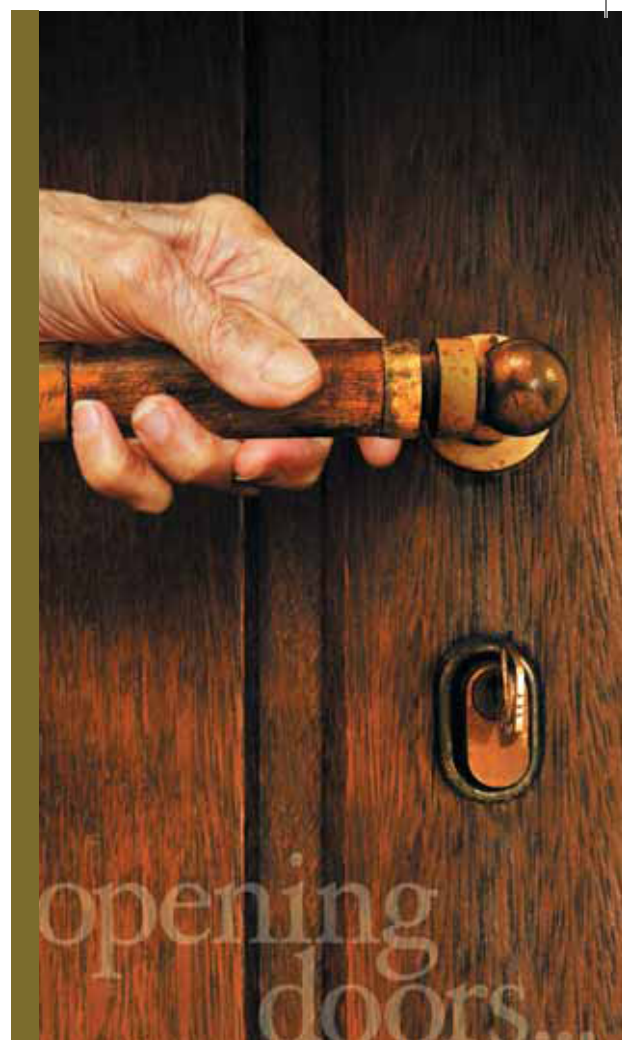


Newfoundland and Labrador

SENIORS
RESOURCE CENTRE

Annual Report

April 2014 - March 2015



Newfoundland and Labrador

SENIORS
RESOURCE CENTRE

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Seniors Information Day for Multicultural Seniors held by the NL Network for the Prevention of Elder Abuse, May 2014 (St. John's)



Seniors Safety Fair to mark World Elder Abuse Awareness Day held by the NL Network for the Prevention of Elder Abuse, June 2014 (St. John's)

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BOARD OF DIRECTORS

April 1, 2014 – March 31, 2015

Executive

Rosemary Lester	Chair
Helena Fizzard	Vice Chair
Jan Lilly	Secretary
Fern Mitchelmore	Treasurer
Kathleen Connors	Member

Directors at Large

Veeresh Gadag	Doreen Neville
Helen Handrigan	Rob Ritter
Nick Hounsell	Keith Soper
Edwina Kirkland	Claude Sullivan
Mary Manojlovich	Gail Wideman
Sarah Colborne Penney	

CORE STAFF - April 1, 2014 – March 31, 2015

Kim Clarke.....Accountant
Mary Ennis..... Provincial Coordinator Peer Support Volunteer Program
Kelly Heisz.....Executive Director
Sharon Brown..... Friendly Visiting Coordinator/Mall Walkers 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/Des Kearley.....Snowbuster
Trudy Marshall..... (NLNPEA) Conference Organizer
Jillian Freeman.....Social Work Field Placement
Andrew Moody.....Mall Walkers Assistant
Shelly Collins.....Social Work Field Placement
Elizabeth Siegel..... Coordinator, NL Network for the Prevention of Elder Abuse (NLNPEA)
Janet Whittaker.....Assistant, Provincial Caregivers Out of Isolation
Michelle Parsons.....Information & Referral

Information Referral Line Peer Support Volunteers

Julia Batten, Lorraine Best, Helen Handrigan, Yvonne Jacobs,

Karen Moores, Chris Rolton, Pat Wright

Office Volunteers: Heather Evans, Michelle Parsons, Cathy Walsh, Janet Whittaker

***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 2014/15



On behalf of the Board of Directors of the Seniors Resource Centre of Newfoundland and Labrador (SRCNL) I am pleased to present this report covering the period from April 1st 2014 – March 31st 2015. This is my final year as chair of the Board of Directors and as I reflect on the last three years it seems as though we have been constantly wrestling with the financial challenges facing the organization. At the time of writing this report we are facing an uncertain future but discussions with the Department of Seniors, Wellness and Social Development are ongoing. It is my hope that I will be able to deliver a more positive message at the annual general meeting in September.

As in previous years much of the Board's time has been focused on achieving stable sustainable funding for the Centre. Led by our Treasurer, Fern Mitchelmore, the Finance Committee has been cognizant of our commitment to approve only a balanced budget. This has not been possible for the last two years. To help address the situation members of the Donor Relations Committee are working to engage corporate partners and the Fund Development Committee has developed an ambitious program for the year. I would like to thank members of both these committees who have put in many hours exploring ways to increase our revenue. It is clear though that we must look to government for more support for our core programs if the Centre is going to fulfill its mandate.

In 2014 the Board approved a new strategic direction for the Centre, "Making a Difference in the Lives of Seniors." This year the Board began the process of developing a plan to implement this strategy. It soon became obvious that in order to do this an evaluation of the Centre, as requested by Minister Jackman, was essential. In March 2015 we were pleased to learn that the Department of Seniors, Wellness and Social Development would provide funding for this and the evaluation by Valerie Carruthers, of the Women's Economic Council, is now underway. Our sincere thanks go to Suzanne Brake, the Director of the Division for Seniors and Aging, for her ongoing support for this important initiative. We hope that the results of this evaluation will strengthen our partnership with government and lead to more stable funding going forward. The Building Committee continues to liaise with representatives of Anglican

Homes/St Luke's Homes as their new 25 unit supportive housing complex progresses. A memorandum of understanding was signed last year which we hope will lead to the SRCNL occupying community space in this building as a tenant. It is anticipated that this move will take place in 2016.

The Centre is proud of its collaboration with provincial, federal and municipal governments, health boards and many community organizations and agencies. We work closely with the new Department of Seniors, Wellness and Social Development and I would like to thank Minister Clyde Jackman and Suzanne Brake for their support. We look forward to the strengthening of the mutually beneficial partnership between the Seniors Resource Centre and the Department. I would like to acknowledge and thank all those corporate sponsors and individuals who have supported the Centre financially and in kind throughout the year. Their generosity makes it possible to continue our important work.

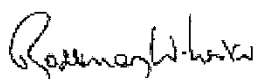
As my term as Board Chair comes to an end I would like to recognize the hard work and dedication of the Board of Directors. The work is demanding and time consuming and I have been fortunate to have the support of this exceptional group of volunteers. This year we welcomed three new members, Lesley- Ann Browne and Chris Facey from St John's and Edna Blake from Happy Valley Goose Bay. I also want to thank outgoing Board member Sarah Colborne Penney, who resigned in order to return to her law practice.

Heartfelt thanks are due to all those who have volunteered their time on behalf of the Centre throughout Newfoundland and Labrador in support of seniors and their families.

Finally I offer my sincere thanks to Kelly Heisz, Executive Director, and all the employees of the Centre for their support during my tenure. Their dedication and commitment to the population we serve is exceptional.

Together we plan to move forward with our partners to continue 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, 2014 to March 31, 2015. I encourage you to read each section and as you do, you will see how committed we are to our Mission which is to promote support and enhance the independence and wellbeing of older adults in Newfoundland and Labrador.

As the only community seniors organization in the province, we have worked hard this past year to involve and engage our volunteers out in the community, to collaborate with our partners and stakeholders to have a collective impact and to stabilize our funding and put us on solid financial ground. The small core of staff has been dedicated and passionate and it has been a pleasure to work with them each and every day.

Of course, as a provincial organization, our staff cannot work alone. What better way is there to harness the passion and enthusiasm of volunteers who give back to the community to make it a better place to live for all. We have hundreds of them from Nain to Harbour Breton, and everywhere in between and it is this commitment to us that has allowed us to bring resources to their communities. Our Community Peer Support Volunteer Program is located in 51 communities and it is hoped that through our strong partnership with the 50+ Federation of Newfoundland and Labrador, that we will increase that number in the next fiscal year. Our Caregivers Out of Isolation Program, too, has made strides to increase the recognition and celebration of unpaid caregivers by connecting with volunteers and community partners together. And more recently, this program has been keenly aware of and is forging relationships to address the need to reach caregivers in the workplace, knowing that support and resources are required as two responsibilities collide and compete for a caregiver's attention.

Our work would not be possible without our community and government partners, each giving time, expertise, and resources and funding. We were pleased when Caregiver's Inc became a financial partner this past year, seeing the value in our organization for their staff located in areas across the province. Tiffany Village was also a very strong supporter of our

organization, becoming the presenting sponsor for our Annual Dinner and Auction in 2014 making it the most profitable fundraising event we ever had. And 100 Women Who Care saw the need to support our Friendly Visiting program, donating their collective donations.

The RCMP and the RNC have been invaluable supporters of all our community work, especially in the area of elder abuse and there has never been a time when they have not been available and it is always appreciated when they reach out for our expertise and ability to bring information to seniors. This past year, we have done a lot of work in partnership with the Public Legal Information Association of Newfoundland and Labrador and we have been able to support one another's initiatives and to work collaboratively to inform and empower seniors. Our relationship with the Office of the Citizen's Representative has been a long-standing one, working on systemic issues via our Advocacy Committee. The value of their expertise and time has assisted in our work in areas such as seniors in housing crisis, and the laws that govern powers of attorney and enduring powers of attorney.

In addition, as the year went by, we were excited to see the formation of a new Government Department, the Department of Seniors, Wellness and Social Development and the Division of Seniors and Aging knowing that we could be an important resource and valued partner. We continued to participate in opportunities offered by the Department of Health, particularly their Health Care Consultations across the province and their Summit. As a follow up, we met with officials to discuss ways we can work together to ensure access to information and navigation of the system which were the two main messages spoken loud and clear by the public during the process. And I would be remiss if I did not mention the Poverty Reduction Strategy Consultations that took place in early 2015. It was important for us to engage our volunteers across the province, as we did with the Health Care Consultations, to participate. It is important that their voices be heard.

Our greatest collection of partnerships and liaisons has been through our NL Network for the Prevention of Elder Abuse (NLNPEA). Funded by New Horizons for Seniors, our three year funding ended on March 31 and we have built a multi-sectoral membership across our province, over 350 strong. Our purpose moving forward is to continue to foster working relationships, knowledge, and resource sharing to create change. You can read more on what we have done this past year, including our provincial

Conference of Elder Abuse, further in this Annual Report by Elizabeth Siegel, Coordinator for NLNPEA.



**Elder abuse conference:
“Awareness to Action:
Training to Recognize,
Report, and Respond to
Elder Abuse”, held by the
NL Network for the
Prevention of Elder
Abuse, October 20-21,
2014 (St. John’s). Over
150 participants from
across the province
attended this conference.**

We are not surprised that we have seen an increased use in our information and referral services, 6% from last year’s number, This is no doubt as a result of our outreach throughout the province, promoting who we are and what we do. As well, our main website and our specialized websites for Caregivers Out of Isolation and our work in elder abuse have seen significant increases in usage. As more and more people utilize the internet to discover knowledge and information on their own, we want to make sure we have what they are looking for readily available and also be readily available to respond to their inquiries as we have already seen this past year; an increase in the number of email inquiries.

Our efforts to collect good and meaningful data from the inquiries we receive and the reports from our volunteers in the field, allow us to get a picture of what seniors, their families and others who connect with us are looking for and are affected by. Housing is the number one issue why people connect with us. And seniors are not the only ones contacting us. We have family members, friends and service providers who want to get information for themselves to improve their knowledge or for their clients. I would recommend you read our Section on Statistics to have a detailed look.

Our organization continues to participate 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)
- Community Coalition 4 Mental Health
- Dietitian Network for Seniors Nutrition- Government of NL
- End Homelessness St.John's
- Frontline Homeless-serving Organizations (part of End Homelessness St.John's)
- 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
- St. John's Mayor's Advisory Committee for Seniors
- Universal Design Network

We have also been able to continue our connections with the MUN Schools of Nursing and Social Work, Academy Canada and the College of the North Atlantic. And new this year has been our connection with the MUN Faculty of Medicine. These connections are precious opportunities to be a part of their learning and contribute to their understanding of seniors they will encounter. We have also been able to offer field placements to two social work students, as well as project related work requirements for nursing students.

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, gift baskets and hampers (donated by Alice Abbott, Alpha Chapter, Canadian Coast Guard, Canadian Longitudinal study on Aging(MUN), Church of the Good Shepherd, H.J.O'Connell, Blue Drop, TeleLink, Meadus Family, Eastern Health Occupational Therapists. This past year, we worked in close partnership with Bridges to Hope to prepare food hampers from our donations to be given to seniors who would never have contacted a food bank otherwise.
- Foot Care (VON), Flu shot (Eastern Health), and income tax clinics

(members of the Association of Chartered Accountants)

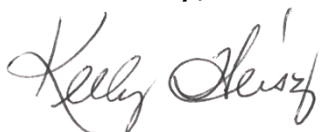
- Friendly Visiting (Eastern Health)
- Mall Walkers (Crombie Reit, Fog City)
- Snow Busters (City of St.John's)

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, The Patten Family Foundation, United Way for NL, TC Media and VOCM to name a few. You can view the full listing of all our supports at the end of this Report. As well, our Donor Relations Committee has been able to focus on connecting with larger supporters. 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. We rely on funds from individuals to large donors and they are all equally important and appreciated. The full listing is further in this report.

It has been a real pleasure to work with those that have kept our organization strong. 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. You can check out the listing at the back of the Annual Report.

Moving into the next year, we begin with an evaluation of our programs and services that will shape our Strategic Plan. I look forward to this exciting time in our organization that will build our ability to make a difference in the lives of seniors throughout Newfoundland and Labrador.

Sincerely,



Kelly Heisz
Executive Director

Overview of Information and Referral Services

If you have knowledge, let others light their candles in it.

Margaret Fuller

Established in 1990, our Information and Referral Services has continued to provide information and support to thousands of people who contact us each year from across Newfoundland and Labrador and from outside our province. Those that do connect with us are usually:

- Seniors or families, friends and caregivers of seniors who need information about services for themselves or loved ones
- Community members or organizations that are sources of information to their own community on issues associated with seniors and aging
- Service providers who are involved in accessing services or making information available to those who seek it

The vast majority that connect with us do so through a phone call that is staffed, for the most part, by volunteers called Information Line Peer Support Volunteers (PSV's). People also connect with us through email, walk-ins and appointments. This fiscal year we had **seven** seniors who dedicated their valuable time and expertise. Combined, they gave **1475.5 hours** during the year directly to Information and Referral; providing a listening ear and connecting people to information to make an informed decision. This a unique system of support offering life experience from our volunteers for peer to peer interaction and allowing the person connecting with us feel comfortable and listened to. Based on the Estimate of the Value of Volunteer Activity (EVVA) the value of this volunteer time to our organization is **\$24,153.94**. The calculation is based on the hourly rate that comparable staff would be paid and does not include benefits.

Along with our Information Line PSV's we rely on many other volunteers who research, gather and update information and statistics. We also take

advantage of grants to hire summer students and this year we were pleased to have been able to hire one student throughout the summer in order help with our data system and updating our resources.

We were very fortunate to have two social work students for their field placement. Jillian Freeman was completing her Masters in Social Work and focused on two main areas. The first was assisting in our Stakeholder Roundtable on Emergency Housing that took place in May and producing a comprehensive Summary Report on that event. The second was assisting in producing a presentation that would be used as a webinar for our Provincial Peer Support Volunteers on Advanced Health Care Directives.

Shelly Collins was our second Social Work student that we were pleased to have do her field placement at our organization. Her work focused on our program Caregivers Out of Isolation, assisting in developing capacity tools for communities to begin a Caregiver Network to recognize and support unpaid caregivers in their area. From this, working with the Coordinator for the program, Paula Lancaster, they set up a Pilot Site in Trepassey to test the tools and consult with the community on how best they can support caregivers. Shelly also played an important role in organizing a Luncheon on Caregivers in the Workplace that was set for April 2015.

The team of staff and volunteers has made our Information and Referral services an important resource to support, promote and enhance the well-being and independence of all older adults throughout the province of Newfoundland and Labrador *through the provision of information*. Without such help from our skilled and dedicated team, we would not be able to serve the people who connect with us on a daily basis.

A big thank you also goes to Michele LeDévéhat who was the Administrator for our Information and Referral Services since 2011 and has just recently left for another position. The majority of this report comes from Michele's regular updates and data collection.

Martin's Dilemma

Martin is 87 years old and called our Information Line because he **needed help**. His **Guaranteed Income Supplement was cut off** because he did not file his income tax. CRA no longer sends out paper forms nor has their telefile available for seniors, like Martin, who rely on such methods to get their taxes done on time so they do not lose their benefits. Martin said that **CRA sent him a letter that he could not read because of a visual impairment and** therefore did not know what he had to do. **His income was reduced to a little over \$589 per month** (includes OAS and a small amount of CPP) and luckily his landlord accepted a small payment for his rent until he got things straightened out. We were able to:

- **Have a volunteer go to him** to read the letter to him
- Make arrangements to have his **income tax completed and submitted**
- Speak to CRA, on his behalf (with permission) explaining the situation and to make sure **Martin's benefits would be reissued** within 10 business days as opposed to the standard 2 month waiting time given his dire circumstances.

Community Partnerships

It is important for us to keep informed and connected with our community partners who have vital information and resources seniors can access and that is why we arrange for them to come in and present to our volunteers and staff. It is a daily task to ensure information is accurate and often we seek out opportunities to learn more to increase our knowledge and share with our Presenters what we hear. Some of these included:

- The new Adult Protection Act
- The new Adult Central Intake for Mental Health and Addictions.
- Q&A with Occupational Therapists
- The Community Rapid Response Team pilot
- The Heart and Stroke Foundation

➤ City of St. John's Rental Action Committee

We delivered 60 community presentations, information booths and Information Sessions to over 2,400 individuals about our programs and services we offer. Some of these are:

- | | |
|--|--|
| <ul style="list-style-type: none">• Seniors Day, Whitbourne• Public Meeting on our Information and Referral Services, Labrador City• Eastern Health Employees, Mount Pearl Square on Caregivers Out of Isolation• Presentation "Working with the Banking Community to Prevent Elder Abuse" to the Banker's Association• Mt. Pearl Seniors Awareness & Health Information Day | <ul style="list-style-type: none">• The CIBC NL Bank Managers on Elder Abuse• Association for New Canadians Health Fair & Volunteer Fair• Placentia Age Friendly Fair• College of the North Atlantic• CBS Seniors Fair• MUN School of Nursing• MUN School of Medicine• Miller Centre• St. John's Seniors Day |
|--|--|

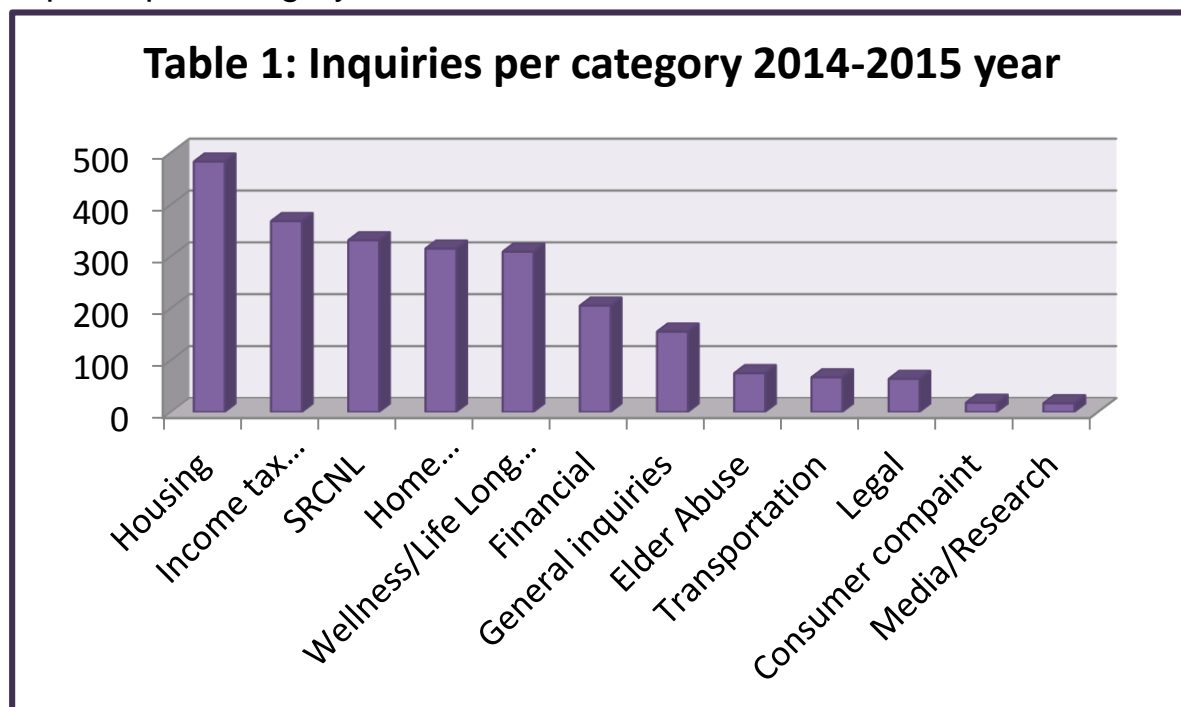
Rose's Story

Just two and a half years ago **78 year old Rose** became a **widow** and was left with **managing a rather large older home on her own**. She called us as **she was feeling very much alone**, especially as she and her husband **never had children**. In the process of chatting with Rose, it was discovered that **her house was in need of major repairs**, in particular her roof was leaking badly. Rose was **quickly connected** to the Newfoundland and Labrador Housing's Provincial Home Repair Program (PHRP) which is designed to provide funding to:

- assist homeowners with low income who require repairs to their homes;
- bring dwellings up to minimum fire and life safety standards, with improvements in basic heating, electrical and plumbing services.
- Rose **filled in an application and was approved** for a grant to have a new roof installed.

Data Analysis: Information and Referral Line

The number of inquiries we received this fiscal year was 2486, a 6% increase from last year. The data we collect from these inquiries are placed in categories such as housing, finances, and these categories have topics that would fall under them. Table 1 shows the categories and the number of inquiries per category:



As you can see in Table 1 above housing is the number one category, receiving the most inquiries. In this category the topics that we received inquiries on are:



- Accessible housing
- Assisted living
- Crisis/emergency Housing
- General accommodation
- Home Heating Rebate
- Home Modification Program
- Home repair
- Homeshare
- Housing Lists
- Provincial Home Repair program
- Rental problems
- Residential Energy Efficiency Program (REEP)
- Seniors housing transition
- Subsidized housing

Some of these topics only require straight forward assistance whereas topics like crisis/emergency housing is more involved, requiring working together with our partners to: 1) Find a short term solution and 2) Set a long term, stable plan for seniors presenting in these circumstances.

It is on this particular topic that we have invested more time to build a stronger collaborative effort among the community partners to address the issue. We saw from our data from the first quarter of this fiscal year, the category of Housing continues as an emerging trend – in particular the lack of emergency housing for seniors and the lack of availability of affordable housing for seniors. As mentioned earlier, we held a Stakeholder Roundtable with service providers, in partnership with the Salvation Army, to identify issues of significance to stakeholders and the SRCNL concerning older adults and emergency housing. The goal was to explore means for us all to work together to better help seniors who are in need of emergency housing, identify gaps in programs and services as well as next steps needed to resolve outstanding concerns. As a result of the Roundtable, we identified short and long term solutions we can do together and identified service gaps. A Summary Report from this Roundtable was completed. Hopefully, this will help government policy makers to direct resources and services to where they are most needed – certainly the area of community based housing outreach stands out from the session; providing the necessary supports to secure housing like filling out forms and budgeting as well as supports to service providers who try to address this ever growing issue.

This year, while Income Tax Preparation is a topic under our Financial category, we separated it to show the growing use of this free service offered the Canada Revenue Agency for low income families and individuals through their Community Volunteer Tax Preparation Clinics throughout the province. This has become a very important and valuable service, as you can see, for seniors on low income. Without a timely submission of a Tax Return a senior could lose their Guaranteed Income Supplement and delays in receiving other benefits which would result in severe financial hardship for many seniors on low, fixed income coming

from Canada Pension, Old Age Security and the Guaranteed Income, the latter which is connected to eligibility for the Provincial Drug Program.

The majority of the inquiries in any of our categories are tied to finances. Table 2 shows just over half of the calls in the Financial Category come from people who need financial assistance to help pay for some basic necessity. Financial help to pay for eyeglasses, hearing aids, dental work, home repair, heating rank among the highest.

Table 2	
Financial Category 2014-2015 FY	
Topics	% of inquiries
Equipment, including glasses, hearing aids and dental	18%
OAS/GIS/CPP	17%
Food	13%
Miscellaneous	13%
Help to fill out forms	12%
Financial help	8%
General questions	7%
Inadequate income/income security	7%
Provincial Drug Plan	5%

Worth Noting... We connected people to 315 agencies, organizations, community groups and government departments and agencies. In 2014-2015.

Our **Seniors Guide to Services and Programs in Newfoundland and Labrador** assists seniors, their families and caregivers by providing accurate, up-to-date information about provincial, federal and community based programs and services available to seniors across the province. This

guide also is used by our Community Peer Support Volunteers throughout the province as well as service providers, such as Social Workers. The document is updated regularly and is available for downloading on the SRCNL's website: www.seniorsresource.ca

The data from our Information and Referral Services provides emerging systemic issues to the SRCNL's Advocacy Committee in order to address and work collaboratively with our community partners to identify solutions to them, such as Emergency Housing and seniors mental health to name two.

We have been always committed to providing the best possible service to those who connect with us. Moreover we remain dedicated to:

- Listen well and pay attention closely to the voices of our seniors!
- Provide an easy, visible, and non-judgmental place for people looking to get connected to information and resources
- Help callers to define their needs and point them to the most appropriate places to find help
- Help service providers connect their clients to additional services available from other organizations.
- Provide new information about needs and gaps in services that can help our local, provincial and federal governments, policy-makers, and funders make positive decisions for all seniors of NL.

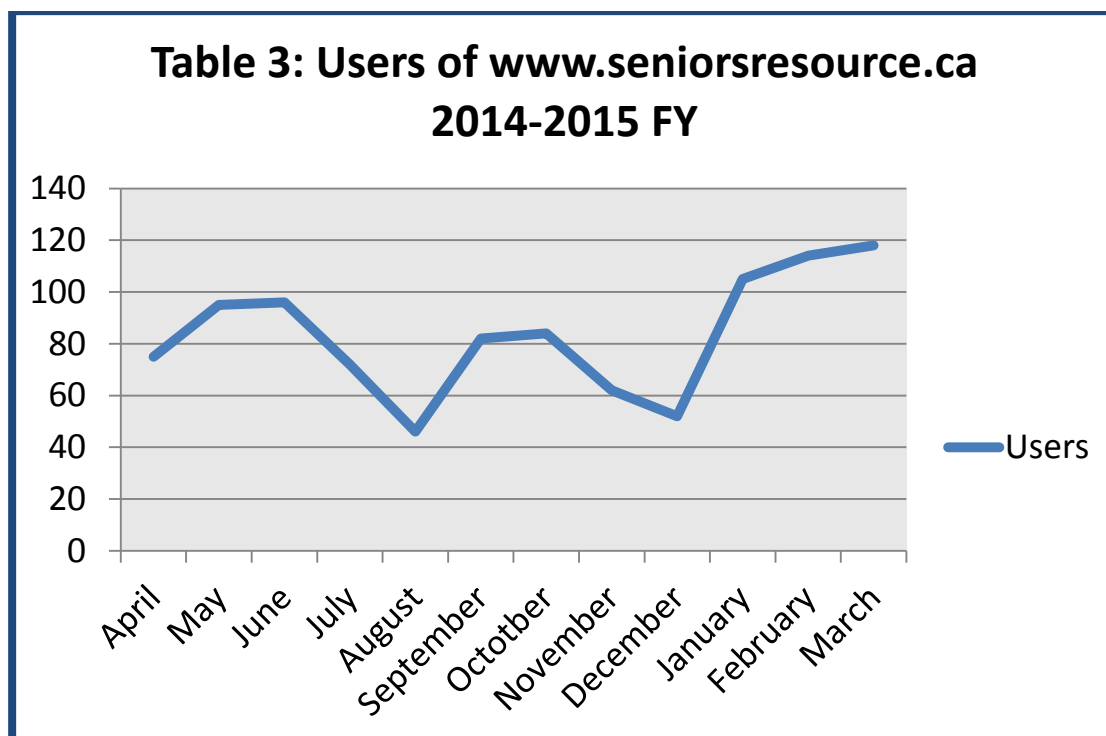
Worth Noting... 57% of our inquiries in 2014-2015 were related to Finances (25%), Housing(19%) and Home Support/Continuing Care (13%).

A look at other SRC-NL Statistics

We continue to see an increase in use of our websites. We have dedicated three sites specifically for our main website, for Caregivers through our Caregivers Out of Isolation Program (COI) and for our work in the area of elder abuse through our Network for the Prevention of Elder Abuse

(NLNPEA). Moving forward our intention is to merge all three to a very comprehensive and user friendly resource.

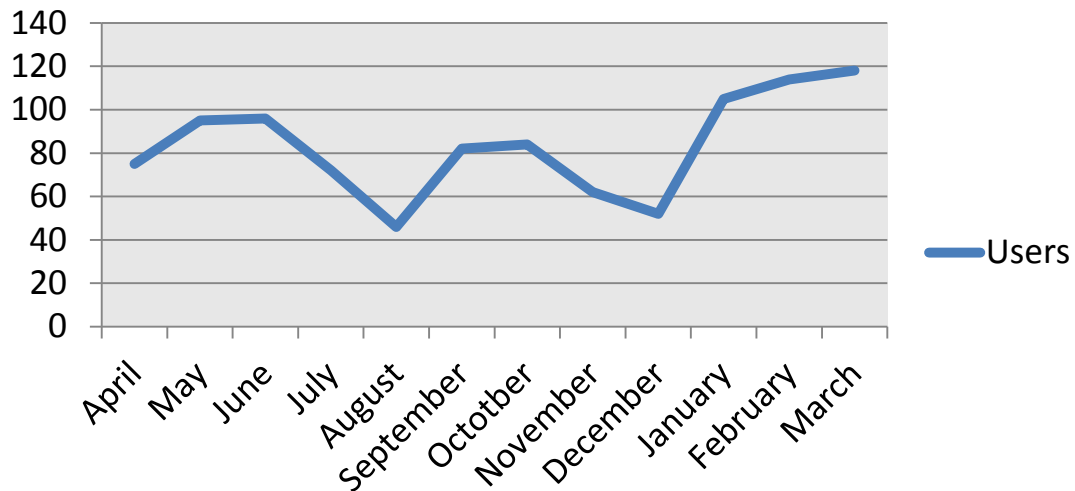
Tables 3, 4 and 5 show the number of Users for each website which is a measurement of visits within a 30 minute timeframe by one person.



Top 10 Most Used Pages www.seniorsresource.ca

- | | |
|---------------------|---------------------------|
| 1. Main Page | 6. Local Services |
| 2. Contact Us | 7. Seniors Pride Magazine |
| 3. Useful Links | 8. Publications |
| 4. Information Line | 9. Events |
| 5. Who We Are | 10. Volunteer |

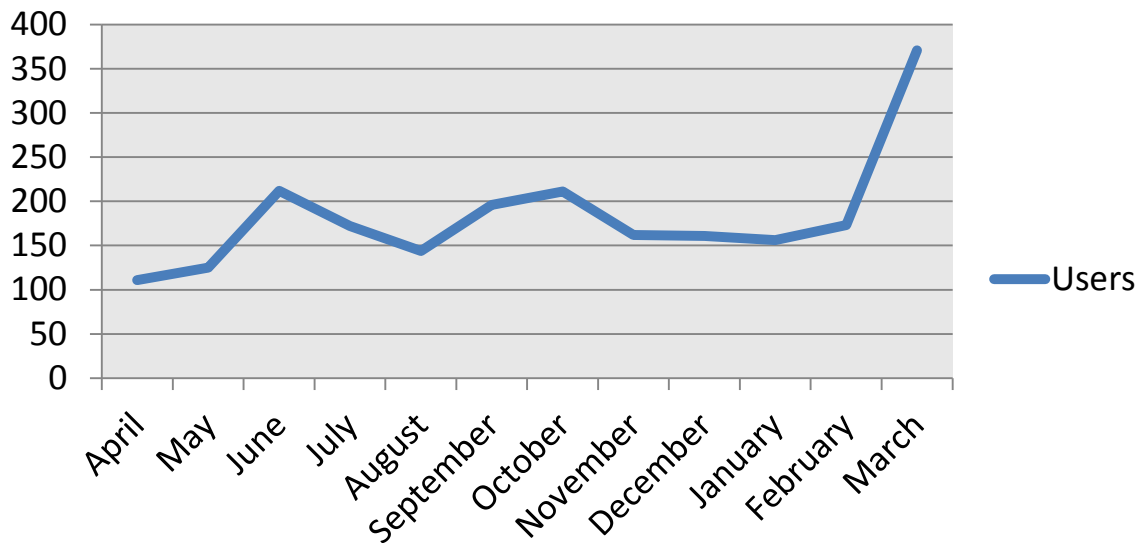
**Table 4: Users of
www.caregiversoutofisolationnl.ca
2014-2015 FY**



Top 10 Most Used Pages www.caregiversoutofisolationnl.ca

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Main Page 2. Resources 3. Links 4. Contact Us 5. About Us | <ol style="list-style-type: none"> 6. Support 7. Paid Family Caregiving Option 8. Photo Gallery 9. Reports 10. News: Caregivers in the Workplace |
|--|---|

**Table 5: Users of www.nlnpea.ca
2014-2015 FY**



Top 10 Most Used Pages www.nlnpea.ca

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Main Page 2. Conference 3. Looking Beyond the Hurt: A Service Provider's Guide 4. Event Posting 5. Who We Are | <ol style="list-style-type: none"> 6. NLNPEA Resources 7. Definition of Elder Abuse and Neglect 8. Getting Help 9. Provincial Contacts/Resources 10. Types of Elder Abuse |
|--|--|

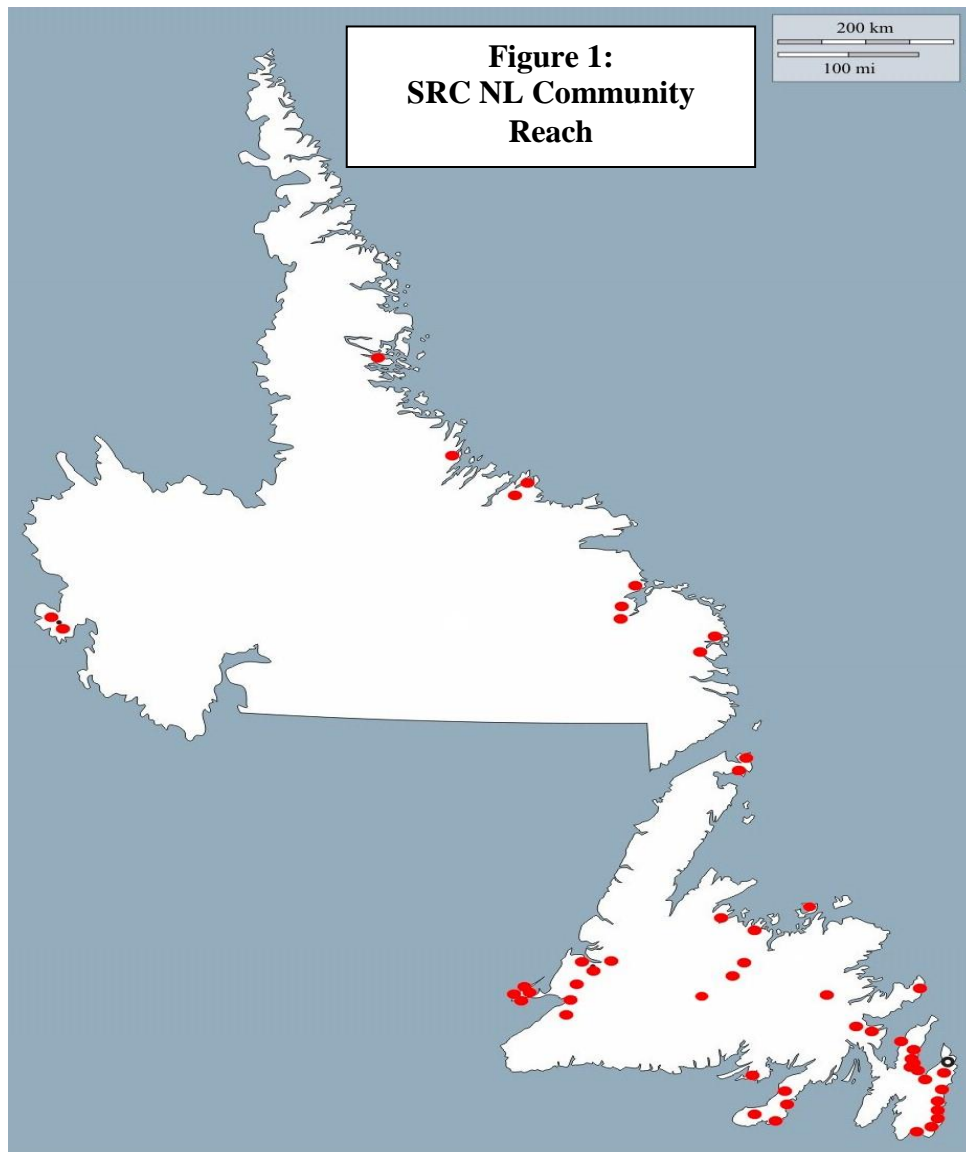
Our Provincial Outreach and Engagement

Through outreach, we are committed to offering information, education and services to seniors, their families and to promote awareness of the Seniors Resource Centre of NL throughout our communities.

Making use of the internet and our toll free numbers (1-800-563-5599 & 1-888-726-2370), we are able to connect individuals with much of the

information and services they require, through SRC-NL programs and services, as well as connecting people to services in the community.

We also accomplish regular outreach through our Community Peer Support Volunteer Program and Caregivers Out of Isolation as shown in Figure 1.



For further information on our community outreach and the wonderful work our volunteers are doing in their communities, please read the reports from Mary Ennis, Coordinator for the Community Peer Support Program and Paula Lancaster, Provincial Coordinator for our Caregivers Out of Isolation Program

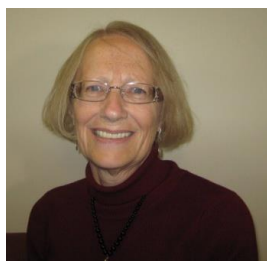
What Lies Ahead for Information and Referral...

We have only just begun to pull together valuable information that paints a picture of the issues and concerns affecting seniors in our province and how we as an organization can be of value to those who connect with us and how we can improve our services. We have been grateful for their dedication, as we are grateful for the dedication of staff, and we appreciate the wiliness of many partners and stakeholders who work with seniors every day, to work together to make a difference and support, promote and enhance seniors' quality of life and wellbeing.

Thanks to the following for compiling our data and working on our collection of information for this report: Michele LeDevehat, Michelle Parsons, Cathy Walsh, Heather Evans, and Jordan Burt

Thanks to Yvonne Jacobs, Pat Wright, Lorraine Best, Julia Batten, Helen Handrigan, Karen Moores and Chris Rolton. All dedicated their time and expertise to the Information and Referral Line.

<i>Outreach by the #'s 2014-2015 FY</i>	
2486	<p>Worth noting...</p> <p>We received 75 inquires about elder abuse; particularly regarding finances and neglect</p> <p>We have seen an increase in the number of individuals requesting information on Advance Health Care Directives , Wills and Powers of Attorney</p> <p>We have received more inquires this year from older adults planning their housing transition</p>
Number of inquires	
10,217	
Total website users	
2583	
Number of people who we reached through presentations and information sessions/booths	
7326	
Number of individuals reached by Community Peer Support Volunteers	
654	
Number of COI newsletter subscribers	
Total Outreach # 23,266	



Community Peer Support Volunteer Program

It seems such a short time since Seniors Resource Centre of Newfoundland and Labrador (SRCNL) staff were hard at work producing last year's Annual Report, and here we are looking back on the 2014-15 year and all that we accomplished.

It was indeed another busy year for Community Peer Support Volunteers across the province. Twenty-five new Community Peer Support Volunteers (one from Pasadena, four from Cartwright and twenty from Grand Falls-Windsor) joined the ranks following one-and-a-half-day *Orientation & Training*. Fiscal year 2014-15 ended with 178 Community Peer Support Volunteers in 51 communities across Newfoundland and Labrador. We must also remember the efforts of those Community Peer Support Volunteers who passed away or retired from their role during 2014-15. Their work and dedication will always be remembered and appreciated.

Six Community Peer Support Volunteers from Coastal Labrador took advantage of our *Seniors and Mental Health* workshop, while October saw 16 Community Peer Support Volunteers from across the province visit St. John's to attend the Newfoundland and Labrador Network for the Prevention of Elder Abuse (NLNPEA) conference. With regard to the one-and-a-half day *Elder Abuse* workshop developed for Peer Support Volunteers, we have since developed 30-minute and 60-minute presentations for delivery by Community Peer Support Volunteers on request.

We were fortunate during the past year to have several students engage in two different projects for Peer Support Volunteers. Three nursing students developed a power point presentation and a binder of information on *Seniors and Sexuality* while a Masters of Social Work student developed a webinar on *Advanced Health Care Directives*. The latter was piloted in September to a small group of Community Peer Support volunteers and has undergone some minor changes as per their input. The webinar will be offered to Peer Support Volunteers across the province early in the next fiscal year.

This year also saw a commitment to regular regional conference calls with Community Peer Support Volunteers, the first of which was held in March with Labrador Volunteers participating. Participants agreed the call was informative and useful as a means to keep Volunteers connected within their regions. Besides reporting on each community's activities, what works and what doesn't, the call was also an opportunity to discuss challenges to the Program and how they might be addressed.

Kelly and I attended the 2014 50+ Federation Convention in Marystown, during which we conducted a survey of 152 participants and developed the results into a presentation to the Convention which we had been invited to give. We also had a booth at the Convention and made connections with a number of 50+ clubs across the province. The event was very well attended, and we are looking forward to the 2015 Convention.

I also had the opportunity to present to the Dildo 50+ Club on SRCNL programs and services, as well as to medical students and occupational therapists on the Community Peer Support Volunteer Program. Information booths are also high on our list for sharing, and in addition to the 50+ Federation convention booth mentioned earlier, I also dispensed information during a number of events over the past year including: the Arthritis Society Annual Walk, the two-day Age-Friendly Exhibition and Fair organized by the Placentia Area Chamber of Commerce, the Clarenville Seniors Fair, and the Community Coalition 4 Mental Health's celebration at Holy Heart School.

We continued to network with our partners, exchanging information and looking for opportunities to work together. We also continue to share information from our partners as well as others, with Community Peer Support Volunteers across the province. During 2014-15, 152 pieces of information, including the *Seniors Guide to Programs and Services*, on 84 issues/initiatives were distributed via e-mail and post. Three updates on Program activities were also distributed to Peer Support Volunteers across the province.

Staff sometimes represents the SRCNL at events in which the Executive Director is unable to participate. During 2014-15 I had the pleasure of attending several such events including the launch of a community bus for older adults in Clarenville, the United Way Annual General Meeting and presentation of grants, and the Federal Government's new Horizon for

Seniors Program to share thoughts and information on the future focus of the Program.

Committee work sometimes accompanies our positions with the SRCNL, and I am a member of the RCMP Commanding Officer's Seniors Advisory Committee, the Caregivers Out of Isolation Advisory Committee, and an Ex Officio member of the NLNPEA Steering Committee. Responsibilities as a member of the Planning Committee for the NLNPEA's October 2014 information sharing and training event ended following the event. I continue to attend events hosted by those committees, e.g., the Network's public meetings. I also participate in the Information and Referral Line Peer Support Volunteers' monthly meetings, staff meetings, and other SRCNL events.

The Peer Support Volunteer Program Advisory Committee met three times during fiscal 2014-15, finalizing its restructuring and continuing to provide advice on how best to support and enhance Peer Support Volunteer activities for older adults and seniors in Newfoundland and Labrador. I thank the Advisory Committee for their advice and support, the Board and staff of the SRCNL for their inspiration and encouragement, and to our funders without whose generosity our Program would be lost.

And, most importantly, I extend a very special thank you to all the Peer Support Volunteers across the province for your time, energy and commitment to older adults across our province. Many thanks as well, to those of you who contributed so richly to the SRCNL presentation to the Premier's Summit on Health. I look forward to working with you long into the future.

Respectfully submitted by:

Mary Ennis

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



Caregivers Out of Isolation NL

An intergenerational program
Fiscal Year in Review 2014-2015

Program Objectives

Two program objectives and focus areas are Networks and Partnerships. Here are some activities that demonstrate the program's provincial reach, growth and support of caregivers.

Partnerships

In partnership with the Alzheimer Society NL (Executive Director, Shirley Lucas and First Link Coordinator, Danielle Moore) we invited the following agencies to convene and talk about how we can work together to share information and support caregivers in our province: Canadian Mental Health Association NL (Acting Executive Director, Heidi Edgar and Grand Falls-Windsor Social Worker, Troy Hollett), Heart and Stroke Foundation NL (Health Education Coordinator, Shelly Collins) and the Coalition of Persons with Disabilities NL (Executive Director, Kelly White). Thank you to Shirley Lucas for the words of wisdom to start small and define achievable goals. We expect to explore the simple and useful action of learning about and promoting each other's activities, programs, resources and materials and if possible promote on websites and on social media. This organized approach has the potential to increase our reach to caregivers. This newly established group will meet and discuss the planning of a "Round Table" bringing together agencies and service providers who also support caregivers in their communities, work or practice.

Networks

The COI-NL program has six Community CARE Networks. Every year the Networks support caregivers during Caregiver Appreciation Month in October. Networks are both unique in structure and how they support caregivers, for example, coffee breaks, information sessions and informal support. It is important to highlight and put names to each of the Networks:

Community CARE Networks	
Avalon East	former caregiver Elsie Chafe and Georgina Smith, coordinator of the Mount Pearl Seniors Independence Group
Clareville	caregiver Yvonne Godfrey and committee members, Margaret Collett, Judy Northcott, Eva Dampier, Myrtle Elliott, Jean Norris and Muriel Green
Springdale - Green Bay Region	Central Health employees, Patricia Lawlor (Primary Health Care Facilitator) and Karen Lilly (Community Development Public Health Nurse)
Happy Valley – Goose Bay	Community Outreach Worker, Jamie Jackman of the Native Friendship Centre
Trepassey Including Biscay Bay, Portugal Cove South and (along the shore to) St. Shotts	Josephine Waddleton, supported by Eastern Health Community Health Nurse, Bertha Butler, Economic Development Officer, Viola Curtis Pennell and members of the 50+ Friendship Club: Diane Corrigan, Frances Sutton, Bernadette Vincent, Philomena Butler, Marie Pennell, Sharon Finlay, Joan Power and Laura Hewitt. Note: Josephine, Diane, Frances and Bernadette are also SRC-NL Peer Support Volunteers.

The NL Network for the Prevention of Elder Abuse is an integral part of the SRC-NL. In October of 2014 the EA Network held a two-day Conference – Training to Recognize, Report and Respond to Elder Abuse. There were one hundred and fifty participants from around the province including Network Leads from the Caregivers Out of Isolation program. Thank you to the EA Network for including the Community CARE Networks in the proposal; travel funds to this conference provided an opportunity for new knowledge, skills and networking.

Members of the Trepassey 50+ Friendship Club participated in our Pilot Project - “Growing the Networks by Four” initiative and agreed to become a

Network supporting caregivers from Portugal Cove South to St. Shotts, including Biscay Bay. The 3-part process was *community strength based* and included two meetings and (due to winter weather) a conference call. We learned valuable lessons from the 50+ committee members and caregivers on how to engage, consult and partner with future networks. Using the resources we developed, we can now turn our attention to other communities.

Thank you to Students and Volunteers

At first glance this program is staffed by two: myself and Janet Whittaker who works two hours a week. 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. Mary Manojlovich, COI Program Chair and SRC-NL Board member, five Network Leads and eleven members of the Provincial Advisory Committee contribute their time and skill (some as volunteers and others represent organizations, the regional health authorities and the provincial government).

For this report, I will focus on our partnership with students who we supported with their learning objectives and projects. I am grateful to the following students for contributing valuable information, skills, positive energy and their brand of professionalism to the program: Shelly Collins, Distance Social Work, University of Manitoba (six months placement); Jill Freeman, RSW, Master's placement student, Memorial University; Jordon Burt, Summer Student attending MUN; Megan Morrison, PhD Candidate, Memorial University; and Anna Bullock, Graphic Art and Design, CNA.

Shelly and I teamed up to plan and deliver the Luncheon with Dr. Janice Keefe addressing Caregivers in the Workplace; we also worked together on "Growing the Networks" starting with Trepassey. Anna designed a first-class poster and newspaper advertisement to promote the Luncheon – Caregivers in the Workplace. Jill Freeman provided guiding reports on "Growing the Networks – A Community Development Approach" and "Respite as an Outcome." Jordon researched and delivered a thoughtful article on "Social Media – should we and what is the cost?" We have benefited from Megan's doctoral research working with caregivers to explore what happens when they have the opportunity to create art and

artful expressions and resulted in a project, “Care-full Pieces of Creativity by Caregivers”. We promoted Megan’s project and participation in various ways including the website.

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

Direct provincial services to Caregivers:	
Phone calls, Emails and drop-ins or appointments	132 people
6 Information Sessions for caregivers	111 participants
4 Caregiver Events around the Province	54 people
Network Activities x5	Approx 80 caregivers
Guides for Caregivers	40 copies
Additional provincial services to Caregivers and anyone who supports a Caregiver in their work or practice:	
Three Newsletters	266 mail outs for each newsletter Electronic mail outs -252
Monthly E-Bulletins	136 recipients each month
Updates to Community Peer Support Volunteers	180 PSVs in 50+ Communities
Brochures	Approx 560
Website	993 sessions within Canada
Responding to questions from service providers who support caregivers in their community, work or practice	Undetermined
Services for Metro and Area:	
Workplace wellness fairs x2	Approximately 9
Workplace presentations x8	Audience of approximately 238
Students – presentations x2	Approximately 90
Community Wellness Fairs x2	Approximately 50

In January, 2015 the Honourable Alice Wong, Minister of State (Seniors) released a report from the Employer Panel for Caregivers, When Work and Caregiving Collide: How Employers Can Support their Employees Who are Caregivers, part of the Federal Government’s Canadian Employers for

Caregivers Plan. We saw this announcement as an opportunity and requested a speaker to present on this important topic during National Caregiver Awareness Day; Minister Wong invited one of the Employer Panel members to present and we are delighted that Dr. Janice Keefe accepted. Dr. Keefe's work with seniors and caregiving has long been known to the Board and staff of the SRC-NL. Janice is with the Nova Scotia Centre on Aging, Mount Saint Vincent University and an Expert Advisor for the Employer Panel for Caregivers – Caregivers in the Workplace.

Sixty-five participants are registered to attend the Luncheon to be held April 7, 2015. I look forward to reporting on the success of this Luncheon addressing an important trend – Caregivers in the Workplace - in the next AGM report.

According to Statistics Canada – Portrait of Caregivers 2012 - nearly one quarter (26%) of Newfoundlanders and Labradorians were providing care. At some point, nearly half (46%) of Canadians aged 15 and older, or 13 million Canadians, have provided care to a family member or friend with a long-term health condition, disability or aging needs. The author of this report, Maire Sinha states, "Caregiving by family and friends is often integral to maintaining the health and well-being of Canadians living with chronic health conditions, disabilities or aging needs. Such support systems reduce the demands and costs on health care and social systems, and often allow care receivers to remain in their homes rather than living in an institutionalized setting." "Caregivers themselves may need assistance to facilitate and maintain their caregiving role, as providing care can have a myriad of financial, physical and emotional impacts.

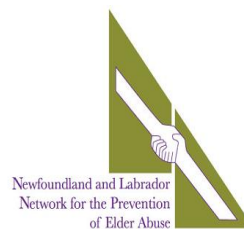
Caregivers Out of Isolation NL is pleased to play an important role supporting caregivers in our Province with information and referral, resources (like the GUIDE for Caregivers and our Navigation Series), practical solutions and emotional support.

Respectfully submitted by,

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 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.

2014-2015 was an exciting year for the Newfoundland and Labrador Network for the Prevention of Elder Abuse. It was filled with public awareness events, membership growth, and a provincial elder abuse conference that attracted over 150 participants from across the province. The conference, and much of our work to raise awareness about elder abuse since 2012, was made possible through a three-year grant received from the Government of Canada's New Horizons for Seniors program.

One of the ways the Network helps to raise awareness about elder abuse 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 Deer Lake and Trepassey. Topics covered at our public meetings over the last year include: "Emergency Preparedness for Seniors"; "You Power – the It's Not Right! Neighbours, Friends & Families for Older Adults Initiative"; "Elder Abuse: How to Recognize It and Where to Go for Help"; "Managing

Challenging Behaviours Related to Alzheimer's"; and "How to Protect Yourself From Fraud: A Your Money Seniors Presentation". We also did a provincial webinar entitled, "The Adult Protection Act: A Regional Perspective".

In addition to our public meetings, we were involved with over 20 other events, including a Multicultural Seniors Information Day (completed in partnership with the Multicultural Women's Organization of NL); training workshops for seniors, community workers, and service providers; and seminars for those in the banking industry to help raise awareness about the financial abuse of older adults. We also held a Seniors Safety Fair in St. John's (in partnership with the RCMP and RNC) to mark World Elder Abuse Awareness Day on June 15. Between our public meetings, webinars, and our other events, we reached 1165 people from around the province.

We also grew the Network's membership over the last fiscal year. Membership is free of charge and open to any individual or organization committed to ending elder abuse in Newfoundland and Labrador. Members receive regular information related to the issue of elder abuse through quarterly newsletters (www.nlnpea.ca/newsletters_resources), an email listserve, and mail-outs. Today the Network has over 360 individual members and 60 organizational members. (For a full list of organizational members, please see: www.nlnpea.ca/members)

The Network also helps to raise awareness about elder abuse through the distribution of its elder abuse brochure (www.nlnpea.ca/definition_brochure). Over 2,000 elder abuse brochures were distributed across the province in the last year. Our website (www.nlnpea.ca) has also proven to be a useful tool for those seeking information about elder abuse. From April 1, 2014 to March 31, 2015, our website was visited 2,628 times by 2,025 users. This is a **100% increase** over last year's website usage.

Without a doubt, one of the highlights of this year was our elder abuse conference “Awareness to Action: Training to Recognize, Report, and Respond to Elder Abuse”, which was held on October 20-21 in St. John’s. The event was filled to capacity with over 150 seniors, service providers, community workers, business professionals and others who work or volunteer with seniors. All were there to receive training, share information and resources, and connect with each other to address elder abuse in our province. The conference was extremely well received and went off without a hitch thanks to the skills of our event organizer, Trudy Marshall.

The conference was officially opened by the Honourable Alice Wong (P.C., M.P., Minister of State for Seniors, Government of Canada); followed by greetings from The Honourable Clyde Jackman (Minister of Seniors, Wellness and Social Development, and Minister Responsible for the Newfoundland and Labrador Housing Corporation and Minister Responsible for the Status of Persons with Disabilities), Chief William Janes, (Royal Newfoundland Constabulary), and Chief Superintendent Andrew Boland (Officer in Charge, Criminal Operations, RCMP, B-Division). The opening statements were followed by an inspiring keynote address from Sister Elizabeth Davis entitled “Awareness to Action”. One of Sister Elizabeth’s key messages was that each one of us has a role to play in addressing elder abuse and no action is too small. She reminded participants of the “Butterfly Effect” as explained by Paul Erlich: The fluttering of a butterfly’s wings can effect climate changes on the other side of the planet. Her powerful point was that each one of our actions causes change – even if we are not immediately aware of the effect.

Over the two days, the conference also included two more plenary sessions and eight concurrent and five training sessions from which participants could choose. In addition, the conference incorporated a strategic planning session, “NLNPEA Going Forward”, to help gather input on what the Network should focus on in the coming year. In this session, participants responded that they felt the three most important network

activities were: 1) Training sessions; 2) Public meetings and webinars; and 3) Presentations made at events of other organizations.

Participants also provided input on new directions the Network could take. Suggestions included expanding our communications and awareness raising by using new channels such as social media and by going through town councils, church groups, etc. Other suggestions included improving regional connections through 50+ clubs and other established organizations and educating younger generations about elder abuse. This input will help shape the Network's activities over the coming year, especially as it moves forward after its federal funding has ended.

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*



A public meeting featuring

“How to Protect Yourself from Fraud: A Your Money Seniors Presentation“ held by the NL Network for the Prevention of Elder Abuse, February 2015 (St. John’s)

Finance Report, Sources of Revenue & Financial Statements

For the year ended March 31, 2015, the Seniors Resource Centre Inc. operations resulted in a deficit of \$1,341 compared to the deficit of \$69,258 for the year ended March 31, 2014.

Revenue for 2014/15 was \$673,551 compared to \$715,122 recorded in the previous year. Grants, fundraising and donations fluctuate from year to year depending on projects undertaken by the Centre. This past year was the third year for the Home Share project as well as the last year for the federally funded Elder Abuse project. During this past year expenditures were \$674,892 compared to \$784,380 in 2013/14. The main areas of expenditure decline during the year were in salaries and wages, travel and transportation and operational expenses such as telephone, internet and postage. During the past year the Centre continued to rely heavily on fundraising and donations to help fund the core operations, however a recent announcement by the provincial government will allow the Centre to more fully concentrate on its core mandate.

Seeking sustainable funding has been and continues to be a key goal for the Centre. The Department of Seniors, Aging and Social Development announced on September 2nd a funding model for the Seniors Resource Centre that will see the recommendations of a recent independent program review of the Centre rolled out across the province. As part of this, the Seniors Resource Centre will continue expanding the reach of the information and referral services across this province. This is an exciting time for us.

The Seniors Resource Centre Board of Directors monitors the financial situation of the Centre very closely. The Centre is developing a plan that will incorporate the recommendations of the independent program review. The Centre will continue to focus on making its operations as efficient as possible while working with the Department of Seniors, Aging and Social Development, the corporate community and other organizations to secure ongoing partnerships and funding for our services.

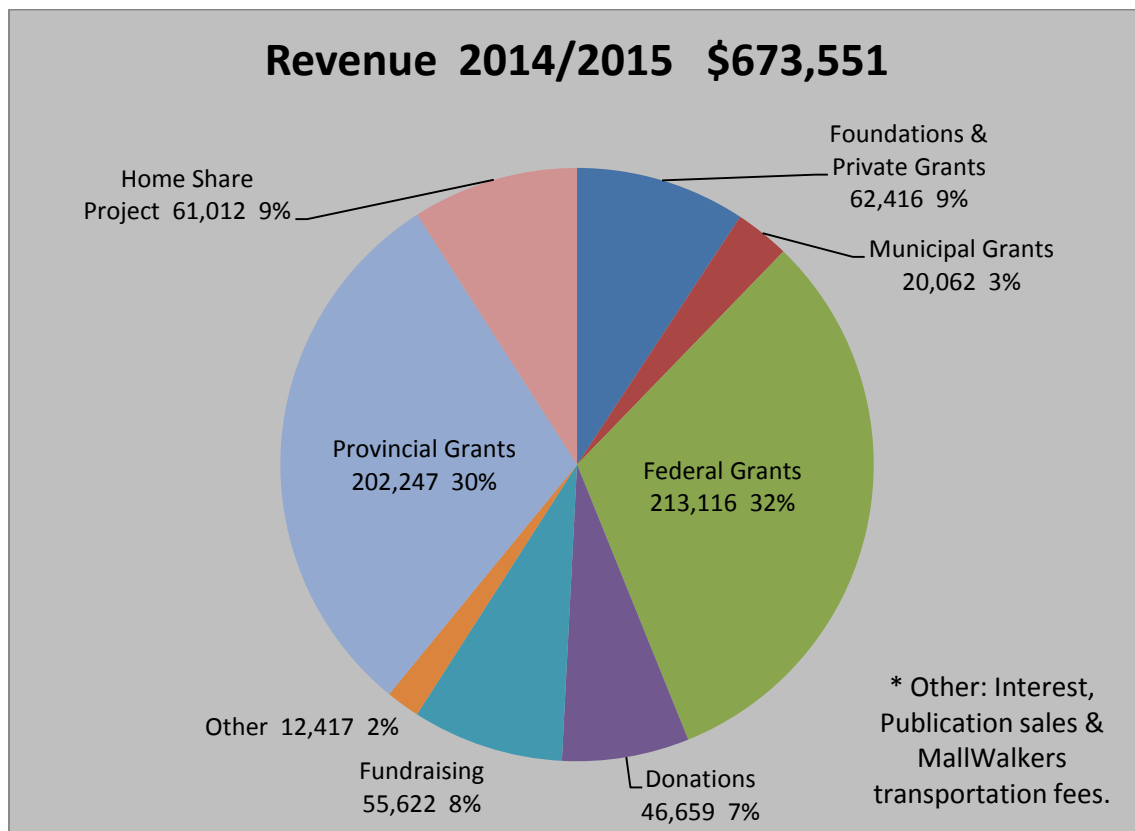
The Finance committee wishes to thank the Executive Director, her staff and all our volunteers for their efforts during 2014/15.

Respectfully Submitted

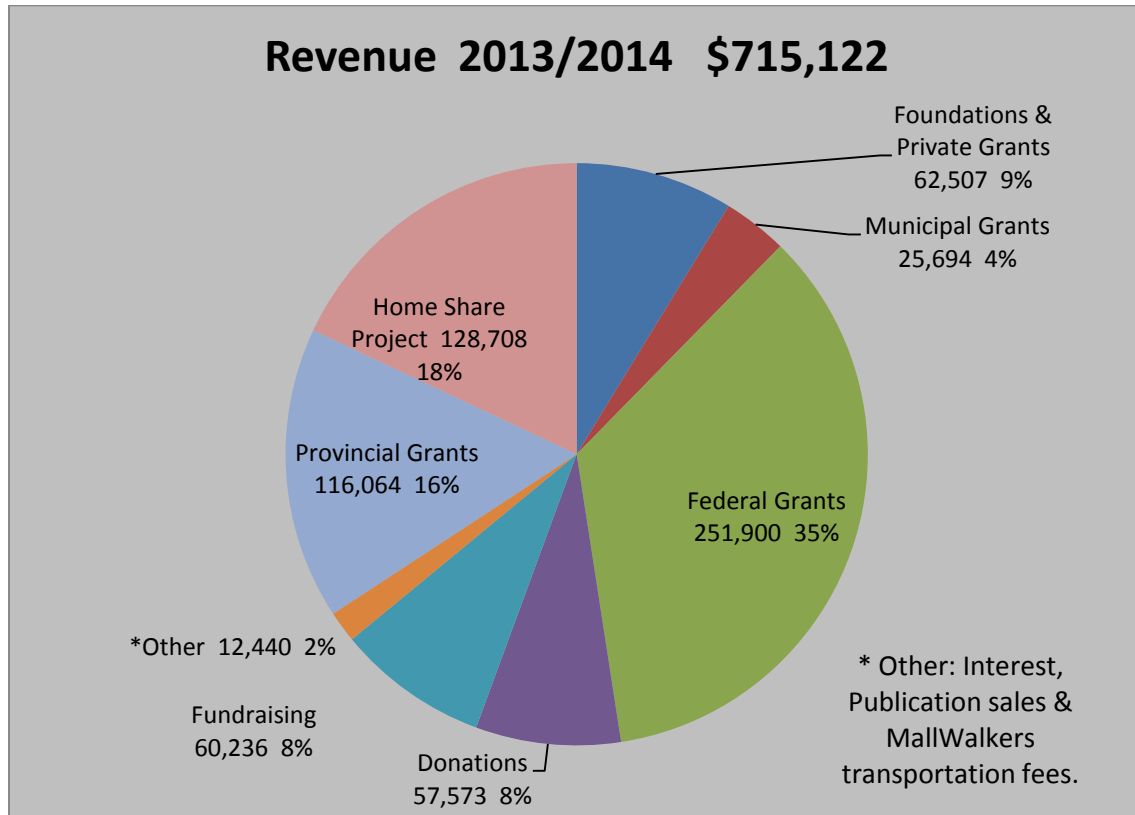
Fern Mitchelmore

Fern Mitchelmore
Treasurer

Seniors Resource Centre of Newfoundland & Labrador Sources of Revenue



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, 2015

(Unaudited)

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Index to Financial Statements
Year Ended March 31, 2015
(Unaudited)

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Statement of Financial Position	2
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Statement of Changes in Net Assets	4
Statement of Cash Flows	5
Notes to Financial Statements	6 - 8

Fred Earle

Chartered Professional 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, 2015 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
July 17, 2015



CHARTERED PROFESSIONAL ACCOUNTANT

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SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Statement of Financial Position
March 31, 2015
(Unaudited)

	2015	2014
ASSETS		
CURRENT		
Cash	\$ 125,535	\$ 32,706
Term deposit	10,080	10,000
Accounts receivable	3,443	2,151
Harmonized sales tax recoverable	8,886	8,805
Prepaid expenses	4,632	4,373
	152,576	58,035
CAPITAL ASSETS (Note 3)	11,037	6,060
	\$ 163,613	\$ 64,095
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 8,141	\$ 17,970
Employee deductions payable	-	6,775
Deferred income	121,795	9,397
	129,936	34,142
DEFERRED CAPITAL GRANT	9,967	4,902
	139,903	39,044
NET ASSETS		
General fund	22,640	23,893
Invested in capital assets	1,070	1,158
	23,710	25,051
	\$ 163,613	\$ 64,095

ON BEHALF OF THE BOARD

Director

Director

The notes are an integral part of these financial statements
 Fred Earle CPA, CA

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SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Statement of Revenues and Expenditures
Year Ended March 31, 2015
(Unaudited)

	2015	2014
REVENUE		
Government and Other Grants	\$ 454,591	\$ 454,198
Donations	89,926	57,572
Home Share Program	61,012	128,708
Fundraising	55,622	60,236
Miscellaneous	9,783	10,806
Amortization of deferred capital grants	2,537	1,969
Interest	80	813
Registration Fees	-	820
	673,551	715,122
EXPENSES		
Salaries and wages	394,175	433,860
Travel and transportation	53,750	84,732
Meetings	50,492	37,841
Rental	41,801	39,524
Program materials and evaluation	27,721	36,091
Feasibility study	18,829	-
Advertising and promotion	14,764	31,369
Fundraising activities	12,599	14,669
Insurance	10,041	10,602
Office	10,031	14,827
Telephone	7,963	14,243
Photocopier	6,981	11,582
Internet/ Web page	5,886	23,196
Postage	5,830	12,966
Amortization	2,902	2,422
Interest and bank charges	2,721	1,835
Accounting fees	2,316	2,233
Commission	2,008	1,314
Printing and publications	1,788	1,507
Miscellaneous	1,785	1,603
Equipment	404	6,673
Memberships	105	1,291
	674,892	784,380
DEFICIENCY OF REVENUE OVER EXPENSES	\$ (1,341)	\$ (69,258)

Fred Earle CPA, CA

The notes are an integral part of these financial statements

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SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.
Statement of Changes in Net Assets
Year Ended March 31, 2015
(Unaudited)

	General Fund	Invested in Capital Assets	2015	2014
NET ASSETS - BEGINNING OF YEAR	\$ 23,893	\$ 1,158	\$ 26,210	\$ 95,922
Deficiency of revenue over expenses	(1,341)	-	(1,341)	(69,258)
Amortization of deferred capital grant	(2,537)	2,537	-	-
Amortization expense	2,902	(2,902)	-	-
Acquisition of computer	(7,879)	7,879	-	-
Receipt of capital grant	7,602	(7,602)	-	-
NET ASSETS - END OF YEAR	\$ 22,640	\$ 1,070	\$ 24,869	\$ 26,664

Fred Earle CPA, CA

The notes are an integral part of these financial statements

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SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Statement of Cash Flows

Year Ended March 31, 2015

(Unaudited)

	2015	2014
OPERATING ACTIVITIES		
Deficiency of revenue over expenses	\$ (1,341)	\$ (69,258)
Items not affecting cash:		
Amortization of capital assets	2,902	2,422
Amortization of deferred capital grants	(2,537)	(1,969)
	<u>(976)</u>	<u>(68,805)</u>
Changes in non-cash working capital:		
Accounts receivable	(1,292)	46,423
Accounts payable	(9,829)	3,970
Deferred income	112,398	(143,548)
Prepaid expenses	(259)	1,458
HST payable (receivable)	(81)	862
Employee deductions payable	(6,775)	(922)
	<u>94,162</u>	<u>(91,757)</u>
Cash flow from (used by) operating activities	<u>93,186</u>	<u>(160,562)</u>
INVESTING ACTIVITY		
Purchase of capital assets	<u>(7,879)</u>	-
FINANCING ACTIVITIES		
Proceeds from (investment in) long term deposits	(80)	65,747
Capital grants received	7,602	-
Cash flow from financing activities	<u>7,522</u>	<u>65,747</u>
INCREASE (DECREASE) IN CASH FLOW	92,829	(94,815)
Cash - beginning of year	<u>32,706</u>	<u>127,521</u>
CASH - END OF YEAR	\$ 125,535	\$ 32,706
CASH CONSISTS OF:		
Cash	<u>\$ 125,535</u>	<u>\$ 32,706</u>

The notes are an integral part of these financial statements

Fred Earle CPA, CA

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SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Notes to Financial Statements

Year Ended March 31, 2015

(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.

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 ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Notes to Financial Statements

Year Ended March 31, 2015

(Unaudited)

2. 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

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.

Income tax

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

3. CAPITAL ASSETS

	Cost	Accumulated amortization	2015 Net book value	2014 Net book value
Equipment	\$ 5,075	\$ 4,353	\$ 722	\$ 903
Computer equipment	37,192	26,939	10,253	5,080
Furniture and fixtures	1,214	1,152	62	77
	\$ 43,481	\$ 32,444	\$ 11,037	\$ 6,060

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Notes to Financial Statements

Year Ended March 31, 2015

(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:

	2015	2014
Deferred - Home share project (HSP)	\$ 44,218	\$ 2,961
Deferred - Elder abuse - ESDC	24,979	-
Deferred - Gov NL - Evaluation	20,000	-
Deferred - Snowbusters	9,549	4,611
Deferred - Elder abuse	7,367	-
Deferred - Elder abuse - HRDC	6,968	1,255
Deferred - FV CG Inc	3,750	-
Deferred - Peer support volunteer	2,262	-
Deferred - Mall walkers	1,298	41
Deferred - Caregivers	1,404	-
Deferred - CareGivers - day away	-	157
Deferred - Auction	-	300
Deferred - Universal access	-	72
	\$ 121,795	\$ 9,397

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.

6. COMPARATIVE FIGURES

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

Fred Earle CPA, CA

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Human Resources Committee

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

Provincial Peer Support Volunteer Advisory Committee

Annual Report 2014/15

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
.....	Melissa Kelly
.....	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 ChairsSarah Colborne Penney
Members.....Rosemary Lester
.....Doreen Neville
.....Kim Myrick
Executive Director.....Kelly Heisz

Funders, Donors & Contributors – 2014/15

- 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
- 100 Women Who Care

Other Funders, Donors & Contributors – 2014/15

- 100 Women Who Care
- 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
- Clarendville 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

Special thanks to those who made donations in memory of loved ones.

Thanks to all our Donors and Sponsors for Auction 2014

Avalon Physiotherapy
Bacalao
Big Eric's
Bob Carter, Corporate Affairs – Vale
Brewery Lane
Brian Quilty, Public Service Credit
Union
Browning Harvey
Butler's Quality Contracting Ltd.
By d'Bay Cabins
Canadian Iceberg Vodka
Darrin Tremblett, Mary Brown's
David Squires
East Coast Mortgage Brokers
Ed Roche
Ed Wade
Festival 500
GlenDenning Golf Club
Ian Sparks
Jessica Hackett
Legrow's Travel
Long & McQuade
Lorraine Best
m5 Marketing Communications Inc.
Manulife (Financial)
Mary Pratt

Mike Hawco
Mike Hussey
Molson
Nancy Hackett
NL Association of Optometrists
Pollard's

Portobello's
Pro-Tech Construction
R&R Homes
Republic of Doyle
Rick Mercer
Ron Ellsworth
The Rotary Club of St. John's East
Sharon Brown
Signature Salon
Spirit of Newfoundland
Steve Best
Steve Watson, Central Dairies
Sunlife
Telegram
Terra Nova Golf Resort
Trevor Murphy, St. John's Ice Caps
Unicorn Productions
VOCM Cares Foundation
The Wilds Golf & Country Club

Pictures

Volunteer & Supporters Appreciation Event - 2014



Dorothy Whittick Memorial Award - 2014

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

Bride Drew Finn



Cecilia Hickey



Bernard Agriesti



Jan Lilly, Board Member accepted the Board of Directors Award on behalf of Reg Gabriel.



Provincial Caregivers Out of Isolation Program



Dr. Janice Keefe, Nova Scotia Centre on Aging, Mount Saint Vincent University and Expert Advisor for the Employer Panel for Caregivers' report released by the Honourable Alice Wong, Minister of State (Seniors). The title of the report, When Work and Caregiving collide: How employers can Support their Employees who are Caregivers, part of the Federal Governments Canadian Employers for Caregivers Plan.



Honourable Clyde Jackman,
Minister of Seniors,
Wellness and Social
Development was in
attendance.



Community Peer Support Volunteer Program

Community Peer Support Volunteer Program Orientation & Training - Corner Brook



Cartwright &
Charlottetown
Orientation &
Training
Graduates

Kelly Heisz, Executive Director of SRCNL
presenting the cheque to Ernie Ennis,
winner of the 50/50 Draw



Julia, Peer Support Volunteer



Last year's AGM (2014)

Michele LeDevehat, Information & Referral
Line and Jillian Freeman, Social Work Student
gave a special presentation entitled:



Pictures & Quote

Friendly Visiting Program



Quote: “We enjoy many of the same things & have so much fun together!”

Mall Walkers Program



Picnic in Bowering Park

Newfoundland and Labrador

SENIORS

RESOURCE CENTRE

a not-for-profit, charitable organization



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.