



RESOURCES • INFORMATION • CONNECTION

Annual Report 2018-2019



SeniorsNL is 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: SeniorsNL 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 and Development

Our Mandate: Guided by our core values, and in response to identified needs, SeniorsNL:

- 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 SeniorsNL is accomplished through partnerships with older adults, family members, volunteers, organizations, communities and all levels of government.

Table of Contents

<i>Board of Directors</i>	Page 1
<i>Staff Listing</i>	Page 2
<i>Board Chair's Report</i>	Page 3
<i>Executive Director's Report</i>	Page 5
<i>Statistics: Information and Referral Services</i>	Page 7
<i>Outreach</i>	Page 22
<i>The NL Network for the Prevention of Elder Abuse (NLNPEA)</i>	Page 30
<i>Treasurer's Report</i>	Page 35
<i>Sources of Revenue</i>	Page 36
<i>SeniorsNL Committees</i>	Page 37
<i>Funders, Donors & Contributors and Donors & Sponsors for 2018 Auction</i>	Page 39
<i>Appendix A: Auditor's Report and Financial Statements</i>	Page 43

Board of Directors

April 1, 2018 – March 31, 2019

Executive

Jan Lilly	Chair
Anne Morris	Vice Chair
Fern Mitchelmore	Treasurer
Edwina Kirkland	Secretary

Directors at Large

Doreen Burry
Chris Facey
Helena Fizzard
Frank Fry
Helen Handrigan
Henry Kielley
Rosemary Lester
Keith Soper

Core Staff April 1, 2018 – March 31, 2019

Kim Clarke	Accountant
Mary Ennis	Outreach Coordinator, Information and Referral Services and Coordinator of the NL Network for the Prevention of Elder Abuse (NLNPEA)
Kelly Heisz	Executive Director
Elizabeth Siegel	Director, Information and Referral Services

Temporary Staff

Barbara Benson	Office Assistant
Nancy Hackett	Fund Development Coordinator
Trudy Marshall	Coordinator, Resource Management, Information and Referral Services

Peer Support Volunteers – Information and Referral Service

Julia Batten, Lorraine Best, Joanne Bremner, Ron Day,
Yvonne Jacobs, Meg Vis and Pat Wright

Office Volunteers

Stella Brown, Patrick Tyler

***A very special thank you to all our volunteers across
Newfoundland and Labrador who give of their time,
expertise, and passion to make a difference
in the lives of seniors!***



Board Chair's Report

On behalf of the Board of Directors of SeniorsNL, I am pleased to present this report covering the period from April 2018 to March 2019. This report highlights the work we have done to provide information to seniors, concerned family members, community organizations, government departments and agencies, as well as concerned citizens for the betterment of the senior population in our province.

The purpose of our organization is to be an Information and Referral Service (I&R). I would like to thank the Provincial Government, specifically the Department of Children, Seniors, and Social Development, for the multi-year funding. This has given us better financial security, allowing us to plan in a more strategic way to improve our service.

SeniorsNL continues to have a good working relationship with Dr. Suzanne Brake, the Province's first Seniors' Advocate, sharing information on what we hear and the issues impacting seniors and those who support them.

SeniorsNL is very proud of its collaboration with all levels of government: federal, provincial, and municipal. Our commitment to strong collaborations and partnerships also carries through to the Regional Health Authorities, community organizations, and agencies. We look forward to long and beneficial partnerships to improve the sustainability and growth of the organization.

I also want to highlight the value of our corporate sponsors, which have been vital to our ability to do outreach throughout the province, to support our Peer Support Volunteers in 50 communities, and our work on elder abuse. Their generosity is greatly appreciated.

I would also like to take this opportunity to thank two Board Members who have completed their terms: Fern Mitchelmore and Keith Soper. Fern has been the organization's Treasurer. Her expertise has been invaluable throughout the years, focusing on sustainability and setting a high standard for financial reporting. Keith Soper came to the Board with significant

talents and experience related to media promotion and was quick to jump into our fundraising efforts. His commitment to supporting our need to raise funds for our work yielded quite the return. Both Fern and Keith will be missed, and we certainly appreciate the time they gave to SeniorsNL.

I want to sincerely thank Kelly Heisz, Executive Director, and all the employees for their commitment to the organization and to the population we serve. I also want to thank the Peer Support Volunteers who have devoted themselves to answering the thousands of inquiries from seniors and those who support them.

My final thank you goes to our Board of Directors. Each member donates endless hours to the organization, not only to attend meetings but also to be ambassadors of SeniorsNL and raise funds.

This has been a very fulfilling year, and we are all excited as we continue to grow as an organization and be the best as we serve seniors in this province.

Sincerely,

A handwritten signature in blue ink that reads "Janet Lilly". The signature is written in a cursive style with a long, sweeping underline.

Janet Lilly, Chair



Executive Director's Report

I am pleased to present this Annual Report that covers our work from April 1, 2018 to March 31, 2019. I encourage you to read each section highlighting the work we have done to fulfill our Mission: to promote, support, and enhance the independence and well-being of older adults in Newfoundland and Labrador.

Our year has been a busy one. 2018-2019 saw an increase in the number of inquiries to our Information and Referral Service and a major hike in visitors to our website. It appears the need for programs and services is on the rise. As well, we can certainly attribute the growth in people reaching out to us to the various ways we reach out to them. Social media has been particularly fruitful, more Community Peer Support Volunteers are referring people, and our partnership with *The Telegram* (SALTWIRE) to highlight our Information and Referral Service and our volunteers in the monthly *Seniors Living* supplement has contributed.

Our ability to do outreach, presentations, and travel across the province has been lower than previous years as funding sources were less than expected. However, we still managed to do an average of five presentations per month (except in August and December).

Our work throughout the year would not be possible without the support of our many funders who believe in what we do. A big thanks goes to the Department of Children, Seniors, and Social Development for their significant and continued support for our Information and Referral Services. Our multi-year funding from the Department certainly makes a difference in our ability to plan and resource our valuable services. As well, I would like to thank Verafin for supporting our work on elder abuse again by raising funds through their summer 2018 softball tournament. Also, I want to highlight the Patton Family Foundation for their support for the past five years.

I want to thank all of our community partners for collaborating with us this past year. Thanks to all of you who invited us to sit at the table to help shape services and programs for seniors and those who support them; thank you to all our community partners for your support and commitment. We are all in this together.

I want to thank each and every volunteer, from the Board of Directors to our fundraising volunteers to our Community Peer Support volunteers across the province. It is a pleasure to work with you. Your passion, commitment, and expertise are valuable assets that contribute to the strength of our organization.

Last but certainly not least, I want to thank the small number of core staff that I work with each and every day. You are the ones who bring our mission to life with commitment, expertise, and dedication. It is truly a pleasure to work with you!

Sincerely,

A handwritten signature in blue ink, appearing to read "Kelly Heisz". The signature is fluid and cursive, with the first name "Kelly" and last name "Heisz" clearly distinguishable.

Kelly Heisz, Executive Director

Through our Information and Referral Services, we are committed to:

- listen well and pay attention to the voices of seniors!
- provide an easy and non-judgmental way for people to connect to information and resources;
- support those who contact us to define their needs and point them to the most appropriate places to have those needs met; and
- help service providers connect their clients to additional services available from other organizations.

People connect with us in many ways and come mostly from our province and other parts of Canada.

Connecting with us by phone is still the most popular way of accessing our service. Phone calls and walk-ins make up the majority of our inquiries, showing that people want to speak directly to a person about their need or concerns. These inquiries, for the most part, are answered by Information Line Peer Support Volunteers (PSVs).

More information was sent than what I was expecting. I am in awe with the assistance that I have received.

Comment from our (anonymous) Customer Satisfaction Survey

Information and Referral Data 2018-2019

3,592 Inquiries : 12% increase from 2017-2018

Who Connects With Us*



Seniors



Family Members



Agencies

How People Connect With Us**



Phone Line



Email, Contact Us Form, Facebook



Walk in

299 Average number of inquiries per month

535 March 2019 had the highest number of inquiries

188 December 2018 had the lowest number of inquiries

* Others who contact us are:
Friends/neighbours, media, businesses,
students, community volunteers

146 Communities in Newfoundland & Labrador where inquiries came from

67 Inquiries from outside of the province, with the majority coming from Alberta, Ontario, and British Columbia

** Other forms of connections are through:
community presentations, directly through staff

It is no surprise that the bulk of our inquiries came from within the province and that the majority of the inquiries **(63%)** came from seniors. We also heard from family members of seniors **(13%)** and community and government agencies that support seniors **(11%)**. Our remaining inquiries came from friends and neighbours of seniors, home support workers, and people looking for phone numbers or volunteer opportunities.

While we received inquiries from across the province, 84% of our inquiries came from the Eastern Health region, which is not surprising as 45% of NL's seniors population (65+) lives on the Avalon Peninsula. In addition, we had 67 inquiries from outside the province, mostly from the adult children of NL seniors who do not live in the same province as their parent(s).

Worth Noting: Where our Inquiries came from (based on Regional Health Authorities)

Eastern Health Region 86.5%

Central Health Region 4.7%

Western Health Region 4.3%

Labrador-Grenfell Health Region 1.9%

The other 2.6% includes inquiries from out of the province and undetermined.

I feel SeniorsNL went above and beyond finding appropriate information and services for us to contact.
Comment from our (anonymous) Customer Satisfaction Survey

Connecting People: Our Referrals

People contact us to access programs, resources and services based on their identified need. Often we give more than one referral to seniors and those who support them. Our iCarol data system allows us to store our collection of resources, currently over 800, for referrals to services that are offered by government, public and private agencies, businesses and community organizations.



Top 10 Agency Referrals

1. Community Volunteer Income Tax Program (Canada Revenue Agency)
2. Community Supports Program (Eastern Health)
3. Public Legal Information Association of NL
4. Service Canada
5. Rental Housing Program (NL Housing)
6. Snowbusters (Choices for Youth)
7. Non-Profit Housing (City of St. John's)
8. Adult Protection Act (phone line)
9. Connections for Seniors
10. List of odd jobs/errand services/minor home repair businesses

Sometimes one referral can make all the difference...

When Theresa* called SeniorsNL, she wanted to know where the nearest food bank was because she was struggling financially. Theresa, 67, had been working part-time as a home support worker, but had to quit because of health reasons. She was already receiving her Old Age Security (OAS) and Canada Pension Plan (CPP), but now that she was no longer working, this was not enough to take care of her monthly bills. After a conversation with SeniorsNL staff, it was quickly determined that Theresa was not receiving the Guaranteed Income Supplement (GIS) for which she was eligible. She hadn't been eligible while she had been working and was not aware that she needed to apply for it when she stopped. So in addition to the referral to the food bank, we were able to refer her to Service Canada to apply for her GIS, which would increase her monthly income by several hundred dollars and improve her situation over the long-term.

** Name has been changed*

Worth Noting: The top 4 ways, in descending order, that people hear about us are:

1. Previous Caller
2. General Knowledge
3. Community Partner
4. Internet

What are people looking for? Categories of Need

To better illustrate the types of needs that inquirers to SeniorsNL have, we have sorted them into categories. Below are the categories listed in descending order.

Daily Living

15% of inquirer's needs fall into this category. These are specific to **enabling a senior to stay in his/her own home.**

The top ten referrals were about:

- | | |
|-----------------------------------|--|
| 1. Home support | 6. Home delivered meals |
| 2. Residential snowclearing | 7. Accessible transportation |
| 3. Emergency alert systems | 8. Footcare |
| 4. Home maintenance | 9. Other at home services
(hairstyling, dental hygiene) |
| 5. Home accessibility/living aids | 10. Home energy conservation |

Other subjects of daily living inquiries included yard work, housekeeping, and transportation/accompaniment to medical appointments.

Housing

14% of inquirers' needs fell into this category. These came from or for seniors **who were looking for a place to live.**

Information and referrals falling under this category included requests for our housing lists, applications to various subsidized housing organizations, and assistance with housing applications. Other housing related inquiries that involve maintenance and energy efficiency are captured under **the daily living category.**

Twenty-six (26) of our calls were from seniors in need of emergency housing to prevent homelessness. This is a 160% increase in emergency housing calls from last fiscal year.

A Senior* in Housing Crisis

Jonathan contacted SeniorsNL because he was worried about his father Bill, who was 84. Bill had lost his wife a year prior and because the household income was no longer being supported by two full pensions, he was struggling financially. Now his house was in foreclosure because he hadn't been able to pay his mortgage,¹ and he had been given three months to leave his house. In addition, the electric company was threatening to cut his power off if he didn't pay what he owed them.

Jonathan, who lives in Nova Scotia, had flown to NL to help support his dad as soon as he heard how bad things had gotten. Because he was from another province, he didn't know where to begin to get help for his father.

SeniorsNL was able to provide Jonathan with referrals for the two non-profit credit counseling organizations in NL so his father could get help to figure out his finances and negotiate with his creditors. We also provided Jonathan with our seniors housing list and helped to explain the subsidized housing situation in the province. In addition, we gave Jonathan information about how to apply for a personal care home as this was another option his father was considering.

Relieved to have a starting place to begin helping his father, Jonathan thanked us for being a "one-stop shopping place for information" and told us he would be "keeping our number" in case he or his father ever needed anything else.

**Identifying details have been changed to protect the privacy of the individuals involved.*

¹ Today it is not uncommon for seniors to still have a mortgage. In a presentation to the Research Exchange Group on Aging at Memorial University (Housing affordability among senior residents in St. John's, Newfoundland, 1991-2011, by Sinikka Okkola, MA, April 12, 2017), it was noted that in 2011 approximately 18% of seniors in St. John's were carrying a mortgage. https://www.nlcahr.mun.ca/Research_Exchange/Aging_housing_41217.pdf

Leisure and Learning

12% of inquirers' needs fell into this category. These were related to inquiries about recreation and social opportunities, 50+ clubs, and courses (in particular computer courses). These referrals included 45 inquiries from either seniors looking to volunteer in the community and/or individuals wanting to volunteer with seniors.

Taxes

11% of all inquirers' needs dealt with taxes. These were specifically related to seniors needing help with filing their taxes through the Community Volunteer Income Tax Program or who needed information from the Canada Revenue Agency.

This type of inquiry is a seasonal one but is significant. Seniors on low income must file their taxes on time so that they do not lose their benefits, e.g. Guaranteed Income Supplement, 65+ drug card, and the provincial seniors benefit. The Community Volunteer Income Tax Program provides a vital, free service that seniors need and appreciate.

Health

Accounted for **9%** of all inquirers' needs. These include requests for information on various diseases and conditions and how to get hearing tests and about what MCP covers, and how to access hearing aids, disability supports, caregiver support groups, and mental health services.

A continuing trend in this category is the rise in identified needs related to Mental Health.

This year, SeniorsNL made 129 referrals related to mental health. This is a 143% increase from mental health referrals (53) made in 2017-2018 and more than a tenfold increase from referrals (11) in 2016-2017.

An increase in inquiries relating to mental health among NL seniors can be seen as a positive and good indication that stigma is lessening.

This increase in seniors seeking mental health resources and services does

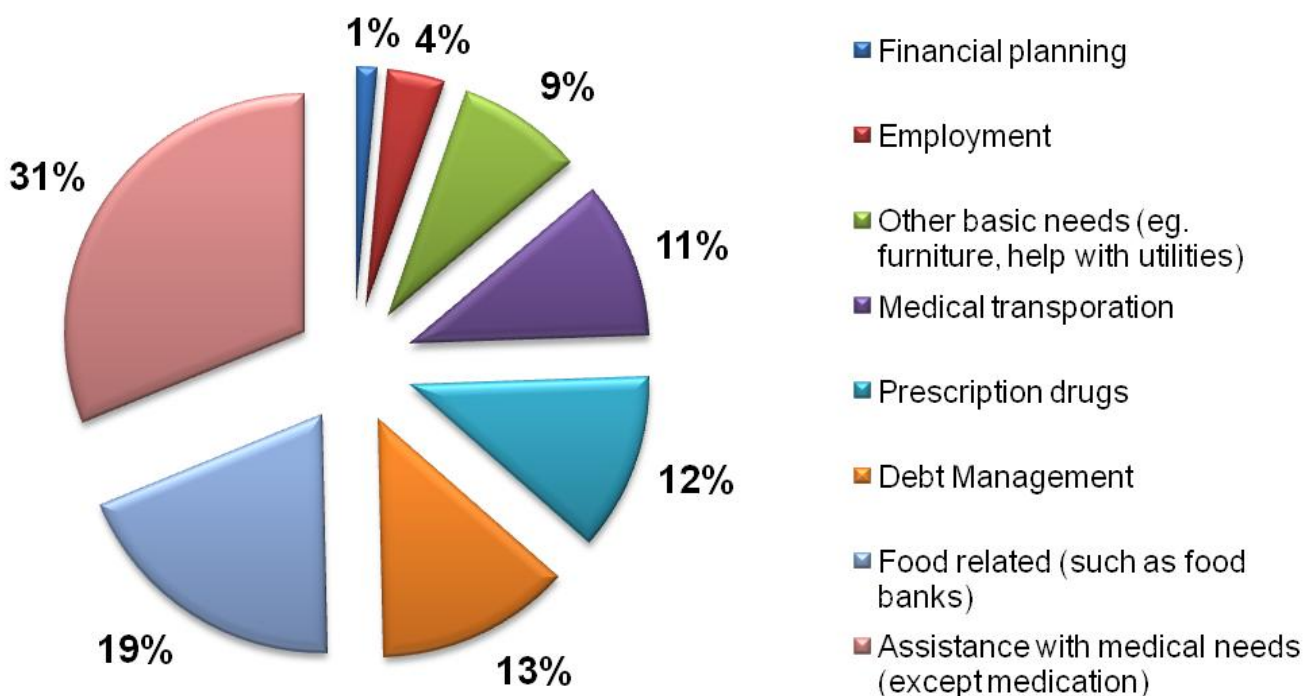
not necessarily mean that there has been an increase in mental health issues among NL seniors, but rather it may be indicative that stigma around mental health issues is lessening – which is actually a positive trend.

Financial

While most of our inquiries had a financial aspect (for example someone may be looking for housing because they can't afford the rent where they currently live), we wanted to separate the **7%** of inquirers' needs **that were related to those looking for financial assistance**. Many of these were from people seeking financial help for medical issues – purchasing glasses, hearing aids, and/or medical equipment.

Other financial concerns included people needing emergency food and/or utility assistance and looking for help with debt management and finding employment. Of note, 54 of the calls related to seniors who needed emergency food (food banks).

Breakdown of Financial Concerns FY 2018-2019



Other Categories of Inquirers' Needs

SeniorsNL Information and Awareness Materials 8%

These were requests for SeniorsNL informational materials (for instance our Seniors Guide to Programs and Services in NL, Caregiver Guide, Housing Transitions booklet, elder abuse brochures, World Elder Abuse Awareness Day materials, etc.)²

Long Term Care/Personal Care Homes 6%

These inquirers' needs were for information on how to start the process to enter LTC/PCH or about financial aspects (such as subsidies) or for lists of facilities.

Government Benefits 5%

These inquirers' needs were for information about provincial (eg. income support, seniors benefit) and federal benefits (eg. OAS, GIS, CPP).

Legal Inquiries 5%

These inquirers' needs were related to people looking for a lawyer or for information on matters such as wills, power of attorney, and advance health care directives.

Issues Advocacy 4%

These inquirers' needs were related to help with individual issues or systemic concerns. Most of these inquiries were given referrals to their MHA (41) or MP (10), the Seniors' Advocate (36), Office of the Citizens' Representative (21), or to the client relations department of their regional health authority (17).

² Requests for SeniorsNL compiled housing lists are included under the housing category.

Elder Abuse/Domestic Abuse 3%

Seventy-five (75) of our inquiries concerned cases of elder abuse that needed to be reported to the Adult Protection Line or Health Authority. In addition, we had 10 calls from women experiencing domestic violence, who were referred to women's shelters and multiple other supports.

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Consumer Related 1%

These inquirers' needs were related to consumer issues such as senior discounts, ID cards, motor vehicle registration, and consumer complaints.

When There is Nothing Available to Help Inquirers: Tracking Unmet Needs

The vast majority of the time we are able to refer seniors and those who support them to a resource or service (or sometimes multiple ones) that they did not know how to access or that it even existed. However, occasionally we find **UNMET NEEDS**, which indicate a gap in services to seniors in our province. SeniorsNL shares this information on unmet needs with the Seniors' Advocate, the Seniors and Aging Division (CSSD), and other government and community entities in order to facilitate changes in policies and services to address them.

UNMET NEED: This year we had 20 inquiries from seniors who did not have a family physician and were unable to find one who is taking new patients.

UNMET NEED: We had 14 enquiries from seniors looking for financial assistance for dentures or dental work. There are no government programs to help a senior who is living in the community to access dental work or dentures once they turn 65.

Follow-up: An Important Aspect of Our Service

Most of our calls involved much more than a directory-assistance kind of service. (Only 1% of our calls involved a simple phone number referral.) In fact, our average call length is **10 minutes**, and this year, **248 of our calls** involved a significant degree of emotional support. We also provided **566 follow-up calls** to inquirers, with their permission, to ensure they managed to

connect with the resources we referred, confirm they received the materials we sent to them, and/or to check up on how they were doing during a difficult time.

Most of our inquiries involved much more than a directory assistance kind of service.

The Staff and Volunteers Who Support Us

A big thank you goes to the seven seniors who served as Information Line Peer Support Volunteers this year by answering inquiries and supporting seniors with information and connections to needed services: Julia Batten, Lorraine Best, Joanne Bremner, Ron Day, Yvonne Jacobs, Meg Vis, and Pat Wright.

These volunteers gave 1,669 person-hours during the 2018-19 fiscal year directly to Information and Referral – providing peer support, a listening ear, and connections to services and information to support informed decision-making. Based on the Estimate of the Value of Volunteer Activity (EVVA)³ **the value of this volunteer time is \$26,921.**

In addition to our Information Line Peer Support Volunteers, we rely on staff and other volunteers to research, gather, and update information and statistics. Thanks go to office volunteers Stella Brown and Patrick Tyler.

³ This calculation is based on the hourly rate that comparable staff would be paid and does not include benefits.

With this team, we look forward to the coming year and continued service to seniors and those who support them!

Respectfully Submitted,



Elizabeth Siegel
Director, Information and Referral Services

Data analysis was done by Elizabeth Siegel, Mary Ennis, and Kelly Heisz.

Website

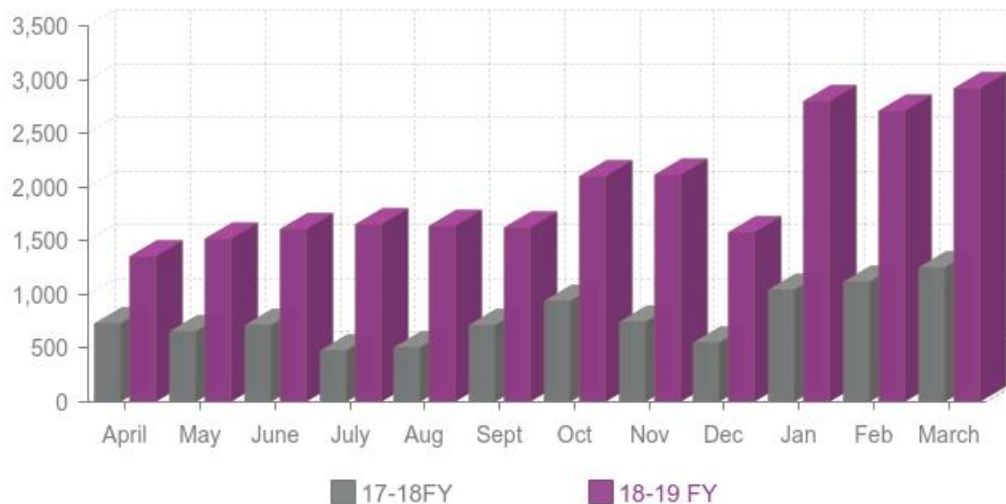
Our website is for those who like to self-serve and find resources and programs for themselves or someone else. Of course, at any time, our Users can contact us either via our phone line or through our online contact form.

We have designed our website for specific Users, and by utilizing Google Analytics,⁴ we are able to see where they are coming from, what pages they are viewing, etc. We have Users who have identified themselves by entering our sections of Senior, Family/Friend, and Service Provider. We also have a section for potential Volunteers and Donors. Each Section is divided into subsections based on categories such as housing, health, legal, finance, and elder abuse. We have built our site specific to Users' needs based on the data we have collected via Google Analytics, and we continue to shape our site in order for their experience to yield what they are searching for.

⁴ Google Analytics is a free website analytics service offered by Google that gives you insights into how users find and use your website.

Website Data Analysis (Google Analytics)

Users* www.seniorsnl.ca



Our website saw a **100.24% increase** in the number of Users.

** Users are defined by Google Analytics as a visitor that visits a website one or more times during a specific time period but is only counted once.*



Visitors were from
Canada



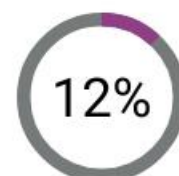
Of Canadian visitors were
from Newfoundland &
Labrador

21,926

Users.Up from 10,950
in 2017-2018

60,751

Page Views



Percentage of Return Visitors



60% or 6 out of the 10 top
locations that had the most
Users were from Newfoundland
& Labrador

Website Section/ Section Categories

I am a Senior

People entering this section selected the following categories (from most to least viewed):

- Housing
- In the Community [in particular the NL 50+ Federation pages]
- Finances
- Elder Abuse
- Health
- Legal

I am Family/Friend

People entering this section selected the following categories (from most to least viewed):

- Family-Friend Support
- Help to Stay at Home
- Long Term Care
- Financial Help
- Elder Abuse

I am a Service Provider

People entering this section selected the following categories (from most to least viewed):

- Resources To Help Your Client
- NL Network for the Prevention of Elder Abuse
- Group Presentations/Professional Development
- Health Resources To Help Your Client
- Financial Resources To Help Your Client



2018-19 was another good year for outreach activities! Through our Outreach and World Elder Abuse Awareness Day activities, SeniorsNL reached 90 communities across the province and distributed over 33,000 pieces of print information to 11,133 individuals. It must be noted, however, that outreach numbers are down from the 2017-18 fiscal year, due largely to having less disposable funding to invest in outreach requiring travel. During 2018-19 the Outreach Coordinator visited Corner Brook on only one occasion and was unable to travel to the Labrador-Grenfell Region at all.

Thanks to the generosity of Eastern Health, SeniorsNL was able to host five public meetings in the Eastern Health Region: Carbonear, Cavendish, Clarenville, Holyrood and Placentia during 2018-19. Fund-raising efforts enabled SeniorsNL to convene public meetings in Corner Brook, Fogo, Grand Falls-Windsor, and New World Island as well. We are extremely grateful to our partners in those communities for doing such a great job organizing these events.



We were especially pleased during 2018-19 to have a number of seniors' residences, e.g. Personal and Long-Term Care Homes, invite us to do individual, and in several cases, a series of presentations for residents or in-service training for staff. We were also delighted to receive an invitation from the Town of Logy Bay-Middle Cove-Outer Cove to do a series of presentations for seniors in that municipality. Indeed, more organizations and groups are inviting us to come back and do other presentations.

It is also heartening to know that the MUN School of Nursing continues to avail of our knowledge of elder abuse through our many presentations and discussions of the topic with nursing students.

On another note, MUN School of Nursing once again had a team of students work with SeniorsNL to develop a resource tool during Fall 2018. *A Seniors Guide to Health through Empowerment* facilitates the development of peer support groups for seniors to arm them with the knowledge and ability required to combat ageism, promote their independence, and strengthen their voices when involved with the health care system. Many thanks to Laura Adams, Adam Bursey, and Nicole Willcott for developing the Guide.

Our surveys reveal a significant number of seniors are worried about their finances and do not have the legal documents in place to protect their health wishes and finances.

SeniorsNL continues to avail of a survey component to its outreach work in order to keep abreast of current and emerging issues that do, or have the potential to, negatively impact seniors in this province. Our findings remain much the same as previously reported, and we are still concerned about the significant number of seniors who could be at risk of loneliness and isolation; who are worried about their finances; and who do not have a will, power of attorney, enduring power of attorney, or an advance health care directive. Much more needs to be done to ensure that seniors in our province are informed and supported.

During 2018-19, SeniorsNL contributed articles to the *Senior Living* insert in SaltWire published papers which, in addition to *The Telegram*, includes community newspapers across the province. Our “Just Ask ” column appeared in nine publications, our “Volunteer Profile” column in seven, and our column on “Friends of SeniorsNL” in one.

The Telegram

SeniorsNL was very pleased to be awarded a grant from the *New Horizons for Seniors* program during 2018-19 to work in partnership with the NL Public Libraries and the NL 50+ Federation to promote, support, and increase the engagement of seniors in their public libraries.

The first step will be to bring together representatives of the three groups to engage in a facilitated discussion leading to the development of a three-year strategic plan for the partnership to undertake. The planning meeting will take place early in the 2019-20 fiscal year.

In closing, my sincere thanks go to our Outreach funders, staff, volunteers, and partners for lending me your knowledge and support during 2018-19.

You make my work so much easier. And again, the 50+ Federation and its local club members deserve special thanks for their partnership and commitment to keeping older adults active and informed. Your generosity is very much appreciated.



Respectfully submitted,

Mary Ennis, Outreach Coordinator, Information and Referral

Community Partnerships



SeniorsNL partners with over 80 community organizations, municipalities and/or government departments/agencies to deliver presentations and facilitate discussion on topics relevant to seniors and those who care for them. It would be impossible to do the work we do without collaboration and participation among all community entities.



Cavendish November 2018: Information Session funded by Eastern Health's Community Partnership Fund. Topics: Housing Options and Legal Documents.

2018-19 Provincial Reach

NOTE: This list of 90 communities reached during 2018-19 may not include all those from which participants at the NL 50+ Federation Convention came. Also worthy of note is that events in some of the foregoing communities may also have drawn participants from nearby communities not identified.

Aquaforte

Barr'd Islands

Bay Roberts

Benoit's Cove

Bishop's Falls

Black Duck Pond

Bonavista

Brigus

Boyd's Cove

Burin

Cape St. George

Carbonear

Carter's Cove

Cartwright

Cavendish

Channal-Port aux Basques

Charlottetown

Coley's Point

Conception Bay South

Corner Brook

Crow Head	Hopedale
Deep Bight	Island Harbour
Deer Lake	Joe Batt's Arm
Dunville	Kippens
Embree	La Scie
Fairbanks	Labrador City-Wabush
Fogo	Logy Bay-Middle Cove-Outer Cove
Freshwater	Lourdes
Gallants	Makkovik
Gambo	Marystown
Gander	Marysvale
Georgetown	Milton
Glovertown	Mount Pearl
Goose Cove	Nain
Gooseberry Cove	Newville
Goulds	North West River
Grand Falls-Windsor	Paradise
Happy Valley-Goose Bay	Pasadena
Harbour Breton	Patrick's Cove
Harbour Grace	Placentia
Hillgrade	Point Verde
Hillview	Pollard's Point
Holyrood	Port Saunders

Postville

Renews

Rigolet

Robert's Arm

St. Anthony

St. John's

St. Lunaire-Griquet

Salmon Cove

Shoal Bay

Spaniard's Bay

Springdale

Steady Brook

Stephenville

Summerford

Tilting

Tizzard's Harbour

Torbay

Trawl Cove

Trepassey

Trinity

Triton

Virgin Arm

Whitbourne

Winterland

Premier Dwight Ball speaks [@SeniorsNL](#) to announce Multi Year Funding for community groups.



6:09 AM - 25 Apr 2018

2018-19 Presentation Topics

- 50+ Federation and local 50+ Clubs
- Adult Protection Act
- Advance Health Care Directive
- Age-Friendly Communities
- Ageism
- Building Inclusive Communities
- Caregiving
- Elder Abuse
- Enduring/Power of Attorney
- Falls Prevention
- Financial Abuse
- Frauds and Scams
- Healthy Ageing
- Housing and Homelessness
- iCarol (SeniorsNL database)
- Information & Referral Line
- Q & A on SeniorsNL Services
- Seniors and Housing Transitions
- Seniors and Mental Health
- Seniors and Safety
- SeniorsNL: An Overview
- Seniors and Sexual Health
- Survey Findings – 50+ Federation Convention
- Wills

Outreach: Information Distribution 2018-19

22,065 pieces of material were distributed to approximately 11,133 individuals via SeniorsNL presentations/information booths as well as given, upon request, to our Community Peer Support Volunteers and partners across the province for other public events.

80% of materials were distributed outside of the Eastern Health Region

Top 12 documents (distributed via Outreach)* # Distributed

SeniorsNL Medication Safety Tips	719
NLHC Home Energy Savings Program	596
SeniorsNL Visits with Health Professionals	488
Mental Health Contact Numbers	478
Proper Footwear	391
NLHC Provincial Home Repair Program	350

SeniorsNL Paid Family Caregiver Information	345
Care Conversations	307
Put Your Feet First	305
Home Modification Program	276
Medication Safety Tips	272
Reporting Abuse and Neglect Leads to Help	269

* NOTE: The above list of top 12 documents does not include the following SeniorsNL documents: WEAAD placemats (number distributed reported in NLNPEA section of this Annual Report – 11,760); SeniorsNL Brochure – 4,673; SeniorsNL Elder Abuse brochure – 4,296; the NLNPEA Brochure – 2,545; or the SeniorsNL Peer Support Volunteer brochure – 1,799.

Active Participation: Collaborations/Boards/Committees

- Canadian Network for the Prevention of Elder Abuse, Board Member (and member of Policy Sub-Committee)
- CHHA-NL's "Here to Hear" – a seniors' project whose aim is to encourage hearing health among our aging population, Member
- Connections for Seniors, Board member (SeniorsNL representative)
- Department of Health and Community Services Advanced Care Planning Advisory Committee, Member
- Department of Health and Community Services New Opportunities for Personal Care Homes Committee, Member
- Department of Health and Community Services Provincial Home Dementia Project, Member
- Department of Health and Community Services Provincial Home Support Advisory Committee, Member
- Eastern Health Patient Experience Task Force, Member (also member of Senior Friendly Education Working Group)
- Food First NL Project Advisory Committee on *SCOFF: Seniors' Celebration of Food and Film*, Member
- Food First NL Self-sufficiency Action Group, Member

- Home to Stay Advisory Committee, Stella's Circle, Member
- Justice Minister's Committee on Violence Against Women and Girls, Participant
- Provincial Services Redesign Team of *Towards Recovery: Mental Health & Addictions Strategy*, Member.
- Rural and Remote Advisory Committee on Housing and Homelessness (now called Reaching Home), Member and Chair

SeniorsNL

NL Network for the Prevention of Elder Abuse (NLNPEA)

The inaugural meeting of the Newfoundland and Labrador Network for the Prevention of Elder Abuse (NLNPEA) was held in October 2011 - the result of a continuous commitment to address elder abuse initiated by SeniorsNL in 1992. Today, NLNPEA, with its membership of 105 individuals and 48 organizations (government agencies, community groups, and businesses) is an integral part of SeniorsNL.

SeniorsNL has been committed to addressing elder abuse since 1992.

NLNPEA is overseen by a Steering Committee whose members come from each of the health regions, law enforcement agencies, the multi-cultural and Aboriginal communities, a legal association and the NL 50+ Federation. Coordination of NLNPEA exchanged hands mid-year as Elizabeth Siegel stepped down to focus on information and referral services. Mary Ennis, SeniorsNL's Outreach Coordinator now fills the role of Provincial Coordinator of NLNPEA.



Thanks to the financial support of Verafin, NLNPEA was able to support a number of initiatives to recognize **World Elder Abuse Awareness Day (WEAAD)**, observed annually on June 15. The main focus was on financial abuse, the most common

form of elder abuse which often goes unreported. With the funds, we were able to disseminate materials (WEAAD placemats and brochures) to groups wanting to observe the day and provide funding to 11 groups for their WEAAD activities and events.

- 456 participants were engaged in WEAAD activities.
- Successful applicants came from all regions of the province.

Labrador events:

- A BBQ and dance was held by Twin Cities Seniors 50+ Club in Labrador West and Cartwright's event has been postponed until the Fall.

Western events:

- Channel-Port Aux Basques, held in a Personal Care Home for residents
- Kippens, held in Silverwood Manor, Personal Care Home, and involved activities/lunch for residents.
- Port Saunders, held in a personal care home for residents.
- Stephenville, Melgignat Mi'kmaq Women's Group (an affiliate of Newfoundland Aboriginal Women's Network) held a Talking Circle with members from Stephenville Crossing, Port au Port Peninsula, Kippens.
- Satellite Office of People of the Dawn Indigenous Friendship Centre (based in St. George's). Event held in Stephenville.

Central events

- La Scie, Active Living 55+ Club.
- Gander, Gander Seniors 50+ Club Inc.
- Grand Falls-Windsor Status of Women Central, partnered locally with the town of GF-W, St. Joseph Parish Hall, Horwood's Home & Community Support Services Inc., and Violence Prevention South and Central and other partners to carry out 2 events.

Eastern events:

- Clarendville – produced T-shirts with “Stand-up Against Elder Abuse” message for teachers promoting presentations on Financial Abuse of Older Adults for more than 500 high-school students.

WEAAD promotion: In addition to promotion done by event organizers, the following WEAAD promotion occurred:

- Mr. Paddy Daly, Host of VOXM Open Line, played an active role as honorary spokesperson of WEAAD 2018.
- Websites, Facebook, twitter, posters and word of mouth worked well to promote WEAAD 2018, its events, and activities.
- *A Seniors Living* Supplement (found in all SaltWire provincial papers) hosted several articles on WEAAD 2018.
- The Canadian Network for the Prevention of Elder Abuse (CNPEA) promoted WEAAD Events across the country.

Distribution of WEAAD placemats and elder abuse materials

Close to 21,000 pieces of information were distributed (including 11,324 individual WEAAD 2018 placemats plus elder abuse brochures, SeniorsNL brochures, NL Network for the Prevention of Elder Abuse brochures). The placemats were used to highlight WEAAD at:

- Sponsored events and events planned by seniors and community organizations such as banquets, dinners, teas, luncheons, exercise events, and kitchen parties
- Presentations and learning events on elder abuse
- Local restaurants
- In total, 29 communities observed WEAAD in one way or another.

- | | |
|----------------------------|---------------------------|
| • Bay Roberts | • Grand Falls-Windsor |
| • Burin | • Happy Valley- Goose Bay |
| • Carbonear | • Harbour Breton |
| • Cartwright | • Harbour Grace |
| • Channel-Port aux Basques | • Kippens |
| • Clarendville | • La Scie |
| • Deer Lake | • Labrador City-Wabush |
| • Embree | • Marystown |
| • Gambo | • Paradise |
| • Gander | • Pasadena |
| • Goose Cove | • Placentia |

- Port Saunders
- Postville
- Rigolet
- St. Anthony
- St. John's
- Steady Brook
- Stephenville

The NLNPEA Steering Committee members and SeniorsNL as a whole extend their sincere thanks to all members of NLNPEA as well as all hosts of WEAAD events and distributors of our WEAAD placemats for their commitment to addressing the various forms of elder abuse that impact seniors.

Respectfully Submitted,

Elizabeth Siegel, Provincial Coordinator (replaced by Mary Ennis) and
Trudy Marshall, NLNPEA Knowledge Sharing Events Coordinator (finished mid-year)



Melgignat Mi'kmaq Women's Group, Stephenville, observing World Elder Abuse Awareness Day

World Elder Abuse Awareness Day June 15

ELDER ABUSE

Can be an act (abuse) or a failure to act (neglect) that harms an older person.

FINANCIAL ABUSE

Misuse of a senior's money, property, or possessions through theft, scam, or fraud.

WHAT SHOULD I DO?

> TELL SOMEONE YOU TRUST

> TELL YOUR BANK

> PROTECT YOURSELF

- SAY NO
- Develop a safety plan
- Change your telephone number, PIN number, passwords, or accounts

The Newfoundland and Labrador Network for the Prevention of Elder Abuse (NLNPEA) is an integral part of SeniorsNL's efforts to create awareness and take action on elder abuse.
www.nlnpea



SeniorsNL, formerly Seniors Resource Centre of Newfoundland and Labrador, is a member of the Canadian Network for the Prevention of Elder Abuse (CNPEA) www.cnpea.ca

WHERE TO GET HELP?

- Call **911** For emergencies or situations requiring the police.
- Contact your Regional Health Authority at **1-855-376-4957** (no long distance charges will apply) to report an adult who may be at risk of abuse or neglect, and who does not understand or appreciate that risk.
- Contact SeniorsNL's Information and Referral Line, toll free **1-800-563-5599**. We will listen to your concerns and connect you to the information and resources you need.

SENIORSNL IS HERE TO HELP

info@seniorsresource.ca
www.seniorsresource.ca

VERAFIN Proud Supporter

SeniorsNL
RESOURCES • INFORMATION • CONNECTION

WEAAD Placement



Sandwich Bay 50+ Club, Cartwright observes
World Elder Abuse Awareness Day

Finance Report, Sources of Revenue & Financial Statements

For the year ended March 31, 2019, the Seniors Resource Centre Association of Newfoundland and Labrador Inc. operations resulted in a deficit of \$34,873 compared to a surplus of \$46,744 for the year ended March 31, 2018.

Revenue for 2018/19 was \$398,181 compared to \$502,043 recorded in the previous year. Grants, fundraising and donations fluctuate from year to year depending on projects undertaken by the organization. During this past year, expenditures were \$433,054 compared to \$455,299 in 2017/18.


SeniorsNL is currently in its second year of its multi-year funding agreement with the Provincial Government. This agreement secures the sustainability of the Information and Referral Services provided by SeniorsNL to our aging population. After this year, there is one year remaining in this funding agreement.

The continuation of our Outreach Program and other services that complement the Information and Referral Services is funded entirely through other grants, donations, and fundraising. As part of this, SeniorsNL Board of Directors monitors the financial situation of the organization very closely. It will continue to focus on making its operations as efficient as possible while working with the Department of Children, Seniors, 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 2018/19.

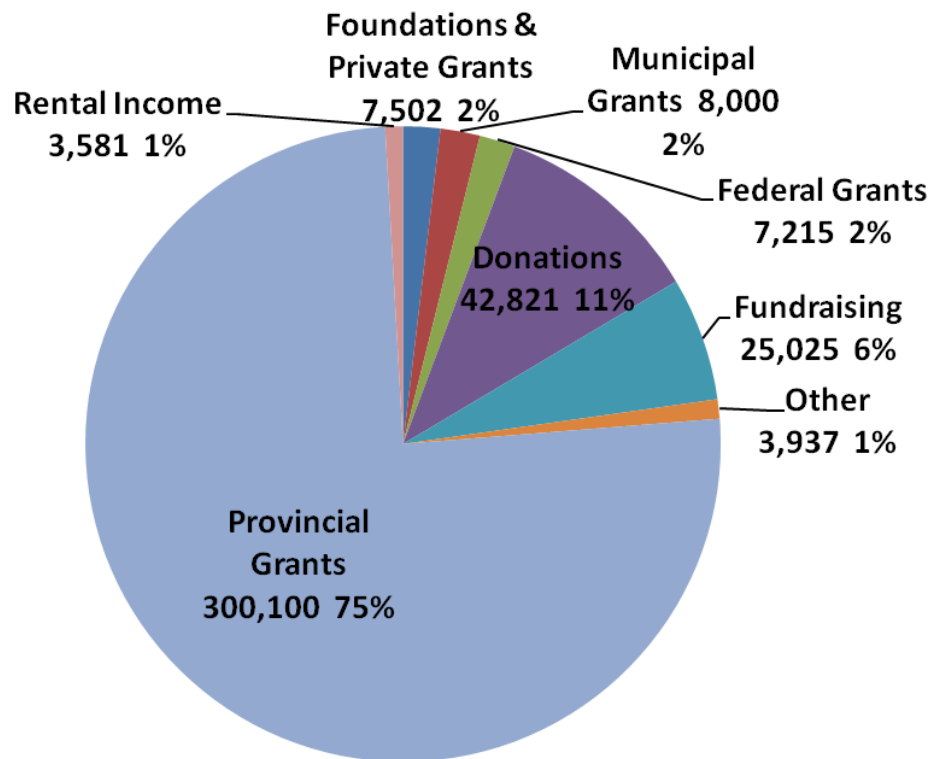
As Treasurer of the SeniorsNL Board of Directors, I present to you in this Annual Report, our Audited Financial Statements.

Respectfully Submitted,

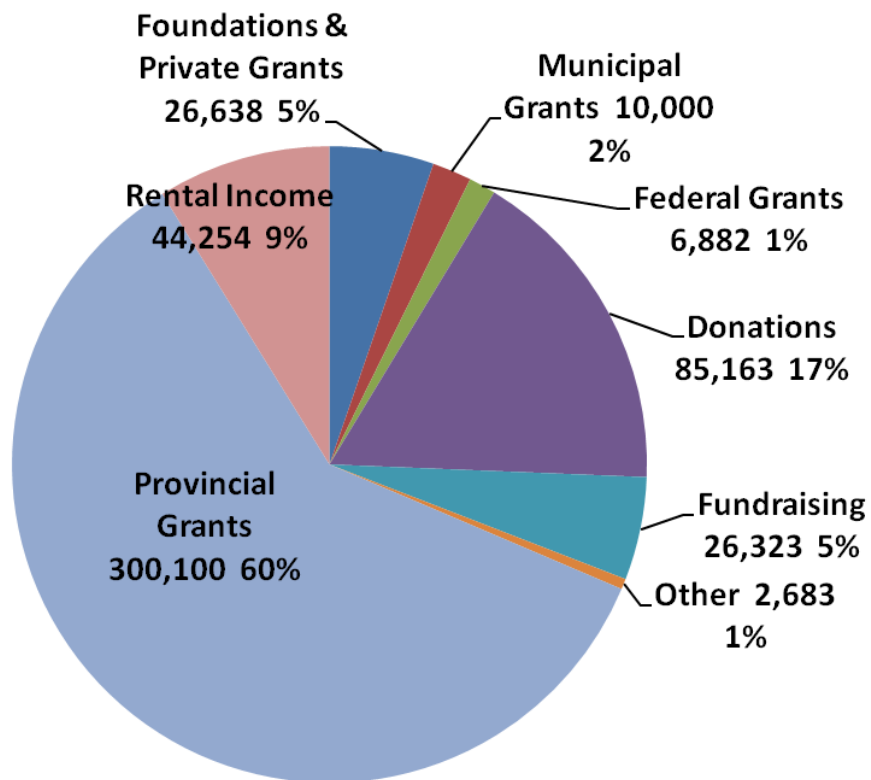
A handwritten signature in blue ink, reading "Fern Mitchelmore", is written over a horizontal line.

Fern Mitchelmore, Treasurer

Revenue 2018/2019 \$398,181



Revenue 2017/2018 \$502,043



SeniorsNL Committees 2017/2018

Finance/Executive Committee

Chair.....	Fern Mitchelmore
Members.....	Helena Fizzard Frank Fry Edwina Kirkland Jan Lilly Anne Morris Kim Clarke Kelly Heisz
Accountant.....	
Executive Director.....	

Nominations Committee

Members.....	Jan Lilly
Chair.....	Helena Fizzard Edwina Kirkland Anne Morris

Issues Committee

Chair.....	Rosemary Lester
Members.....	Edwina Kirkland
Gov NL Advanced Education, Skills, and Labour.....	Harold Guzwell Lanie Woodfine Gail Wideman Amanda Devlin Mohamed Abdallah Kelly Heisz Elizabeth Siegel
MUN (Research).....	
Connections for Seniors.....	
Executive Director.....	
Director, Information and Referral	

Donor Relations Committee

Chair.....	Frank Fry
Members.....	Chris Facey Helena Fizzard Jan Lilly
Executive Director.....	Kelly Heisz

Fund Development Committee

Co-Chairs.....	Chris Facey Keith Soper
Members.....	Debbie Forward Reg Gabriel
Coordinator.....	Nancy Hackett
Accountant.....	Kim Clarke
Executive Director.....	Kelly Heisz

Human Resources Committee

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

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

Co-Chairs.....	Rosemary Lester Anne Morris
Central Regional Health Authority.....	Cassandra Holloway
Eastern Regional Health Authority.....	Charlene Luffman/ Melissa Tremblett**
Labrador-Grenfell Health Authority.....	Marina Brett
Multicultural Women's Organization of NL.....	Yamuna Kutty/ Kaberi Sarma-Debnath
Newfoundland Aboriginal Women's Network.....	Mary White
NL 50+ Federation.....	Noreen Careen
Public Legal Information Association of NL (PLIAN).....	Kevin O'Shea/Sarah McHugh-Wade
Royal Canadian Mounted Police (RCMP).....	Brad Squires
Royal Newfoundland Constabulary.....	Cst. Jason Coombs**/ Cst. Tanya Schwartz
Western Regional Health Authority.....	Lori Ryan
Provincial Coordinator, NLNPEA.....	Elizabeth Siegel**/

NLNPEA Knowledge Sharing Events

Coordinator.....

Executive Director.....

Mary Ennis

Trudy Marshall**

Kelly Heisz

**replaced during 2018-2019

Major Funders, Donors, and Contributors 2018-2019

- City of St. John's
- Congregation of the Sisters of Mercy
- Credit Union - Eastern Edge
- Fresh Daily Bakery LTD.
- Government of Newfoundland and Labrador
- Government of Canada, New Horizons for Seniors
- Lilly, Jan
- Oliver Orthodontics
- Patten Family Foundation Inc.
- RBC Foundation
- Responsible Sharing Committee
- United Brotherhood of Carpenters
- Verafin Inc.

Other Funders, Donors and Contributors 2018-2019

- | | |
|-------------------------------|---|
| ➤ Allen, Geoffrey | ➤ Collision Clinic |
| ➤ Bird Heavy Civil Ltd. | ➤ Colonial Adjusting & Appraisal Services |
| ➤ Boland, Diane | ➤ Compassion Home Care |
| ➤ Bourne's Holdings Ltd. | ➤ Crook, Peter |
| ➤ Bowers, Kate | ➤ Curtis, Dawe |
| ➤ Brown & Way Surveys | ➤ Dabinett, Diana May |
| ➤ Bruce, Carmelita | ➤ Discoveries Unlimited Inc. |
| ➤ Bussey, Krista | ➤ Doucette, Eileen & Nelson |
| ➤ Butler, Barbara | ➤ Dutton, Rebecca |
| ➤ Carnell's Funeral Home Ltd. | |

- Evans, Marjorie
- Fitzgerald, George
- Fizzard, Helena
- Furlong, Nora A.
- Gadag, Veeresh
- Galway, Leslie
- Houlihan, Dawn
- Hulett, Deanne
- Ivany, Linda A.
- Jacobs, John
- JSM Electrical LTD.
- Keough, Erin M.
- King, Heather
- King, Richard
- Knights of Columbus # 7786
- LeMessurier, June G.
- Mark, Timothy
- Marshall, Joan
- Martha's Company Limited
- Maunder, Susan & John
- Melendy, Stacey
- Memorial University Pensioners Association
- Newfoundland & Labrador Nurses Union
- NLCU Charitable Foundation Corporation
- Noseworthy - Chapman
- Noseworthy, Beth & Doug
- Noseworthy, Nellie & Roy
- Ocean Choice International
- Osmond, Patricia
- Patel Medical Centre
- Penney Group Inc.
- Perlin, John Crosbie C.M,C.V.O.
- Pittman, Kenneth & Kathleen
- Pratt-Baker, Kim
- Puddister Shipping Limited
- Reardon Properties Inc.
- Redwood Construction Ltd.
- Rideout-Moores, Dale
- Rosado, Joaduim
- Scampers 1984 Ltd.
- Seniors Bridging Cultures Club
- Smith Stockley Limited
- St. Clare's Emergency
- Swamidas, Arisi S.
- Take The Shot Productions Inc.
- Thorne, Lily
- Tiffany Village Retirement Residence
- United Way of NL
- White, Roger
- Whittick, Alan & Judith

Thanks also go to those who donated to our organization and preferred to remain anonymous.

Thanks to all our Donors and Sponsors for Auction 2018

- Boudreau, Doreen
- Anthony, Don
- Award Flooring
- Benson, Barb
- Best, Lorraine
- Blue Jays Foundation
- Bobbi Pike Art Program
- Botanical Gardens
- Breakwater Books
- Brewery Lane
- By d' Bay Cabins
- CI Investments
- City Honda
- Collision Clinic
- Comfort Inn
- Conway, David
- Cougar Helicopters
- Cowan's Optical
- Dc Design House
- Deloitte
- Desjardin
- Dillon, Dan
- Dohey, Larry
- Eastern Audio
- Facey, Chris
- Fairfield Inn & Suites
- Fizzard, Helena
- Flanker Press
- Forward, Debbie
- Frank & Mollie Fry
- Gabriel, Reg
- Gadag, Veeresh
- Genoa Design
- Hair Factory
- Halleran & Halleran Inc.
- Handrigan, Helen
- Helena's Poker Ladies
- Henderson, Dr. Ian
- Holiday Inn
- Janes and Noseworthy
- Johnson
- Keller Williams Platinum Realty
- Kelly's Custom Home Entertainment
- KPMG
- LeGrows Travel/Maritime Travel
- Long & McQuade Musical Inst.
- m5
- Maderra Engineering
- Mahoney, Larry
- Mandeville, Dr. Richard
- Marshall, Joan
- Mary Manojlivich
- McDonald & Hounsell Law Offices
- Mile One
- Monk, Dr. John
- Morris, Anne
- Murphy, Edward
- Murray Crosbie Capital Corp.-Bulldog Builders
- NALCOR
- Newfound Resources Limited
- NL Association of Optometrists
- Ocean Choice International
- O'Regan, Seamus
- O'Shea, Patrick & Madonna

- Pinnacle Office solutions
- Pollards Massage
- Portobellos
- Pratt, Mary
- Prima Information Solutions
- Public Service Credit Union
- Quidi Vidi Brewery
- R & R Homes
- RBC - EVP Program
- Red Door Hearing & Speech
- Red Oake Catering
- Saltwire Newtork Inc.
- Sheraton
- SJ Fish Exchange (Moore Restaurants)
- Smith, Terry
- Sparks, Ian
- Spirit of Newfoundland
- Subway
- Sullivan, Claude, East Coast Financial.
- Sunlife
- Superior Woodworking Ltd.
- Team Gushue
- Terra Nova Golf Resort
- The Paint Shop
- Traders
- Triware technologies
- Turner, Katherine
- Vis, Meg
- Vivian, John
- Wade, Ed
- William J. O'Keefe Professional Law

Appendix A

Auditor's Report and Financial Statements

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Financial Statements

Year Ended March 31, 2019

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Index to Financial Statements

Year Ended March 31, 2019

	Page
INDEPENDENT AUDITOR'S REPORT	1 - 2
FINANCIAL STATEMENTS	
Statement of Financial Position	3
Statement of Revenues and Expenditures	4
Statement of Changes in Net Assets	5
Statement of Cash Flows	6
Notes to Financial Statements	7 - 10

INDEPENDENT AUDITOR'S REPORT

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

Qualified Opinion

I have audited the financial statements of Seniors Resource Centre Association of Newfoundland & Labrador Inc. (the Organization), which comprise the statement of financial position as at March 31, 2019, and the statements of revenues and expenditures, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In my opinion, except for the possible effects of the matter described in the *Basis for Qualified Opinion* section of my report, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2019, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

In common with many not-for-profit organizations, the Organization derives revenue from donations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Organization. Therefore, I was not able to determine whether any adjustments might be necessary to fundraising revenue, excess of revenues over expenses, and cash flows from operations for the year ended March 31, 2019, current assets and net assets as at March 31, 2019. My audit opinion on the financial statements for the year ended March 31, 2018 was modified accordingly because of the possible effects of this limitation of scope.

I conducted my audit in accordance with Canadian generally accepted auditing standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Organization in accordance with the ethical requirements that are relevant to my audit of the financial statements in Canada, and I have fulfilled my other ethical responsibilities in accordance with those requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my qualified audit opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

(continues)


Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, I exercise professional judgment and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

St. John's, NL
August 14, 2019


Brian T. Scammell Professional Corporation
Chartered Professional Accountant

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Statement of Financial Position

March 31, 2019

	2019	2018
ASSETS		
CURRENT		
Cash	\$ 128,788	\$ 128,397
Term deposits (Note 3)	35,738	35,282
Accounts receivable	-	841
Harmonized sales tax recoverable	2,639	3,551
Prepaid expenses	3,016	3,056
	170,181	171,127
LONG TERM INVESTMENTS (Note 4)	25,000	25,000
CAPITAL ASSETS (Note 5)	7,844	10,389
	\$ 203,025	\$ 206,516
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 12,940	\$ 10,538
Employee deductions payable	5,236	-
Deferred revenue (Note 6)	59,470	33,660
	77,646	44,198
DEFERRED CAPITAL GRANT	7,931	9,997
	85,577	54,195
NET ASSETS		
General fund	92,404	102,616
Internally restricted funds	25,131	49,314
Invested in capital assets	(87)	391
	117,448	152,321
	\$ 203,025	\$ 206,516

ON BEHALF OF THE BOARD

Director

Director

See notes to financial statements

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.**Statement of Revenues and Expenditures****Year Ended March 31, 2019**

	2019	2018
REVENUES		
Government and other grants	\$ 322,817	\$ 340,861
Donations	42,821	85,163
Fundraising	25,025	26,323
Rent	3,581	44,254
Amortization of deferred capital grants	2,066	2,759
Miscellaneous	1,086	2,627
Interest	785	56
	398,181	502,043
EXPENSES		
Salaries and wages	246,093	235,883
Rental	89,334	85,692
Advertising and promotion	13,588	14,403
Meetings	8,564	17,334
Internet/ web page	9,549	7,075
Program materials	9,696	6,397
Professional fees	7,014	6,230
Travel and transportation	6,936	22,379
Office	6,929	8,830
Photocopier	6,386	7,721
Insurance	6,228	5,499
Postage	4,995	5,582
Telephone	4,383	4,895
Equipment	3,746	180
Amortization	2,544	3,340
Interest and bank charges	2,201	2,609
Miscellaneous	1,677	1,721
Printing and publications	1,209	12,218
Training and professional development	1,022	405
Fundraising activities	761	5,201
Memberships	199	499
Commissions	-	1,206
	433,054	455,299
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (34,873)	\$ 46,744

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Statement of Changes in Net Assets

Year Ended March 31, 2019

	General Fund	Internally Restricted Funds	Invested in Capital Assets	2019	2018
NET ASSETS - BEGINNING OF YEAR	\$ 102,616	\$ 49,314	\$ 391	\$ 152,321	\$ 105,577
Excess (deficiency) of revenues over expenses	(34,873)	-	-	(34,873)	46,744
Amortization of deferred capital grants	(2,066)	-	2,066	-	-
Amortization	2,544	-	(2,544)	-	-
Transfer from internally restricted funds	31,514	(31,514)	-	-	-
Transfer to internally restricted funds	(7,331)	7,331	-	-	-
NET ASSETS - END OF YEAR	\$ 92,404	\$ 25,131	\$ (87)	\$ 117,448	\$ 152,321

SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

Statement of Cash Flows
Year Ended March 31, 2019

	2019	2018
OPERATING ACTIVITIES		
Excess (deficiency) of revenues over expenses	\$ (34,873)	\$ 46,744
Items not affecting cash:		
Amortization of capital assets	2,544	3,340
Amortization of deferred capital grants	(2,066)	(2,759)
	(34,395)	47,325
Changes in non-cash working capital:		
Accounts receivable	841	2,209
Accounts payable and accrued liabilities	2,403	(13,342)
Deferred revenue	25,810	(33,338)
Prepaid expenses	40	(317)
Harmonized sales tax payable	912	2,585
Employee deductions payable	5,236	-
	35,242	(42,203)
Cash flow from operating activities	847	5,122
INVESTING ACTIVITIES		
Purchase of capital assets	-	(531)
Term deposits	(456)	(50,056)
Cash flow used by investing activities	(456)	(50,587)
INCREASE (DECREASE) IN CASH FLOW	391	(45,465)
Cash - beginning of year	128,397	173,862
CASH - END OF YEAR	\$ 128,788	\$ 128,397
CASH FLOWS SUPPLEMENTARY INFORMATION		
Interest paid	\$ 2,201	\$ 2,609

1. DESCRIPTION OF BUSINESS

The Seniors Resource Centre Association of Newfoundland and Labrador Inc. (the "Centre" or "Organization") 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.

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

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

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.

Capital assets

Capital assets are stated at cost or deemed cost less accumulated amortization. Capital assets are amortized over their estimated useful lives on a declining balance basis at the following rates and methods:

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

The Organization regularly reviews its capital assets to eliminate obsolete items. Government grants are treated as a reduction of capital assets cost.

Capital assets acquired during the year but not placed into use are not amortized until they are placed into use.

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)

Notes to Financial Statements

Year Ended March 31, 2019

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)***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 are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

Income tax

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

3. TERM DEPOSITS

	2019	2018
Term deposit bearing interest at 1.00% maturing October 2019	\$ 10,338	\$ 10,282
Term deposit bearing interest at 1.85% maturing December 2019	25,400	25,000
	\$ 35,738	\$ 35,282

4. LONG TERM INVESTMENTS

	2019	2018
Term deposit bearing interest at 2.25% maturing January 2020	\$ 25,000	\$ 25,000
	\$ 25,000	\$ 25,000

5. CAPITAL ASSETS

	Cost	Accumulated amortization	2019 Net book value	2018 Net book value
Equipment	\$ 5,338	\$ 4,760	\$ 578	\$ 633
Computer equipment	38,744	35,742	3,002	4,401
Furniture and fixtures	8,540	4,276	4,264	5,355
	\$ 52,622	\$ 44,778	\$ 7,844	\$ 10,389

Notes to Financial Statements

Year Ended March 31, 2019

6. DEFERRED REVENUE

Some of 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:

	2019	2018
Deferred - New Horizons Project 25K	\$ 25,000	\$ -
Deferred - Verafin (Outreach)	14,678	3,874
Deferred - EA RBC	10,000	-
Deferred - Eastern Health	4,499	5,912
Deferred - Outreach	3,696	6,556
Deferred - Communications	1,597	-
Deferred - City St. John's-Operating	-	8,000
Deferred - New Horizons - Equipment	-	7,215
Deferred - Auction	-	2,103
	\$ 59,470	\$ 33,660

7. INTERNALLY RESTRICTED FUNDS

Internally earnings have been restricted to fund specific projects in the coming years.

	2019	2018
Beginning balance	\$ 49,314	\$ 32,000
Transferred to general fund	(31,514)	(9,770)
Transferred to internally restricted fund	7,331	27,084
	\$ 25,131	\$ 49,314

During the year, the Board of Directors transferred \$7,331 (2018: \$27,084) from the general fund to the internally restricted fund. \$31,514 (2018: \$9,770). was charged to the internally restricted fund and credited to the general fund to offset expenditures during the year.

8. FINANCIAL INSTRUMENTS

The Organization is exposed to various risks through its financial instruments. The following analysis provides information about the Organization's risk exposure and concentration as of March 31, 2019.

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.

(continues)

Notes to Financial Statements

Year Ended March 31, 2019

8. FINANCIAL INSTRUMENTS (continued)***Liquidity risk***

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The Organization is exposed to this risk mainly in respect of its receipt of funds from its fund providers and donors and other related sources, accounts payable and accrued liabilities. The Organization manages liquidity risk by monitoring its cash flows and ensuring that it has sufficient cash available to meet its obligations.

Market risk


Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency rate risk, interest rate risk and other price risk. The Organization has minimal exposure to these risks. The carrying value of the cash and cash equivalents, marketable securities, accounts receivable and accounts payable and accrued liabilities approximate their fair value based on the short term maturity of these instruments.

Unless otherwise noted, it is management's opinion that the Organization is not exposed to significant other price risks arising from these financial instruments.

9. LEASE COMMITMENTS

The Organization has a long term lease with respect to its premises. Estimated future minimum lease payments inclusive of harmonized sales tax as at March 31, 2019, are as follows, net of reimbursement for sublet premises.

2020	\$	39,244
2021		35,000
2022		8,750
		<hr/>
	\$	82,994
		<hr/>

LG Judy Foote  @judy_foote · Jun 15
Government House is glowing purple to recognize UN World Elder Abuse Day. The abuse can be physical, emotional, financial or sexual & intentional or unintentional neglect. The UN says 1 in 6 seniors suffered abuse this past year
[#helpisavailable](#) [seniorsnl.ca](#) @seniorsnl



Tweet from the Lieutenant Governor, Judy Foote, on June 15, World Elder Abuse Awareness Day

April 2018: The Knights of Columbus, Carbonear, launches the File For Life, supported by SeniorsNL's Network for the Prevention of Elder Abuse.



October 2018:
Verafin presents
the proceeds from
their softball
tournament
fundraiser for our
work in the
prevention of
elder abuse, in
particular financial
abuse.



September 2018: Harley
Farr, President of the New
World Island 50+ Club
welcomes SeniorsNL and
Club Members to a Public
Session on Frauds and
Scams and Legal
Documents.



September 2018:
Dr. Suzanne Brake, the province's
first Seniors' Advocate, presents at
SeniorsNL's Annual General
Meeting.

June 2018:
World Elder
Abuse
Awareness Day
observance in La
Scie.



September 2018:
Public Presentation in
Fogo. Topics: Housing,
Elder Abuse, and Legal
Documents.



June 2018:
Volunteer and
Supporter
Appreciation Event.
Minister of Finance,
Tom Osborne (r),
cuts the cake with
Diane Corrigan (c)
and Leo Bonnell,
recipients of the
Dorothy Whittick
Volunteer Award.
Frances Williams
(not pictured) was
the third recipient.

June 2018: World
Elder Abuse
Awareness Day Event
Gander, hosted by
Central Health.

