

Newfoundland and Labrador

SENIORS
RESOURCE CENTRE

Annual Report

April 2013 - March 2014



Newfoundland and Labrador

SENIORS
RESOURCE CENTRE

370 Torbay Road, Suite W 100
St. John's, NL A1A 3W8

phone: 737-2333
toll free: 1-800-563-5599
fax: 737-3717

www.seniorsresource.ca



NLNPEA



NLNPEA held a seniors information day in Cartwright in October 2013. The day included presentations on a variety of topics including elder abuse, wills and estates, and government benefits. The session was held in partnership with the Public Legal Information Association of NL, Service Canada, Violence Prevention Labrador, and the NL Housing and Homelessness Network.



NLNPEA held a seniors wellness day in Gander in May 2013. In addition to presentations on important topics such as elder abuse and nutrition, the day included an exercise session shown here. The day was held in partnership with Central Health and the Town of Gander.

Table of Contents

<i>Board of Directors</i>	<i>page 1</i>
<i>Staff Listing</i>	<i>page 2</i>
<i>Board Chair's Report</i>	<i>page 3</i>
<i>Executive Director's Report</i>	<i>page 6</i>
<i>Information Line & SRCNL Statistics</i>	<i>page 10</i>
<i>Community Peer Support Volunteer Report</i>	<i>page 24</i>
<i>Provincial Caregivers Out of Isolation Report</i>	<i>page 29</i>
<i>The NL & Labrador Network for the Prevention of Elder Abuse</i>	<i>page 33</i>
<i>Finance Report</i>	<i>page 36</i>
<i>Sources of Revenue</i>	<i>page 38</i>
<i>Financial Statements</i>	<i>page 40</i>
<i>SRCNL Committees</i>	<i>page 50</i>
<i>Funders, Donors & Contributors – 2013/14</i>	<i>page 54</i>
<i>Donors & Sponsors for 2013 Auction</i>	<i>page 58</i>
<i>Pictures</i>	

BOARD OF DIRECTORS

April 1, 2013 – March 31, 2014

Executive

Rosemary Lester	Chair
Helena Fizzard	Vice Chair
Marilyn Beaton	Past Chair
Veeresh Gadag/Jan Lilly	Secretary
Albert Croke/Fern Mitchelmore	Treasurer
Pat Wright/Kathleen Connors	Member

Directors at Large

Helen Handrigan	Doreen Neville
Nick Hounsell	Rob Ritter
Edwina Kirkland	Keith Soper
Cathy Kleinwort	Dennis Squires
Mary Manojlovich	Claude Sullivan
Sarah Colborne Penney	Gail Wideman

CORE STAFF - April 1, 2013 – March 31, 2014

Kim Clarke.....Accountant
Mary Ennis..... Provincial Coordinator Peer Support Volunteer Program
Kelly Heisz.....Executive Director
Susan Cooper/ Sharon Brown..... Mall Walkers Coordinator
Sharon Brown.....Friendly Visiting Coordinator
Paula Lancaster.....Provincial Coordinator Caregivers Out of Isolation
Michele LeDévêhat..... Administrator Information & Referral
Dawn Stone Office Administrator

TEMPORARY PROGRAM/PROJECT STAFF

Steve Barron.....Snowbuster
Gerald Head/Ryan Maudsley.....Snowbuster
Trudy Marshall..... (NLNPEA) Conference Organizer
Julie Milley.....Community Recreation Leadership Student Placement, CONA
Andrew Moody.....Mall Walkers Assistant
Courtney Walsh.....Social Work Field Placement
Beth ReillyProvincial Peer Support Volunteer Assistant
Elizabeth Siegel..... Coordinator, NL Network for the Prevention of Elder Abuse (NLNPEA)
Virginia Wells..... Program Assistant
Janet Whittaker.....Assistant, Provincial Caregivers Out of Isolation

Information Referral Line Peer Support Volunteers

Julia Batten, Lorraine Best, Helen Handrigan, Yvonne Jacobs,
Karen Moores, Chris Rolton, Pat Wright

***A special thanks to our volunteers across the Province who help the
Centre “Make a difference in the lives of Seniors”!***

Board Chair's Annual Report



On behalf of the Board of Directors of the Seniors Resource Centre of Newfoundland and Labrador I am pleased to present this report outlining the activities of the Board over the past year.

My second term as Board Chair has been another challenging and busy year for all members of the Board.

As in previous years, much of our time has been concentrated on achieving stable and sustainable funding for the Centre to carry on its work. Our new Treasurer, Fern Mitchelmore, has led us through many planning sessions which have enabled us to follow through on our commitment to approve a balanced budget going forward and to think creatively and thoughtfully about how important financial security is for the Centre's survival. To address this situation members of the Corporate Sponsorship Committee are working on strategies for engaging corporate partners and the Fund Development Committee has an ambitious program for the year. It is clear though, that we must look to all levels of government for more support if the Centre is going to continue to fulfill its mandate to reach out and support seniors throughout the province. To this end we are moving forward with a series of meetings with political leaders and senior government officials to demonstrate to them the value of the work of the Centre and to explore further opportunities for future partnerships.

In line with this approach and on a more positive note a second Visioning Day for Board members, staff, volunteers and key partners was held in November 2013 to identify the value of the Centre to individuals and the community and generate ideas to address the issue of organizational sustainability. This successful event was facilitated by Kim Myrick of Memorial University who, with Dr Doreen Neville, subsequently led a Board retreat in January 2014 to review the findings. The resulting document "Making a Difference in the Lives of Seniors" has been approved by the Board and demonstrates a new strategic direction going forward. **Core activities will include partnership development, program development and branding.** I would like to thank Doreen Neville and Kim Myrick for all their work on this important initiative and for their commitment to continue the work as members of the Communications Committee.

The Building Committee has been actively considering various alternatives for a permanent home for the Centre for some time and our efforts have led to meetings with representatives of Anglican Homes/St Luke's Homes. They are building a 25 unit supportive housing complex on their property located off Topsail Road and are receptive to having the SRCNL occupy community space in this building as a tenant. At a joint meeting of the two organizations, the Board approved the arrangement, in principal, pending further investigation of this opportunity. Subsequently a memorandum of understanding between the Centre and St. Luke's was signed. Ground has now been broken and construction of the new building is underway so we look forward to exciting times ahead as the project progresses. Thanks are due to all members of the Building Committee particularly Stephen Collett, who has chaired the Committee throughout the year, and Bruce Pearce with the Homelessness Partnership Strategy who initiated the process.

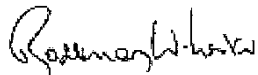
The Centre is proud of its collaboration with provincial, federal and municipal governments, health boards and many community organizations and agencies. We continue to work closely with the Department of Health and Community Services and I would like to thank Minister Susan Sullivan for providing financial support and for her recognition of the Centre's ability to liaise with stakeholders and older adults throughout the province. We look forward to the strengthening of this mutually beneficial partnership between the Seniors Resource Centre and the Department. My thanks also to Suzanne Brake, Director of the Office for Aging and Seniors, for her ongoing support for the work of the Centre. I would like to acknowledge and thank all those corporate sponsors and individuals who support the Centre financially and in kind throughout the year. Their generosity makes it possible to continue our important work.

Heartfelt thanks are due to all those who have volunteered their time to support the Centre during the past year. Volunteers located throughout Newfoundland and Labrador have worked tirelessly to carry out the mission of the Centre. I would like to recognize the hard work and dedication of the Board of Directors. All Board members serve on at least one committee, often as chair, and this work is demanding and time consuming. This year we welcomed four new members, Fern Mitchelmore, Claude Sullivan, Helen Handrigan and Robert Ritter. I especially want to thank outgoing Board members Doreen Neville and Dennis Squires for their important contributions. My role would be impossible without the support of Kelly

Heisz, Executive Director, and all the employees of the Centre and I thank them for their commitment to the Centre and to the population we serve. This year the Board is pleased to announce that a benefits package for the staff has been approved, something we have worked on for several years.

To summarize, this has been yet another challenging yet exciting year for the Seniors Resource Centre NL. We are committed to moving forward together with our partners to make a difference in the lives of seniors in Newfoundland and Labrador.

Respectfully submitted



Rosemary Lester
Chair, Board of Directors

Executive Director's Report



I am pleased to present this Annual Report that covers our work from April 1, 2013 to March 31, 2014. The richness of our activities through our various programs and services this past year demonstrates our commitment to making a difference in the lives of seniors.

This commitment is very important to us since we are the only community seniors' organization in Newfoundland and Labrador dedicated to providing information, referral and resources specific to promoting, supporting and enhancing the independence and well being of older adults in Newfoundland and Labrador.

Each program and service offered by our organization is run by a small group of dedicated staff that are supported by volunteers at the Board and community level, along with many partners who collaborate with us. As you read their reports, you will know why I am very proud of the work they do and enjoy working with them.

The heart of our organization is connecting people to information and resources to make informed decisions. Therefore, we have continued to strengthen existing partnerships, forge new ones and engage the community to make a difference in the lives of seniors. We were pleased when NL Hydro continued its support for our Peer Support Volunteer Program's efforts to establish connections in Labrador, in particular, volunteers for the program in the aboriginal communities along the coast. The 50+ Federation and our organization have been working closer together and for the first time, we participated in their Convention in September. We were able to present and connect with hundreds of representatives of seniors' groups and clubs from all over the province. Our relationship with the Department of Health and Community Services and the Office for Aging and Seniors continues to be advantageous for both; supporting each others' work in the area of elder abuse and support for unpaid caregivers. These are all prime examples of how working together, pulling together resources, and drawing on each other's strengths can have a greater impact.

We are progressing well in our efforts to collect good and meaningful data from the inquiries we receive and the reports from our volunteers in the

field. This gives us an evidence base for funders and potential supporters. All are very keen to see quantitative data; how many access a program, how many participated in events, etc. However, while this is very important, what is just as valuable to our organization is who is accessing our services, what kind of information are they requesting, what barriers to access are out there, where they live, etc. These pieces of qualitative data gives us a better profile of our clientele and lends to a better identification of issues affecting seniors on a large scale that warrants addressing as well as focus our limited resources. A fine example of this is the growing demand for emergency housing for seniors over the age of 65. While trying to connect seniors and those working to assist family members in this area, it was soon realized this issue is a complicated one requiring attention for us to better help those seniors in need. You can read about this issue in more detail in the Information and Referral Report as well as other interesting findings from our data collection.

We continue to have a growing number of people accessing our information and referral services. Our Information requests have increased over 9% since last fiscal year (2012-2013). Our websites, www.seniorsresource.ca, www.caregiversoutofisolationnl.ca, and www.nlnpea, have been utilized by many people from across the country and most importantly from our province. It is our goal, as well, to have our main website offer a secure section just for our community peer support volunteers in order for them to access materials designed specifically for their work and to offer training opportunities.

Our organization has always participated in other groups and committees in order to bring issues we see and hear to the forefront and to bring a senior's perspective to the table.

SRC NL Representation on the following:

- Advisory Committee for Homeshare
- Canadian Network for the Prevention of Elder Abuse (CNPEA)
- Dietitian Network for Seniors Nutrition- Government of NL
- St. John's Community Advisory Board on Housing and Homelessness
- MUN Research Affinity Group on Aging
- MUN Research Affinity Group on Oral Health
- Provincial Wellness Advisory Committee

- Regional Advisory Board on Housing and Homelessness (Peer Support Volunteer from Corner Brook is our Representative)
- RCMP's Seniors Advisory Council
- Seniors Liaison Committee- Eastern Health
- St. John's Mayor's Advisory Committee for Seniors
- Universal Design Network

Requests for presentations and booth set ups from across the province have continued to grow and we try our best to accommodate on such a restrictive budget. Between our staff and volunteers across the province over 40 requests were accepted; some coming from small community groups like Lions Clubs, for seniors fairs, to NL Housing's Partnered Managed Housing Conference. These connections have allowed us to reach hundreds of people in a meaningful way and promote who we are and what we do and speak specifically on topics such as seniors' mental health, elder abuse and housing transitions. The more we are out there in the communities the more people know they can connect with us to get information.

We are also particularly proud of our connections with the MUN Schools of Nursing and Social Work, Academy Canada and the College of the North Atlantic. Besides presenting to future service providers we have been able to offer field placements to social work students as well as project related work requirements for nursing students and volunteer work placement to students from College of the North Atlantic Community Studies.

While we are a provincial organization, we offer many local programs to those living in St. John's and it would not be possible, again, without the financial and in-kind support of partners.

- Christmas stockings and hampers (donated by Alice Abbott, Alpha Chapter, Bell Aliant Pioneers, Canadian Coast Guard, Canadian Longitudinal Study on Aging, Church of the Good Sheppard, Ed Wade, H.J.O'Connell, Sky Blue, Tiffany Village, TeleLink, Meadus Family, Wendy Evans and Rob Hayes Bus Co.,)
- Foot Care (VON), Flu shot (Eastern Health), and income tax clinics (members of the Association of Chartered Accountants)
- Friendly Visiting (Eastern Health)
- Mall Walkers(Crombie Reit, Fog City)

- Snow Busters (City of St. John's)

Taking care of our programs and services would not be possible without the guidance, support and dedication of the members of the Board of Directors as well as partners who are members of our Advisory Committees. I enjoy working with such dedicated and talented people.

Of course, to do what we do requires funding, and we have been fortunate to tap into a variety of sources, both large and small; New Horizons for Seniors (both Federal and Provincial Component), Department of Health and Community Services, NL Hydro, United Way for NL, TC Media and VOCCM to name a few.

As well, our Corporate Sponsorship Committee has been able to focus on connecting with larger supporters for our fundraisers and for our specific programs. This is a challenge the Committee has stepped up to, utilizing their expertise and connections in the business world. It is anticipated that such relationships will grow and prove successful for both.

Moving into the next year, we begin on our new Strategic Plan. We will build our connections throughout this province. We will reach more seniors. We will add value to our programs and services. We will grow and enhance partnerships. We will continue to make a difference in the lives of seniors.

Sincerely,



Kelly Heisz
Executive Director

2013-2014 Information Line & General SRCNL Statistics

“Making a Difference in the Lives of Seniors”

Information Line 1-800-563-5599 / 737-2333

At the core of the Information and Referral Services is the belief that what we’re doing will make a difference with every person we’re serving . . . with that being said consider the Starfish Story, a compelling narrative by the late Loren Eiseley, an American anthropologist, educator, philosopher, and writer, who taught and published books throughout the 1950s to the 1970s. She wrote a story about a starfish that I am sure many of you have heard as the story has been told with many adaptations. A man walking along a shoreline covered with dying, washed-up starfish, notices a boy throwing them back into the ocean, one by one. The man says to the boy that there are endless miles of beach and hundreds of starfish, and that he’ll never make a difference. As the boy throws a starfish back into the ocean, he says, “I just made a difference to that one.”



Since its formation in 1990, the Seniors Resource Centre’s Information Line has been making a significant difference in the lives of others by providing an easy, visible, and non-judgmental place for people looking to be connected to information and resources. The Information Line helps callers to define their needs and point them to the most appropriate places to find help. They also help other service providers connect their clients to additional services available from other organizations. Finally, by providing new information about needs and gaps in services, the Information Line tries to help our local, provincial and federal governments, policy-makers, and funders make positive differences for all seniors of NL.

★ **Making a Difference through Volunteers . . .**

“The heart of a volunteer is not measured in size, but by the depth of the commitment to make a difference in the lives of others.” DeAnn Hollis

The Information Line is staffed by an effective, well-trained team with wide-ranging lengths of service, from 23 years to newly trained volunteers. This group of dedicated volunteers continued to assist with the Information Line by responding to calls, emails and walk-ins. We continue to train and

support our volunteers in communication skills, community resources, and technology advancements.

The **7 volunteers** who staff the Information Line, contributed a total of **1389 hours** last year. The Estimate of the Value of Volunteer Activity (EVVA) provides us with a way of calculating the dollar value of volunteer activities performed over a specific time period. These volunteer positions have been assigned corresponding Standard Occupational Classifications and wage rates. Once wage rates are determined, they are multiplied by the total number of volunteer hours and summed to produce the EVVA. The 1389 hours volunteers contributed to the SRC-NL Information Line have an economic value of **\$22,563.45**. The calculation is based on the hourly wage that comparable staff would be paid. It does not include the cost of benefits.

Number of Inquiries in 2013-2014 2,366	Percentage of the year that call volume is 200 or more inquiries per month 2013-2014 58%	Number of Information Line Peer Support Volunteers 2013-2014 7
Number of calls in the Housing Category in 2013-2014 397	Percentage of calls in the Financial Category related to taxes 2013-2014 65%	Number Information Line Peer Support volunteer hours 2013-2014 1,389
Percentage increase in calls compared to 2012-2013 9.1%		

Table 1

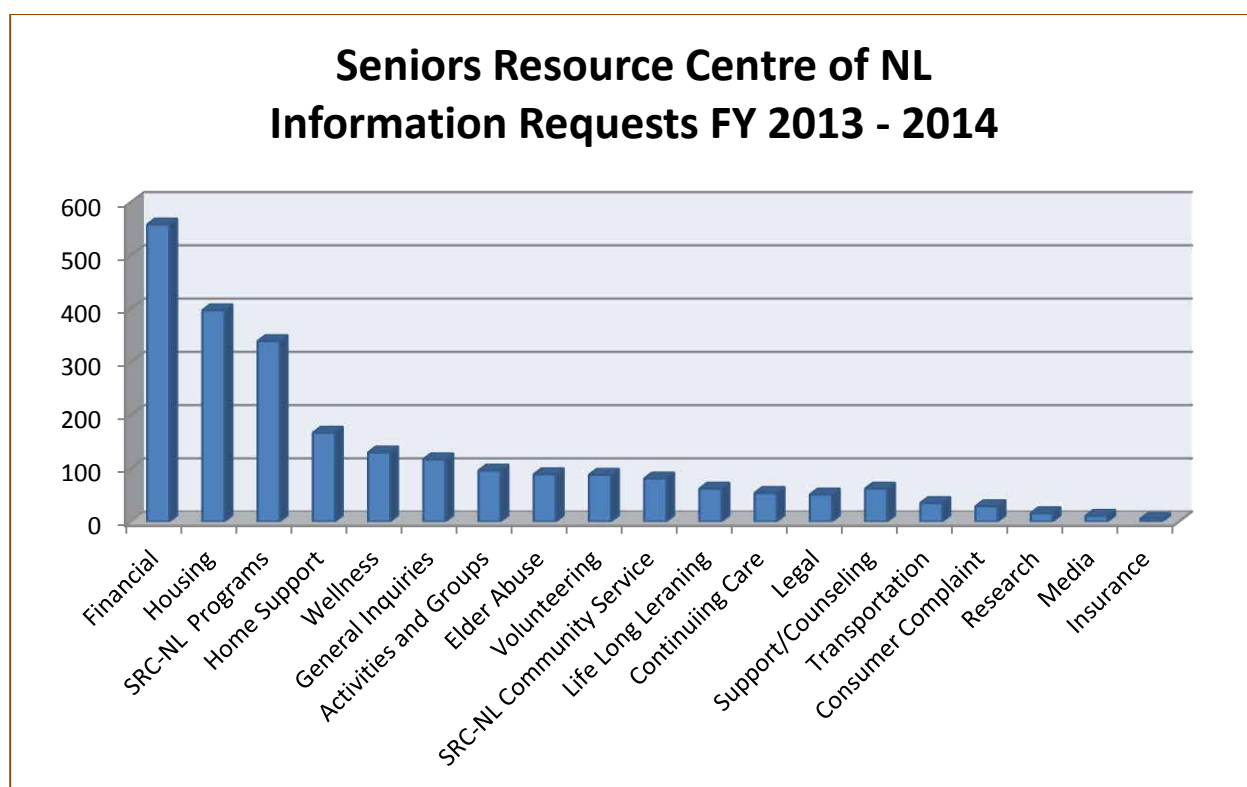
Statistical data shows the Information Line program responded to a total of approximately **2,366** inquiries for FY 2013 - 2014. This was a **9.1%** increase from the previous FY 2012 – 2013. Information and Referral is about accessing information – in this case, linking people and services. It is about understanding a senior's needs and making the linkages to the appropriate services based on knowledge of the system. Consequently, the **Seniors Guide to Services and Programs in Newfoundland and Labrador** provides accurate, up to date information about the provincial

and federal programs and supports available for seniors in our province. These include financial assistance, housing, and health, as well as others. It can be downloaded at www.seniorsresource.ca.

“Knowing that someone was not rushing me and actually listening even though I was not making a lot of sense.”

Information Line Caller 2013 - 2014

Seniors looking for help often do not know where to turn, and the maze of phone books, internet, and voicemail may be overwhelming. A single call to the Information Line can eliminate all this confusion. The table below depicts the distribution of Information Requests and the categories they fall under for FY 2013 – 2014.



What we hear is that seniors want to speak to a person who has the time to explain various options – someone not in a hurry and a single place to go for information.

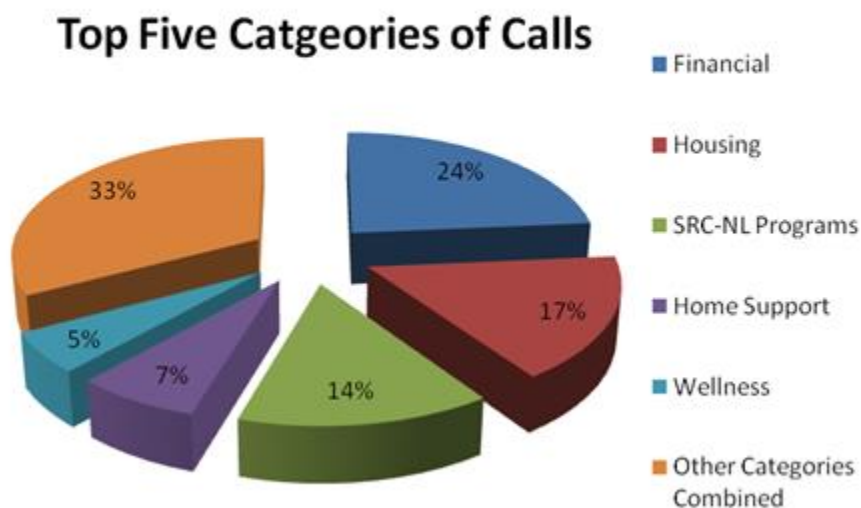
Of the inquiries that fall into the Financial category **65%** of these were related to taxes as indicated in Table 1. This has significant implications for seniors because if they do not file their taxes, Service Canada can stop

paying the Guaranteed Income Supplement (GIS), Allowance, or Allowance for the Survivor. While the direct result of not receiving the GIS is a lower income, there are secondary effects as well. Such programs as the 65Plus NL Prescription Drug Plan has eligibility based on receipt of the GIS. Eligible seniors who do not receive the GIS may also lose their Drug Card if they do not file their taxes.

★ Making a Difference through Partnerships . . .

Through partnership with the Community Volunteer Income Tax Program (CVITP), a collaboration between the Canada Revenue Agency (CRA) and community organizations, the Centre again hosted a tax preparation clinic in March 2014 and helped arrange for CVITP volunteers to prepare numerous returns this past fiscal year as indicated by our statistical data.

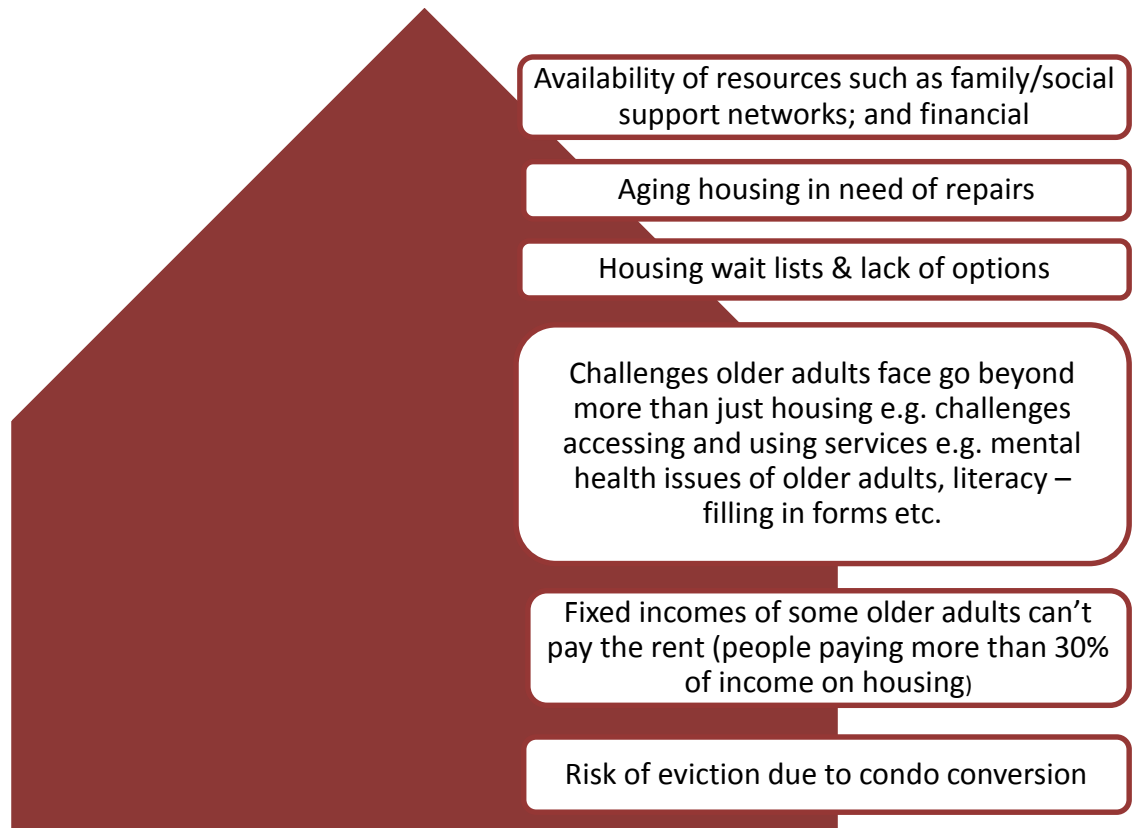
The chart below illustrates the top five categories of Information Requests for FY 2013 - 2014. While the Financial category ranks number one, as previously indicated 65% were related to taxes. If these calls were eliminated, it would be the first time in five years that the category of Housing would surpass the Financial category.



The Housing issues and challenges that presented this past year were significant and complex. While many seniors have adequate financial security to live where and how they want, many do not. Subsequently, this

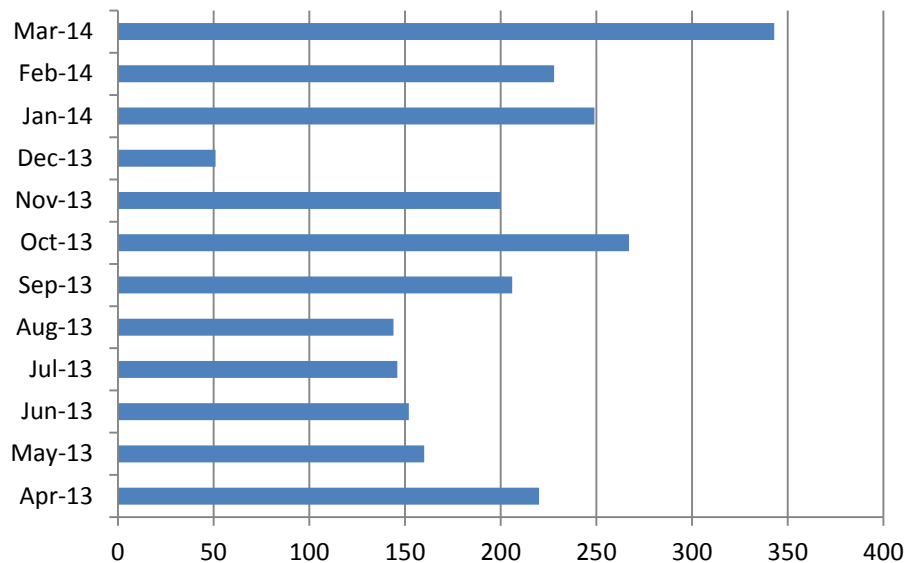
past year the Centre received 12 calls that were coded as seniors experiencing a housing crisis with no emergency shelter for them to go.

Seniors Housing...Some Issues & Challenges



Given the complexity and frequency of housing calls this past year, the issue was brought to the attention of the Centre's **Advocacy Committee**. The role of the Advocacy Committee is to identify systemic issues which have a negative impact on the lives of seniors in the province and to seek to introduce change to redress these issues. Equipped with this information, the SRC-NL started the process of exploring the need for emergency housing for adults over the age of 65 years in the metropolitan area of St. John's with some of its community partners. The Committee would like to gain an appreciation of the scope of the issue, gain an understanding of the services of other agencies which come into contact with seniors, and to find creative ways to assist seniors in these circumstances. This dialogue will continue in the coming year in an effort to better understand the diverse housing needs and preferences of seniors.

Information Requests per Month FY 2013 - 2014



The number of calls in March and April indicate the high volume of income tax calls which highlights the impact this has on seniors.

The Information Line will continue to provide responsive and effective delivery of the Information and Referral service for seniors and those answering it look forward to continuing to provide accurate, up-to-date community and social service information.

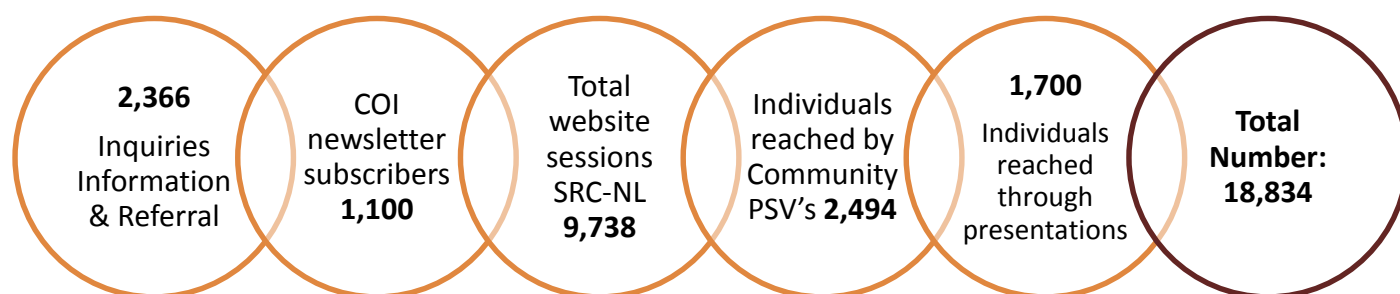
Michele LeDévêhat

Michele LeDévêhat

Administrator, Information & Referral

★ SRC-NL Programs and Services Making a Difference

For over 20 years, the SRC-NL has been there for seniors, providing very important programs and services and reaching out to members of the community. From the network of Community Peer Support Volunteers across the province, to the NL Network for the Prevention of Elder Abuse and the Caregiver Out of Isolation Program, they are making a difference in the lives of individuals each year. For FY 2013 – 2014:



Through the use of web analytics the following tables detail various information such as the number of users on our sites, the number of sessions initiated by all users, the number of visitors, the top locations and pages visited.

Web Analytics

Sessions 2013 - 2014			
SRC-NL	NLNPEA	Caregivers Out of Isolation	Total Sessions
7,831	1,292	615	9,738

Sessions represent the number of individual sessions initiated by all the users on our site. If a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave our site and return within 30 minutes are counted as part of the original session.

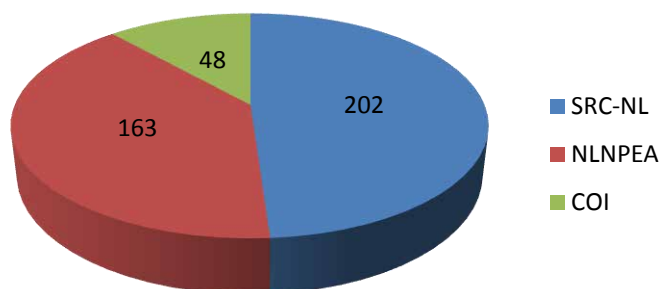
Users 2013 - 2014					
SRC-NL		NLNPEA		Caregivers Out of Isolation	Total Users
6,054		904		383	7,341

The initial session by a user during any given date-range is considered an additional **session** and an additional **user**. Any future sessions from the same user during the selected time period (our fiscal year) are counted as additional **sessions**, but not as additional **users**.

New Visitors 2013 - 2014					
SRC-NL		NLNPEA		Caregivers Out of Isolation	Average %:
74% new visitors		67% new visitors		60% new visitors	New visitors: 67%
26% return visitor		33% return visitor		40% return visitor	Return visitor: 33%

When somebody visits our site for the first time, it is categorized as a new visitor. If this user has browsed our website before, the visit is categorized as a returning visitor.

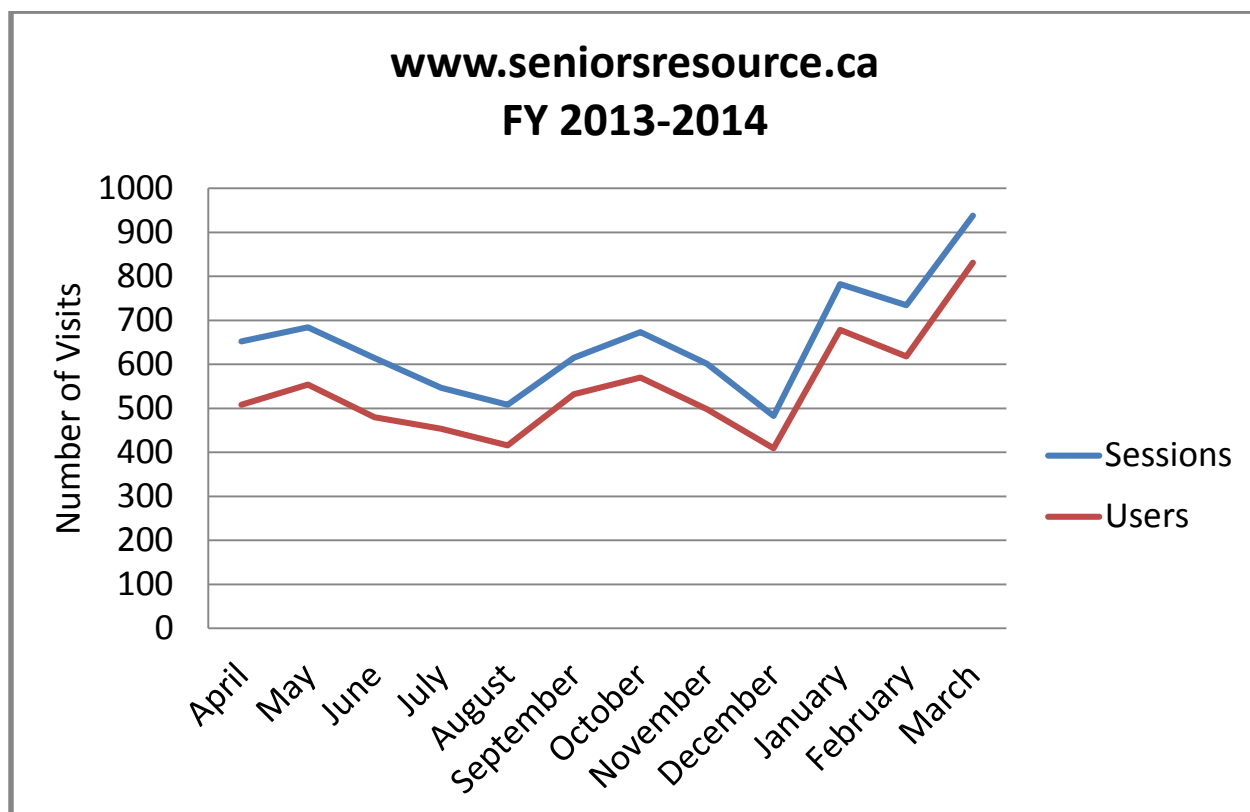
Number of Locations in Canada Where Our Visitors Come From



SRC NL: Visitors came from every province and territory. 535 locations outside of Canada (209 US)

NLNPEA: 110 locations outside of Canada (42 US)

COI: 39 locations outside of Canada (12 US)

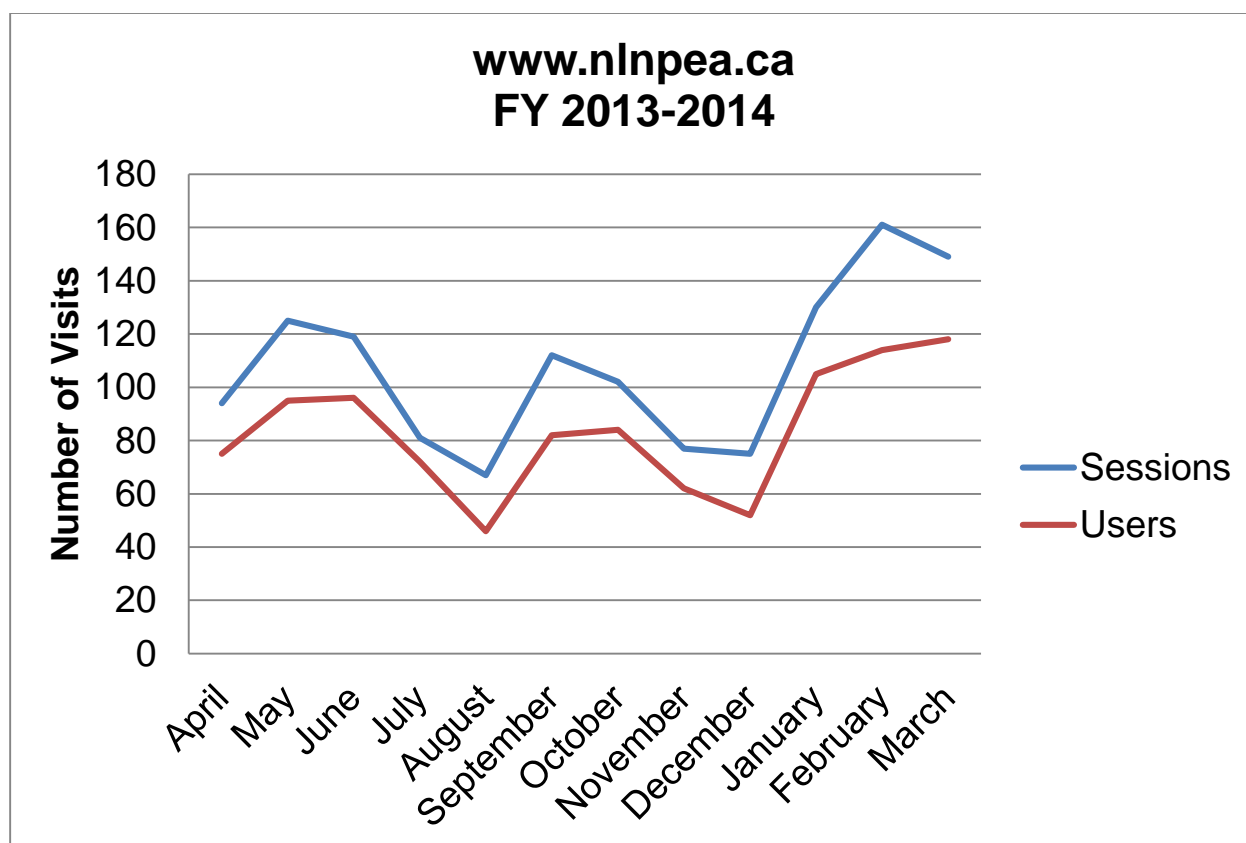


www.seniorsresource.ca Top 10 Pages (In descending order)

- | | |
|---------------|----------------------------|
| 1. Main Page | 6. Publications |
| 2. Links | 7. Fun/Friendship |
| 3. Contact Us | 8. Caregivers (about) |
| 4. Services | 9. Index |
| 5. About Us | 10. Information & Referral |

Miscellaneous Fact:

Top Ten Locations Where our Visitors Come From, 40% are in NL.
In descending order: St. John's, Mount Pearl, Toronto, Corner Brook, Halifax, Ottawa, Montreal, Gander, Calgary, Gatineau.

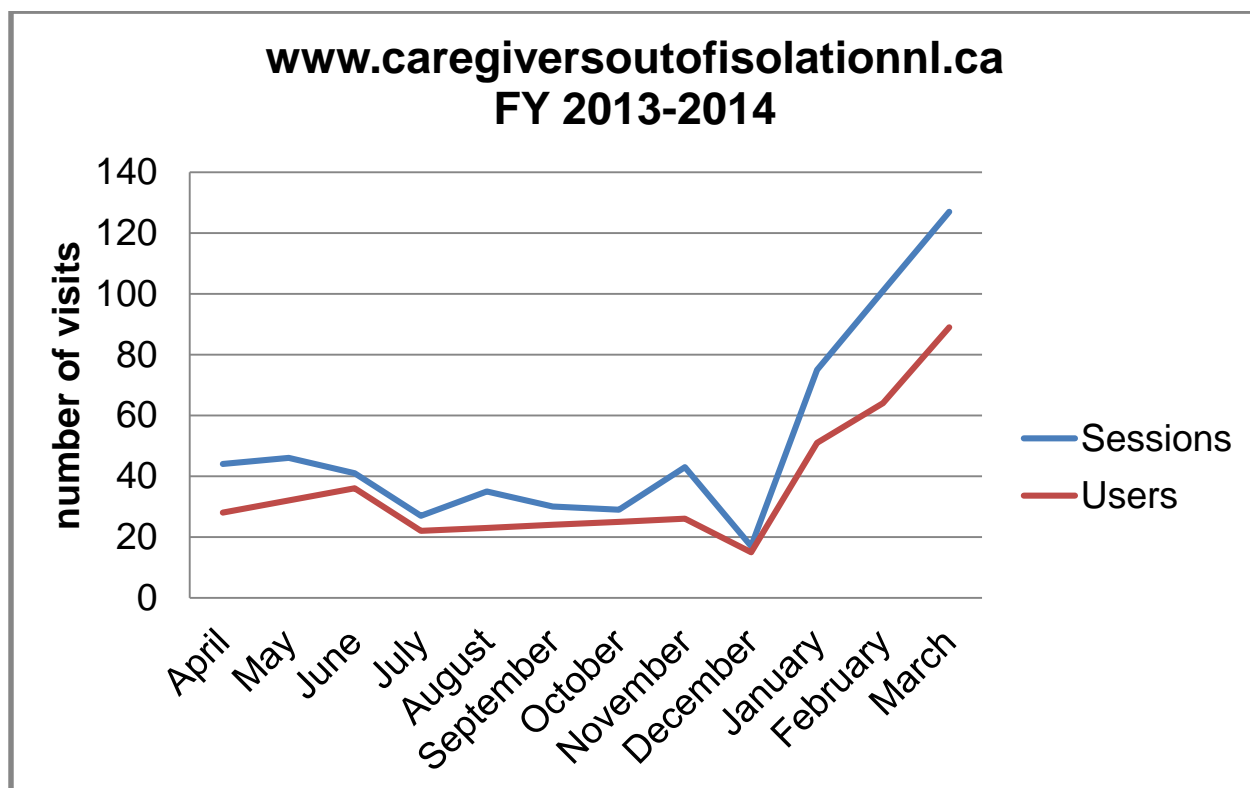


www.nlInpea.ca Top 10 Pages (In descending order)

- | | |
|------------------------------|----------------------------------|
| 1. Main Page | 7. Newsletters and Resources |
| 2. Event Postings | 8. Types of Elder Abuse |
| 3. Getting Help | 9. Provincial Contacts/Resources |
| 4. Contact Information | 10. Regional Contacts/Resources |
| 5. Definition of Elder Abuse | |
| 6. Who We Are | |

Miscellaneous Fact:

Top Ten Locations where our Visitors come from, 50% are in NL.
In descending order: St. John's, Toronto, Mount Pearl, Gander, Corner Brook, Happy Valley-Goosebay, Bedford, Gatineau, Halifax, Ottawa

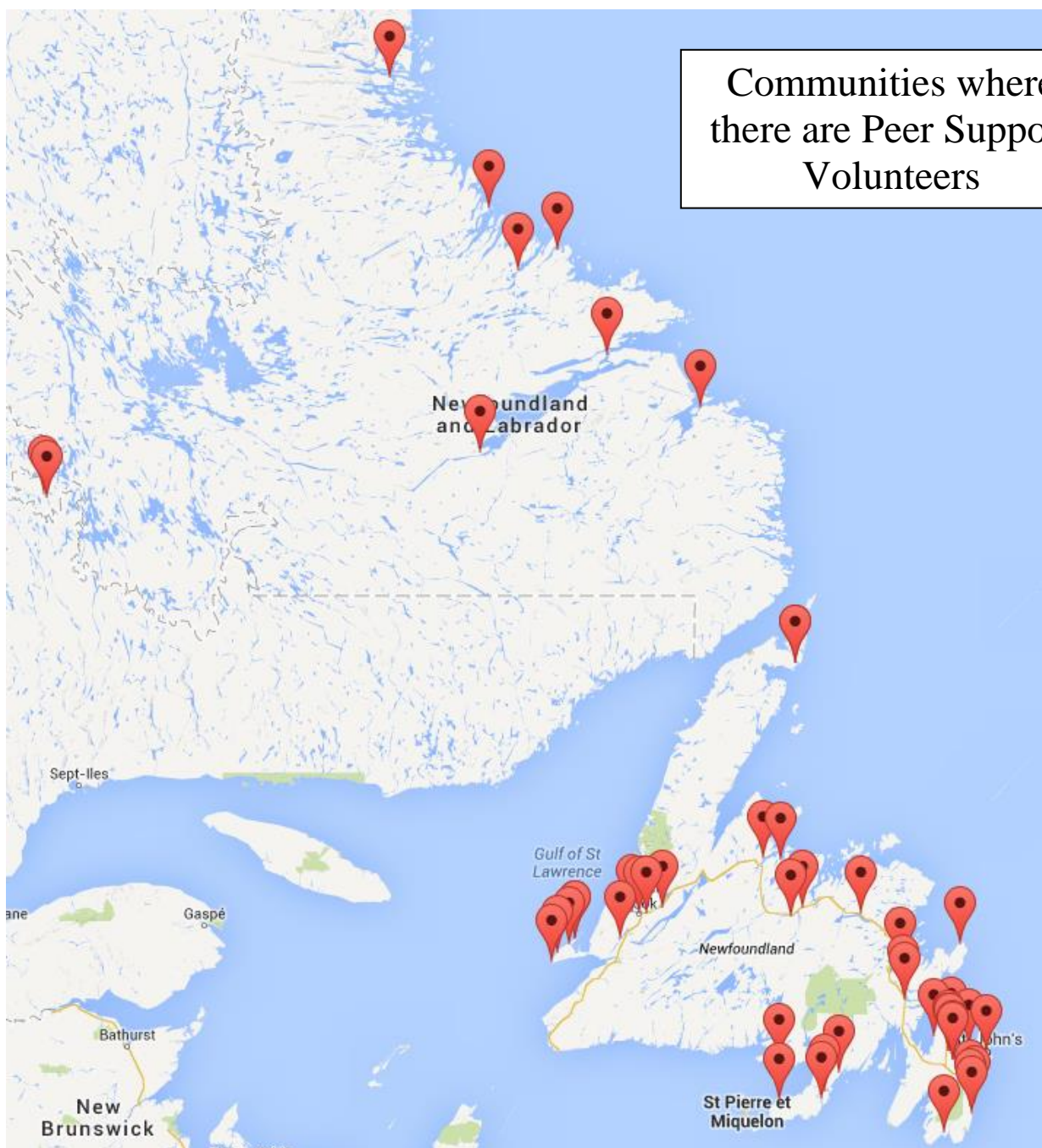


www.caregiversout.ca Top 10 Pages (In descending order)

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1. Main Page 2. Resources 3. Contact Us 4. About Us 5. Paid Family Caregiving
Home Support Option 6. Events | <ol style="list-style-type: none"> 7. Reports 8. New Site
(www.caregiverstress.com) 9. Photo Gallery 10. A well deserved break
for caregivers in Mount
Pearl |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Miscellaneous Fact:

Top Ten Locations Where our Visitors Come From, 50% are in NL.
In descending order: St. John's, Toronto, Corner Brook, Mount Pearl,
Ottawa, Gander, Happy Valley-Goose Bay, Vaughn, Midland, Edmonton



Labrador:	Western Region:	Central Region:	Easter Region:
10 communities 39 PSVs	11 communities 18 PSVs	6 communities 41 PSVs	23 communities 60 PSVs

158 Community Peer Support Volunteers
Representing **50** Communities

During 2013-14, 10.06% of Community Peer Support Volunteers.....

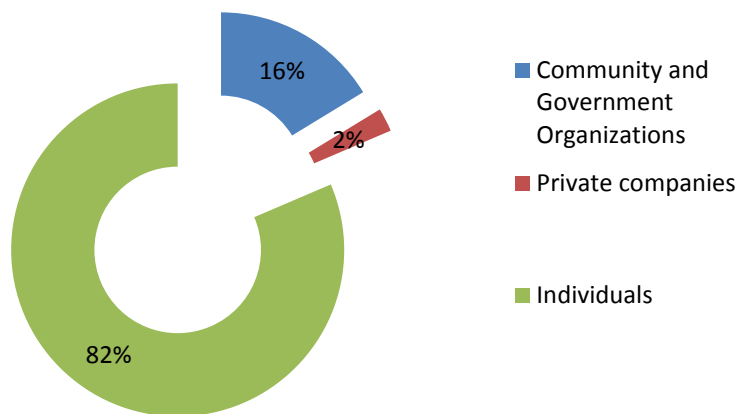
Connected with 2,494 seniors on over 50 issues	We can estimate that all our PSVs reached over 24,000 seniors	4 major presentations reaching over 2100 seniors
------------------------------------------------	---------------------------------------------------------------	--------------------------------------------------

Top 10 Inquiries	
Topic	Age Range
1. Social/Recreation	50-85
2. Drug information	50-84
3. Medication usage	50-85 (with majority being 65-74)
4. Bereavement	65-85
5. Advanced Health Care Directive	65-85
6. Companionship	64-84
7. Financial Help	64-84
8. Wills	65-85+
9. Personal Care homes and Nursing Homes	65-85 and 75-84
10. Home Support and Caregiver support	75-85+ and 50-85+ (except 65-74)

NL Network for the Prevention of Elder Abuse

NLNPEA membership is made up of individuals, community and government organizations, and private businesses that are committed to ending elder abuse in Newfoundland and Labrador. Members can connect with one another and share resources and support each other's work.

NLNPEA Network Membership FY 2013-2014



Listing of members:
<http://www.nlnpea.ca/members>

Public sessions(monthly except July and December) has reached 944 this fiscal year. These sessions offered via webinar for people across the province. The public session with the biggest attendance was our session on the Adult Protection Act.



Provincial Peer Support Volunteer Program

It is with pleasure and satisfaction that I reflect on the 2013-14 year and all that we accomplished both as the Seniors Resource Centre of Newfoundland and Labrador (SRCNL), and as the Centre's Peer Support Volunteer Program.

It was indeed another busy year for Peer Support Volunteers across the province. Seventeen new Community Peer Support Volunteers (13 from Labrador City-Wabush and four from Trepassey) joined the ranks following one-and-a-half-day Orientation & Training workshops in those communities. During the Labrador City visit, Kelly Heisz and I had the pleasure of joining local citizens and other visitors for the City's annual *Take Back the Night* walk. Thank you so much to the women of Labrador City for a great visit and to Newfoundland Hydro who so generously helped fund our work in Labrador! And thanks as well to the women who participated in the Trepassey session. I thoroughly enjoy the discussion and the laughter.

Prevention of abuse to older adults also received a lot of our attention during 2013-14. A one-and-a-half-day workshop on abuse which was developed by the Peer Support Volunteer Program was piloted on April 9-10 for nine Peer support Volunteers in the Eastern Health Region of the province. The workshop was a combination of presentations, discussion, small group activities, case studies and role play.

A second one-and-a-half-day workshop on abuse of older adults was facilitated in Hopedale for six Community Peer Support Volunteers from Happy Valley-Goose Bay and Coastal Labrador. Several participants in the two workshops were identified as potential candidates for more advanced training towards eventual delivery of public presentations on the abuse of older adults. Our workshops on abuse of older adults were realized through the generosity of the Federal Government's New Horizons for Seniors Program.

Participants in all our workshops are urged to be totally candid in submitting their thoughts on the workshops, and we are comfortable that pre- and post-evaluations accurately reflect the benefit of the training to participants

– knowledge increased significantly over the course of the workshop. Any suggestions made by workshop participants are carefully considered and incorporated into future training sessions.

On June 18-19, Kelly and I had the good fortune to travel to London, Ontario, to participate in an *It's Not Right! Neighbours, Friends and Families for Older Adults* workshop on identifying and helping older adults at risk of abuse. This was a particularly welcome opportunity as some of the material for our own workshop was drawn from the *It's Not Right!* workshop developed by Western University. We continue to maintain contact with the project managers as they build on their workshop, deliver training and conduct an evaluation of the project.

The Province of Newfoundland and Labrador has also developed a workshop on abuse, and I participated in a one-day training session on that workshop – *Respect Aging: Train the Trainer* – as well.

It is worthwhile noting that our Orientation and Training workshop for Peer Support Volunteers includes sessions on abuse of older adults as well as seniors and mental health. As noted earlier, feedback from workshop participants is always considered and incorporated into future workshops. Ironically, feedback from the Hopedale workshop on abuse as well as from additional research on our part, prompted revisions to the one-and-a-half-day workshop *Seniors and Mental Health*. While the latter was not offered in its entirety during 2013-14, a session on mental health was included, as mentioned, in our Orientation and Training sessions.

Additional professional development opportunities that I took advantage of included a two-day *Mental Health First Aid* course offered by the College of the North Atlantic and dealing with mental illness and suicide prevention. While the program is likely too advanced for Peer Support Volunteers being introduced to mental illnesses for the first time, it will be useful for advanced training of Peer Support Volunteers who aspire to become presenters on mental health. *Mental Health First Aid* was developed by the Mental Health Commission of Canada, and our registration at this event was provided by Bell Aliant. A social work student with the SRCNL at the time also participated.

Also during 2013-14, Michele LeDévêhat and I attended a three-day workshop on *Counselling Skills – An Introduction and Overview*, developed

and organized by the Crisis & Trauma Resource Institute in Winnipeg. It was facilitated by a Newfoundland counsellor and validated a lot of the work we are already doing around mental health and our general Orientation and Training.

The Community component of the Peer Support Volunteer Program continued to network with its partners, exchanging information and looking for opportunities to work together. Early in the fiscal year, Kelly and I attended the Food Security Network's film screening of *All Around the Table*, a series of 12 short films each starring a senior from the Avalon Peninsula who spoke about the days when their families grew their own food and raised animals for their meat, eggs, and/or milk. We were a partner in the initiative and the film gives credit for that.

The Inuit Women's Association, with whom we partnered in 2012-13 to train Inuit women as Community Peer Support Volunteers, presented the SRCNL with \$1,000 for facilitating the training in Rigolet. The money was used to retain the services of a social work student to help with other aspects of the Program. The partnership with the Inuit Women's Association resulted in our adding five new communities to our list of those in which Peer Support Volunteers are active.

We also continue to share information from our partners with Community Peer Support Volunteers across the province. Any on-site visits we make, we come armed with information. In addition, we send regular packages of information to Peer Support Volunteers. During 2013-14, for example, 44 pieces of information on 27 issues were distributed to Community Peer Support Volunteers via post. As well, the revised *Seniors Guide to Programs and Services in Newfoundland and Labrador* was distributed to 158 Community Peer Support Volunteers. Updates on Program activities are also distributed regularly to Peer Support Volunteers across the province with seven such Updates going out in 2013-14.

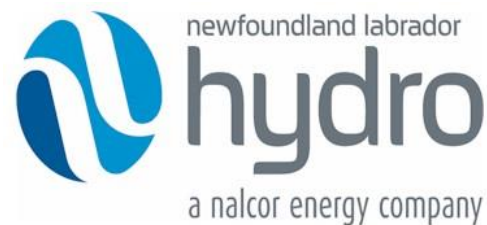
I accepted an invitation from the Placentia Area Chamber of Commerce to join their Advisory Committee for their first ever Age-Friendly Communities Seniors Fair – a two-day October 2013 event held in Placentia. As part of the Fair, Kelly presented on the SRC-NL, its programs and services; and Leo Bonnell, Community Peer Support Volunteer from Clarenville, presented on Age-Friendly Communities. Prior to year end, I attended the

first meeting of the Chamber's Advisory Committee to start planning its second Age-Friendly Communities Fair.

I also sit on SRCNL committees relevant to my work as Coordinator of the Community Peer Support Volunteer Program. They include the NL Network for the Prevention of Elder Abuse Steering Committee; the Planning Committee for the Network's 2014 information sharing and training event scheduled for October 20-21, 2014; and the Caregivers Out of Isolation Advisory Committee. As well and when possible, I attend events hosted by those committees, e.g., the Network's public meetings, the Caregiver's Out of Isolation Visioning Day. I also participate in the Information & Referral Line Peer Support Volunteers monthly meetings, staff meetings, and other SRCNL events, e.g. Visioning Day.

The Advisory Committee to the Peer Support Volunteer Program is Chaired by SRCNL Director, Kathleen Connors. Further amendments to the Committee's Terms of Reference and a new Call for Nominations during 2013-14 resulted in wider representation of Peer Support Volunteers on the Committee. There are now seats for Community Peer Support Volunteers from the Eastern, Central and Western Health Regions; Northern, Southern, Central and Western Labrador; an Information & Referral Line Peer Support Volunteer and one representative from each Partner organization during times of joint projects. The role of the Committee is to provide advice on how best to support and enhance Peer Support Volunteer activities for older adults and seniors in Newfoundland and Labrador.

I offer my thanks to the Program Advisory Committee for their advice and support, and to the Board and staff of the SRCNL for their ideas, encouragement, and humor. I also send a huge thank you to our funders. Without your generosity, the Peer Support Volunteer Program could not accomplish what it does. And, lastly but by no means least, a special thank you goes out to all the Peer Support Volunteers across the province - for your loyalty, commitment, and awesome efforts. You are truly enriching the lives of older adults in Newfoundland and Labrador!



We have already started working on events for next fiscal, beginning with a Regional Gathering of Labrador Community Peer Support Volunteers and training of new Volunteers to add to our growing list. I am looking forward to 2014-15 and what it will bring for the Peer Support Volunteers and older adults everywhere.

Respectfully submitted by:

Mary Ennis

**Mary Ennis, Coordinator
Community Peer Support Volunteer Program**



Peer Support Volunteer Training, October 9th at Trepassey



Placentia Seniors Fair , October 22 at Trepassey



Caregivers Out of Isolation NL

An intergenerational program of the
Seniors Resource Centre NL

Fiscal Year in Review

The fiscal year started strong with a visioning exercise facilitated by Gillian Janes of Eastern Health. We identified a strategy to reach and support family and friend caregivers and *in turn* the person they care for. The exercise was an opportunity for ten provincial committee members, including Network Leads from Happy Valley-Goose Bay, Stephenville, Twillingate, Clarenville, Mount Pearl and Springdale plus four guests to work together as a team, review the COI-NL program and decide on Goals and Objectives that would keep us focused and guide our actions.

After two days of conversations, the four program goals were identified: establish **Foundation Statements** (vision, mission, mandate, values and Terms of Reference) and these are complete; form **partnerships** to strengthen connections and collaboration; **communicate** key messages to a variety of audiences and increase our reach in a variety of ways including social media; and remain true to the program's **Community Network** roots by supporting existing networks and *Grow the Networks* in every region of the province.

Provincial Reach

“When we hear of a resource or program in Central that supports caregivers we want to know what is happening in Eastern, Labrador-Grenfell and Western and post it on our website, or writing it up in the monthly e-Bulletin or the quarterly Newsletter.” Paula

The importance of thinking and acting provincially was also identified and it seems natural that the COI-NL program aligns with the four Regional Health Authorities. When we hear of a resource or program in Central that supports caregivers we want to know what is happening in Eastern, Labrador-Grenfell and Western and post it on our website, or deliver the information via the monthly e-Bulletin or the quarterly Newsletter.

Building Partnerships and Communicating Key Messages quickly becomes interchangeable. Historically, the COI-NL program recognized that “Youth and adults of all ages support and assist family members and friends of all ages.” Predominately, the program has attracted older adults and adult children caring for parents, grandparents, partners or adult children with a disability. Strategically, we wanted to increase our reach and knowledge about the experience of persons living with mental health issues and persons with disabilities and better our service to caregivers and care partners. Thank you to Kelly White and Tia Morris for accepting our invitation to join the COI-NL Provincial Advisory Committee. Kelly is the Executive Director at the Coalition of Persons with Disabilities, St. John’s and Tia is the Regional Coordinator for the Mental Health Association-NL with an office in Grand Falls-Windsor.

Our partnerships are growing provincially and nationally. Professionals and service providers are potential caregivers and are in a position to share valuable information with caregivers in their work or practice. With this in mind, the four Regional Health Authorities agreed to post the monthly COI-NL e-Bulletins and quarterly e-Newsletters on their staff sites. Networking beyond our provincial boundaries has benefits and we connect regularly with staff of Caregiver Offices across Canada and the Canadian Caregiver Coalition allowing us to share information and resources.

Supporting and growing the Networks ranks high this year and the question is, how do we engage with and support community leaders, caregivers and service providers who want to come together as a Network? A *3-Step Community CARE Kit* is being developed as part of a pilot-project and guide for new Networks and will help us meet our goal of *Growing the Networks* by four by the end of 2015.

Already we have a new Network in Buchans led by Chris Wellon. Jamie Jackman, Community Outreach Worker at the Labrador Friendship Centre in Happy Valley - Goose Bay has replaced Hope Sheppard as the Network Lead. Thank you to Hope for her service to the program and for supporting caregivers in Happy Valley - Goose Bay.

This year the program reached caregivers in a number of ways:

Direct provincial services to Caregivers:	
Phone calls, Emails and drop-ins or appointments	177 people
Provincial Information Sessions, the remaining 2 of 16 sessions funded by the NL Department of Health and Community Services plus a trip to Labrador West funded by the United Way of Newfoundland & Labrador	100 participants SRC-NL Community Peer Support Volunteers and residents
Caregiver Events around the Province celebrating Caregiver Appreciation Week in October funded by the United Way of Newfoundland & Labrador	130 caregivers and guests <i>Thank You to the Avalon East Wellness Coalition for funding nutritious meals for the Day Away held in Mount Pearl</i>
Guide for Caregivers funded by the United Way of Newfoundland & Labrador	88 copies
Additional provincial services to Caregivers and anyone who supports a Caregiver in their work or practice:	
Four Quarterly Newsletters	1060 mail outs for each newsletter Electronic mail outs (228)
Monthly E-Bulletins	122 recipients each month
Responding to questions from service providers who support caregivers in their work or practice	Approximately 26 people
Services for Metro and Area:	
Workplace wellness fairs x2	Approximately 10
Workplace presentations x2	Audience of approximately 65
Students – presentations x1	Nursing Students 60
Community Wellness Fairs x2	Approximately 10

My coworker, Mary Ennis, Provincial Peer Support Volunteer Program Coordinator developed and delivered one of four workshops to Network Leads in St. John's: Understanding and Preventing Abuse as it relates to Caregiving. This initiative is a welcomed requirement of the NL Network for the Prevention of Elder Abuse, a project of the Seniors Resource Centre NL. This year, we will travel to Stephenville, Grand Falls-Windsor and Happy Valley – Goose Bay.

At first glance this program is staffed by two, myself and Janet Whittaker who works part time. In practice, though, we are able to accomplish the work of a good sized team. Many individuals contribute to the ongoing success of the COI-NL program including the staff and Peer Support Volunteers of the Seniors Resource Centre NL, university and college students, and volunteers. Members of the Provincial Advisory Committee also contribute their time and skill (some as volunteers and others represent organizations, the regional health authorities and the provincial government); they are listed in the back of this book. I include staff of Caregiver Offices across Canada and the Canadian Caregiver Coalition as being part of the team and body of knowledge and resources.

Thank you to Suzanne Brake and staff at the *Office for Aging and Seniors* for partnering with the COI-NL to deliver Provincial Information Sessions to sixteen communities, and for their support and the ongoing exchange of ideas and information.

Thank you to the United Way of Newfoundland and Labrador for funding a reprint of our **GUIDE for Caregivers** and brochures, Caregiver Events across the province celebrating October's Caregiver Appreciation Week. Also, many thanks for funding a trip to Labrador City, a new community for the COI-NL program and new contacts in the most western part of our province.

Respectfully submitted by,

Paula

Paula Lancaster
Provincial COI-NL Program Coordinator



The Newfoundland and Labrador Network for the Prevention of Elder Abuse (NLNPEA)

The Newfoundland and Labrador Network for the Prevention of Elder Abuse is an integral part of the Senior 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.

The Newfoundland and Labrador Network for the Prevention of Elder Abuse turned two years old during the 2013-2014 fiscal year. It was a year of growth for us with our membership reaching over 200 individuals and organizations. Working with these members and partners, we were able to reach across the province to raise awareness about elder abuse. This has been supported largely through three-year funding received from the Government of Canada's New Horizons for Seniors program for a project entitled "Action to Awareness: Recruit, Train, and Connect".

Membership in our Network 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.

One of the ways the Network helps to raise awareness about elder abuse and the available resources for seniors affected by this issue is through our monthly public meetings. These meetings feature guest speakers talking about important issues related to elder abuse and keeping seniors safe. All of our public meetings are accessible by teleconference and webinar so that people from all over the province are able to join in. Most of these meetings are held in St. John's, but this year we were pleased to be able to also have a public meeting in Grand Falls-Windsor and Happy Valley-Goose Bay. Topics covered at our public meetings over the last year include: "Seniors and the Law: Planning Ahead"; "It's Me We're Talking About: Exploring Elder Friendly Healthcare"; "Making Your Wishes Known:

Why YOU need a Healthcare Directive”; and “Understanding the New Adult Protection Act”.

In addition to our public meetings, we were involved with 20 other events, including senior information days (a day of presentations, including one on elder abuse), webinars, and other presentations. Between our public meetings and our other events, we reached 837 people in 14 communities (plus those from around the province who joined by teleconference and webinar).

Other ways we provide information to our members and the public are through an email listserve, mail-outs, our quarterly newsletters (please see www.nlnpea.ca/newsletters_resources), and our elder abuse brochures (please see www.nlnpea.ca/definition_brochure). The Network distributed over 1500 elder abuse brochures in the last year alone.

Over the last year our website has also proven to be a useful tool for those seeking information about elder abuse. From April 1, 2013 to March 31, 2014, our website was visited 1,292 times by 904 users. Our most visited pages were our home page, “Event Postings”, and “Getting Help”. Most of our visitors (61%) are from our province, but our website users also come from other parts of Canada and other countries.

We have also begun planning for our upcoming elder abuse conference, “Awareness to Action: Training to Recognize, Report, and Respond to Elder Abuse” on October 20-21 in St. John’s. An event coordinator, Trudy Marshall, was hired in October to plan this conference, and she has been working hard with the NLNPEA steering committee and a programming committee to pull this together. This conference will offer opportunities for our members and others to network and learn about the new *Adult Protection Act* and how to be ready to support those affected by elder abuse. There are also several amazing training opportunities that will be part of the conference, including sessions on “Trans-cultural Competency and Awareness Training for Working with Seniors” and “Positive Behaviour Supports: Caring for Individuals with Behavioural and Psychological Symptoms of Dementia”. For the full conference agenda, please see: www.nlnpea.ca/conference

In closing, I would like to thank our Network Chair, Rosemary Lester, and the members of the Network Steering Committee who continue to commit

both time and effort to ensuring our Network is the best it can be. In addition, I would also like to thank our members and partners who supported the Network's activities throughout the year and who carry out their own work to prevent elder abuse in our province.

Submitted by,

E Siegel

Elizabeth Siegel
Coordinator, NLNPEA



Carol Snelgrove from the Office for Aging and Seniors, Government of NL, gave a presentation on the new *Adult Protection Act* at a NLNPEA public meeting in St. John's in February 2014. In addition to a very full room, 43 people from across the province tuned into this meeting by teleconference/webinar.

Finance Report, Sources of Revenue & Financial Statements

For the year ended March 31, 2014 the Seniors Resource Centre Inc. operations resulted in a deficit of \$69,258 compared to a surplus of \$16,177 for the year ended March 31, 2013.

Revenue for 2013/14 was \$715,122 compared to \$745,646 recorded in the previous year. There was an increase in fundraising while there was a decrease in grants. Grants, fundraising and donations fluctuate from year to year depending on projects undertaken by the Centre. This past year was the second year for the HomeShare project as well as the second of a three year federally funded Elder Abuse project. The Centre continues to rely heavily on fundraising and donations to help fund the core operations. In 2013/14 the Centre saw a reduction in its provincial operating grant. The Board faced a significant challenge in trying to ensure the Centre provided the same services as in the prior year. To do so, the Centre had to access its reserve funds.

During this past year expenditures were \$784,380 compared to \$729,469 in 2012/13. The main areas of expenditure increases during the year were in salaries and wages, travel and transportation and program materials, most of which is associated with the HomeShare project as well as the Peer Support Volunteer program and Elder Abuse project throughout the province. Funding was received specifically for these expenditures. Fundraising expenditures increased during the year and this is in line with the increase in fundraising revenues.

For the coming fiscal year the Centre continues to feel the impact of the funding reduction from the provincial government. The Centre's Board of Directors is monitoring the financial situation of the Centre very closely. The Centre will carry out its core services such as the information & referral, friendly visiting, peer support, elder abuse and caregivers. The Centre will continue to focus on making its operations as efficient as possible while working with the Department of Health and Community Services, the corporate community and other organizations to secure ongoing

partnerships and funding for our services. Seeking sustainable funding is a key goal for the Centre.

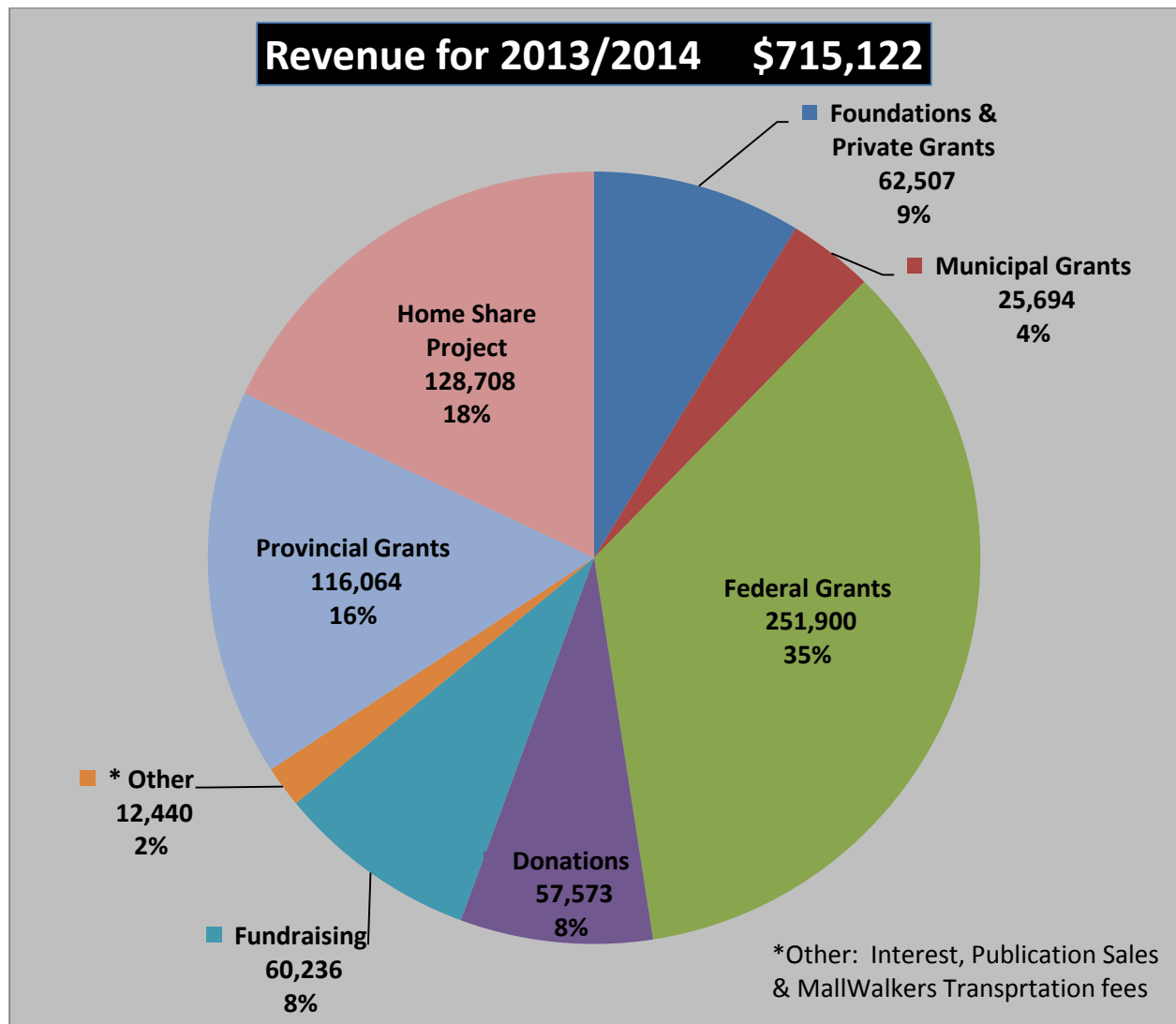
The Finance Committee wishes to thank the Executive Director, her staff and all our volunteers for their efforts during 2013/14.

Respectfully Submitted

A handwritten signature in dark ink, reading "Fern Mitchelmore", written over a horizontal line.

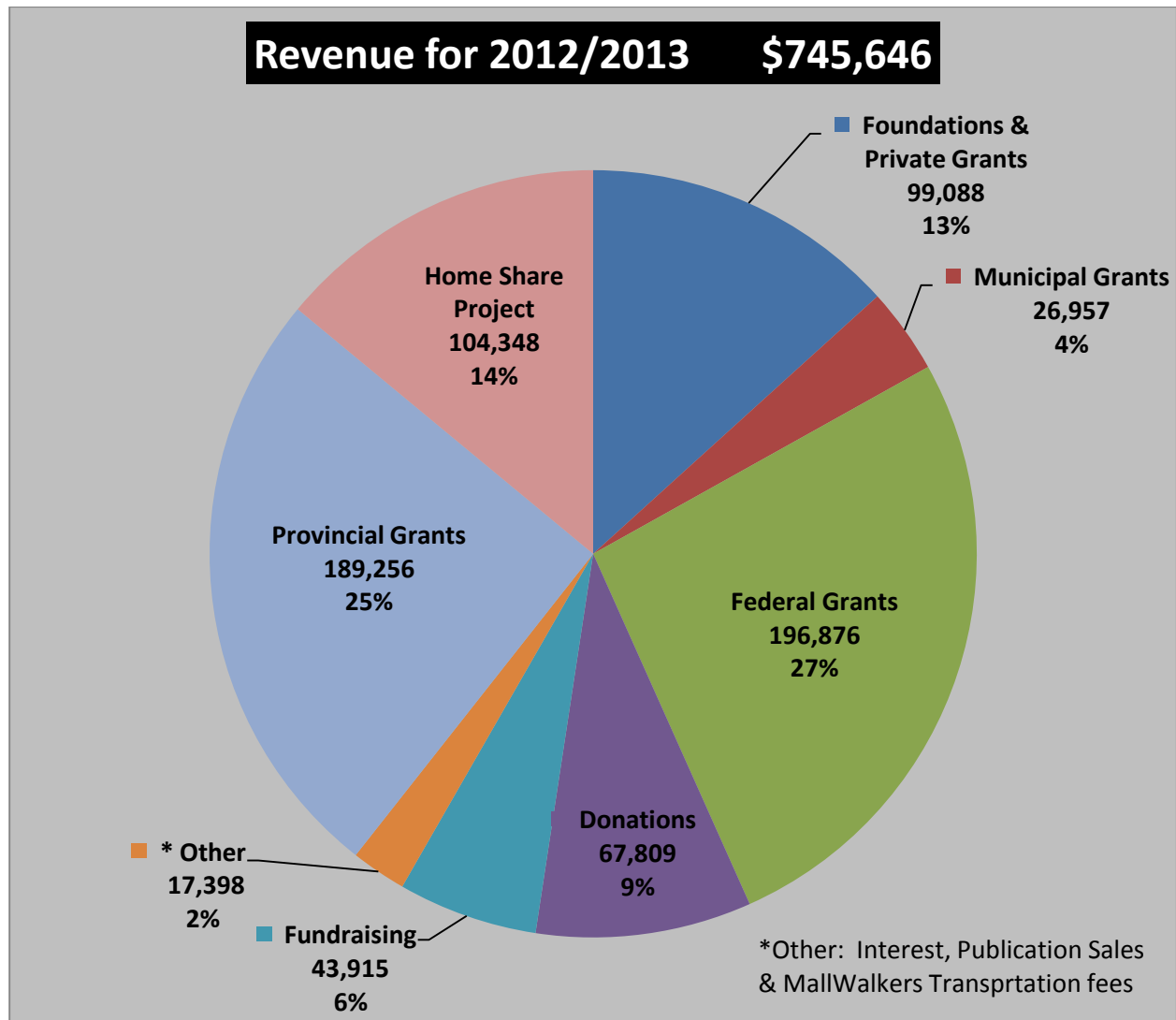
Fern Mitchelmore
Treasurer

Seniors Resource Centre of Newfoundland & Labrador Sources of Revenue



Homeshare is a community based program comprised of several community leaders and stakeholders. As one of its partners, the Seniors Resource Centre NL administers the funds. Homeshare is a program meeting the housing needs of post secondary students needing affordable housing with seniors who own homes and want to share their homes for a number of reasons.

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



SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Financial Statements

Year Ended March 31, 2014

(Unaudited)

Fred Earle

Chartered Accountant

REVIEW ENGAGEMENT REPORT

To the Members of Seniors Resource Centre Association of Newfoundland & Labrador Inc.

I have reviewed the statement of financial position of Seniors Resource Centre Association of Newfoundland & Labrador Inc. as at March 31, 2014 and the statements of revenues and expenditures, changes in net assets and cash flows 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 accounting standards for not-for-profit organizations.

St. John's, Newfoundland and Labrador
August 27, 2014


CHARTERED ACCOUNTANT

3 Church Hill
St. John's, NL
A1C 3Z7

738-3333 Phone
738-3334 Fax
E Mail fred@fredearle.ca

1

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Statement of Financial Position
March 31, 2014
(Unaudited)

	2014	2013
ASSETS		
CURRENT		
Cash	\$ 32,706	\$ 127,521
Term deposits	10,000	75,747
Accounts receivable	2,151	48,574
Harmonized sales tax recoverable	8,805	9,667
Prepaid expenses	4,373	5,831
	<u>58,035</u>	<u>267,340</u>
CAPITAL ASSETS (Note 3)	<u>6,060</u>	<u>8,482</u>
	<u>\$ 64,095</u>	<u>\$ 275,822</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 17,969	\$ 13,999
Employee deductions payable	6,775	7,697
Deferred operating grants (Note 4)	9,397	152,945
	<u>34,141</u>	<u>174,641</u>
DEFERRED CAPITAL GRANT	<u>4,902</u>	<u>6,871</u>
	<u>39,043</u>	<u>181,512</u>
NET ASSETS		
General fund	23,894	92,699
Invested in capital assets	1,158	1,611
	<u>25,052</u>	<u>94,310</u>
	<u>\$ 64,095</u>	<u>\$ 275,822</u>

ON BEHALF OF THE BOARD

Director

Director

Fred Earle C.A. The notes are an integral part of these financial statements

2

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Statement of Revenues and Expenditures
Year Ended March 31, 2014

(Unaudited)

	2014	2013
REVENUE		
Government and Other Grants	\$ 454,198	\$ 512,176
Home Share Program	128,708	104,348
Fundraising	60,236	43,915
Donations	57,572	67,809
Miscellaneous	10,806	11,644
Amortization of deferred capital grants	1,969	2,780
Registration Fees	820	1,355
Interest	813	1,619
	<u>715,122</u>	<u>745,646</u>
EXPENSES		
Salaries and wages	433,860	419,242
Travel and transportation	84,732	59,277
Rental	39,524	46,192
Meetings	37,841	51,705
Program materials	36,091	23,609
Advertising and promotion	31,369	35,844
Internet/ Web page	23,196	15,267
Office	14,827	17,169
Fundraising activities	14,669	3,319
Telephone	14,243	7,859
Postage	12,966	9,783
Photocopier	11,582	8,433
Insurance	10,602	8,492
Equipment	6,673	2,939
Amortization	2,422	3,417
Accounting fees	2,233	1,438
Interest and bank charges	1,835	1,755
Miscellaneous	1,603	576
Printing and publications	1,507	11,168
Commission	1,314	564
Memberships	1,291	1,421
	<u>784,380</u>	<u>729,469</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	<u>\$ (69,258)</u>	<u>\$ 16,177</u>

Fred Earle C.A.

The notes are an integral part of these financial statements

3

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Statement of Changes in Net Assets
Year Ended March 31, 2014
(Unaudited)

	General Fund	Invested in Capital Assets	2014	2013
NET ASSETS - BEGINNING OF YEAR	\$ 92,699	\$ 1,611	\$ 95,922	\$ 80,381
Deficiency of revenue over expenses	(69,258)	-	(69,258)	16,177
Amortization of deferred capital grant	(1,969)	1,969	-	2,780
Amortization expense	2,422	(2,422)	-	(3,417)
NET ASSETS - END OF YEAR	\$ 23,894	\$ 1,158	\$ 26,664	\$ 95,921

Fred Earle C.A.

The notes are an integral part of these financial statements

4

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Statement of Cash Flows
Year Ended March 31, 2014

(Unaudited)

	2014	2013
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses	\$ (69,258)	\$ 16,177
Items not affecting cash:		
Amortization of capital assets	2,422	3,417
Amortization of deferred capital grants	(1,969)	(2,780)
	<u>(68,805)</u>	<u>16,814</u>
Changes in non-cash working capital:		
Accounts receivable	46,423	(43,554)
Accounts payable	3,970	(26,156)
Deferred income	(143,548)	5,064
Prepaid expenses	1,458	(1,078)
HST payable (receivable)	862	(4,413)
Employee deductions payable	(922)	1,779
	<u>(91,757)</u>	<u>(68,358)</u>
DECREASE IN CASH FLOW	(160,562)	(51,544)
Cash - beginning of year	<u>203,268</u>	<u>254,812</u>
CASH - END OF YEAR	\$ 42,706	\$ 203,268
CASH CONSISTS OF:		
Cash	\$ 32,706	\$ 127,521
Term deposits	<u>10,000</u>	<u>75,747</u>
	<u>\$ 42,706</u>	<u>\$ 203,268</u>

Fred Earle C.A.

The notes are an integral part of these financial statements

5

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Notes to Financial Statements

Year Ended March 31, 2014

(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 Canadian accounting standards for not-for-profit organizations. Outlined below are those policies considered particularly significant for the Company.

Cash and cash equivalents

Cash is defined as cash on hand, cash on deposit, and short-term deposits with maturity dates of less than 90 days, net of cheques issued and outstanding at the reporting date.

Financial instruments policy

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

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.

(continues)

Fred Earle C.A.

6

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Notes to Financial Statements

Year Ended March 31, 2014

(Unaudited)

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

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.

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.

3. CAPITAL ASSETS

	Cost	Accumulated amortization	2014 Net book value	2013 Net book value
Equipment	\$ 5,075	\$ 4,172	\$ 903	\$ 1,128
Computer equipment	7,257	2,177	5,080	7,257
Furniture and fixtures	1,214	1,137	77	97
	\$ 13,546	\$ 7,486	\$ 6,060	\$ 8,482

Fred Earle C.A.

7

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Notes to Financial Statements

Year Ended March 31, 2014

(Unaudited)

4. DEFERRED OPERATING 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:

	2014	2013
Deferred - Snowbusters	\$ 4,611	\$ 5,306
Deferred - Home Share Project (HSP)	2,961	80,669
Deferred - Eastern Health	1,255	-
Deferred - Auction	300	100
Deferred - CareGivers - Day Away	157	-
Deferred - Universal Access	72	72
Deferred - Mall Walkers	41	622
Deferred - HRDC	-	28,155
Deferred - Aging Issues	-	10,300
Deferred - NL Hydro - Peer Advocate	-	10,000
Deferred - United Way - Peer Advocate	-	9,900
Deferred - Satellite - JCP	-	4,725
Deferred - Seniors Pride	-	1,740
Deferred - Peer Advocate	-	1,000
Deferred - Public Relations	-	356
	\$ 9,397	\$ 152,945

5. FINANCIAL INSTRUMENTS

The organization's main financial instrument risk exposure is detailed as follows.

Credit Risk

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

Liquidity Risk

The centre's liquidity risk represents the risk that the organization could encounter difficulty in meeting obligations associated with its financial liabilities. The organization is, therefore, exposed to liquidity risk with respect to accounts payable, accrued liabilities and deferred operating grants. The organization manages liquidity risk by monitoring its cash flows and ensuring that it has sufficient cash available to meet its obligations and liabilities.

Fair Value

The organization'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.

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Notes to Financial Statements
Year Ended March 31, 2014
(Unaudited)

6. LEASE COMMITMENTS

The company has a long term lease with respect to its premises. Future minimum lease payments as at March 31, 2014, are as follows:

2015	<u>\$ 41,966</u>
------	------------------

7. COMPARATIVE FIGURES

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

**SENIORS RESOURCE CENTRE OF NEWFOUNDLAND & LABRADOR
COMMITTEES 2013/2014**

Executive Committee

Chair.....Rosemary Lester
Vice Chair.....Helena Fizzard
Secretary.....Veeresh Gadag/Jan Lilly
Treasurer.....Albert Croke/Fern Mitchelmore
MemberPat Wright/Kathleen Connors
Executive Director.....Kelly Heisz

Finance Committee

Chair.....Fern Mitchelmore
Members..... Helena Fizzard
.....Rosemary Lester
.....Veeresh Gadag/Jan Lilly
.....Nick Hounsell
.....Pat Wright/Kathleen Connors
AccountantKim Clarke
Executive Director.....Kelly Heisz

Fund Development Committee

Chair.....Keith Soper
MemberAlice Abbott
Member.....Reg Gabriel
Member.....Veeresh Gadag
Accountant.....Kim Clarke
Event CoordinatorNancy Hackett
Executive Director.....Kelly Heisz

Building Committee

Chair.....Stephen Collett
Board Member..... Helena Fizzard
Board Member.....Helen Handrigan
Board Member.....Edwina Kirkland
Members Frank Fry
..... Jane Morgan
.....Bruce Pearce
Executive Director.....Kelly Heisz

Advocacy Committee

Chair.....Sarah Colborne Penney
Board Member.....Rosemary Lester
MembersPat Wright
.....Michele LeDevehat
Ex-officio, Citizens' Representative.....Barry Fleming
Ex-officio, Senior Investigator, Office of the Citizen's Representative.....Sharon Samson
Ex-officio, Student Intern, Office of the Citizen's Representative.....Jacob Kimball

Human Resources Committee

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

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

Chair.....Rosemary Lester
SRCNL Peer Support Volunteer.....Lorraine Best
Labrador – Grenfell Health Authority.....Marina Brett
Labrador West Status of Women Council.....Noreen Careen
SRCNL Coordinator, Community Peer Support Volunteer Program.....Mary Ennis
Royal Newfoundland ConstabularySgt. Kevin Foley
Eastern Health.....Norman Matthews
Public Legal Information Assoc. of NL(PLIAN).....Sarah McHugh-Wade
Royal Canadian Mounted Police.....Sgt. Wayne Newell
Central HealthKaren Paddle
Newfoundland Aboriginal Women's NetworkOdelle Pike
Eastern Long Term Care Association.....Ralph Stanley
Event CoordinatorTrudy Marshall
Coordinator.....Elizabeth Siegel
Executive Director.....Kelly Heisz

Provincial Peer Support Volunteer Advisory Committee

Chair.....	Kathleen Connors
Peer Support Volunteer Information Line.....	Lorraine Best
Community Peer Support Volunteer – Labrador West.....	Noreen Careen
Community Peer Support Volunteer – Labrador North.....	Annie Evans
Community Peer Support Volunteer – Labrador South.....	Laverne Campbell
Community Peer Support Volunteer – Labrador Centre.....	Edna Blake
Community Peer Support Volunteer – Eastern.....	Josephine Waddleton
Community Peer Support Volunteer – Western.....	Mildred Bennett
Silver Lights.....	Dennis Jones
Executive Director.....	Kelly Heisz
Administrator, Information & Referral.....	Michele LeDevehat
Coordinator, Community Peer Support Volunteers.....	Mary Ennis

Friendly Visiting Advisory Committee

Co Chairs.....	Father Bill Browne/ Jan Lilly
VON	Darlene Billard- Croucher
Eastern Health	Deborah Craig
CNIB.....	Vacant
Eastern Health	Pamela Hiscock
Canadian Red Cross.....	Clarice LeGrow/Kate Smissaert
Mount Pearl Seniors Independence Group.....	Ruth May
City of St. John's.....	Christine Edmonds
Canadian Hard of Hearing NL.....	Kim Pratt-Baker/Alison Butler
SRCNL Peer Support Volunteer.....	Pat Wright
Coordinator.....	Sharon Brown
Executive Director.....	Kelly Heisz

Provincial Caregivers Out of Isolation Advisory Committee

Chair.....	Mary Manojlovich
NL & Labrador Women's Institutes.....	Margaret Adey
Office of Citizen's Representative	Sharon Samson
Springdale Community Caregiver Groups.....	Patricia Lawlor
Stephenville Community Caregiver Groups	Karen Andrews-Savoury
VON	Darleen Billard-Croucher
Former Caregiver.....	Elsie Chafe
Happy Valley – Goose Bay Caregiver Network.....	Hope Sheppard
Clareville Community Caregiver Groups.....	Yvonne Godfrey
Twillingate Community Caregiver Groups.....	Margaret Manuel
Eastern Health.....	Sandy Penney
Executive Director.....	Kelly Heisz
Provincial Co-ordinator.....	Paula Lancaster

Auction Committee

Members:..... Susan Hounsell
..... Helena Fizzard
..... Debbie Forward
..... Reg Gabriel
..... Cherry Ralhan
..... Kelly Heisz
..... Nancy Hackett

Corporate Sponsorship Committee

Chair..... Nick Hounsell
Members Keith Soper
..... Helena Fizzard
..... Claude Sullivan
Executive Director Kelly Heisz

Nominations Committee

Chair..... Helena Fizzard
Members..... Jan Lilly
..... Rosemary Lester

Communications Committee

Co Chairs Sarah Colborne Penney
Members..... Rosemary Lester
..... Doreen Neville
..... Kim Myrick
Executive Director..... Kelly Heisz

Funders, Donors & Contributors – 2013/14

- New Horizons for Seniors
(Provincial and National Components)
- Provincial Government,
Department of Health and
Community Services,
HRLE/AES
- City of St. John's
- Eastern Health
- United Way of NL
- TC Media
- NL Hydro
- Crombie Reit (Avalon
Mall)
- Shoppers Drug Mart
- New Life Hearing Centre
- Re/Max –Plus Realty Inc.
– Ad Fund
- East Coast Mortgage
Brokers
- Flanker Press Ltd.
- Husky Energy
- RNC Training Section
- Avalon Employment
- Jiffy Cabs
- Ananaukatiget
- Apotex Inc. Signet
- Sisters of Mercy
Responsible Sharing
Committee
- SANDOZ
- The Alpha Group
- The Concert Crowd
- The Rotary Club of St.
Johns' East Foundation
Inc.
- Terra Nova Charitable
Foundation
- VOCM Cares

Other Funders, Donors & Contributors – 2013/14

Special thanks also goes to those who made donations in memory of loved ones. It is gifts such as these that help the Seniors Resource Centre of Newfoundland & Labrador continue to carry on its work.

- A. Harvey & Company Ltd.
- Abbott, Alice
- Agriesti, Bernard
- Air-Tite Sheet Metal Limited
- Apex Construction Specialties Inc.
- Argo Sales & Service Ltd.
- Atlantic Business Magazine
- Avalon Dental Corp.
- Avon
- Beltone Hearing Aid Service
- Brown, Peter
- Brown & Way Surveys
- Burke, Cecil
- Canning, Rachel
- Cardinal Homes Ltd.
- Carew, Helen
- Carnell's Funeral Home Ltd.
- Carrim Medical Practice P.M.C. Inc.
- Church of the Good Shepherd
- City Sand & Gravel
- Clarenville Area Caregivers Network
- Coleman's
- Colonial Adjusting & Appraisal Services
- Compusult
- Concert Crowd
- Congregation of the Sisters of the Presentation
- Construction Signs Limited
- Cowan Heights Dental Costal Sharing
- Credit Union
- Curtis Dawe
- Dave Peet Siding & Renovations Ltd.
- Davis, Eldred
- Discoveries Unlimited Inc.

- Dr. Paul Walsh
- Eastern Audio Ltd.
- Eastern Sheet Metal Works Limited
- Economy Homes
- Employees Reaching Out Assoc.
- Evans, Marjorie
- Executive Coffee Services
- Flanker Press
- Fresh Daily Bakery
- Friends of India
- Fugro Jacques GeoSurveys Inc.
- Furlong, Anne
- Furlong, Nora A.
- Goss Gilroy Inc.
- Goulds Lions Club
- Gower Street United Church Women
- H.J. O'Connell Construction Ltd.
- Halleran & Halleran Inc.
- Hallett, Tom & Jean
- Harris, Jack
- Hindu Temple (St. John's)
- Hoskins, David
- Independent Order of Oddfellows
- John W. McGrath PLC
- Johnson, Evan & Neva
- JSM Electrical Ltd.
- Keep Cool Refrigeration
- King, Heather
- King, Richard
- Knights of Columbus – Pasadena
- LeCour, Pearl
- LeMessurier, June G.
- Lester, Peter
- LGL Limited
- Memorial University Pensioners' Association
- Moores, Karen
- Mummer's the Word
- N.D. Dobbin Properties Ltd.
- Newfound Resources Limited
- Newfoundland & Labrador Film Development Corp.
- NL Nurses Union
- NINO Construction
- NLCU Charitable Foundation

- Norvell, Srevens T. Jr.
- Noseworthy – Chapman
- O'Driscoll, Bill
- Oliver Orthodontics
- Osmond, Patricia
- Patten, Susan H.
- PBA Industrial Supplies Ltd.
- PC & Network Solutions
- Perlin, John Crosbie
CM.,C.V.O.
- Pike, Philip
- Pippy, Pamela
- Ploughman, Anthony
- Posie Row Inc.
- Professional Claims Service
- Provincial Refrigeration Ltd.
- Puddister Shipping Ltd.
- Quinlan Taylor Services
- R.S. Rogers (1980) Ltd.
- Reardon Construction
- Redwood Construction Ltd.
- Re-new Shingle Ltd.
- Rennie, Charles & Phyllis
- Rideout Carriers Inc.
- Ritter, Rob
- Royal Canadian Legion-Br.10
- Royal Garage Limited
- RNC Association
- Scampers 1984 Ltd.
- Shortall, Paula
- Siegel, Marvin
- Signature Living (Kenny's
Pond)
- Smith Stockley Limited
- St. John's Lions Club
- St. Pius X Parish
- Stacey, Rose
- Superior Office Interiors
- Taj Mahal Restaurant
- TC Media
- Terry Bear Productions
- TD Canada Trust
- Tiffany Village
- Toyota Plaza
- True Blue
- Unifor Local 597
- United Way of NL
- Variety Foods Limited
- W.J. Caul Funeral Home
- Walsh, Raymond & Louise
- WHSCC Social Club
- Woodland Nurseries

Thanks to all our Donors and Sponsors for Auction 2013

- Athena by Anstey
- Avalon Physiotherapy
- Bacalao
- Ms. Gladys Baird
- Ms. Lorraine Best
- Mr. Steve Best
- Best Boy Entertainment
- Big Eric's
- Ms. Doreen Boudreau
- Dr. Justin Boulay
- Brewery Lane
- Brian Quilty,
Public Service Credit Union
- Browning Harvey
- Butler's Quality Contracting
- By d'Bay Cabins
- Canadian Iceberg
Vodka
- Caregivers Inc.
- Bob Carter, Corporate Affairs
- City Honda
- Clay Café
- Clovelly Golf
- Collision Clinic
- Cougar Helicopters
- Cox & Palmer
- Critters "n" Things
- Diana Dabinett
- Delta
- Desjardins
- Diamond Design
- Dominion Recycling
- Dougie's Bar and Grill
- East Coast Converters
- East Coat Mortgage Brokers
- Eastern Edge Credit
Union
- Mr. Ron Ellsworth
- Ms. Janet Fairley
- Festival 500
- Glendale Gardens
- GlenDenning Golf Club
- Green Glass Terrariums
- Halleran & Halleran Inc.
- Dr. Ian Henderson
- Mr. Mike Hussey
- Kavanagh Associates
- Knights of Columbus Father John B.
Kent Council
- Mr. Andrew Ladwell
- Legrow's Travel
- Long & McQuade
- M5 Marketing Communications Inc.
- Mr. Wayne Maloney
- Ms. Mary Manojlovich
- Manulife (Financial)
- Joan Marshall
- Mary Brown's
- Mr. Rick Mercer
- Ms. Lorraine Michael, MHA

- Molson
- Ms. Mary Pratt
- MUN Botanical Gardens
- Spirit of Newfoundland
- Montana's
- NL Association of Optometrists
- NL Blossoms
- Our Pleasures
- Pollard's
- Pollyanna Art Gallery & Antiques
- Portobello's
- Prima Computer Systems
- Pro-Tech Construction
- Public Service Commission
- R&R Homes
- Republic of Doyle
- Mr. Ed Roche
- Sheraton
- Signature Salon
- Mr. Ian Sparks
- Mr. David Squires
- Staples
- SSK Holdings
- St. John's Ice Caps
- Sunlife
- Telegram
- Terra Nova Golf Resort
- Terra Nova Trusses
- Mr. Tom Osborne, MHA
- Rotary Club St. John's East Foundation Inc.
- Unicorn Productions
- Uptown
- VOCM Cares
- Mr. Ed Wade
- Mr. Steve Watson, Central Dairies
- The Wilds Golf & Country Club
- Ted Williams, House to Home
- Mr. John Woodford RBC Financial Group
- Ms. Wendy Young

Friendly Visiting Program



Quote: *Gertie (left) who is visually impaired says:*

"Thanks to my Visitor I can now enjoy my favorite game of Bingo again!"

Mall Walkers Program



Provincial Caregivers Out of Isolation Program

Caregiver Information Session Marystown



Caregiver Day Away in Mount Pearl.

Exercise session with Jeff Pinsent of St. John's Recreation



Dancing at Caregiver Day Away – Trepassey



Drum Dancer at Twillingate Day Away in Boyd's Cove

Community Peer Support Volunteer Program

Hopedale Elder Abuse Workshop



Winner of the 50/50
Draw Alison Butler



Julia



Peer Support Volunteer

Volunteer & Supporters Appreciation Event

Guests: Hon Sandy Collins, Parliamentary Secretary to the Minister of Health & Community Services. Councillor Tom Hann, City of St. Johns, and George Murphy, MHA St. John's East



Dorothy Whittick Memorial Award

Some Volunteers receiving the award presented by the Hon. Steve Kent, Minister Responsible for the Office of Public Engagement

Barbara Janes



Aiden Mackey



Recipient of the Board of Directors Award

Yvonne Jacobs





OUR VISION

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

OUR MISSION

The Seniors Resource Centre supports, promotes and enhances the well-being and independence of all older adults throughout the province of Newfoundland and Labrador.

OUR VALUES

Respect Choice Collaboration Growth & Development

OUR MANDATE

Guided by our core values, and in response to identified needs, the Seniors Resource Centre

- provides information and referral to support informed decision-making
- facilitates the development and implementation of programs
- works to influence policies affecting older adults.

The mandate of the Seniors Resource Centre is accomplished through partnerships with older adults, family members, volunteers, organizations, communities and all levels of government.