



# OUTREACH SERVICES

ANNUAL REPORT

# 2024

WEST VANCOUVER SENIORS'  
ACTIVITY CENTRE

*westvancouver*

## MESSAGE FROM OUTREACH COMMUNITY CHAIR PAT BLAIR

The Outreach Committee plays a vital role in collaborating with senior levels of government, non-profits, and private sector providers with the objective of strengthening supports for aging in place. The committee includes a working group that meets monthly and a panel of service professionals who, along with the working group, convene quarterly. It works closely with James Ray, the Customer & Seniors' Services Manager, to implement its initiatives.

In 2024/25 the committee:

- Interviewed prospective candidates and hired a Seniors' Community Outreach Program Coordinator, Madi Gaffney. In her role, Madi offers direct support with social prescribing needs.
- Established the Advisory Panel, including representatives from Vancouver Coastal Health, United Way, North Shore Community Resources, Lionsview Seniors Planning Society, West Vancouver Fire & Rescue, West Vancouver Police

Department, Silver Harbour Senior's Centre, and West Vancouver Memorial Library. The objective of advisory panel meetings is to share insights, coordinate actions, and identify vulnerable seniors and their needs.

- Engaged with SAC staff who carried out a review of the use of the SAC's shuttle buses. Transportation is a critical factor in supporting seniors who wish to age in place. The review identified an unused capacity of the Shuttle Bus. In response to the findings, the route has been significantly expanded and a marketing campaign is underway to raise awareness. Additionally, a Western Connector pilot project is in progress to provide transportation access to the western areas of West Vancouver, particularly focusing on seniors in Horseshoe Bay, including residents of the BC government housing facility, Libby Lodge. The committee's long-term goal is to establish on-demand transportation for vulnerable seniors.



- Identifying a gap in services for vulnerable seniors living at Libby Lodge in Horseshoe Bay. Conversations with residents highlighted challenges, including no meal service, limited transportation, a need for light handyman services, and a lack of social or fitness programming. To help address some of the needs, the Feed the Need program delivers meals to the facility three times per week, a social event is planned at the facility, and the committee plans to look into other ways of providing services in the future.

In 2025, there will be a continued emphasis on growing the SAC's reach in the community and strengthening partnerships with local organizations.

## ABOUT OUTREACH SERVICES

Outreach programs and services offer a range of active aging, wellness, and dementia-friendly programs for seniors aged 55 and older. Staff continued to see an increased demand for a variety of programs that facilitate social opportunities, wellness, and aging in place. Outreach Services supported West Vancouver seniors, by offering inclusive activities and support phone calls for those in greater need of connection and engagement.

The Outreach Services team worked to reduce barriers to access programs for seniors living at home with reduced mobility and isolation. Staff also collaborated with the Access Services team to provide options for residents unable to afford program fees.



For a list of programs visit [westvancouver.ca/keepingconnected](https://westvancouver.ca/keepingconnected).

Alternatively, scan the QR code to go directly to the page.

WEST VANCOUVER SENIORS' ACTIVITY CENTRE

# Feed the need



FEED A VULNERABLE SENIOR IN NEED.

We did it again! Thanks to YOUR generosity, we were successful in raising 75% of our total goal towards the Seniors' Activity Centre's Feed the Need program.

# \$75,221

by Dec 31, 2024!

We would like to express our heartfelt gratitude to the West Vancouver Foundation for its continued support of this initiative and to every person and organization that contributed to this shared milestone that allows the continuation of this vital program in 2025.

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



## OUR STAFF ACTIVE AGING, WELLNESS, & DEMENTIA-FRIENDLY PROGRAMS



### STEPHANIE JORDAN

*Seniors' Active Aging & Social Wellness Program Coordinator*  
sjordan@westvancouver.ca | 604-925-7211

Stephanie comes from a medical background with extensive experience as a Registered Nurse. Stephanie joined the Seniors' Activity Centre's Outreach team to focus on dementia-friendly programs, wellness, active aging in place programs, and working with seniors in need.



### MADI GAFFNEY

*Seniors' Community Outreach Program Coordinator*  
mgaffney@westvancouver.ca | 604-925-7208

Madi comes from a seniors' services background. Madi joined the Outreach team to focus on individual and small group support for seniors in the community with social prescribing needs.



### AMANDA BARRIOS-MATA

*Assistant Program Coordinator*  
abarriosmata@westvancouver.ca | 604-925-7208

Amanda is responsible for the Feed the Need food security program, which delivers free meals to vulnerable seniors in West Vancouver.

## Outreach Services Highlights

Federal funding from the **Age Well at Home Federal Grant** supported vulnerable seniors in West Vancouver, offering them more options to safely age at home. The \$732,000 grant, provided through the **In-Home Support Pilot Project** stream of the Age Well at Home Initiative, covers a two-year period and will fund outreach initiatives for seniors, including expanding programs and mobilizing volunteers who support them.

The **Feed The Need Meal Delivery Program** served approximately 100 West Vancouver seniors with three nutritious meals per week, totaling 15,298 meals in 2024.

Over 310 attendees participated in 12 **Empowering Patient Workshops**.

SAC offered free **Income Tax Return** services in partnership with the CRA, to over 200 seniors with low income.

The **Outreach Department** offered over 80 different active aging and social wellness programs in 2024, including **Social Tea Parties** and a new **Ted Talks** series.

# ABOUT OUR PROGRAMS

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

Specialized programs range from personal training, prehabilitation, and rehabilitation to active aging, wellness, and dementia-friendly programs. A holistic and person-centred approach drives the design of all programs and this annual report offers a glimpse into the range of available program options.

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

## **Aging Well Continuum**

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.

## **PROGRAMS**

- Adapted Chair Yoga
- Advanced Care Planning Workshops
- Best Foot Forward Foot Care Clinics
- Caregiver Support Group
- Coffee Chat with First Responders
- Eye Deal Vision Support
- Fame for Stroke Recovery
- Flower Arranging Workshops
- Golden Fireflies Theatre
- Income Tax Preparation
- Keep Well
- Keep on Moving
- Ladies' Social Club
- Memory Moves
- Minds in Motion
- Musical Mondays
- Pottery Workshops
- Screen Time for Seniors
- Singalong Fun
- Social Tea Parties
- Sound Advice for Hearing
- Sound Therapy & Healing
- Stand Tall
- Support Phone Calls
- Tech Time
- Ted Talks
- Well Balanced
- Yoga for Healthy Aging



# 2024 HIGHLIGHTS



**80**

**KEEPING CONNECTED PROGRAMS IN 2024**

**1200**  
participants

**25**



**WELLNESS PROGRAMS IN 2024**

**550**  
holistic & wellness participants

**EMPOWERING PATIENT WORKSHOPS**

**310**

PARTICIPANTS



## COMMUNITY OUTREACH INITIATIVES

- 422** Low-cost massage clients served
- 400** Compassion cards delivered
- 150** Care packages issued
- 150** Christmas care packages delivered
- 125** Foot care clients served
- 80** New Age Well at Home series participants
- 50** Cooling kits for seniors (*funded By SAC Advisory Board*)
- 35** Hearing testing clients served

## FEED THE NEED 2024 FALL FUNDRAISING CAMPAIGN RAISED

**\$75,221**

**\$26,221**

via donations to the SAC

**\$49,000**

via donations to the West Vancouver Foundation

## FEED THE NEED FEDERAL GRANT RECEIVED

**\$732,000**

**15,298**

**Feed The Need meals delivered**

♥ **THANK YOU!**



**SHUTTLE BUS operating 5x per week**



**3,760** riders

## 55Y+ LOW INCOME TAX PROGRAM

SERVED OVER

**200**

MEMBERS



OVER

**500** food order deliveries

to residential homes with vulnerable residents



## TESTIMONIALS

I would really like to thank the Feed the Need program. What I love is that not only does it help my mum financially but also that she does not need to cook for herself. My mum with limited capacity both physically and mentally, does not grocery shop anymore and honestly needs help even with handling cash and using the stove in her home. Feed the Need provides three nutritious meals a week that she loves and appreciates and loves that she has access to food without needing to cook for herself. The assisted living waitlist is extremely long, so the program allows for my mum to currently live independently and have access to food that is delivered to her door.

***Anonymous***

Thank you for the Christmas care packages that were delivered to our home as well as our Christmas turkey meal, they were fabulous, and I was truly moved to receive such a big gift. This program truly cares and I'm happy to talk about it and help others be on the program. I'm so lucky to live here that has this program available.

***Anonymous***

I'm thankful that the program also sends pertinent information to seniors, for example about the new dental program that was launched last year through the federal government. It was a long process to register and find a dentist, but we are pleased that my mum has now received two dental procedures free of charge with this new dental care program. A big thank you to the program and all that are involved.

***Anonymous***



## COMMUNITY PARTNERS

Alzheimer Society of B.C.  
Amica West Vancouver  
Amica Lions Gate  
Al-Anon  
BC Housing  
British Pacific Properties  
Chatters Hair Salon  
COBS Bread  
Canada Revenue Agency  
Canadian Hard of Hearing Association -  
North Shore Branch  
Collingwood School  
Canadian Mental Health Association  
Connect!Age  
Council of Senior Citizens' Organizations  
of British Columbia  
Davies Pharmacy  
Djavad Mowafaghian Centre for Brain Health  
Dying with Dignity  
Girl Guides  
Hero Home Care  
Hearing Life  
HME Home Health, *Helena Brennert*  
Hollyburn Family Services

Hollyburn House Revera  
Integrated Energy Healing  
Kiwans West Vancouver  
Langara Massage Program  
Lions Club  
Lionsview Seniors' Planning Society  
London Drugs  
Medical Arts Health Research Group  
Mulgrave School  
North Shore Community Resources  
North Shore Emergency Management  
North Shore Keep Well Society  
North Shore Neighbourhood House  
North Shore Peer Assisted Care Team  
Pathfinders  
Patient Pathways Healthcare Navigation and  
Advocacy  
ReAct Adult Protection Program  
Rotary Club/Sunrise  
Royal Canadian Legion - West Vancouver Branch 60  
Scouts  
Silver Harbour Senior's Centre  
Simon Fraser Gerontology  
St. John Ambulance Therapy Dog Program

Sunrise at Lonsdale Square  
North Shore Table Matters  
The Society for the Arts in Dementia Care  
UBC Mental Health  
UBC Nursing, UBC Nursing School  
United Way  
Vancouver Coastal Health  
West Vancouver Fire & Rescue  
West Vancouver Foundation  
West Vancouver Memorial Library  
West Vancouver Police Department  
West Vancouver Schools  
West Vancouver United Church  
West Vancouver Youth Services  
Westerleigh Parc Retirement Living  
100 Women Who Care

### **SENIORS' ACTIVITY CENTRE PARTNERS**

*Thank you to the following groups from our  
community for their kind support of the Outreach,  
Active Aging, and Social Wellness programs:  
Fit Fellas, Wednesday Knitters, Friday Quilting Group,  
The Photography Club, Dundarave Players,  
Gleneagles Potters, and SACS on 21st Gift Shop.*

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