the Centre. Sustaining and one-time provincial grants have allowed us to continue our programming.

On December 11, 2007 Nalcor Energy made a five-year, \$250,000 pledge to the Centre through its Community Investment Program. These resources are helping the Centre expand its health and wellness initiatives throughout Newfoundland and Labrador. We are incredibly proud that one of the province's most respected Crown

Corporations chose to support the work we do with seniors through this partnership arrangement.

I would like to acknowledge and thank all those individuals and corporate sponsors who support the Centre financially and in kind throughout the year. Their generosity and donations make it possible to carry on our programming.

Finally, I would also like to recognize the hard work and dedication of board members who give their time and talents in support of the Centre and its work. I want to especially acknowledge two people who have been on the board for a number of years but have decided to step down. Stephen Collett found he had to resign because of his work commitments but continues to contribute to the Seniors Resource Centre as a member of the Building Committee. Thank you, Stephen. Also Doreen Bennick resigned because of family commitments. Thank you, Doreen for your contribution to the Board. I am also pleased that we have chosen two new people to the Board from a number of people who applied. The first is Nick Hounsell, a recent graduate with his Bachelor of Commerce who has extensive volunteer experience. The other candidate, Doreen Neville, is not new to the organization as she has been a member of the Peer Advocate Advisory Committee for many years. We are very pleased that the Board attracts such worthy candidates.

To the employees of the Centre, I offer my sincere appreciation and pay tribute to their skills, their talents and their commitment to the organization. I also extend my heartfelt thanks to the Centre's many volunteers across the island and in Labrador for the tireless work that they do. The success of the Seniors Resource Centre is due to the enormous contribution, capacity and commitment of our corps of staff and volunteers.



Marilyn Beaton
Board Chair



Executive Director's Report

This past year (2010-2011) has been one of change and working to strengthen what we do best.

At the beginning of our fiscal year, we had to make some tough financial decisions which lead us to say goodbye to a number of programs that had been offered for a long time; Life Long Learners, the Grocery Bus, Seniors Bridging Cultures and the Friday Friendship Club. While we were unable to sustain these programs any longer, we are pleased that community partners stepped up and took them on to keep them going. The City of St. John's has taken into its Adult Recreation Program the Life Long Learners and retained its Advisory Committee. Cook's Bus and Charter, who were the contract company for the Grocery Bus, decided to offer a modified version of the program, having service one morning a week. The Seniors Bridging Culture Group remained strong based on their core of committed volunteers and the Centre has been very supportive by providing space and assisting them in applying for funding to offset the costs in order to keep member fees low so more people can join and remain connected. As for the Friday Friendship Club, many of the members joined other social groups offered in the community.

While it was a rough couple of months at the beginning of the year, we did not compromise on what our core work has always been; that of providing information and referral to the thousands of individuals who call our office and visit our website every year. We are proud of our quality of service and the up to date information we have at our fingertips. From finances to housing, home repair and homecare, pensions and foot care, our experienced volunteer Peer Advocates provide the information and refer the callers to the appropriate source to get it. And, what makes this service unique is that they will follow up to ensure the person received the information. Their dedication to quality service has helped the Information and Referral line develop into a highly effective and reliable resource, not just to seniors, but to everyone who calls or visits us.

Thanks to Hydro's continued financial contribution, our Provincial Peer Advocate program has supported our 170 volunteer Peer Advocates located in 28 communities across Newfoundland and Labrador. These seniors have remained dedicated to being resource people who are able to provide the same kind of service as the Information and Referral line. As you read in the report later, you will see how valuable these volunteers are to us; reaching seniors in their communities, drawing on community

partners and encouraging participation in local programs and activities and or organize such.

As you will see in the report for the Provincial Caregivers Out of Isolation, their work continues, focusing its attention on increasing partnerships and resources as well as completing the Pathway Guide for caregivers.

Our Elder Abuse Committee of Newfoundland and Labrador (EACNL) continued working on becoming a Network, thanks to the funding from New Horizons for Seniors(Federal). The Committee, comprised of multi-sector members is really a one of a kind committee that draw upon each other's expertise and resources in order to create awareness and action. Once it becomes a Network, more partners will be able to join and be able to participate in creating change. A symposium is set for October of 2011 which will be the official beginning of EACNL as a strong Network.

The Outreach Office for the Baccalieu Trail has been doing phenomenal work and has gained tremendous respect among its many partners as a resource in the area. As you will see from Marie's report, their hard work is paying off.

We have made sure that we were at the table during a number of important government consultations; NL Housing, Poverty Reduction Strategy, and the Long Term Care and Community Supportive Services. We want to ensure that they knew the serious issues impacting seniors across the province; issues on housing, homecare and basic living costs, that we heard from seniors themselves either through our toll free line or through our Peer Advocates.

On the local, provincial and national level, our Centre continued to have representation because it is important to bring a senior's perspective and to join those who want to promote and enhance the quality of life of older adults.

National

- Canadian Association of Occupational Therapists
- Canadian Network for the Prevention of Elder Abuse

Regional (Atlantic)

- Atlantic Seniors Health Promotion Network
- Atlantic Seniors Housing Research Alliance
- Increasing Capacity for Oral Health- a Research Project by Memorial University and Dalhousie University

Provincial

- Aging Issues Network
- Aging Issues Network- Advisory Committee for Homeshare project
- CNIB Vision Health Steering Committee
- Communities Against Violence
- Community Advisory Boards on Housing and Homelessness(Central and Baccalieu Trail)
- Injury Prevention Sub-committee- Avalon East Wellness Coalition
- Mayor's Advisory Committee for Seniors- City of St. John's
- MUN Affinity Group on Aging
- MUN Affinity Group on Oral Health
- Provincial Food & Nutrition Seniors Expert Working Group
- Provincial Wellness Advisory Committee
- RCMP's Seniors Advisory Council
- Senior's Nutrition Working Group- Government of NL
- Seniors Liason Committee- Eastern Health
- St. John's Community Advisory Committee on Homelessness
- St.John's Para-Transit Committee review committee
- St.John's Mayor's Advisory Committee for Seniors
- Universal Design Network
- Working Late Research Project- MUN

While our focus has been on strengthening our provincial programs, we still offered to seniors living in the St.John's area some services and programs, thanks to the support of many partners

- Christmas stockings and hampers (donated by TeleLink, Aliant pioneers, Coast Guard, private donors, government employee groups)
- Foot Care (VON), Flu (Eastern Health), and income tax clinics(members of the Association of Chartered Accountants)
- Friendly Visiting (Eastern Health and Help the Aged)
- Heritage Crafters (Sobeys Howley Estates, St.Clare's Hospital)
- Mall Walkers(Crombie Reit, Fog City)
- Snow Busters (City of St.John's)

Our decision to move our fundraising efforts in a different direction paid off; reducing unnecessary expenditures thus exceeding the target profit. We were also very pleased to have been the recipient of the VOCM's Annual Dial A Carol, which staff and Board members took part and enjoyed the experience. All this success is very much due to the Board having the confidence in the Committee's vision and the commitment of each volunteer member's hard work and determination to see its plan to fruition. They are certainly inspired to continue and I want to thank them.

During this past year, we were very fortunate to have received extra funding from the Department of Health and Community Services in order for us to keep the Outreach Office open for another year and to work on enhancing our website, which is a work in progress and for the Provincial Peer Advocate program. This financial support was very much in need and we certainly appreciate their confidence and recognition of the value our centre is in promoting the independence and well being of older adults in Newfoundland and Labrador.

Before we move into the next fiscal year, the Board, along with staff and volunteers, produced a new strategic plan to 2013. Its focus is to identify what sets us apart from other seniors organizations and to be the best at it; to concentrate on strengthening each and every core program that are aligned with our Vision, Mission and Mandate. Moreover, in order to make this happen, further attention and action will be taken to secure sustainable funding.

It is without a doubt, our Centre could not be where it is and go where it has to without the dedication and expertise from the members of the Board, hardworking, qualified staff, and the tremendous passion and commitment from the hundreds of volunteers across this province. Words cannot express my great appreciation and it is an absolute pleasure to work with them all.

To those Funders who had confidence in our work and results to support us, I thank you. From the Federal Government through HRSDC and New Horizons for Seniors Program, to the Provincial Government's sustainable grants by Health and Community Services and funding from Human Resources Labour and Employment from their NL Works Program, to the City of St. John's whose community organization grants and Public Works for our Snowbusters, we have continued our work and reach to seniors. Many thanks also goes to our Donors and Contributors, mentioned at the end of this Annual Report, who saw our work as valuable for everyone.

I am very pleased with how our year ended; on a high and confident note and look forward to working on creating an even stronger organization, with our partners and team of Board members, staff and volunteers, always ready to meet the needs of seniors in Newfoundland and Labrador.

Sincerely,



Kelly Heisz
Executive Director

Provincial Caregivers Out of Isolation Report



Firstly, I would like to thank Ms. Paula Lancaster, acting program coordinator and Ms. Janet Whittaker, program assistant for filling in for me the past year while I was on Maternity leave. It is wonderful to be back working with the Caregivers out of Isolation Program in a role that I find truly fulfilling and challenging. Although, this was a year of transition, the Caregivers out of Isolation program has

continued to work towards its philosophy of supporting unpaid caregivers through raising awareness, recognition and providing information.

The program, will be in its 11 year will be celebrating Caregiver of Family and Friends week from October 17th- 21st, various events will be happening throughout the month of October to recognize unpaid caregivers in the province. This has been made possible with the continued support from the Office of Aging and Seniors and the Department of Health and Community Services. With this funding we have been able to continue on a provincial level to provide support through;

The Caregiver Information Line

Phoning the Caregiver Line and attending Support Groups is a way for caregivers to share feelings and concerns in a safe environment and realize they are not alone; find information that is helpful; socialize and have time away from the responsibilities of caregiving. Some information requests on the Phone Line include: inquiries about the services of the Caregiver Program, home support, respite options, and support groups. Many callers are referred to social workers, public health nurses and other community supports, including businesses. There has been an increase in incoming referrals, particularly from social workers in the metro St. Johns area. We feel this may be a direct link to our connections with social workers within Eastern Health. This past year

we have had the opportunity to present to the social workers in the Avalon East region during one of their bi-Monthly staff meetings. This has really brought positive feedback from them and has assisted with our referral process.

Caring Solutions Newsletter

The caring solutions newsletter is available quarterly and is sent out to 551 caregivers across the province. In addition, 155 people have been receiving the newsletter for professional reasons. We have also utilized our connections within the public libraries to distribute this resource further reaching 96 libraries across the province. This is an excellent opportunity to reach caregivers that don't have access to information electronically and to highlight and promote the work we are doing.

Provincial Advisory Committee

The provincial advisory committee continues to play an instrumental role in this program. It enables us to keep a provincial perspective on caregiving issues and is unique in its representation of volunteers and includes caregivers, interested community members, and professionals. As a unified voice we are able to discuss and respond to caregiving issues that affect caregivers in our province.

In the Fall of 2010 the Honourable Jerome Kennedy, Minister of Health and Community Services hosted public consultations in nineteen communities around the province. The discussions were of interest to unpaid caregivers, paid caregivers care receivers, owners of personal care homes, nursing homes administrators, stakeholders, community services providers, and consumers of service. Minister Kennedy was seeking input which would enable the province to develop a strategy that is client-focused and improves services for consumers of long term care and community support services. Gail Wideman, Committee Chair of the Caregivers Out of Isolation Program thanked Minister Kennedy for this initiative and submitted a written document, which drew from research, and the knowledge base attained from ten years of experience as with the Caregiver Program, and the documented experiences and recommendations of caregivers in this province.

Networks and Support Groups

The caregiver networks are the core component of this program and it is their commitment and passion which enables this program to be such a success. Currently we have networks in Twillingate, Grand Falls – Windsor, the Humber Valley region, Springdale, Stephenville, St. John's/Avalon East, Clarendville, and Happy Valley-Goose Bay. There is also an interest in establishing new networks in the areas of New Wes Valley and Deerlake.

The Caregiver Guide

The Caregiver Guide has been a work in progress for the last several years. This document was made possible from the Office of Aging and Seniors and support through the Director, Suzanne Brake. This came from a need identified by caregivers for an expanded version of the information package that highlighted „pathways’ to caregiver support. Caregivers have suggested to us on many different occasions that having a guide to help them navigate through the system would have been extremely helpful to them as new caregivers.

We had the unique opportunity in the previous year to bring in approximately 30 caregivers that were affiliated with the networks as well as to consult with community members and health care professionals to assist us with this process. We are thrilled that this project is drawing to a close and that it will be a resource tool not only for caregivers but others in the community across the province that work with or come into contact with caregivers. We are excited to launch this document during the month of caregiver week this October.

Thank you

I would like to take the time to thank the following groups for their insight, support and dedication to the Caregivers Out of Isolation Program: The Alzheimer Society of Newfoundland & Labrador, Canadian Hard of Hearing Association, Canadian Mental Health Association, Canadian Red Cross, Cerebral Palsy Association, CNIB, Independent Living Resource Centre, Mount Pearl Seniors Independence Group, Newfoundland & Labrador Association for Community Living, Newfoundland & Labrador Department of Health & Community Services, Newfoundland & Labrador Women’s Institutes, Wellness Coalition – Avalon East, The Salvation Army - Newfoundland East Division, Seniors Resource Centre of Newfoundland & Labrador, Victorian Order of Nurses, and members of Regional Caregiver Networks in St. Anthony, the Humber Valley region, Springdale, Stephenville, Grand Falls – Windsor, Peterview, Twillingate, Clarenville Happy Valley- Goose Bay & Avalon East region.

You all are truly inspiring and is why I continue to strive to do a better job.



Provincial Coordinator
Shelly Collins

Provincial Peer Advocate Report

The Peer Advocate Program has benefitted greatly from its multi-year partnership with Hydro in that the program has been able to support and resource the work of Peer Advocate groups across Newfoundland and Labrador. In the 2010-2011 year, the Peer Advocate program has seen much activity, thanks to Hydro Funding and work is just beginning to strengthen the program and support to our dedicated and experienced volunteer seniors.

New Peer Advocates

This past year we were successful establishing Peer Advocate groups in the communities of Bell Island, Grand Falls-Windsor, Spaniard's Bay and Bonavista. The Peer Advocate training sessions or "Information Sharing Sessions" were offered to volunteer seniors in each of these communities to help prepare them for their role, which is to pass on information to other seniors whom they meet through their regular activities. The Information Sharing Sessions include discussions on aging changes and challenges, the programs and services that are available for seniors, active listening, and problem solving.

The existing Peer Advocate group in Grand Falls-Windsor recruited some new volunteers and they completed the Information Sharing Sessions on April 12th. With the addition of their five new volunteers, this group now has 19 members. On April 20th, a new group of four Peer Advocates formed in Spaniard's Bay. Many of these volunteers have gotten involved with the Seniors Resource Centre's Outreach Office in Spaniard's Bay. The Peer Advocate group in Bonavista recruited nine new members and they completed the Information Sharing Sessions on Nov. 26th.

***"Every day
I am a Peer Advocate"***

Health and Safety Days

In addition to providing seniors with valuable information, Peer Advocate groups organized Health and Safety Days in their communities. These have been wonderful opportunities for Peer Advocate groups to raise their profile in the community and promote the partnership with Hydro. These workshops also help to motivate other seniors to get involved and to focus on how they can work together to improve the health and safety of seniors in their community.

- The Peer Advocates in Grand Falls-Windsor organized a Health and Safety Day on April 13th. There were about 60 seniors in attendance and they had presentations on mental health, heart disease, how to access long term care services, elder abuse, and safety tips for older drivers.

- The Peer Advocates in Clarenville organized a Health and Safety Day on April 13th. There were about 40 seniors in attendance and they had presentations on safe driving for older adults, financial planning, and elder abuse.
- The Peer Advocates in Harbour Breton organized a Health and Safety Day on April 27th. There were about 20 seniors in attendance and they had presentations on the safe use of medications, falls prevention and elder abuse.
- The Peer Advocates in St. Anthony organized a Health and Safety Day on June 24th and had presentations on the Peer Advocate Program, elder abuse, and protecting yourself against frauds and scams.
- The Peer Advocates in Calvert had an information session on August 26th. There were about 15 seniors in attendance and they had presentations on the Seniors Resource Centre's Information Line and emergency preparedness.
- The Peer Advocates in Charlottetown, Labrador, organized a Health & Safety Day on November 3rd. They had about 25 seniors in attendance and had presentations on exercise for older adults and coping with arthritis. The seniors really enjoyed the exercise demonstration so afterwards this group decided to start an exercise program for seniors.

Other Peer Advocate Activities

- The Peer Advocate group in Trepassey continues to be very active in promoting health and safety. Last year, the group started a "Community Singing Kitchen" with funding from the Community Action Fund (funding set aside to provide assistance, up to \$250) and this program continues to be successful. They get together in groups of five to prepare a meal and then they host large community dinners with entertainment. They continue to organize information sessions for seniors and in the past year they have had presentations on coping with hearing loss, the Canada Pension Plan, and emergency preparedness. Their exercise programs continue to grow in numbers. They offer weekly walking, pilates, T'ai Chi Chih and line dancing programs. They recently received an Age-Friendly Communities Grant for a project called CALM – Changing Attitudes, Losing Misconceptions about aging.

- With financial support from the Community Action Fund the Peer Advocates in Bonavista were able to open a drop-in centre for seniors in 2009. Their office is now open two days per week so seniors can drop by to obtain information, meet other seniors, play cards, and/or have a friendly visit and cup of tea. They recently partnered with the Town of Bonavista and were successful in getting a Seniors Recreation Grant to start an exercise program for seniors.
- The Charlottetown Peer Advocates received funding from the Community Action Fund to host an event for seniors on World Elder Abuse Awareness Day (WEAAD) on June 15th.
- The Charlottetown Peer Advocates also received funding from the Community Action Fund to buy Therabands for their new exercise program.
- Some of the Peer Advocates in the Calvert group partnered with The Town of Ferryland to apply for a Seniors Recreation Grant and they were successful in getting funding to start an exercise program for seniors in Ferryland. Other Peer Advocates were successful in getting New Horizons funding to start a weekly social and educational program for seniors in Calvert.
- Peer Advocates from Springdale, Gander, Bonavista, Clarenville and Carbonear attended the Atlantic Seniors Housing Research Alliance (ASHRA) workshop in St. John's on May 27th and 28th. They learned about the findings from the research project, "Projecting the Housing Needs of Aging Atlantic Canadians". They brought this information back to seniors in their communities.
- Peer Advocates in Springdale completed a "Violence Awareness and Action" training session with Central Health in June. They have also been organizing information sessions for seniors on a monthly basis.
- NL Hydro and Newfoundland Power wanted to connect with seniors for Energy Efficiency Week (Oct. 2-8). Peer Advocates in Harbour Breton, Robert's Arm, Charlottetown and Goose Bay received energy efficiency kits from Hydro. Newfoundland Power connected with Peer Advocates in Bay Roberts,



Clareville, Burin, Gander, Grand Falls, Pasadena, and Port au Port West so they could provide energy efficiency kits and arrange presentations with groups.

- Peer Advocates in Burin and Bonavista partnered with the Community Sector Council on their “*Age Well, Live Better – Volunteer*” Project. On November 15, a community forum was held in Marystown to link senior volunteers and community organizations and on December 6th a community forum was held in Bonavista.
- On May 3rd, Hydro Retirees, the Silver Lights, participated in a Peer Advocate Information Session in St. John’s.

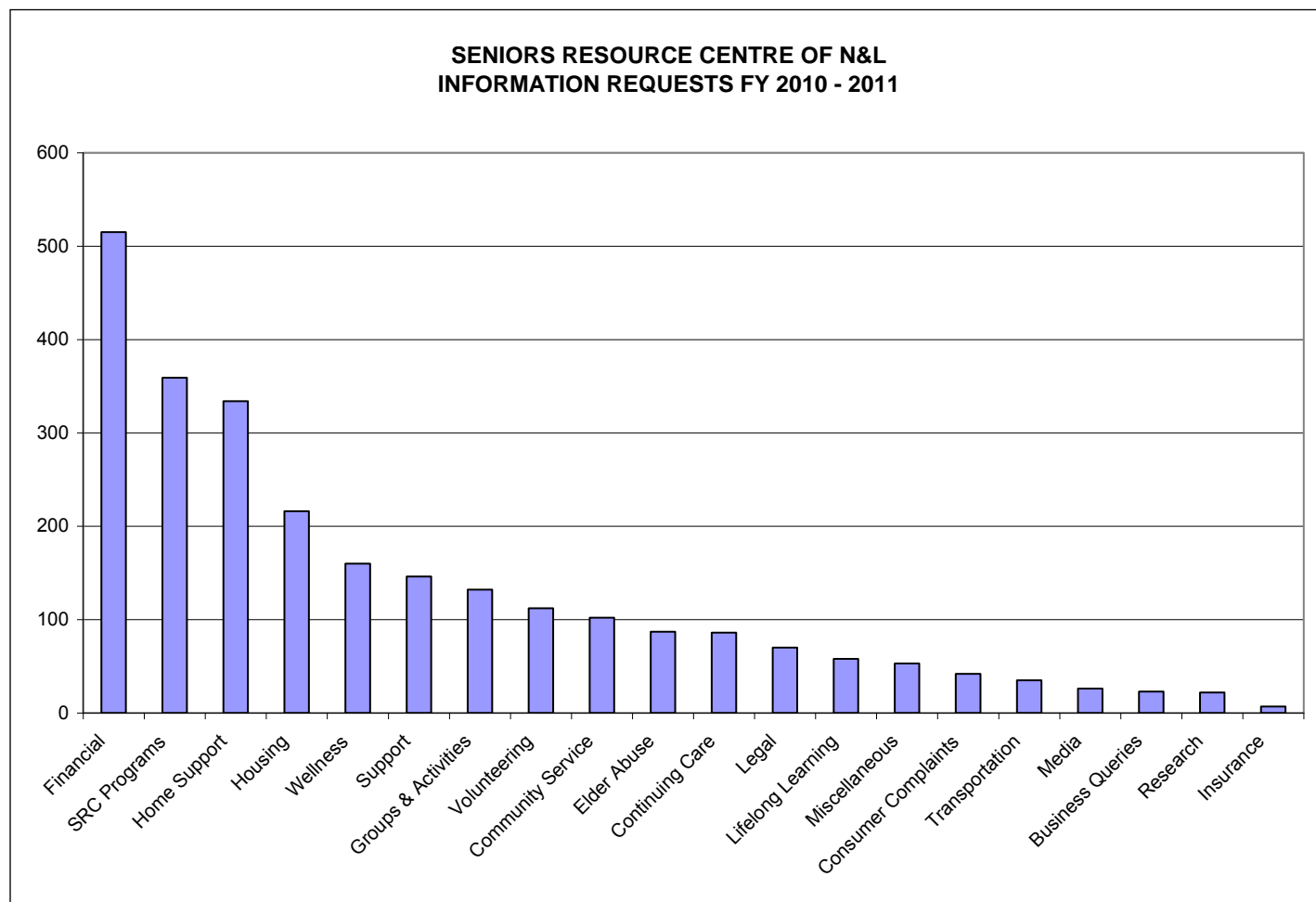
Future Plans

The Peer Advocate Program received funding from the New Horizons for Seniors Program to offer four (4) regional networking meetings in the 2011-2012 year. Representatives from each Peer Advocate group will be invited to attend a two-day meeting in their region. The purpose of these gatherings are to share information and resources, discuss new and changing concerns and issues identified by seniors in their regions, and develop a strategy to strengthen the Peer Advocate Program into the future. These meetings are also essential to offer Peer Advocates an opportunity to network and learn about what is happening in other communities and to strengthen the connection between groups.

It is an exciting time to be a Peer Advocate and it is an important time for them as well. These volunteers have been valuable assets to the Seniors Resource Centre NL, offering their time, expertise, knowledge and passion to their role and for that, we are truly thankful and blessed to have them with us.

This was Jill Barron’s final report as Manager of the Provincial Peer Advocate Program. She is now attending Memorial University to receive her Bachelor of Social Work Degree. Everyone at the SRC NL wish her the best in her future endeavours.

INFORMATION LINE STATISTICS – 2010-2011



People call the Seniors Information Line when they do not know where to turn to for help. They have often made several other calls and not found the answers to their concerns. When they call the Seniors Resource Centre, they are greatly relieved to find it is answered a live person – a volunteer Peer Advocate - who takes the time to listen to their concerns, provides information and helps them find answers, directs them to the appropriate agency, and also makes follow up calls to see how they are doing. Many callers are seniors, within the province or planning to return here. Others are family and friends, organizations, religious leaders, and health and other professionals. Calls come from all over Newfoundland and Labrador, from other provinces, and even other countries such as USA and the United Kingdom.

When the volunteers pick up the phone they have no idea what the call might be about. In the past year, calls have included: threat of power being cut off in winter; lack of financial help for ostomy supplies, for home oxygen, for ambulance costs and for dental care; and the location of nearest food bank. These calls fall into the **Financial** category and, as can be seen from the chart above, these constitute the highest number of calls. Other calls about finances include questions about OAS and

GIS; where to get help with income taxes, financial counseling, help to pay for hearing aids or for home modifications and also equipments such as ramps. Questions about discounts, ID cards and the New Horizons program are also included in this category,

The second highest number of calls are requests for information about the programs, services, and resources offered by the **Seniors Resource Centre** while the **Community Service** category 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 also student placements.

The **Home Support** category includes questions about where to call for assessments for levels of care, as well as those looking for private or subsidized home support services or live-in companions. Frequent requests are for snow clearing and help with odd jobs. Other requests are for home hairdressing, foot care, meals-on-wheels, blood collection services and Emergency Alert.

Lack of affordable housing continues to be a big concern for seniors all across the province. Other calls in the **Housing** category concern accessible housing, subsidized housing and home repairs including energy efficiency programs; people in public housing wanting transfers, and requests from those needing emergency housing.

Included in the **Wellness** category are calls from people looking for help to deal with mental health, addictions, and family relations (including concerns about grandchildren); also information about help available for those with hearing loss (including assistive hearing devices), vision loss, memory problems and Alzheimer's disease, and chronic diseases e.g. Parkinson's, arthritis, and osteoporosis; problems such as incontinence; information about exercise; foot care; nutrition; falls prevention; aids to living such as ramps, stair lifts, equipment, adaptive clothing, and the role of occupational therapists; flu clinics; information about Medic Alert and the Vial of Life; the Health Line number; also people looking for doctors who do home visits.

The **Lifelong Learning** category includes requests for help with literacy problems and for information about educational opportunities and programs across the province, as well as the Centre's Life Long Learners Program which has now been taken over by the city of St. John's.

The **Groups and Activities** category includes requests for information about seniors' organizations and publications; the Office for Aging and Seniors; 50+ clubs province wide, as well as activities offered in communities such as card games, outings, physical activities (including dancing and Tai Chi). There were also calls about free concert tickets and a request for information about a local Snowbirds Club.

The **Volunteering** category includes calls from people interested in volunteering with the Centre as well as individuals and organizations who offer volunteer help - time, outings, also Christmas gift donations and dinners; and those wanting to donate items such as a hospital bed and furniture; also requests from other organizations for volunteers.

The Centre continues to receive many calls about cases of **elder abuse**, as well as calls for information and requests for elder abuse presentations. Warnings and complaints about scams and frauds were also received.

Often callers are looking ahead and want information about personal care homes and nursing homes and they also have many questions about the financial aspects and implications. These calls are included in the **Continuing Care** category as are questions about assisted living facilities, respite care and adult day care.

The **Support** category includes information and support for bereavement, separation or divorce; support for unpaid caregivers of family and friends of all ages, and also peer support from Peer Advocates.

Included in the **Legal** category are calls about where to get help with legal problems such as landlord tenant problems, access to grandchildren, and harassment by neighbours; as well as for information about wills, power of attorney, and advanced health care directives.

Miscellaneous includes varied calls including requests for phone numbers.

Consumer Complaints includes complaints about conditions in long term care homes and lack of training of homecare workers; complaints about a driving licence being taken away. Other complaints concerned lack of subsidies for assisted living facilities.

A number of callers in this and other categories were referred to the Citizens Representative for assistance.

Transportation includes problems with transportation, requests for volunteer drivers; requests for information about accessible transportation, drivers' safety courses, handicapped parking permits, and complaints about lack of service and help at the pumps at gas stations.

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

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

Business Queries are from those setting up businesses to serve seniors.

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

Yvonne M. Jacobs
Information Line Peer Advocate and compiler of statistics

Baccalieu Trail Seniors Outreach Services Regional Coordinator Report



As Regional Coordinator of the Seniors Resource Centre, Baccalieu Trail Outreach office, I am thrilled to report that after opening 2 ½ years ago, we have established our niche in the 60 plus rural and remote communities along the Baccalieu Trail. Our seniors (*approx. 11,551-Stats Canada 2006*) and their families

have come to realize that we not only offer informational programs, but we provide essential information to assist them to make informed decisions. Over the past few years, the total amount of calls and walk-in has increased tremendously and is monitored by maintaining a monthly statistics database. With our senior population ever increasing, it is imperative to have the proper resources and supports to help them age in place. Since the opening of the Outreach office, obtaining

information, government forms, and access to programs and services for older adults have become more accessible than in the past.

As the *only* Outreach office in the province, I believe having a physical location in our rural communities is extremely important; our seniors can drop-in to our office, making

it more convenient, while forming a lasting relationship with them knowing that we are there to assist them. Many partnerships have been created with seniors, family members, volunteers, youth, organizations, communities and government agencies. We are very proud of our accomplishments and are very devoted in continuing to provide these services to our seniors for years to come.

Once again in the 2010-2011 year, we have had the good fortune to partner with the College of the North Atlantic, Carbonear Campus in providing “Basic Technology” workshops. Seniors had the opportunity to take part in basic instruction workshops on technology, such as computer, digital camera and cell phones. Each senior was partnered with their own student instructor on a one-on-one basis. Many of these seniors had never used a computer, but after the workshops had the desire to learn more. Our established partnership with Bell Aliant Pioneers, the Outreach office is able to donate to seniors



*“Thank you very much
for helping me save
money on my monthly
medication costs.”*



Technology Workshop

*“I had never used a
computer until I
participated in these
workshops, now with a
donated refurbished
computer from your
‘Getting Wired Program’
I keep in touch with my
family and friends.”
Thank you for getting me
connected”.*



to very own refurbished computer through our “Getting Wired” program. One senior who had never used a computer was so delighted to receive her computer, has emailed to thank us for connecting her to the world of technology.

Intergenerational connections between youth and seniors continue to be a very important element to our programs. It was once quoted “anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young” and the greatest thing in life is to keep your mind young.

A series of Wellness Information sessions focused on Healthy Aging on such topics as: Nutrition, Injury Prevention, Physical Activity and Stress Management were hosted in various communities along the Baccalieu Trail.

- **Nutrition**

- Healthy eating is important for people of all ages to learn the basics of how to make healthy food choices

- **Injury Prevention**

- As we age our risk of falling becomes greater
- The impact that falls can have on independence and well-being
- Practical tips on how to prevent falls and stay safe on your feet
- A home safety checklist

- **Physical Activity**

- Safety and Physical Activity
- Endurance, Flexibility, Strength and Balance
- The health benefits of physical activity
- How to increase your physical activity into your day without a lot of cost

- **Stress Management**

- Positive mental health is an important part of healthy aging
- Change your thought process and develop healthy choices
- Achieve happiness and inner peace
- Develop a positive winning attitude



Income Tax Clinic
*“You don’t get much for
free anymore, thank
you.”*



Income Tax Clinics are done on a yearly basis from March until May at no cost to seniors. As many seniors live on a low fixed income, saving \$50 to \$100 mean they can use that money toward essential items. On ongoing service since September 2009 is the

“Assisted Listening Device” loans program. This service is provided in partnership with the Canadian Hard of Hearing



*CHHA NL “Assisted
Listening Device”*
*“Our Dad is enjoying the
use of his Pocket Talker
in Mass.”*

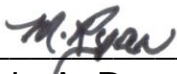


Association of NL which enables our seniors to try these devices for *free*, giving them the choice to purchase from retailers across the province.

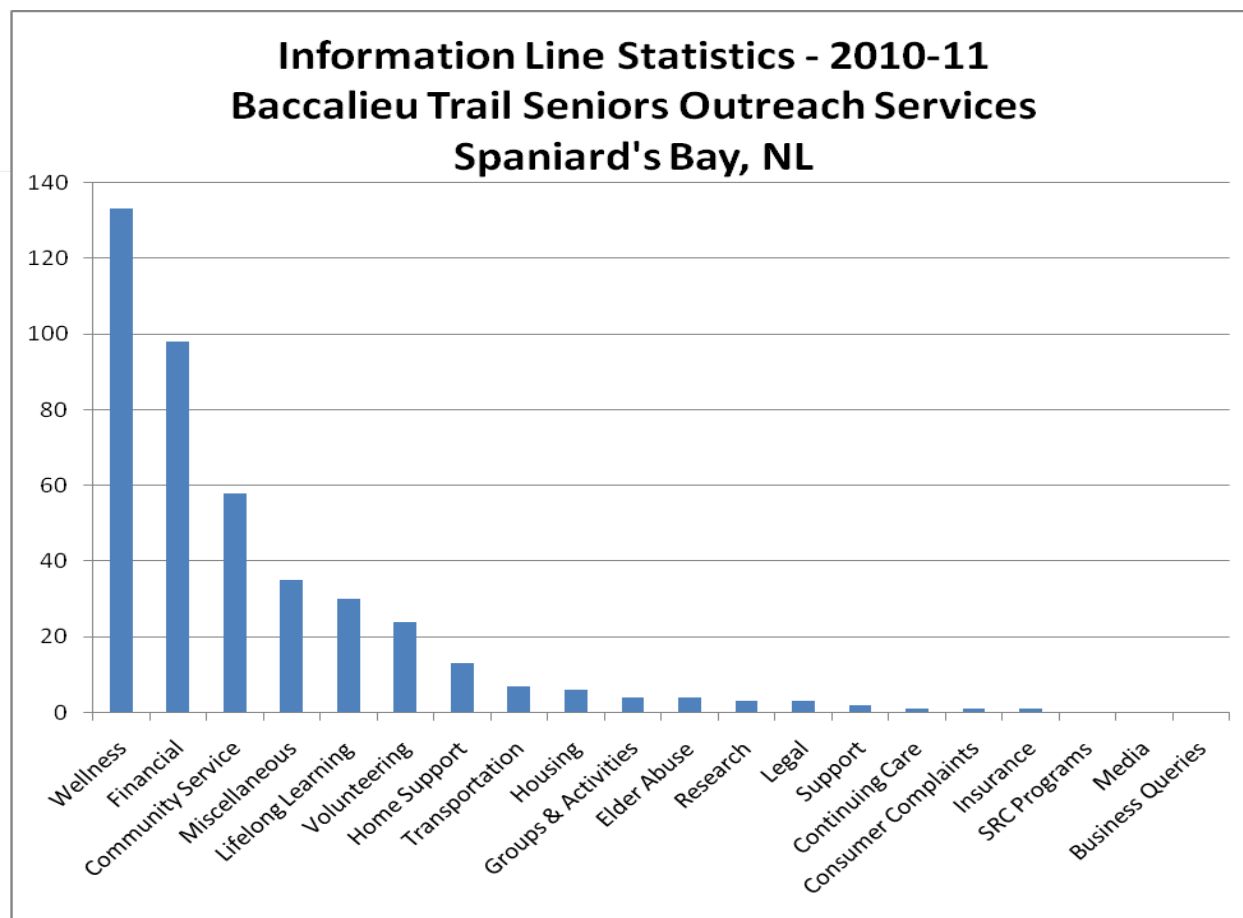
The Outreach office has formed many community partnerships that have fully supported us, whether it is donating a venue, partnering to offer informational sessions, advertising, etc. I wish to share my thanks and gratitude to you all. We are very fortunate to have such continuing support who also shares our vision.

Always remember, we are never too old to realize a new goal or dream. Also we must recognize, just because someone is older, it does not mean that they have nothing left to offer to society and are incapable of accomplishing great things in their remaining years.

In closing, I wish to thank the Baccalieu Trail Advisory Committee members as they have proven to be a committed support vehicle to the Outreach office. I wish to extend a special thank you to Mrs. Cathy Kleinwort, Chair of Baccalieu Trail Advisory Committee for your dedication, perseverance and continuing belief in the importance of providing our vital services to all seniors.



Marie A. Ryan, Regional Coordinator



Seniors Outreach Office

Christmas Stocking Delivery – I met Rita Butt, widow in early 2009 when the office first opened. Since that time Rita has participated in the Healthy Cooking program, Technology Workshops, and other events that the Outreach Office puts on. Rita calls to let me know how much she appreciates us in helping her to get back into her community socially.



Computer Technology Workshop
November 2010



Donated Computers – Bell Aliant
Pioneers



Seniors Breakfast - March 2010



Unpaid Caregiver Luncheon –
October 2010



Finance Report, Sources of Revenue and Financial Statements

Finance Report

For the year ended March 31, 2011 the Seniors Resource Centre Inc. operations resulted in a surplus of \$59,261 compared to a deficit of \$42,159 for the year ended March 31, 2010. The surplus this past year was a significant improvement over the previous year's operations.

There were several reasons for the improvement in financial operations in 2010/11 compared to 2009/10. These include:

- streamlining of operations so that financial support to programs such as Grocery Bus, Lifelong Learners and Friday Friendship ended as of June 30, 2010
- reducing costs associated with fundraising to improve net proceeds
- receiving additional one-time funding from the Department of Health and Community Services to enhance the Peer Advocate Program and Outreach Office

Every year the Centre tries to break even with no large surpluses or deficits. Revenue for 2010/11 was \$571,546 compared to \$641,841 recorded in the previous year. The largest decreases in revenue were in donations and fundraising activities while grant revenues increased slightly thanks to the additional government funding. The Centre continues to rely heavily on fundraising to help fund the core operations of the Centre and had some success with efforts such as ticket draw, auction and roses campaigns.

Expenditures for 2010/11 were also lower than in the previous year. During the reporting year expenditures were \$512,285 compared to \$684,000 in 2009/10. The main areas of expenditure decreases were in salaries and wages due to the lay off of four staff, program materials related to projects and fundraising activities, travel and transportation and advertising and promotion related to fundraising.

The excess of revenue over expenditure this year has allowed the Centre to improve its equity position which had been severely reduced by the deficit in 2009/10.

The Centre will still carry out its core services such as the information hotline, friendly visiting, peer advocate, elder abuse, caregivers and the outreach office programs. The Centre will continue to focus on making its operations as efficient as possible while

working with the Department of Health and Community Services and other organizations to secure appropriate funding for our services.

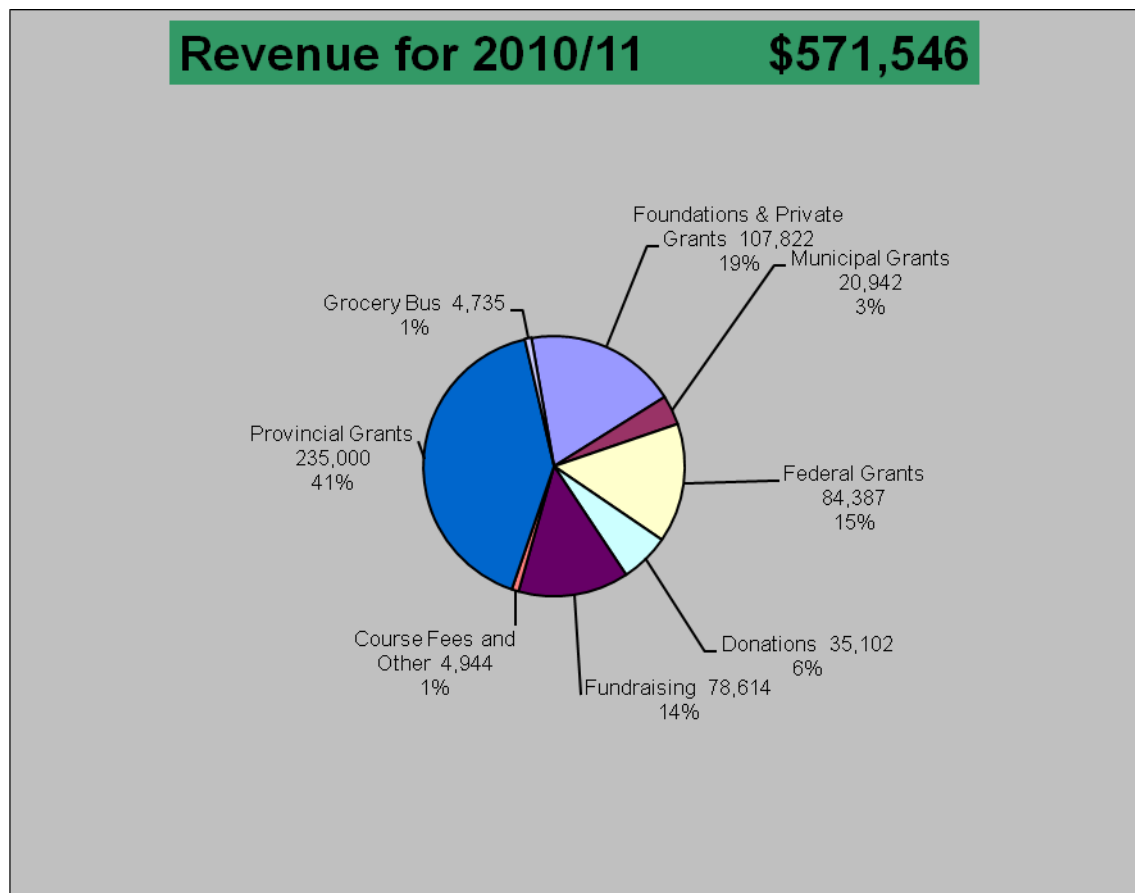
The Finance committee wishes to thank the Executive Director, her staff and all our volunteers for their efforts during 2010/11.

Respectfully Submitted

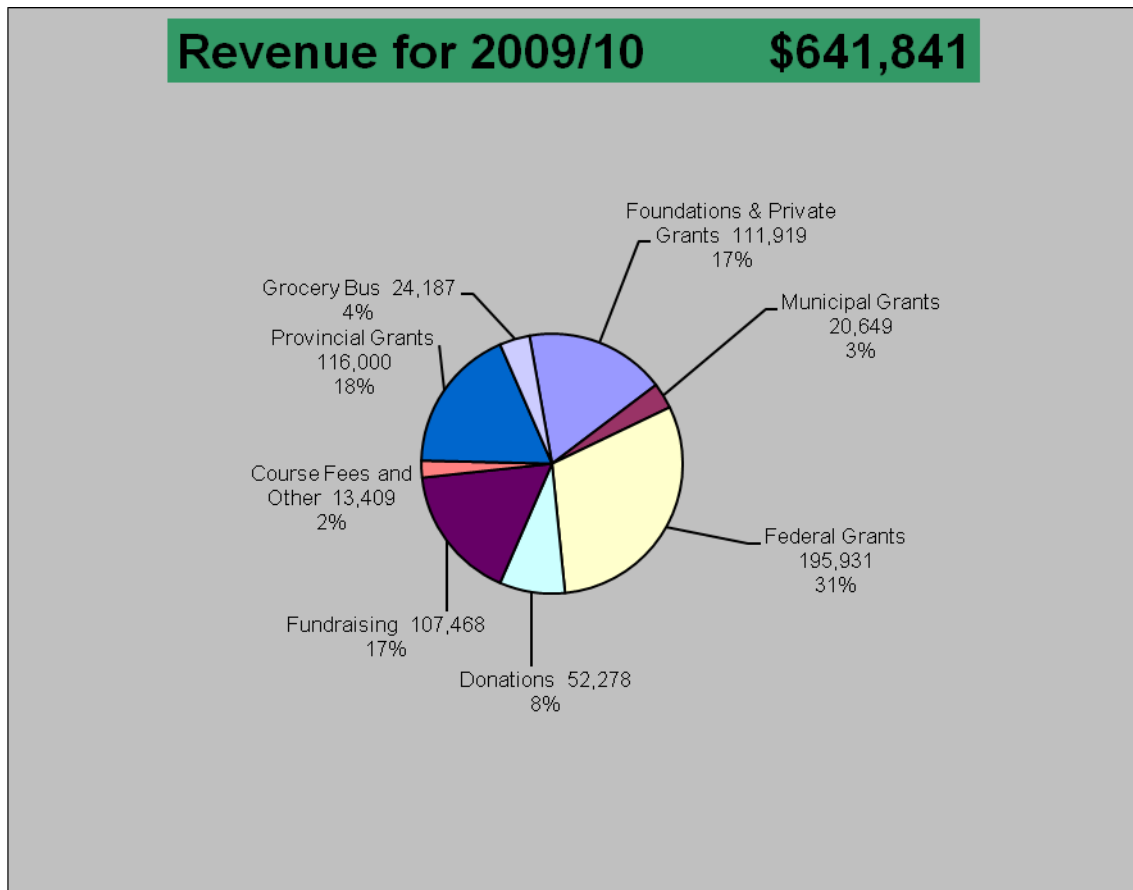


Albert P. Croke
Treasurer

Seniors Resource Centre of Newfoundland & Labrador Sources of Revenue



Seniors Resource Centre of Newfoundland & Labrador Sources of Revenue (Con't)



**Albert Croke, Treasurer
participates in the
Dial A Carol fundraiser.**

SENIORS RESOURCE CENTRE INC.
Financial Statements
Year Ended March 31, 2011
(Unaudited)

SENIORS RESOURCE CENTRE INC.

Index to Financial Statements

Year Ended March 31, 2011

(Unaudited)

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Statement of Revenues and Expenditures	3
Statement of Changes in Net Assets	4
Statement of Cash Flow	5
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SENIORS RESOURCE CENTRE INC.
Statement of Financial Position
March 31, 2011
(Unaudited)

	2011	2010
ASSETS		
CURRENT		
Cash	\$ 215,872	\$ 88,900
Accounts receivable	17,449	31,575
Harmonized sales tax recoverable	3,498	6,197
Prepaid expenses	-	300
	<u>236,819</u>	<u>126,972</u>
CAPITAL ASSETS (Note 3)	<u>4,583</u>	<u>6,205</u>
	<u>\$ 241,402</u>	<u>\$ 133,177</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 42,932	\$ 10,821
Employee deductions payable	5,116	6,925
Deferred income	83,880	62,154
Deferred capital grants	567	3,631
	<u>132,495</u>	<u>83,531</u>
NET ASSETS		
General fund	72,624	14,805
Restricted fund	32,267	32,267
Invested in capital assets	4,016	2,574
	<u>108,907</u>	<u>49,646</u>
	<u>\$ 241,402</u>	<u>\$ 133,177</u>

ON BEHALF OF THE BOARD

Director

Director

Fred Earle C.A.

The notes are an integral part of these financial statements

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SENIORS RESOURCE CENTRE INC.
Statement of Revenues and Expenditures
Year Ended March 31, 2011
(Unaudited)

	2011	2010
REVENUE		
Government and Other Grants	\$ 448,151	\$ 444,499
Fundraising	78,614	107,468
Donations	35,102	52,278
Grocery Bus	4,735	24,187
Life Long Learners Courses	125	9,629
Registration Fees	1,795	1,495
Miscellaneous	1,983	1,252
Interest	132	260
Amortization of deferred capital grants	909	773
	571,546	641,841
EXPENSES		
Salaries and wages	339,885	399,053
Rental	44,475	36,150
Fundraising activities	33,207	53,287
Program materials	17,002	62,148
Travel and transportation	16,104	39,286
Office	12,025	13,551
Postage	9,953	9,824
Telephone	7,404	7,115
Bad debts	6,817	-
Photocopier	5,006	4,795
Insurance	4,646	3,827
Miscellaneous	4,275	31,284
Internet/ Web page	3,998	4,817
Accounting fees	1,670	1,437
Amortization	1,622	1,718
Meetings and conferences	1,550	1,657
Printing and publications	1,065	-
Interest and bank charges	834	1,145
Advertising and promotion	747	12,806
Memberships	-	100
	512,285	684,000
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 59,261	\$ (42,159)

Fred Earle C.A.

The notes are an integral part of these financial statements

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SENIORS RESOURCE CENTRE INC.
Statement of Changes in Net Assets
Year Ended March 31, 2011
(Unaudited)

	General Fund	Restricted Fund	Invested In Capital Assets	2011	2010
NET ASSETS - BEGINNING OF YEAR	\$ 14,805	\$ 32,267	\$ 2,574	\$ 49,646	\$ 91,804
Excess of revenue over expenses	57,107	-	2,154	59,261	(42,159)
Amortization of deferred capital grants	(910)	-	910	-	-
Amortization expense	1,622	-	(1,622)	-	-
NET ASSETS - END OF YEAR	\$ 72,624	\$ 32,267	\$ 4,016	\$ 108,907	\$ 49,645

Fred Earle C.A.

The notes are an integral part of these financial statements

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SENIORS RESOURCE CENTRE INC.

Statement of Cash Flow
Year Ended March 31, 2011
(Unaudited)

	2011	2010
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses	\$ 59,261	\$ (42,159)
Item not affecting cash:		
Amortization of capital assets	<u>1,622</u>	<u>1,718</u>
	<u>60,883</u>	<u>(40,441)</u>
Changes in non-cash working capital:		
Accounts receivable	14,126	(17,260)
Accounts payable	32,111	(24,598)
Deferred income	21,726	3,472
Prepaid expenses	300	(300)
HST payable (receivable)	2,699	2,063
Employee deductions payable	<u>(1,809)</u>	<u>958</u>
	<u>69,153</u>	<u>(35,665)</u>
Cash flow from (used by) operating activities	<u>130,036</u>	<u>(76,106)</u>
INVESTING ACTIVITY		
Additions to capital assets	<u>-</u>	<u>(2,396)</u>
Cash flow used by investing activity	<u>-</u>	<u>(2,396)</u>
FINANCING ACTIVITY		
Capital grants deferred	<u>(3,064)</u>	<u>1,382</u>
Cash flow from (used by) financing activity	<u>(3,064)</u>	<u>1,382</u>
INCREASE (DECREASE) IN CASH FLOW	126,972	(77,120)
Cash - beginning of year	<u>88,900</u>	<u>166,020</u>
CASH - END OF YEAR	<u>\$ 215,872</u>	<u>\$ 88,900</u>

Fred Earle C.A.

The notes are an integral part of these financial statements

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SENIORS RESOURCE CENTRE INC.
Notes to Financial Statements
Year Ended March 31, 2011
(Unaudited)

1. DESCRIPTION OF BUSINESS

The Seniors Resource Centre Inc. is a non-profit, charitable, voluntary organization organized by a volunteer Board of Directors. It is dedicated to promoting the independence and well being of older adults through the provision of various services and programs.

The Centre commenced operations on March 8, 1990 and was incorporated on December 3, 1993 under the Newfoundland Corporations Act as the Seniors Resource Centre Association Inc. The Centre changed its name to the St. John's Seniors Resource Centre Association Inc. on August 31, 1993, and to Seniors Resource Centre Inc. on June 3, 1999.

In the event of dissolution of the centre, any funds and assets of the centre remaining after satisfaction of its debts and liabilities shall be transferred to another non-profit organization committed to serving the needs of seniors'.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with generally accepted accounting principles in Canada. Outlined below are those policies considered particularly significant for the Company.

Revenue recognition

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue of the appropriate fund in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue of the operating fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates include providing for amortization of property, plant and equipment and goodwill. Actual results could differ from these estimates.

Contributed services

Volunteers contribute a significant number of hours each year to assist the organization in carrying out its service delivery activities. As well, the organization receives other donated materials and services throughout the year. Because of the difficulty of determining their fair value, these services are not recognized in the financial statements.

(continues)

SENIORS RESOURCE CENTRE INC.**Notes to Financial Statements****Year Ended March 31, 2011***(Unaudited)***2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**Financial instruments

All financial instruments are classified into one of the following five categories: held-for-trading assets or liabilities, held-to-maturity investments, loans and receivables, available-for-sale financial assets or other financial assets. Held-for-trading financial instruments are measured at fair value and all gains and losses are included in revenue and expenses in the period in which they arise. Available-for-sale financial instruments are measured at fair value with revaluation gains and losses included in the statement of net assets until the instruments are derecognized or impaired. Loans and receivables, investments held-to-maturity and other financial liabilities are measured at amortized cost using the effective interest method.

Transaction costs are expensed as incurred for financial instruments classified as held-for-trading.

The Centre accounts for regular purchases and sale of financial assets using trade-date accounting.

The Centre has made the following classifications:

Cash	Held-for-trading
Accounts receivable	Loans and receivables
Accounts payable and accrued liabilities	Other liabilities

Capital assets

Capital assets are stated at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

Equipment	20%	declining balance method
Computer equipment	30%	declining balance method
Furniture and fixtures	20%	declining balance method

3. CAPITAL ASSETS

	Cost	Accumulated amortization	2011 Net book value	2010 Net book value
Equipment	\$ 5,075	\$ 3,312	\$ 1,763	\$ 2,203
Computer equipment	19,313	16,645	2,668	3,812
Furniture and fixtures	1,214	1,062	152	190
	<u>\$ 25,602</u>	<u>\$ 21,019</u>	<u>\$ 4,583</u>	<u>\$ 6,205</u>

Fred Earle C.A.

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SENIORS RESOURCE CENTRE INC.**Notes to Financial Statements****Year Ended March 31, 2011***(Unaudited)***4. DEFERRED REVENUE**

Some off the grants received are for completion of specific projects. Where applicable the revenue is recognized at the same rate as the expenditures are incurred for the appropriate project. The deferred revenue represents the unexpended funds for the relevant projects as per the following:

	2011	2010
Deferred - Satellite - TELUS	\$ -	\$ 12,000
Deferred - Peer Advocate	63,355	35,575
Deferred - Satellite- Cooking Program	2,079	5,625
Deferred - Snowbusters	8,226	4,169
Deferred -	-	2,000
Deferred - CareGivers - Day Away	916	1,903
Deferred - Aging Issues	-	475
Deferred - Hydro - Public Relations	356	356
Deferred - CG - Universal Access	486	51
Deferred - Mall Walkers	2,077	-
Deferred - Seniors Pride	962	-
Deferred - Roses Campaign	(438)	-
Deferred - Elder Abuse	799	-
Deferred - Eastern Health	5,000	-
Deferred - Life Long Learning	62	-
	\$ 83,880	\$ 62,154

5. RESTRICTION ON NET ASSETS

The organization had internally restricted a portion of its unrestricted net assets to be used for the purchase of a building. The amount added to the building fund annually was calculated at 10% of donation revenue received in the year. No allocation to the building fund has been made for 2008 or 2009.

6. FINANCIAL INSTRUMENTS**Credit Risk**

Credit risk arises from the potential that a counter party will fail to perform its obligations. The centre is exposed to credit risk from funding agencies. In order to reduce its credit risk, the centre conducts regular reviews of its existing fund provider performance. The centre has a significant number of fund providers which minimizes concentration of credit risk.

Fair Value

The centre's carrying value of cash and cash equivalents, accounts receivable, and accounts payable approximates its fair value due to the immediate or short term maturity of these instruments.

Fred Earle C.A.

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**SENIORS RESOURCE CENTRE OF NEWFOUNDLAND & LABRADOR
COMMITTEES 2010/2011**

Executive Committee (2010/2011)

Chair.....Marilyn Beaton
Vice Chair.....Rosemary Lester
Secretary.....Susan Hounsell/Veeresh Gadag
Treasurer.....Albert Croke
Member.....Helena Fizzard
Member at Large.....Pat Wright
Executive Director.....Kelly Heisz

Finance Committee (2010/2011)

Chair.....Albert Croke
MembersSusan Hounsell/Veeresh Gadag
.....Marilyn Beaton
.....Pat Wright
.....Helena Fizzard
.....Rosemary Lester
AccountantKim Clarke
Executive Director.....Kelly Heisz

Fund Development Committee

Chair..... Mervyn Howse
Co-Chair..... Reg Gabriel
Board Rep..... Helena Fizzard
Accountant.....Kim Clarke
Director of Fund Development.....Cathy Sheehan
Executive Director.....Kelly Heisz

Building Committee

Chair.....Stephen Collett
MembersJane Morgan
.....Mollie Fry
.....Bruce Pearce
.....Edward Wade
.....Rosemary Lester
AdvisorWendolyn Schlamp-Hickey
Executive Director.....Kelly Heisz

Advocacy Committee

Chair.....Colleen Hanrahan
Members.....Rosemary Lester
.....Pat Wright
.....Jill Barron
Ex-officio, Citizens' Representative.....Barry Fleming
Ex-officio, Senior Investigator, Office of the Citizen's Representative.....Sharon Samson

Human Resources Committee

Chair.....	Pat Wright
Member.....	Susan Hounsell
.....	Rosemary Lester
Executive Director.....	Kelly Heisz

Elder Abuse Committee of Newfoundland & Labrador (EACNL)

Chair.....	Rosemary Lester
Eastern Health	Lisa Adams
.....	Elsie McMillan
.....	Virginia Whitten
.....	Norman Matthews
Seniors Wellness Committee.....	Marie McKinnon
.....	Bernice Buckle
.....	Marilyn Avery
Eastern Long Term Care Association.....	Col. Ralph Stanley
Newfoundland Aboriginal Women's Network	Odelle Pike
Nunatsiavut Dept. Of Health	Heather Barnes
Labrador South Home Care.....	Debra Barney
Royal Newfoundland Constabulary	Constable Kevin Foley
Division of Aging & Seniors.....	Helene Davis
Religious Provider.....	Fr. William Browne
Western Health.....	Lisa Burrige
Physician.....	Dr. Roger Butler
Labrador West Status of Women Council.....	Noreen Careen
Central Health	Keith Parsons
Labrador Friendship Centre.....	Patricia Fleming
Dietitians of NL.....	Maureen Leat
Independent Living Resource Centre.....	Trudy Marshall
Student Rep: School of Social Work.....	Danielle Moore
Royal Canadian Mounted Police.....	Cst. Paul Nicholson/Wayne Newell
Council for Licensed Practical Nurses.....	Janice O'Neil
Labrador-Grenfell Health.....	Kim White
Victims Services.....	Anita Stanley
Newfoundland & Labrador Housing.....	Kevin Williams
Coalition Against Violence.....	Vyda Ng
Seniors Resource Centre Peer Advocate.....	Lorraine Best
Seniors Resource Centre Caregiver Program.....	Shelly Collins
Coordinator, Elder Abuse Committee Newfoundland & Labrador.....	Elizabeth Siegel
Executive Director.....	Kelly Heisz

Provincial Peer Advocate Program

Chair.....	Kathleen Connors
Faculty of Medicine.....	Dr. Doreen Neville
Information Line Peer Advocate.....	Lorraine Best
Community Peer Advocate, Bay Roberts.....	Margaret Bradbury
Community Peer Advocate, Charlottetown.....	Ardena Cadwell

Eastern Health.....	Lisa Adams
Silver Lights Club.....	Dennis Jones
Executive Director.....	Kelly Heisz
Program Manager.....	Jill Barron

LifeLong Learners – Funding for the program concluded in July 2011

Co-Chair.....	Doreen Bennink
Co-Chair.....	Jan Lilly
MUN.....	Dan Dillon
City of St. John's.....	Jennifer Langmead
Member.....	Bill O'Driscoll
.....	Dr. Frederick Woodruff
.....	Cecil Roebathan
.....	Dorothy Williams
.....	Dr. Chris Heughan
.....	Brigitta Schmid
Program Co-ordinator.....	Alicia Cox
Executive Director.....	Kelly Heisz

Friendly Visiting Committee

Chair.....	Father Bill Brown
SRC Board Rep.....	Wendy Young
City of St. John's.....	Robyn Murphy
CNIB.....	Melinda Duggan
Canadian Hard of Hearing.....	Kim Pratt-Baker
Canadian Red Cross.....	Clarice LeGrow
Eastern Health	Deborah Craig
.....	Pamela Hiscock
City of St. John's.....	Jennifer Langmead
Mount Pearl Seniors Independence Group.....	Ruth May
Seniors Resource Centre Volunteer Coordinator.....	Pat Wright
VON	Darlene Billard- Croucher
Member.....	Jan Lilly
Coordinator.....	Sheri Lane
Executive Director.....	Kelly Heisz

Provincial Caregivers Out of Isolation Program

Chair.....	Gail Wideman
Former Caregiver.....	Minnie Vallis
Former Caregiver.....	Elsie Chafe
Eastern Health.....	Sandy Penney
Springdale Regional Caregiver Network.....	Patricia Lawlor
Stephenville Regional Caregiver Network	Jane Robinson
Twillingate Caregiver Support Committee.....	Margaret Manuel
Clareville Caregiver Support Committee.....	Yvonne Godfrey
Happy Valley – Goose Bay Caregiver Network.....	Patti Fleming
Salvation Army.....	Lorraine Davis

Seniors Resource Centre of Newfoundland & Labrador.....Kelly Heisz
 Provincial Co-ordinator.....Shelly Collins

Baccalieu Trail Satellite Office Advisory Committee

Chair.....Cathy Kleinwort
 Vice Chair.....Zoe Kopetsky
 Partner Representative, Princess Sheila 50+.....Melvina King
 Carbonear Women's Institute.....Christine Noel
 Carbonear Women's Institute.....Patsy Rogers
 Heart's Content 50 Plus ClubLina Payne
 Heart's Content 50 Plus ClubMinnie Matthews
 Member.....Harold Brown
 SRC Board Representative..... Marilyn Beaton
 SRC Executive Director.....Kelly Heisz
 Eastern Health.....Maxine Paul
 Communities Against Violence.....Tara Walters
 Dept. of Human Resources Labour & DevelopmentJohn D. Kennedy
 M-RON.....Kim Crane
 College of the North Atlantic, Carbonear CampusGary Myrden
 Community Business Development CorporationJennifer Fahey

Funders, Donors & Contributors - Fiscal Year 2010

- Provincial Government, Department of Health and Community Services
- Hydro
- New Horizons for Seniors (Provincial and National Components)
- City of St. John's
- Telus
- Eastern Health
- Provincial Government, Department of Human Resources Labour and Employment
- Bidgoods
- Community Foundation of NL
- VOCCM Cares
- Crombie Reit (Avalon Mall)
- United Way of NL
- Husky Energy
- Human Resources & Skills Development Canada

-
- | | |
|--------------------------------------|-------------------------------|
| ➤ A. Harvey & Company Ltd. | ➤ Avalon Dental Corp. |
| ➤ Advantage Financial Services Inc. | ➤ Bay Roberts Lions Club |
| ➤ Agriesti, Bernard J. | ➤ Bell Aliant Pioneers |
| ➤ Apex Construction Specialties Inc. | ➤ Beltone Hearing Aid Service |
| ➤ Ascension Collegiate | ➤ Best's Mini Mart Ltd |
| ➤ Atlantic Home Furnishings Ltd. | ➤ BestBoy Productions |
| ➤ Atlantic Roofing Company 1996 Ltd. | ➤ BMO – Bank of Montreal |
| | ➤ Brown, Harold |

- Brown & Way Surveys
- CAN Distributors Limited – Romar
- CanadaHelps.org
- Canadian Bridge Federation Charitable Fund
- Canadian Coast Guard
- Canadian Hard of Hearing NL
- Cardinal Homes Ltd.
- Carnell's Funeral Home Ltd.
- CAW – Canada Local 597
- Coalition Against Violence
- College of the North Atlantic-Carbonear
- Collision Clinic
- Colonial Adjusting & Appraisal Services
- Comfort Inn
- Communities Against Violence-Carbonear
- Community Business Development Corporation-Carbonear
- Community Services Council
- Concrete Products
- Congregation of the Sisters of the Presentation
- Credit Union
- Delrizzo, Guido
- Discoveries Unlimited Inc.
- Dominion Recycling Limited
- Dr. Bourgeois & Dr. Gamba Dental Association
- Dr. J.M. Edgecombe Practice Account
- Dr. R.W.G Gamble
- Earle, Austin P.
- Eastern Contracting Ltd.
- Eastern Sheet Metal Works Limited
- Eastern Technical Services Ltd.
- Emma Butler Gallery Limited
- Employees Reaching Out Assoc.
- Evans, Marjorie
- Executive Coffee Services Ltd.
- F.D.S. Associates
- Facey, Christopher H. W.
- Family Resource Centre-Carbonear
- Fog City
- Fong, Barbara
- Fry Family Foundation
- Fugro Jacques GeoSurveys Inc.
- Goulds Lions Club
- Grant, Shelley

- H.J. Bartlett Electric Inc.
- H.J. O'Connell Construction Ltd.
- Hallet, Tom
- Hindu Temple (St. John's)
- Household Movers & Shippers Ltd.
- Hunts Transport Ltd
- Independent Order of Oddfellows
- Island Harbour 50+ Club- Heart's Delight
- Ivany, Linda A.
- Jiffy Cabs
- JSM Electrical Ltd.
- Jungle Jim's-Bay Roberts
- Kavanagh & Associates Ltd.
- Kenny's Pond Retirement Residence
- Keough, Erin M.
- Keyin College- Carbonear
- King, Richard
- Kiwanis Club of St. John's
- Lifestyle/ GMAC Real Estate
- Marquis Limited
- Master Painters Ltd.
- Members Chartered Accountants Association
- Memorial University of Newfoundland and Labrador
- Menchions, Tony
- Miller Equipment
- Model Shop Formals (1980) Ltd.
- Morrow and Morrow Law Office
- MUN Pensioners' Assoc. Inc.
- N. C. Hutton
- Newfound Disposal Systems Ltd.
- Newfound Resources Limited
- Newfoundland & Labrador Film Development Corp.
- Newfoundland & Labrador Nurses Union
- NLCU Charitable Foundation Corp
- Noseworthy – Chapman
- Ocean Choice International
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- PCO Services Corporation

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- The Telegram
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- Wellness Coalition, Eastern Region
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"So pleased you took the time to call to see how things are going. Don't feel alone so much."



**Mall Walkers Club outing at
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Quote from Information Line:

"I got more information from you than I got the last month from anywhere else."



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Hon. Jerome Kennedy, Minister of
Health & Community Services &
Marilyn Beaton, Board Chair**

Quote from a donor

"I think you are an amazing organization. The Centre is really important and great for families when they need help."