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BOARD OF DIRECTORS

2011 - 2012

Executive

Marilyn Beaton	Chair
Rosemary Lester	Vice Chair
Dr. Veeresh Gadag	Secretary
Albert Croke	Treasurer
Pat Wright	Member

Directors at Large

Doreen Bennink	Cathy Kleinwort
Noreen Careen	Jan Lilly
Kathleen Connors	Keith Soper
Helena Fizzard	Wendy Young
Colleen Hanrahan	Gail Wideman
Nick Hounsell	Doreen Neville
Susan Hounsell	

CORE STAFF - 2011 – 2012 Fiscal Year

Kim Clarke.....Accountant
Shelly Collins.....Provincial Co-ordinator Caregivers Out of Isolation
Kelly Heisz.....Executive Director
Sheri Lane..... Mall Walkers Coordinator/Friendly Visiting Coordinator
Michele LeDevehat..... Administrator Information & Referral
Dawn Stone Office Administrator

Baccalieu Outreach Office Staff

Marie Ryan.....Regional Coordinator
Virginia WellsOffice Administrator
Angela LundriganStudent

TEMPORARY PROGRAM/PROJECT STAFF

Steve Barron.....Snowbuster
Gerald Head.....Snowbuster
Paula Lancaster..... Provincial Co-ordinator Caregivers Out of Isolation
Trudy Marshall.....Assistant Coordinator, NL Network for the Prevention of Elder Abuse
Andrew Moody.....Mall Walkers Assistant
Terrence Riche.....Summer Student
Elizabeth Siegel..... Coordinator, NL Network for the Prevention of Elder Abuse

Information Referral Line Peer Support Volunteers 2011/2012

Lorraine Best, Doreen Boudreau, Mary Carter, Yvonne Jacobs, Ed Wade,
Pat Wright

*A special thanks to the many volunteers throughout the Province
who make the work of the Centre possible!*



BOARD CHAIR'S ANNUAL REPORT 2012

I am pleased to present the annual report of the Seniors Resource Centre of Newfoundland and Labrador for 2011-2012. The Centre is a not-for-profit, charitable organization whose vision is that older adults are respected, valued and have the opportunity to be engaged in all aspects of society. The mandate is to provide information and referral to support informed decision-making, facilitate the development and implementation of programs and work to influence policies affecting older adults. This is important work in this province as we have the most rapidly aging population in all of Canada.

This is my fourth and last year as Chair of the volunteer Board of Directors. Once again the Centre has experienced financial problems. Like so many other not-for-profit organizations we continue to search for funding so that we can fulfill our mandate at a time when there is increased competition for the charitable dollar. Fundraising remains the major source of revenue generation for the SRCNL taking time and energy that could have been used to help the seniors of the province. This continues to be the greatest challenge facing our organization.

During this coming year there are a number of issues facing the Board. As always the first is finding further financial backing needed to carry on this extremely important work. The second is finding a home for the Centre once our lease runs out in 2014. As we know the cost of owning or renting property in the St. John's area has increased dramatically over the last few years. This affects charitable organizations as well as the home owner or renter.

During 2011-2012 the Board and Staff met and renewed the three year strategic plan. With each revision our mission and mandate is reinforced. Our core programs are the Information/Referral Line, the Provincial Peer Support Volunteer Program, the Provincial Caregivers Out of Isolation Program, the Baccalieu Outreach Office and the NL Network for the Prevention of Elder Abuse. All are very active and vital to the citizens across our province. We are also proud to support other projects and services more locally. They are Friendly Visiting, Clinics such as foot care, flu and income tax, Representation on External Committees, General

Presentations and the Mall Walkers program. Although we don't give them financial support we maintain a close relationship with Seniors Bridging Cultures and they still meet at 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 try to work closely with the Department of Health and Community Services and more specifically the Office for Aging and Seniors. I would like to take this opportunity to thank Minister Susan Sullivan 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. Colleen Hanrahan came to the Board in 2008 and has been a wonderful source of information around Public Policy. She now divides her time between NL and Ontario so finds she can no longer remain on the Board but continues to contribute to the Seniors Resource Centre as a member of the Advocacy Committee. Thank you, Colleen. Also Dr. Wendy Young resigned because of other commitments at the university. Thank you Wendy for your contribution to the Board. I am also pleased that we had two new people to the Board from a number of people who applied.; Cathy Kleinwort who has been involved in the Baccalieu Trail Outreach Office since before it opened and chairs the Advisory Committee and Nick Hounsell, a recent Business Graduate of Memorial University who has been involved in the Corporate

Sponsorship committee and the Communications Committee. We are very pleased that the Board attracts such worthy candidates.

To Kelly Heisz and the other employees of the Centre, I offer my sincere appreciation for your help to me personally over the years. You have been very understanding of my inability to remember names! I pay tribute to your skills, talents and 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 of Newfoundland and Labrador is due to the enormous contribution, capacity and commitment of our corps of staff and volunteers.

Marilyn Beaton

Marilyn Beaton
Board Chair

Presentation of Cheque from Rotary @ the Elder Abuse Symposium
L-R: Heddy Peddle, Carman Carrol, Marilyn Beaton, Judy McCann-Beranger



Executive Director's Report



I am pleased to present this Annual Report to you highlighting our 2011-2012 fiscal year. It was an introspective one for our organization; focusing on our three year strategic plan, developed in 2010, that sets key manoeuvres to stake our place as the only seniors' organization in Newfoundland and Labrador dedicated to providing information, referral and resources to people living in our province and beyond.

As you read through this Report, you will see that every program focused on its strengths and calibre of delivery. This is, without a doubt, due to the qualified and dedicated staff and volunteers at the Board and community level as well as our many partners and supporters.

As we deliver our programs, we have been measuring their impact. While we have been doing this for the past 22 years, we have begun a more comprehensive analysis of the data collected in order to gain a bigger picture and I encourage you to take a look at it in this Annual Report. In the next couple of years we will be able to drill down further to find even more meaningful and useful information that will add value and focus to each program and allow us to track issues and trends based on demographics and regions.

Our two foundational programs, Information and Referral and the Provincial Peer Support Volunteer Program, were once coordinated by one person. However, as identified in our Strategic Plan, they needed to be separated and afforded their own coordinators in order to strengthen each. Thanks to special funding from the Department of Health and Community Service, we were able to make this happen. This is one major change that has increased our quality assurance.

Our Provincial Peer Support Volunteer Program has gone through quite the transition. First and foremost, their name change better reflects their role in our organization and what they do in their communities. As you will read, volunteers in this program were engaged to set strategic directions; directions that will make the program a powerful mechanism to reach out across this province. This would not have been possible without funding

from NL Hydro. Their support has allowed the program to remain stable, financially, and therefore all the focus went into the delivery of the program.

The Provincial Caregivers Out of Isolation Program has been getting ready to broaden its reach and enhance its existing Networks through a number of special projects in the upcoming year.

Our work in elder abuse has never been stronger since our Elder Abuse Committee of Newfoundland and Labrador has evolved into the NL Network for the Prevention of Elder Abuse(NLNPEA) . We have been very lucky to have had many Funders for this significant work; New Horizons for Seniors Program whose funding has enabled this evolution, the Rotary Club of St. John's Northwest to bring to reality a virtual resource via a separate website, and the RNC Association who donated part of their proceeds from the sale of their Crime Prevention booklet. You can read more details on our work via NLNPEA later in this Annual Report.

Our Baccalieu Trail Seniors Outreach Services has been doing phenomenal work, especially intergenerational programs. I want to give thanks to the Department of Health and Community Services that provided special funding in order to keep the office operational for another year. The challenge is securing more stable funding to keep this valuable local resource open.

Provincially and nationally, our organization participates in order to bring issues to the forefront and to bring a senior's perspective to the table.

Provincial

- Aging Issues Network
- Aging Issues Network- Advisory Committee for Homeshare NL project
- Baccalieu Advisory Board on Housing and Homelessness
- CNIB Vision Health Steering Committee
- Coalition Against Violence
- Community Advisory Board on Housing and Homelessness(Central)
- 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 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
- Universal Design Network
- Working Late Research Project- MUN

National

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

While we are a provincial organization, we offer many local programs to those living in St. John's and the surrounding areas. We are lucky to have the support from many partners who give either in-kind or financial contributions to ensure delivery of the service.

- Christmas stockings and hampers (donated by TeleLink, Aliant Pioneers, Coast Guard, private donors, government employee groups)
- Foot Care (VON), Flu shot (Eastern Health), and income tax clinics (members of the Association of Chartered Accountants)
- Heritage Crafters (Mary Queen of Peace, St. Clare's Hospital)
- Mall Walkers (Crombie Reit, Fog City)
- Snow Busters (City of St. John's)

One very successful local program that I want to highlight in more detail is our Friendly Visiting Program. Since 1990 this program has matched seniors with volunteers who visit them at least once a week. It was developed as a result of the numerous phone calls received by seniors who felt lonely and isolated. Partially funded by Eastern Health, there are 122 seniors and a group of 130 volunteers who participate. This is much more than a program for both as many have formed quite a bond of friendship and therefore matches last for some time. The longest match we have to date is 12 years! To keep this program vibrant and able to accommodate more participants, the program began its evaluation, realizing that the current structure and existing resources would not be able to accept new clients and volunteers unless it was reconfigured. We know the need and

demand is there for the Friendly Visiting Program and so its evaluation will only enhance it and continue to give both the senior and volunteer experiences to last a lifetime.

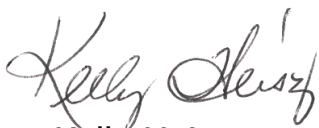
I want to also recognize Seniors Bridging Cultures Club that has been very active due to its strong volunteer corps. They were able to secure an Aging Friendly Community Organization Grant and they were thrilled. This enabled them to reach out and attract new members, to offset their transportation costs, and increase their social activities.

Looking back over the year, we have achieved a lot and worked hard. This is certainly due to our wonderful staff, dedicated volunteers located throughout the province, and the expert guidance from our Board of Directors and the many Advisory Committees. Working with each and every one of them has been a pleasure and an honour.

Thanks to our many Funders who believed in what we do. We have a comprehensive listing in this Annual Report and it is really not until you look at this list that you realize just how large and diverse our funding sources are.

I am excited for what the next year holds. We are an organization that makes a contribution to a better quality of life for many. Therefore, anything that we can do to strengthen our ability to do that, we will.

Sincerely,

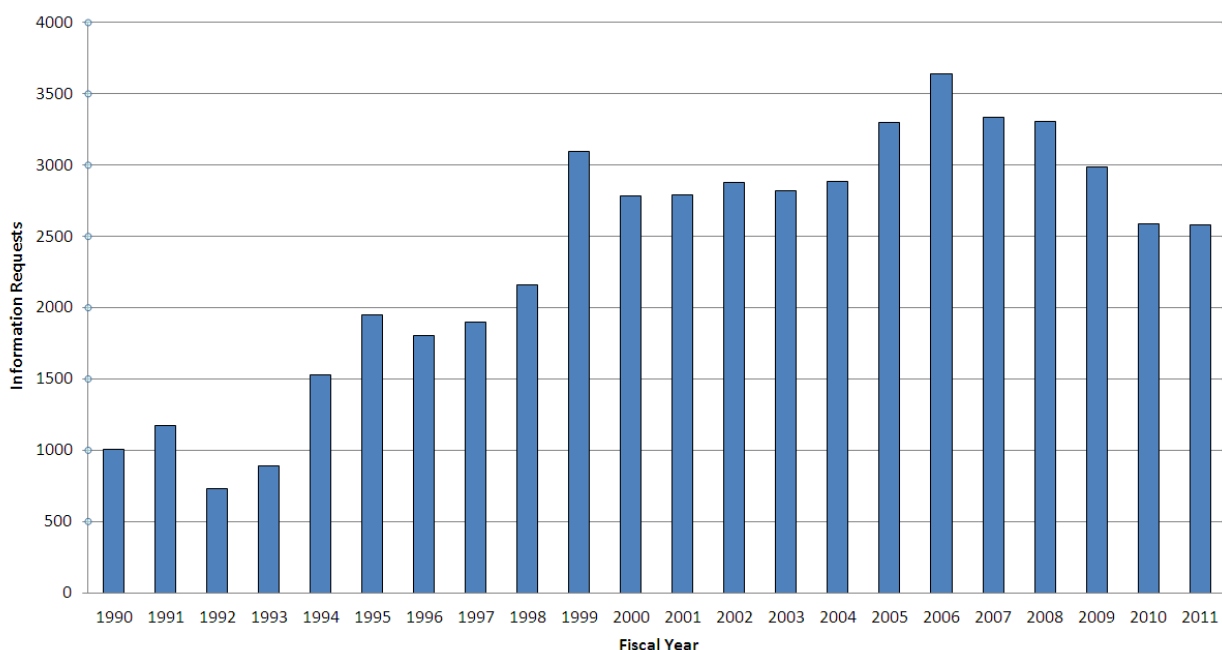
A handwritten signature in dark ink, appearing to read 'Kelly Heisz', written in a cursive style.

Kelly Heisz
Executive Director

Information Line 1-800-563-5599

2 011-2012 marked the 22nd year of operation of the Seniors Resource Centre of Newfoundland and Labrador's (SRCNL) Information Line. Since that time we have responded to over 52,126 information requests!

INFORMATION REQUESTS



The Information Line is answered on a rotational basis by volunteer seniors, Peer Support Volunteers. Seniors who call in find it helpful to talk to someone who has had similar life experiences. Over the past year, our five Information Line Peer Support volunteers have been consistent, enthusiastic and very committed. They are knowledgeable about the community and are well connected to life in Newfoundland and Labrador.

To our wonderful team of Information Line Peer Support Volunteers – thank you for your support and dedication. We are proud of your hard work and your ability to make such a difference in the lives of so many seniors across the province.

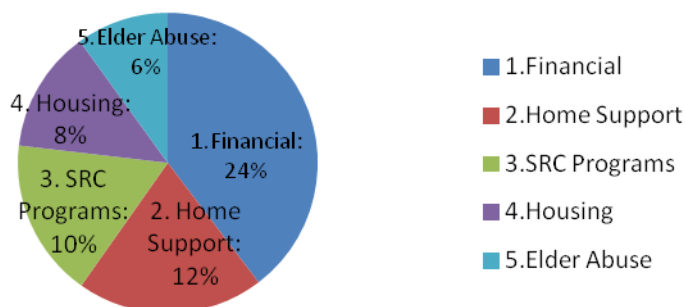
Information requests come from seniors, family/friends as well as agencies/organizations and health professionals. They come primarily through the Information Line; however, they also come from walk-ins and

email. The aim is to put inquirers in touch with services and resources that can help them. Follow up is made to make sure the inquirers obtain the needed assistance.

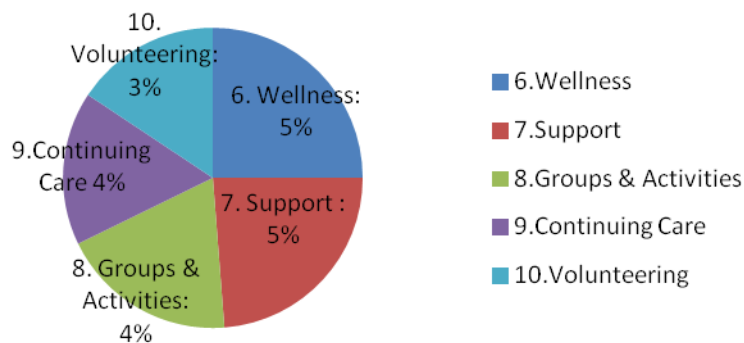
The reasons for contact may be multiple and information given can range from a limited response (such as an organization's telephone number and address) to detailed information about the services offered. We also receive information requests from social service agencies that are looking for information about our services and/or community services to pass on to their own clients.

The information requested falls into a number of different categories. The tables below list the top ten information request categories; this represents 81% of the calls:

Calls: Categories 1-5 (Top Five)



Calls: Categories 6-10



The remaining 19% of information requests is distributed among the following categories:

Legal	Miscellaneous
Customer Complaints	Research
Insurance	Community Service
Lifelong Learning	Business Queries
Transportation	

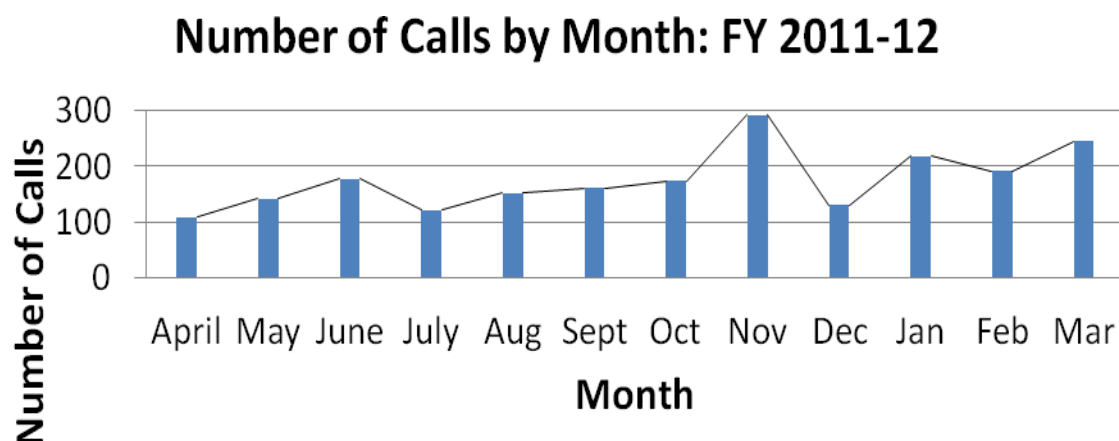
For the past **four** years consistently, the highest number of information requests continue to be concerning finances.

The financial category includes a variety of requests specifically related to finances. It includes requests for information about pensions, guaranteed income supplement (GIS), help with taxes and where to go for financial counseling. It includes those looking for help to pay for heating, food, hearing aids, glasses, dental treatment, help with supplies such as incontinence pads, oxygen etc.

Some of the barriers with regards to finances are a result of:

- affordability
- eligibility
- accessibility
- wait lists

The chart below depicts the distribution of information requests on a monthly basis. The month of November was the busiest month and the highest category was related to finances.



After using the information services of SRCNL this past year, inquirers have reported:

“I am pleased with the time taken to research the information that I required.”

“I finally got the information I was looking for.”

“We felt more informed after visiting the Seniors Resource Centre.”

Program Delivery . . .

While our numbers reflect the amount of information requests received in the past fiscal year, they do not reflect the significant amount of time spent in follow-up calls and in some cases, advocacy.

Follow-up is conducted, when possible, with the permission of those requesting information. The primary purpose of follow-up is for the benefit of inquirers to see if information provided met their needs.

We also encourage people to re-contact us if the initial information proves to be incorrect, inappropriate or insufficient to link them with needed programs and services.

Additionally, through the Information Line, systemic issues have come to our attention that may require intervention to change a policy, regulation or practice to improve the lives of seniors. As a result of this an Advocacy Committee is in place that helps to identify emerging issues of concerns to seniors, conducting preliminary research, scoping out possible impacts on seniors, identifying potential solutions to problems, and options that could offer solutions. The Advocacy Committee can then make recommendations to the Board of Directors which will decide upon any action to be taken by the SRCNL.

The SRCNL has produced a **Seniors Guide to Services and Programs in Newfoundland and Labrador** which answers some of the most common questions asked on the Information Line. This past year, we have continued to update and maintain this valuable resource.

Several other lists are also maintained according to the needs of the community such as regional seniors housing lists which highlight seniors/50+ apartments and subsidized housing across the province as well as a listing of seniors groups and clubs across the province.

The Way Ahead . . .

1. Develop effective strategic partnerships

We will continue to partner and network with other agencies to promote an awareness of our services and programs and to gather relevant, up to date information about the agencies and programs in our province.

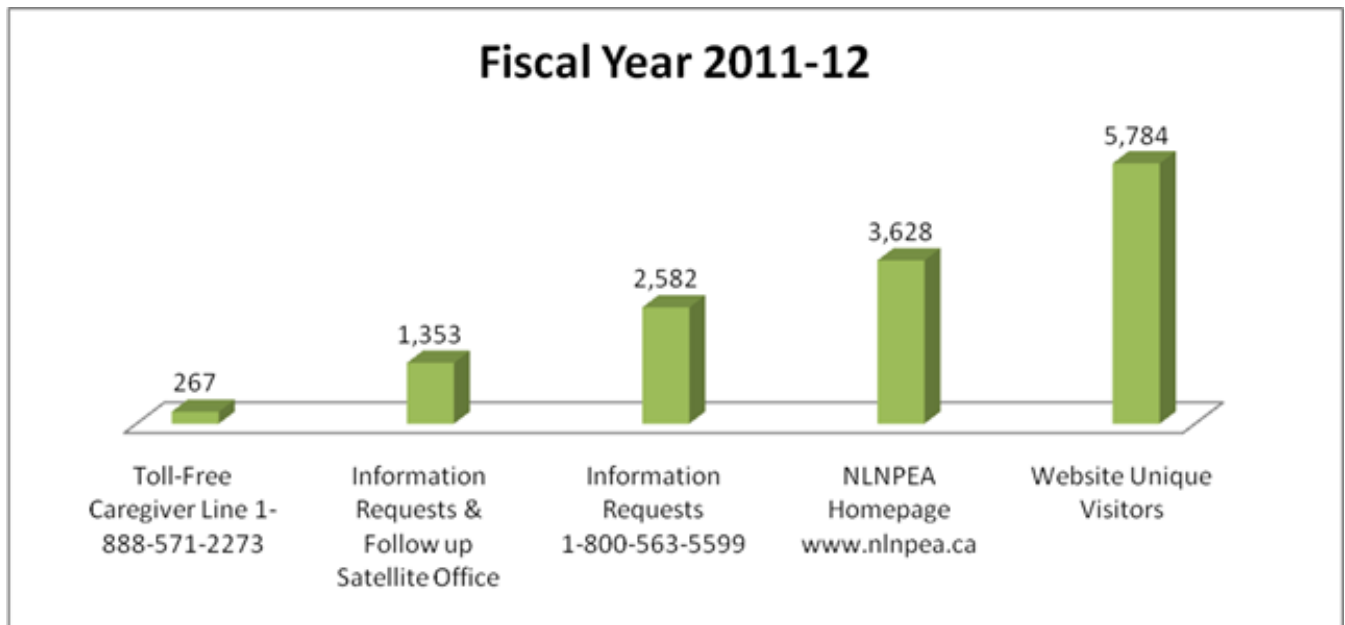
2. Provide responsive and effective service delivery

We will continue to utilize our web site as a marketing and promotions tool. We will continue to update and enhance the Seniors Guide to Program Services and Programs in Newfoundland. We will work towards implementing a new electronic database to ensure the information needs of callers are being met through our resource management.

3. Promote and increase public awareness of the SRCNL Information Line

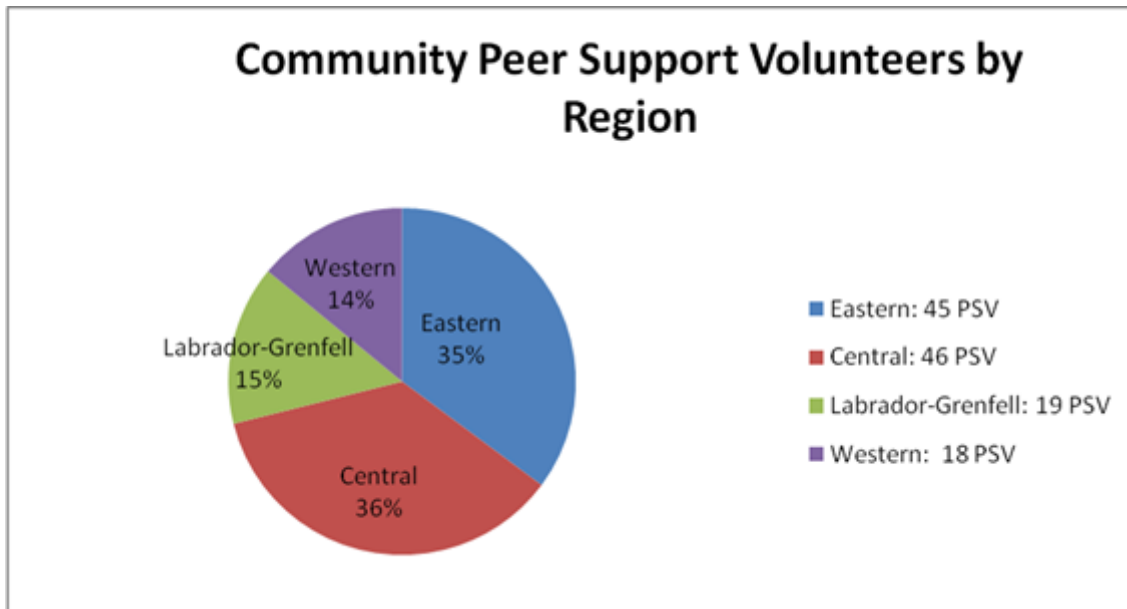
We will continue providing current information about the SRCNL Information Line. As the population continues to age it is even more important to ensure that the information we provide is comprehensive, accurate and up to date. It is equally important to ensure the community is aware of this resource.

SRCNL – Some Statistics at a Glance



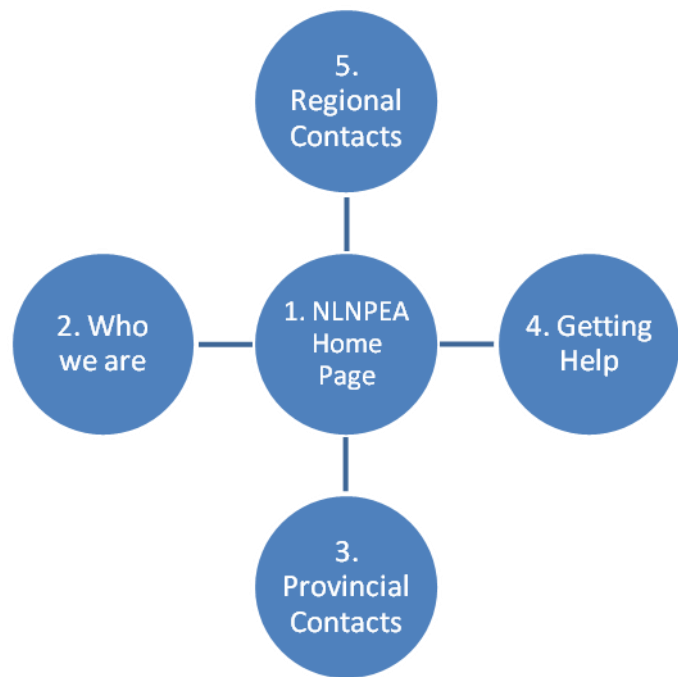
- ✓ We responded to 2,582 information requests this past year by means of the toll-free provincial Information Line 1-800-563-5599. This number does not include follow up.
- ✓ The Satellite Office located on the Baccalieu Trail in Spaniard's Bay recorded 1,340 requests and include follow up if it was required.
- ✓ The toll-free Caregiver Line responded to 267 calls.
- ✓ Our website www.seniorsresource.ca received 5,784 unique visitors¹. This is significant, as we do know that many people like to “self serve” and for that population, our website makes connecting online a great option.

¹ Unique Visitor: A count of how many different people access a Web site. For example, if a user leaves and comes back to the site five times during the measurement period, that person is counted as one unique visitor.



- ✓ The chart above illustrates the distribution of our Community Peer Support Volunteers provincially. These volunteers are involved in an enormous and diverse amount of work across the province within their local communities supporting seniors.
 - ✓ Our Elder Abuse Committee of NL has transitioned into the **Newfoundland and Labrador Network for the Prevention of Elder Abuse (NLNPEA)**. It is an integral part of the SRCNL's efforts to address elder abuse in our province and continues to grow as a result of funding support through New Horizons for Seniors and The Rotary Club, St. John's NorthWest.
- Newfoundland and Labrador
Network for the Prevention
of Elder Abuse
- ✓ It held its inaugural meeting in October 2011 and became a truly provincial network. As of March 31, 2012 the Network's membership was 120 members; 85 individuals and 35 organizations.
 - ✓ Of the 85 individuals approximately 78% are from the Eastern Region, 11% from the Central Region, 6% are from the Western Region and 5% are from Labrador.
 - ✓ The NLNPEA website www.nlnpea.ca became public on October 4, 2011. The diagram below shows the top five pages that were accessed on this site from October 14, 2011 to March 31, 2012.

- ✓ People are using this site to share information on elder abuse initiatives and resources in our province and to raise public awareness about this issue.



[HTTP://WWW.SENIORSRESOURCE.CA/...](http://www.seniorsresource.ca/)

The past year, the SRCNL's website has provided a tremendous growth opportunity for the Centre. It reaches out to people not only across the province but also across the country. While the site was visited by 168 Canadian cities, 40% of the top 20 cities were from across the province of NL.

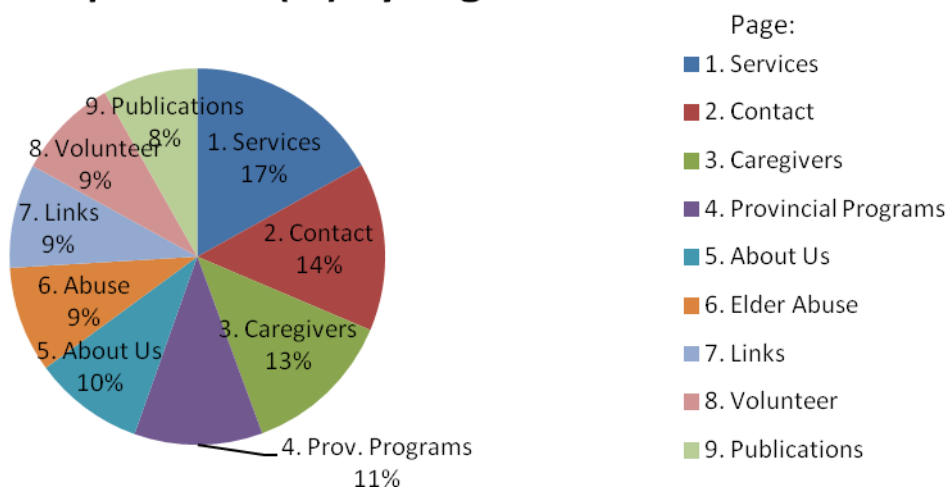
Our Website was visited by people from every Province & Territory (Ranked from highest → lowest visits by province/territory):

1. Newfoundland & Labrador
2. Ontario
3. British Columbia
4. Alberta
5. Nova Scotia
6. Quebec
7. New Brunswick

8. Saskatchewan
9. Manitoba
10. Prince Edward Island
11. Nunavut
12. Northwest Territories
13. Yukon Territory

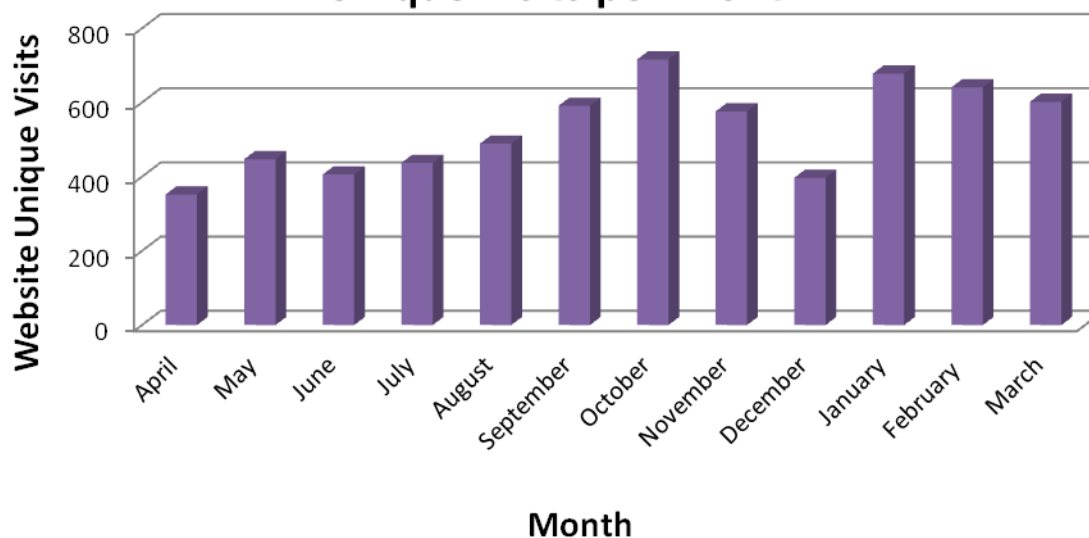
It also provides a good chance for browsers to find valuable information regarding specific programs and services offered by the SRCNL. The chart below illustrates the percentage of unique visits, identified by the actual page visited.

SRC Website FY 2011-12 Unique Visits (%) by Page



To conclude, the next chart gives a good indication of website activity on a monthly basis.

SRC Website FY 2011-12 Unique Visits per Month



We have all been faced with times though, when we need to connect with a “real” person, to ask questions, and to share our story.

The stories from across the province we hear every day are of people who sometimes didn’t know where to start to find information. They needed a connection with a compassionate and caring person to talk it through and then embrace the choices offered. It is a privilege for us to respond to those people, and it strengthens our knowledge that connecting with people is fundamental if we want seniors and families to learn about and utilize the resources in their communities across the province.

Michèle Le Dévéhat

Michèle LeDévéhat

Administrator, Information & Referral

*Special thanks to **Yvonne Jacobs** and **Janet Whittaker** compiler of Information Line statistics and **Melissa Downing**, data analysis*



Provincial Peer Support Volunteer Program

Prior to taking on my current role as Provincial Peer Support Volunteer Program Co-ordinator, I had the pleasure of doing two contracts with the SRCNL. The first of these contracts – assessing the need for a crisis intervention centre with attached shelter component for seniors – oriented me to the Program. The second provided me with direct interaction with the Volunteers, enhancing my knowledge of the Program and the dedicated people who implement it, and culminating in a list of directions to inform my work over the following months.

Between June 2011 and March 2012, I met with a large number of Peer Support Volunteers to facilitate the aforementioned Regional Gatherings and miscellaneous workshops, make presentations, and/or discuss issues and concerns in Bonavista, Burin, Carbonear, Clarenville (2 visits), Corner Brook (2), Grand Falls-Windsor, Happy Valley-Goose Bay (2), St. John’s, and Trepassey.

A number of activities arising from these contacts were initiated. Some have been completed and some are on-going. They include: identifying existing Peer Support Volunteers and updating their contact information; renewing the Program description to ensure its continued viability in supporting older adults/seniors; renewing the principles to guide the work of those engaged in the Program; revising job descriptions delineating the role of those engaged in the Program; supporting improved communication among Program volunteers and with seniors and families; revising the Program training manual with a view to modernizing it as appropriate and seeking opportunities to re-train current volunteers and individuals who aspire to becoming Peer Support Volunteers; creating opportunities for Program volunteers to increase their knowledge of issues of specific interest to them; and developing a process to select a new name for the Peer Advocate Program, culminating in February 2012 with its becoming the Peer Support Volunteer Program.

A reporting sheet designed to collect evidence of issues and concerns that impact the lives of seniors in the province was developed in the Fall, piloted by Program volunteers in January, and revised. Reporting will formally begin when current and new volunteers receive training.

Work on building capacity of Program volunteers is in progress. Examples include:

1. Development of a series of power point presentations on issues relevant to seniors for Program volunteers to deliver to seniors in their communities, such as an information form, accompanying power point presentation, and speaking notes for use by Peer Support Volunteers to support seniors to have pertinent information at hand during appointments with medical professionals;
2. Distributing information on webinars and other opportunities to participate in public forums on issues of interest; and,
3. Developing and facilitating workshops by SRCNL staff and partner organizations, such as holding workshops on elder abuse in Clarenville and Corner Brook in October and working with the Canadian Mental Health Association to develop and deliver a

workshop on *Seniors and Mental Health* in Burin in March with plans for more in the next fiscal year.

On November 7 the Program Co-ordinator joined the RCMP Commanding Officer's Seniors Advisory Committee, which met on that date to discuss current and future initiatives of the RCMP with regard to seniors.

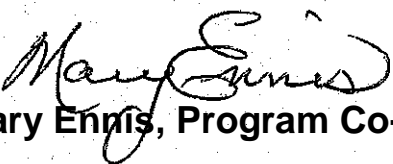
To help inform seniors' decision-making on election day, the Program Co-ordinator developed a questionnaire to ascertain level of commitment of provincial election candidates to seniors' issues, and shared responses with Peer Support Volunteers across the province.

The foregoing are the highlights of the work undertaken in the Peer Support Volunteer Program over 2011-12, a thoroughly enjoyable experience.

Gratitude is extended to the Program Advisory Committee for their input and support; to Newfoundland and Labrador Hydro for being a major partner with the Program; to the New Horizons for Seniors Program, United Way NL, and Eastern Health Community Mental Health and Addictions Program for their financial contributions to a number of Program initiatives. Most importantly, we thank the Peer Support Volunteers who give so tirelessly of their time and energy to support seniors across the province and to those Volunteers who have retired over the past year. We are tremendously grateful for your support and will always remember it.



Respectfully submitted by:


Mary Ennis, Program Co-ordinator



Provincial Caregivers Out of Isolation



The Provincial Caregivers Out of Isolation Program is currently moving into its 12th year of supporting unpaid caregivers in this province. The program continues to 'reach out' to isolated caregivers with a mandate of raising awareness, providing information, and increasing the recognition of unpaid caregivers. This past year has been a busy one with a lot of successes. Currently, our program reaches unpaid caregivers in over 191 communities, we are also part of the Canadian Caregiver Coalition that is working on a strategy for unpaid caregivers.

Furthermore, one of our projects that we have developed with the assistance of the Wellness Coalition Avalon East – The Caregiver Appreciation Card, has also been adapted for use from VON Canada! I certainly look forward to building on this momentum in the next year with the up and coming information sessions for unpaid caregivers. These sessions have been made possible through financial support provided by the Department of Health and Community Services and the Office of Aging and Seniors. This has allowed us to do 15 information sessions for family caregivers across the province on a regional basis. This funding provides unpaid caregivers with the information they need to enhance their support and to keep them informed. What is unique about these information sessions is that it has allowed us to provide caregivers with an allowance to use towards respite; hence, alleviating a potential barrier for them to get out and attending these sessions. Along with these sessions we also continue to provide information through the following avenues:

The Caregiver Information Line

This past year we have received 267 calls on the caregiver line, with the majority of unpaid caregivers calling us asking for information on how to navigate the system.

Phoning the caregiver line and attending support groups or networks 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 Eastern Region.

Caring Solutions Newsletter and E Newsletter Bulletin

The Caring Solutions newsletter is available quarterly and is sent out to 509 caregivers across the province. In addition, 164 people have been receiving the newsletter for professional reasons. We have also started this past year an electronic news bulletin. The intended audience for the bulletin is for sharing information between service providers, other like minded organizations and unpaid caregivers. This has been very widely received and we are currently in our 10th edition.

We have also utilized our connections within the public libraries to distribute this resource further reaching 94 libraries across the province. This is an excellent opportunity to reach caregivers that don't have access to information electronically and are in rural areas.

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. Including; caregivers themselves, interested community members, and professionals. As a collative voice we are able to discuss and respond to caregiving issues that affect caregivers in our province.

Networks and Support Groups

The volunteer 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. This program is unique in that no other program in the province follows our model for supporting unpaid caregivers, using caregivers themselves to lead a network and provide support in their own communities. We currently have Network Connections in The Humber Valley Region, Stephenville, Happy Valley Goose-Bay, Twillingate,

Clareville, and the Avalon East. We also have links in Deer Lake, New Wes Valley, Springdale, Peterview and Spaniard's Bay. If you are interested in joining a Network or would like to know how to support unpaid caregivers in your community, please connect with us.

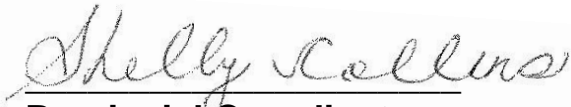
The Caregiver Guide

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. Through the input of unpaid caregivers, the Guide will be a resource that can be expanded upon to include new and updated resources. We are excited to launch the Guide during Caregiver Week, this October 14-20.

I would also like 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, 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 the Humber Valley region, Springdale, Stephenville, Peterview, Twillingate, Clareville Happy Valley Goose – Bay & Avalon East region, as well as the St. John's Ice Caps Care Foundation for contributing to the support of family caregivers in this province. You are truly inspiring and a motivation to all.

Lastly, I would like to take the time to thank Janet Whittaker for her assistance with this program and her uncanny ability to read my mind, along with her excellent proof reading abilities. I would truly be lost without her. I also want to take a moment to say good bye to the program and welcome the new Provincial Coordinator, Paula Lancaster. Some of you may remember that Paula took over for me during my maternity leave in 2010 and she is excited to come back and manage this program. It is both

exciting and bittersweet that I am moving on to another position with a different organization. I plan on staying in touch with the program as my new position involves Health Promotion and I will always hold a soft spot for supporting unpaid caregivers.



Provincial Coordinator
Shelly Collins

The Newfoundland & Labrador Network for the Prevention of Elder Abuse



This year saw the official formation of the Newfoundland and Labrador Network for the Prevention of Elder Abuse (NLNPEA) on October 4, 2011. The Network evolved from the Elder Abuse Committee of Newfoundland and Labrador (EACNL), which itself evolved from the Interagency Elder Abuse in 1992.

The growth of the Elder Abuse Committee into a full-fledged Network was inspired by the desire of those in community and government to work together to end elder abuse in this province. By 2009, the Elder Abuse Committee of NL's membership had grown to include over 25 organizations. With more members than could fit around a table at its monthly meetings, and a waiting list of organizations who wanted to join, it soon became apparent that a larger, more inclusive, and truly provincial structure was needed.

Thanks to funding from the New Horizons for Seniors Program, the Elder Abuse Committee of NL was afforded the opportunity to carefully consult with stakeholders and plan its evolution into a fully functioning provincial network over the last three years. Part of this process included holding the

“The Prevention of Elder Abuse: A Shared Responsibility” symposium on October 3-4, 2011 in St. John’s.

The symposium, which included the inaugural meeting of the Network, was attended by over 150 participants from across Newfoundland and Labrador, including members and non-members. Its success was due in large part to the dedication of the Conference Organizer, Trudy Marshall, and her lead volunteer in charge of logistics, Maureen Leat, a long time EACNL member. In addition, the Chair of the Elder Abuse Committee, Rosemary Lester, and other EACNL members worked tirelessly to ensure the event was everything we had hoped for.



In addition to educational seminars, interactive sessions, and networking opportunities, the symposium offered participants the opportunity to provide feedback on what our newly formed Network should focus on for the next couple of years. Identified priority areas included: expanding the Network’s membership, intergenerational work to prevent ageism, elder abuse training/screening for service providers, increasing awareness about financial and other forms of elder abuse, improving how abused seniors can access help, and improving conditions that can lead to elder abuse (such as isolation, lack of housing options, etc). A summary of this feedback can be found in the report “Input to Lead the Way: Stakeholder Priorities for the Newfoundland and Labrador Network for the Prevention of Elder Abuse” (available at: www.nlnpea.ca/newsletters_resources).

The symposium also included cheque presentations from the Rotary Club of St. John’s Northwest and the Royal Newfoundland Constabulary Association as they recognize the valuable work of such collaboration as well as the leadership of the Seniors Resource Centre of Newfoundland and Labrador on this issue. We are grateful for their support in helping the Network to prevent elder abuse.

In the coming years, the NLNPEA will continue the tradition of its forerunners and be an integral part of the Seniors Resource Centre of Newfoundland and Labrador's efforts to address elder abuse in our province. Our mission is: To provide information and support to individuals and organizations (from both community and government) working to prevent elder abuse and/or provide services to those affected by this issue.

One way that the Network will raise public awareness about elder abuse is through its website: www.nlnpea.ca. The Rotary Club of St. John's Northwest's generous donation will be used to develop this into a valuable virtual resource that will help connect seniors and service providers to local and provincial services, information, and educational materials. The website also will also provide access to the Network's newsletters and event postings, as well to elder abuse related research and information from other national and international sources.

Since its inaugural meeting, the Network has grown from 80 members to 120 members (including 35 organizational members and 85 individuals). In keeping with efforts to create awareness and increase membership, the NLNPEA has released its first quarterly newsletter and held three educational public meetings. Topics at the Network's initial meetings have included: "Elder Abuse: The Extent of the Silence", "Seniors and Internet Fraud", and "The Use of Acute Health Care Services by Mentally-ill Seniors of NL". NLNPEA will continue to hold monthly meetings (except in December, July, and August). All NLNPEA meetings are accessible by teleconference and webinar so that interested individuals can participate from across the province.

One major event that the Network will continue to host is World Elder Abuse Awareness Day (WEAAD), an annual, international event on June 15. WEAAD has been recognized by the United Nations, to emphasize the need for people to understand what elder abuse is and how it can be prevented. Last year, the Elder Abuse Committee of NL marked WEAAD by hosting a full-day event in partnership with the National Initiative for the Care of the Elderly to introduce resources developed through their "Elder Abuse Awareness: Knowledge to Action" project. This was attended by approximately 100 service providers from across the province.

If you have an interest in preventing elder abuse, we welcome you to join our Network. Membership is free of charge and open to any individual or organization committed to ending elder abuse in Newfoundland and Labrador. More information about the Network and its work can be found at: www.nlnpea.ca.

Submitted by:



Elizabeth Siegel, Coordinator, NLNPEA.

Baccalieu Trail Seniors Outreach Services



For the fiscal year (April 2011-March 2012) the number of information requests we received has **tripled** since opening in 2009! This is no doubt an indication that the services we provide are needed for our seniors/older adults in our area. As our office has only been opened for 3 ½ years, the need for our services will increase as the aging population rises.

The Baccalieu Trail covers 60 plus rural and remote communities with an ever increasing population of seniors/older adults, age 50 plus (Stats Canada 2011 - **13,470 or 44%** of the total population of the Baccalieu Trail counts for seniors). Therefore, the demand for easy access to information services will also continue to rise.

As Regional Coordinator for the Baccalieu Trail Seniors Outreach Services, SRC NL, located in Spaniard's Bay, I truly believe that the services we provide are essential to seniors/older adults and their family members to assist them in making well informed decisions. By referring them to the appropriate resource and supports, it decreases their frustration when looking for answers to their issues.

One effective way we have been using to promote our office is through word of mouth and it has proven to be effective. It is imperative that we have been making our presence known to our residents by being very active in the public arena in order to inform them of services that are available to them, particularly services that are in our area. This form of advertisement has certainly worked in a positive way for us to spread the word we are available and, no doubt, has contributed to why the number of information requests has **tripled** since opening.

The Outreach office continues to research and obtain new information/programs/services to make this information readily available to seniors/older adults. One example is the recent introduction of the Adult Dental Health Program. When this much needed program became available, we researched it extensively so we could provide resourceful and accurate information. We continue to provide government forms, and access to programs and services we believe this makes getting

information more accessible than in the past. Seniors/older adults can drop-in to our office to pick up information or have it mailed to them. Not only do they receive the information that they need, we have formed a relationship with them knowing that we are there to assist them. As they receive this service, they spread the word to friends and others.


'Making the Connection Program'
"I received a laptop as a gift; for 6 months I did not know how to use it or even take it out of the box until I started this program. Now I can keep in contact with my grandchildren who live in Australia through email. I am now capable of sending and receiving emails, pictures, etc. I never thought I would learn so much in a short period of time".
Senior

In 2011-2012 we were fortunate to partner with two local high schools (Ascension & Baccalieu Collegiate) to coordinate ***'Making the Connection'*** technology programs. Seniors/older adults residing in rural communities along the Baccalieu Trail had the opportunity to participate in groups and/or one-to-one basic instruction of a variety of technology equipment and common uses

(basic operations of a computer, basic instruction on the use of cell phones, the use of email, web searches and identifying education information such as, drug use and their side effects, google earth,

downloading pictures, facebook, etc.). Many of these operations benefit seniors/older adults' lifestyles including health, well-being, education and social inclusion.

Twenty-four high school students assisted approximately 42 seniors/older adults in basic instruction with a variety of technology. The seniors/older adults acquired increased skills and confidence in using this equipment. As seniors/older adults were taught on a one on one basis by participating students, they acquired the knowledge that they had an interest in, while the students gained leadership skills, increased confidence in their ability to teach, accumulated volunteer hours required for their Career Development course and working together as a team with fellow classmates. The students developed friendships with the seniors/older adults, which increased a respect for older persons because of coming to know them from a different perspective. All participants, regardless of age, enjoyed this program; therefore, the waiting list for a future program has increased.



***'Making the
Connection
Program'***

***"The seniors were
very nice to work
with and I really
enjoyed this
program".***

Student



***'Personal
Empowerment'***

***"I could have
listened for a few
more hours, as
this presentation
was very
inspiring".***



A series of Personal Empowerment 'Mind, Body and Soul' motivational sessions were offered to seniors/older adults. These sessions focused on educating them on the importance of positive and negative thinking and their effects. Negative thinking cause stress and if you dwell on the negative things in your life, they will become amplified. Those who attended this presentation found it very informative and uplifting, teaching them to look at the positive things in their lives instead of the negatives and to change their negative thinking into positive thinking as the use of Effective Communication affects every part of our lives.

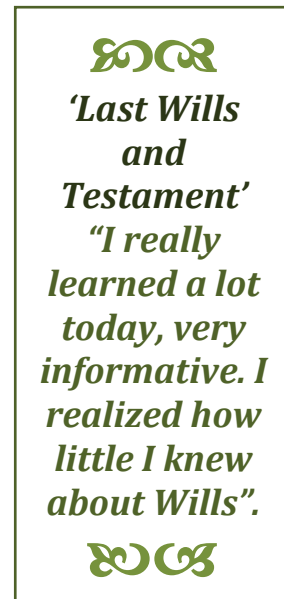
We are fortunate to have the continued support and partnership of Morrow and Morrow Law firm who facilitates 'Last Wills and Testament' information sessions. Participants thought they were quite knowledgeable to the legality of a Will. These sessions give a wealth of facts and information. This law firm not only hosts these sessions **free of charge**, but also gives the participants a great discount to have their Wills completed, which can reduce stress on the minds of seniors/older adults.

A series of Healthy Aging information session on such topics as Nutrition, Injury Prevention, Physical Activity and Stress Management were hosted in partnership with Eastern Health.

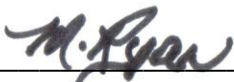
Basic Income Tax Preparation is an ongoing service that takes place from March until May at no cost to seniors/older adults. As word spreads throughout the communities that we provide this service to seniors/older adults at no cost, the waiting list for next year continues to grow.

An ongoing service since September 2009 is the "Assisted Listening Device" loans program. This service is provided in partnership with the Canadian Hard of Hearing Association of NL that enables our seniors/older adults to try these devices for *free*, giving them the choice to purchase from retailers across the province.

We continue to form partnerships with senior groups, volunteers, youth, organizations, health agencies, municipalities, government agencies, high schools, colleges, etc. Without these partners, it would be difficult to provide such services/programs. These community partners have fully supported us, whether it is donating a venue, collaborating to offer informational sessions, advertising, etc. I wish to share my thanks and gratitude to you all. We are very fortunate to have your continuing support in order to keep these services/programs ongoing for our seniors/older adults.



In closing, I wish to thank our past and future partners, as they have continuously committed their support to the Outreach office. I wish to extend a special thank you to Mrs. Catherine Kleinwort, Chair of Baccalieu Trail Advisory Committee and all our committee members for their dedication, perseverance and continuing belief in the importance of providing our vital services to all seniors/older adults.



Marie A. Ryan,
Regional Coordinator

Finance Report, Sources of Revenue & Financial Statements

For the year ended March 31, 2012 the Seniors Resource Centre Inc. operations resulted in a deficit of \$30,774 compared to a surplus of \$59,261 for the year ended March 31, 2011.

While the Centre tries to break even every year the final result is often dependent on timing and amounts of funding that is received. Revenue for 2011/12 was \$523,807 compared to \$571,846 recorded in the previous year. The largest decreases in revenue were in grants and fundraising activities while there was some increased revenue from other sources.

Grants, fundraising and donations can fluctuate from year to year depending on projects undertaken by the Centre. The Centre continues to rely heavily on fundraising and donations to help fund the core operations and while total revenues can vary the net profits are somewhat consistent.

During the reporting year expenditures were \$554,581 compared to \$512,285 in 2010/11. The main areas of expenditure increases during the year were in travel and transportation and meeting expenses associated

with the Peer Advocate program and Elder Abuse project throughout the province. Funding was received specifically for these expenditures.

While the Centre is concerned with the deficit this past year it has enjoyed net surpluses over the past five years and equity has increased over that period to \$75,885 at March 31, 2012.

The Centre will still carry out its core services such as the Toll Free Information Line, friendly visiting, peer support volunteer, 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. Seeking sustainable funding is a key goal for the Centre in the coming year.

The Finance committee wishes to thank the Executive Director, her staff and all our volunteers for their efforts during 2011/12.

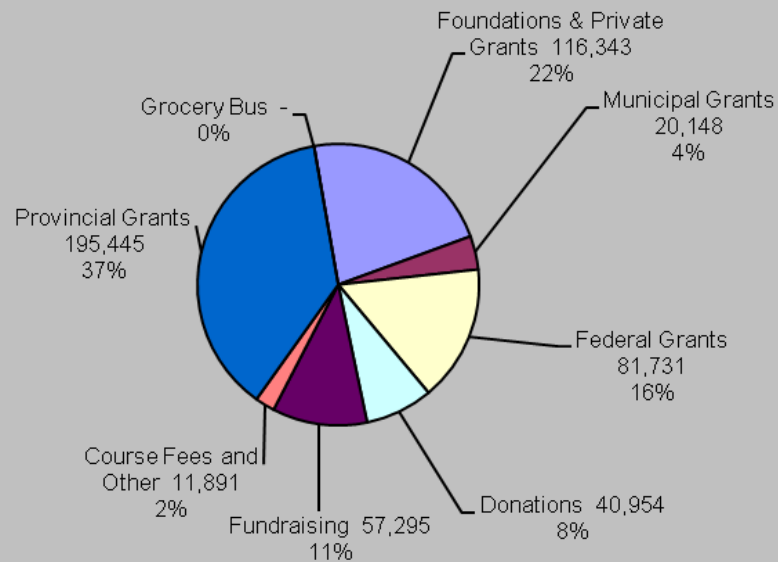
Respectfully Submitted



Albert P. Croke, Treasurer

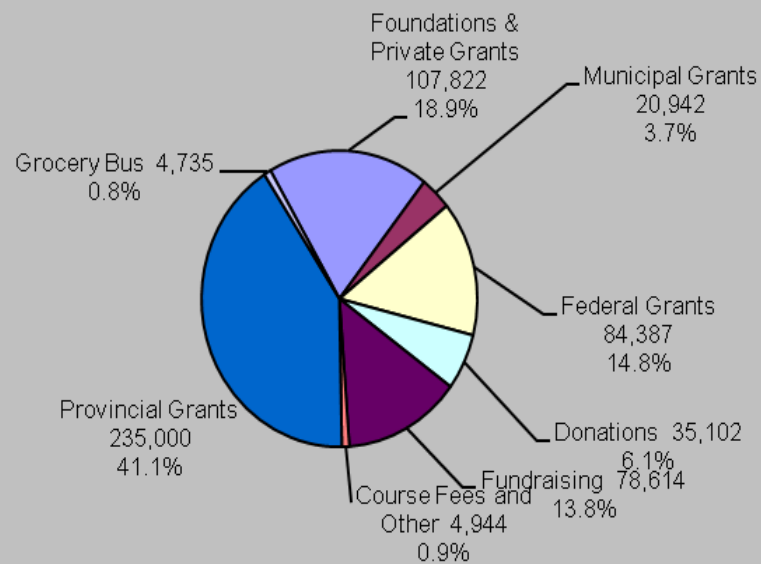
Seniors Resource Centre of Newfoundland & Labrador Sources of Revenue

Revenue for 2011/12 \$523,807



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

Revenue for 2010/11 \$571,546



SENIORS RESOURCE CENTRE INC.

Financial Statements

Year Ended March 31, 2012

(Unaudited)

SENIORS RESOURCE CENTRE INC.

Index to Financial Statements

Year Ended March 31, 2012

(Unaudited)

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Statement of Revenues and Expenditures	3
Statement of Changes in Net Assets	4
Statement of Cash Flow	5
Notes to Financial Statements	6 - 8

Fred Earle

Chartered Accountant

REVIEW ENGAGEMENT REPORT

To the Members of Seniors Resource Centre Inc.

I have reviewed the statement of financial position of Seniors Resource Centre Inc. as at March 31, 2012 and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended. My review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of inquiry, analytical procedures and discussion related to information supplied to me by the company.

A review does not constitute an audit and, consequently, I do not express an audit opinion on these financial statements.

Based on my review, nothing has come to my attention that causes me to believe that these financial statements are not, in all material respects, in accordance with Canadian standards for not-for-profit organizations.

I draw attention to Note 2 to the financial statements which describes that Seniors Resource Centre Inc. adopted Canadian accounting standards for not-for-profit organizations on April 1, 2011 with a transition date of April 1, 2010. These standards were applied retrospectively by management to the comparative information in these financial statements, including the statement of financial positions as at March 31, 2011 and April 1, 2010 and the statements of revenues and expenditures, changes in net assets and cash flow for the year ended March 31, 2011 and related disclosures. I was not engaged to report on the restated comparative information, and as such, it is neither audited nor reviewed.

St. John's, Newfoundland and Labrador
July 26, 2012


CHARTERED ACCOUNTANT

SENIORS RESOURCE CENTRE INC.

Statement of Financial Position

March 31, 2012

(Unaudited)

	March 31 2012	March 31 2011	April 1 2010
ASSETS			
CURRENT			
Cash	\$ 179,812	\$ 215,872	\$ 88,900
Term deposits	75,000	-	-
Accounts receivable	5,020	17,449	31,575
Harmonized sales tax recoverable	5,254	3,498	6,197
Prepaid expenses	4,753	-	300
	269,839	236,819	126,972
CAPITAL ASSETS (Note 4)	11,899	4,583	6,205
	\$ 281,738	\$ 241,402	\$ 133,177
LIABILITIES AND NET ASSETS			
CURRENT			
Accounts payable	\$ 40,155	\$ 42,932	\$ 10,821
Employee deductions payable	5,918	5,116	6,925
Deferred income	147,881	83,880	63,154
Deferred capital grants	9,651	567	3,631
	203,605	132,495	84,531
NET ASSETS			
General fund	75,885	72,624	14,805
Restricted fund	-	32,267	32,267
Invested in capital assets	2,248	4,016	2,574
	78,133	108,907	49,646
	\$ 281,738	\$ 241,402	\$ 134,177

ON BEHALF OF THE BOARD

Director

Director

The notes are an integral part of these financial statements

SENIORS RESOURCE CENTRE INC.
Statement of Revenues and Expenditures
Year Ended March 31, 2012
(Unaudited)

	2012	2011
REVENUE		
Government and Other Grants	\$ 413,667	\$ 448,151
Fundraising	57,295	78,614
Donations	40,954	35,102
Miscellaneous	8,502	1,983
Registration Fees	1,490	1,795
Interest	984	132
Amortization of deferred capital grants	915	909
Life Long Learners Courses	-	125
Grocery Bus	-	4,735
	523,807	571,546
EXPENSES		
Salaries and wages	330,181	339,885
Rental	44,475	44,475
Travel and transportation	43,240	16,104
Meetings and conferences	39,575	6,832
Fundraising activities	23,515	26,963
Postage	11,448	9,953
Office	10,426	12,025
Telephone and teleconferencing	9,718	7,404
Program materials	7,307	14,700
Internet/ Web page	6,706	3,998
Insurance and licensing	5,223	4,651
Photocopier	4,236	5,006
Commission	4,235	4,150
Printing and publications	3,948	1,065
Amortization	2,683	1,622
Advertising and promotion	2,486	747
Interest and bank charges	2,333	2,923
Accounting fees	1,555	1,670
Miscellaneous	1,291	1,295
Bad debts	-	6,817
	554,581	512,285
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ (30,774)	\$ 59,261

The notes are an integral part of these financial statements

SENIORS RESOURCE CENTRE INC.
Statement of Changes in Net Assets
Year Ended March 31, 2012
(Unaudited)

	General Fund	Restricted Fund	Invested In Capital Assets	2012	2011
NET ASSETS - BEGINNING OF YEAR	\$ 72,624	\$ 32,267	\$ 4,016	\$ 108,907	\$ 49,646
Deficiency of revenue over expenses	(30,774)	-	-	(30,774)	59,261
Amortization of deferred capital grants	(915)	-	915	-	-
Transfer from restricted fund to general fund	32,267	(32,267)	-	-	-
Amortization expense	2,683	-	(2,683)	-	-
Invested in capital asset	(10,000)	-	10,000	-	-
Increase in capital grant for purchase of equipment	10,000	-	(10,000)	-	-
NET ASSETS - END OF YEAR	\$ 75,885	\$ -	\$ 2,248	\$ 78,133	\$ 108,907

The notes are an integral part of these financial statements

SENIORS RESOURCE CENTRE INC.**Statement of Cash Flow****Year Ended March 31, 2012***(Unaudited)*

	2012	2011
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses	\$ (30,774)	\$ 59,261
Items not affecting cash:		
Amortization of capital assets	2,683	1,622
Amortization of deferred capital grants	(915)	(909)
	<u>(29,006)</u>	<u>59,974</u>
Changes in non-cash working capital:		
Accounts receivable	12,429	14,126
Accounts payable	(2,777)	32,111
Deferred income	64,001	21,726
Prepaid expenses	(4,753)	300
HST payable (receivable)	(1,756)	2,699
Employee deductions payable	802	(1,809)
	<u>67,946</u>	<u>69,153</u>
Cash flow from operating activities	<u>38,940</u>	<u>129,127</u>
INVESTING ACTIVITY		
Additions to capital assets	<u>(10,000)</u>	<u>-</u>
Cash flow used by investing activity	<u>(10,000)</u>	<u>-</u>
FINANCING ACTIVITY		
Capital grants received	<u>10,000</u>	<u>(2,155)</u>
Cash flow from (used by) financing activity	<u>10,000</u>	<u>(2,155)</u>
INCREASE IN CASH FLOW	38,940	126,972
Cash - beginning of year	<u>215,872</u>	<u>88,900</u>
CASH - END OF YEAR	\$ 254,812	\$ 215,872

The notes are an integral part of these financial statements

SENIORS RESOURCE CENTRE INC.

Notes to Financial Statements

Year Ended March 31, 2012

(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. FIRST TIME ADOPTION OF ACCOUNTING STANDARDS FOR PRIVATE ENTERPRISES

During the year the company adopted Canadian accounting standards for not-for-profit organizations. These financial statements are the first prepared in accordance with these standards. The changes have been applied retrospectively, resulting in no changes to beginning equity and no restatement of certain assets and liabilities.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations. 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 accounting standards for not-for-profit organizations 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, 2012***(Unaudited)***3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)***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

Income tax

The organization is a not-for-profit organization and is not subject to corporate income tax.

4. CAPITAL ASSETS

	Cost	Accumulated amortization	2012 Net book value	2011 Net book value
Equipment	\$ 5,075	\$ 3,665	\$ 1,410	\$ 1,763
Computer equipment	29,313	18,945	10,368	2,668
Furniture and fixtures	1,214	1,093	121	152
	\$ 35,602	\$ 23,703	\$ 11,899	\$ 4,583

5. DEFERRED CAPITAL GRANTS

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:

	2012	2011
Deferred - Aging Issues	\$ 54,555	\$ -
Deferred - Peer Advocate	50,000	63,355
Deferred - NLNPEA	28,590	-
Deferred - Snowbusters	7,262	8,226
Deferred - Mall Walkers	3,378	2,077
Deferred - Seniors Pride	1,419	962
Deferred - Eastern Health	1,317	5,000
Deferred - Life Long Learning	500	62
Deferred - Universal Access	391	486
Deferred - Public Relations	356	356
Deferred - CareGivers - Coffee Break	293	-
Deferred - Satellite- Cooking Program	-	2,079
Deferred - Elder Abuse	-	800
Deferred - Roses Campaign	-	(438)
Deferred - CareGivers - Day Away	(180)	916
	\$ 147,881	\$ 83,881

SENIORS RESOURCE CENTRE INC.

Notes to Financial Statements

Year Ended March 31, 2012

(Unaudited)

6. 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 since 2009. In the current year, the board decided these funds should no longer be restricted, and the restricted fund was reallocated to the general fund.

7. 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.

8. LEASE COMMITMENTS

The company has a long term lease with respect to its premises. Future minimum lease payments as at March 31, 2012, are as follows:

2013	\$ 47,017
2014	<u>47,017</u>
	<u>\$ 94,034</u>

9. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

Advocacy Committee

Chair..... Rosemary Lester
Members..... Colleen Hanrahan
..... Pat Wright
..... Michele LeDevehat
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

Newfoundland & Labrador Network for the Prevention of Elder Abuse (NLNPEA) Steering Committee

Chair..... Rosemary Lester
Department of Health & Community Services..... Lisa Adams
Seniors Resource Centre NL Peer Support Volunteer..... Lorraine Best
Labrador – Grenfell Health Authority..... Marina Brett
Labrador West Status of Women Council..... Noreen Careen
Royal Newfoundland Constabulary Constable Kevin Foley
Eastern Health..... Norman Matthews
Public Legal Information Assoc. of NL (PLIAN)..... Sarah McHugh
Royal Canadian Mounted Police..... Sgt. Wayne Newell
Newfoundland Aboriginal Women's Network Odelle Pike
Eastern Long Term Care Association..... Col. Ralph Stanley
Assistant Coordinator..... Trudy Marshall
Coordinator..... Elizabeth Siegel
Executive Director..... Kelly Heisz

Provincial Peer Support Volunteer Advisory Committee

Chair..... Kathleen Connors
Department of Health & Community Services..... Lisa Adams
Peer Support Volunteer, Information Line..... Lorraine Best
Community Peer Support Volunteer, Bay Roberts..... Margaret Bradbury
Community Peer Support Volunteer, Charlottetown..... Ardena Cadwell
Silver Lights..... Dennis Jones
Canadian Hard of Hearing Assoc. NL..... Heather Fudge/Alison Butler
Board Member..... Doreen Neville
Executive Director..... Kelly Heisz
Coordinator..... Mary Ennis

Friendly Visiting Advisory Committee

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

Provincial Caregivers Out of Isolation Advisory Committee

Chair.....	Gail Wideman
NL & Labrador Women's Institutes.....	Margaret Adey
Stephenville Regional Caregiver Network	Karen Andrews-Savoury
VON	Darleen Billard-Croucher
Former Caregiver.....	Elsie Chafe
Salvation Army.....	Lorraine Davis
Happy Valley – Goose Bay Caregiver Network.....	Patti Fleming
Clareville Caregiver Support Committee.....	Yvonne Godfrey
Nurse Educator & Consultant.....	Victoria Greenslade
Twillingate Caregiver Support Committee.....	Margaret Manuel
Eastern Health.....	Sandy Penney
Former Caregiver.....	Maria Kelsey
Former Caregiver.....	Minnie Vallis
Executive Director.....	Kelly Heisz
Provincial Co-ordinator.....	Shelly Collins

Baccalieu Trail Outreach Advisory Committee

Chair.....	Cathy Kleinwort
Vice Chair.....	Zoe Kopetsky
Communities Against Violence.....	Maureen Angel
Member.....	Harold Brown
M-RON.....	Kim Crane
Partner Representative, Princess Sheila 50+.....	Melvina King
Heart's Content 50 Plus Club	Minnie Matthews
Carbonear Women's Institute.....	Christine Noel
Heart's Content 50 Plus Club	Lina Payne

Eastern Health.....	Maxine Paul
Dept. of Human Resources Labour & Development	John D. Kennedy
College of the North Atlantic, Carbonear Campus	Gary Myrden
Carbonear Women's Institute.....	Patsy Rogers
Office Assistant.....	Virginia Wells
Regional Coordinator.....	Marie Ryan
Executive Director.....	Kelly Heisz

Corporate Sponsorship Committee

Chair.....	Nick Hounsell
Members	Keith Soper
.....	Albert Croke
Executive Director	Kelly Heisz

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supporters!***

Thanks to all our Donors and Sponsors for Auction 2011

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- Steve Best
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- Terra Nova Golf
- The Rooms
- The Telegram
- The Wilds
- Triware Tech
- Vale
- Winterholme
- Yuk Yuk's

Quotes & Pictures

I seldom pass a laid down copy of the Seniors' Pride without stopping to read it; the February issue being no different. For some time passed I had intended to offer kudos for a great job being done by 'the Centre' and I delay no longer than now. Best wishes.

Last year's AGM

Sheri (staff member) selling tickets for the ticket draw. Fundraising never stops!



Last year's AGM (Right)

Guest Speaker Leo Bonnell, Age Friendly Communities & Marilyn Beaton, Board Chair



Friendly Visiting Program

Quotes: "I didn't realize I was lonely until he came into my life. I feel like a void, I never knew existed, has been filled"

"We laugh so loud I worry that other members of my building will want to snatch her up and take her away from me! They always see us laughing and having fun"



"She (senior) has had a very hard year, but it has been my pleasure & honor to have walked along side her & help her anyway I can" (**Friendly Visiting Quote**)



Quotes & Pictures



Marilyn Keller (left), Winner of the Disney Ticket Draw 2012

Quote: "Thank you for calling me so promptly and, more importantly, listening to me. I do appreciate it very much. "



A session at the "Prevention of Elder Abuse: A Shared Responsibility" symposium held October 3-4, 2012. The Elder Abuse Committee of NL formerly became the NL Network for the Prevention of Elder Abuse at this symposium.



Mall Walkers: Guest Speaker Ryan Snodden
Quote from Mall Walker: "I was very sad when I started this program 7 years ago. I felt like I didn't know how to act in a social group. The ladies took me in and made me part of their group. I would never leave it now"



Christmas Stocking Delivery