



WEST VANCOUVER  
SENIORS' ACTIVITY CENTRE

# OUTREACH SERVICES

ANNUAL REPORT

# 2021

*westvancouver*

## MESSAGE FROM OUTREACH COMMITTEE CHAIR

Jain Verner



Despite the pandemic, 2021 was quite a busy year for our staff and volunteers. Our Executive Outreach Committee met monthly. To support seniors 'aging in place', we partnered with Hollyburn Family Services to support our Outreach activities and implement our new pilot position—Seniors' Outreach Advocate—to oversee the implementation of the Community Navigator program. One

of the responsibilities of this position is to support walk-in clients in crisis and to refer them to service agencies, as appropriate, for help. The position supports food and housing insecurity, addiction, depression and anxiety, suicidal ideation, and transportation issues. At present our Seniors' Outreach Advocate is supporting 64 clients. In conjunction with this position a comprehensive professional client documentation system has been implemented.

Although Covid-19 interrupted our senior visits and drives to appointments, our 17 phoners made approximately 1,265 wellness checks on isolated seniors. Fundraising was again successful this year raising over \$173,000 for 'Feed the Need'. Part of the funds raised came from our first very successful intergenerational 'pop-up' market during Christmas, organized and run by high school students and seniors.

During the year, partners caring for loved ones with dementia were supported weekly, both virtually and in person.

During 2021 we saw the return of regular programs such as *Screen Time for Seniors*— high school students helping seniors utilize electronic devices, *The Alzheimer's Cafe*, the hearing clinic, *Best Foot Forward*— a podiatry program, and *Cooking with Simone* (our pastry chef)—an intergenerational cooking program..

Social events were welcomed with open arms. There was a *Welcome Back Luncheon* in August and two luncheons in December, a *Giving of Thanks Luncheon* and a self-funded Kiwanis luncheon. Two sessions of the musical trio, *Bob and the Yorkettes* saw significant audience participation. Santa arrived just prior to Christmas for fun pictures and to see if our seniors were 'naughty or nice'! Four people took part in a demonstration of *Tovertafel*, a 'magic table' game projecting lights on to a table, designed to decrease apathy and provide a mental challenge for people living with dementia.

Although a pandemic year, it was definitely a successful one. Approximately 500 or more people took part in 2021 Keeping Connected programs. In closing, a huge thanks to our staff and volunteers, especially our youth groups, donors, and partners for gifts and sponsoring events. Your participation has truly made a difference to the lives of seniors in our community.

## ABOUT OUTREACH SERVICES

Outreach Services offers a complement of active aging and dementia-friendly programs for seniors. Pre-pandemic, most programs were close to capacity with over 500 weekly participants. We are able to support our seniors in many ways, breaking down the barriers to participation by offering home pick-ups and drop-offs, reminder phone calls, and support phone calls for those in greater need of connection and engagement. We offer subsidies for residents who cannot afford program fees and provide support with one-on-one volunteers when needed. Participants must complete an intake assessment and be registered in advance to participate in these programs. Limited programs and services were available 2021 due to provincial health order restrictions.

## SOME OF OUR PROGRAMS



*Caregiver Support Group, Ladies' Social Club, Coffee Talk*



*Creative Expressions, Mindful Painting, Weaving Memories*



*Stretch & Movement for Parkinson's*



*Men's Club*



*Better Balance, Stand Tall*



*Easy Moves for Active Aging, Keep on Moving*



*Adapted Chair Yoga*



*Alzheimer's Café*



*Explorers Hiking*



*Screen Time for Seniors*



*Income Tax Preparation*



*Support Phone Calls*

## OUR STAFF

### Active Aging & Dementia Friendly Programs



**Helen Murphy** *Outreach Seniors' Advocate*  
hmurphy@westvancouver.ca | 604-925-7211

Helen holds a Degree in Fine Art and Business as well as Disability Studies. She has also studied Dialogue and Civic Engagement at Simon Fraser University. She professes to be a perpetual student and is currently studying for her Masters Degree in Dementia. Helen has a passion for creating dementia-friendly communities and strengthening community connections to better support seniors and their varied needs. Presently Helen has taken on the role of Seniors' Outreach Advocate at the Seniors' Activity Centre.



**Stephanie Jordan** *Outreach Program Coordinator*  
sjordan@westvancouver.ca | 604-925-7208

Stephanie comes from a medical background with extensive experience as a Registered Nurse who worked in the community for 20+ years. Stephanie joined the Keeping Connected team to focus on dementia-friendly programs, active aging in place programs and working with seniors in need.



**Athlete**



**Active now**



**Getting started**



**Needs a little help**



**Needs ongoing assistance**

## ABOUT KEEPING CONNECTED

Our goal is to connect 55+ adults to programs and services designed to improve their physical, social, and cognitive well-being at every stage of their life.

Our specialized programs range from personal training, prehab, and rehab to dementia-friendly and active aging programs.

Our holistic and person-centred approach drives the design of each one of our programs, and this annual report offers a glimpse into the range of available program options.

Our dementia-friendly and active aging programs are designed to help individuals accept the changes that aging inevitably brings, and support them in living their best lives.

### Aging well

From fit/active to needing ongoing assistance, we accept the changes that aging brings and strive to provide a way for individuals to live their best life along the physical function continuum.

WEST VANCOUVER SENIORS' ACTIVITY CENTRE

# Feed the need



FEED A VULNERABLE SENIOR IN NEED.



We would like to express our heartfelt gratitude to every person and organization that contributed to this shared milestone, and the continuation of this vital program in 2022.

We did it again! Thanks to YOUR generosity, we exceeded our campaign goal of raising \$100,000 towards the Seniors' Activity Centre's Feed the Need program and raised **\$173,902.81** between October 12 and December 31, 2021! \$93,374.17 was raised via donations to the Seniors' Activity Centre, and \$80,528.64 via donations to the West Vancouver Foundation.



**A special thank you to Ian and Rosemary Mottershead for their matching gift through the West Vancouver Foundation.**



[westvancouver.ca/feedtheneed](https://westvancouver.ca/feedtheneed)

## 2021 HIGHLIGHTS



**23**  
PROGRAMS IN 2021  
**816**  
PARTICIPANTS

### COVID-19 SUPPORTS

**2,500** STUDENT  
COMPASSION CARDS

**250** CHRISTMAS CARE  
PACKAGES

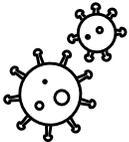
**50** STUDENT & SENIOR  
PEN PALS

**1,000** MASK  
DONATED

**500** HAND SANITIZERS  
DONATED

**100** FATHER'S DAY  
GIFT BAGS

**100** MOTHER'S DAY  
GIFT BAGS



**1,209**  
SUPPORT  
PHONE CALLS



**10 minutes**  
AVERAGE CALL TIME

**17 volunteers**

FREQUENCY OF CALLS

**50%** WEEKLY  
**25%** BI-WEEKLY  
**25%** MONTHLY



### SENIOR'S ADVOCACY AGING IN PLACE

**54 wellness checks**  
**137 income tax registrants**

**FEED THE NEED 2021  
FALL FUNDRAISING  
CAMPAIGN RAISED OVER**  
**\$173,000**

towards continuing the  
meal delivery program to  
vulnerable seniors



**37,746**  
meals  
delivered

The  
Intergenerational  
Market



**404**  
ITEMS SOLD

**\$3,088**  
REVENUE



**SHUTTLE BUS**  
OPERATING  
**2-3x**  
PER WEEK

**1,606**  
RIDERS

**290**  
SPECIAL  
EVENT  
VISITS



Alzheimer's Café **31**  
Welcome Back Social **29**  
Beets Me Cooking Workshop **10**  
Screen Time for Seniors **33**  
Podiatry Clinic **8**  
Hearing Clinic **8**  
Giving Thanks Social **30**  
10 Days of Christmas **40**  
Kiwanis Luncheon **26**  
PARC Westerleigh Christmas Luncheon **75**

## TESTIMONIALS



*The last couple of years have been very confusing for my husband and we are so looking forward to being back to 'in-person normally scheduled' Creative Expressions and Stretch & Movement, along with the new Day Break program.*

*From the early days of 'Music in the Living Room' to today's 'Creative Expressions', these programs have been a lifeline for my husband giving him a challenge he can handle and putting a huge spark of joy back into his day.*



*Thank heavens for Keeping Connected programs!*



*As for me, the Keeping Connected Support group has been my lifeline to my sanity, providing friendship, advice, encouragement, and the energizing break I need to continue functioning in my reality of living with my husband's dementia.*

## COMMUNITY PARTNERS

ALZHEIMER SOCIETY OF B.C.

AMICA

BRITISH PACIFIC PROPERTIES

COBBS BREAD

CHATTERS HAIR SALON

LONDON DRUGS

DAVIES PHARMACY

HOLLYBURN HOUSE REVERA

HOLLYBURN FAMILY SERVICES

LANGARA MASSAGE PROGRAM

INTEGRATED ENERGY HEALING

NORTH SHORE COMMUNITY RESOURCES

NORTH SHORE KEEP WELL SOCIETY

ROTARY CLUB/SUNRISE

## SENIORS' ACTIVITY CENTRE PARTNERS

Thank you to the following groups from our community for their kind support of the Keeping Connected programs: Fit Fellas, Wednesday Knitters, Friday Quilting Bee, The Photography Club and Sacs On 21st Gift Shop.

WEST VANCOUVER UNITED CHURCH

WEST VANCOUVER POLICE

WEST VANCOUVER FIRE & RESCUE

ROYAL CANADIAN LEGION -

WEST VANCOUVER BRANCH 60

THE SOCIETY FOR THE ARTS IN DEMENTIA CARE

COLLINGWOOD SCHOOL, GIRL GUIDES,  
PATHFINDERS, SCOUTS, WEST VANCOUVER  
YOUTH SERVICES, WEST VANCOUVER SCHOOLS,  
MULGRAVE SCHOOL, AND SECRET SANTA MOM'S

WEST VANCOUVER FOUNDATION

WEST VANCOUVER LIBRARY

WESTERLEIGH PARC RETIREMENT LIVING

VANCOUVER COASTAL HEALTH

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