



WEST VANCOUVER
**SENIORS'
ACTIVITY
CENTRE**

ANNUAL REPORT
2024

west vancouver

MESSAGE FROM ADVISORY BOARD CHAIR LENORE ROGERS

Every time I enter our Seniors' Activity Centre (SAC), I am struck by the increasing number of seniors participating in multiple activities offered each day. Recently, a person speaking to a volunteer greeter, cheerfully shared their thoughts about the excellent programs being offered at the SAC. I agree with her. The programs at the SAC actively support the key components that promote healthy aging—from physical fitness classes, hands-on arts and crafts, learning, and intellectual stimulation, to the opportunity to connect socially or volunteer. I see members—individually or in groups—having animated discussions in the cafeteria, socializing, or enjoying the delicious food at Tuesday and Thursday evening dinners.

This past year, your SAC Advisory Board members reviewed our bylaws, and the board committee structure. Board

members undertake their work on five committees (Membership/Communication, Volunteering, Programming, Fundraising, and Outreach) to determine the needs of seniors in the community. Each committee is chaired by a board member who, along with dedicated committee members, develops annual work plans that support the ongoing work of the SAC.

The final report of the *Feasibility and Needs Assessment Study* of the SAC was presented to the West Vancouver municipal council in June 2024. The report concluded that more work was needed to assess a potential renovation or rebuild of the SAC, including reviewing a potential hub model for the SAC. To continue this work, a community-based Senior's Advisory Roundtable was established to collaborate with District staff and Seniors' Advisory Board members. Its purpose is to



provide guidance on developing a future plan for the SAC and identifying potential funding opportunities.

A heartfelt thank you to our wonderful and dedicated staff, volunteers, and management team for their continued support, work, and guidance that allows the SAC to grow and flourish.

And a sincere thank you to Councillor Peter Lambur for his continued support and advocacy for seniors in West Vancouver.

Lastly, thanks to the wonderful Advisory Board members. It has been a pleasure to work with each of you.

SENIORS' ACTIVITY CENTRE ADVISORY BOARD



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Watson**



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**Peter Lambur,
Council Liaison**

A YEAR IN REVIEW

TOP HIGHLIGHTS

The four pillars of the Seniors' Activity Centre (SAC)—**Volunteers, Recreation, Socializing,** and **Community Service**—encompass the interests of the membership and the needs of the community. These pillars reflect the foundation of the SAC—its Mission and Vision Statements.



VOLUNTEERS

The Volunteers pillar highlights the importance of volunteers in both the operation of the programs and activities within the SAC, and in the provision of services to the community.

RECREATION

The Recreation pillar encompasses the areas of arts, crafts, exercise, games, sports, education, entertainment, excursions, and events.

SOCIALIZING

The Socializing pillar focuses on opportunities for seniors to mix with family, friends, and to forge new friendships at the SAC.

COMMUNITY SERVICE

The Community Service pillar centres on assisting and supporting seniors through 'Keeping Connected' programs, support groups for those caring for a loved one, social outreach, and providing free food to seniors experiencing food insecurity. New programs and services are continuously explored and developed to meet community needs.

VOLUNTEER HIGHLIGHTS

Volunteer Recruitment, Orientations, and Engagement: In-person volunteer orientations for new adult and youth volunteers were back and better than ever! The new streamlined orientation sessions allowed new volunteers to learn all about our amazing volunteer programs, services, and appreciation offerings. Prospective volunteers met volunteer mentors and completed important administrative steps, all in a single visit.

Volunteer Appreciation: Volunteer Appreciation Week featured free classes, a gardening event social, a tour and tea at the Art Museum, our annual Volunteer Awards event, and more. Additionally, the annual Volunteer Appreciation Barbecue in August and Holiday Social in December attracted record numbers.

Volunteer Impact: Thanks to the generous contributions of volunteers, SAC offerings increased in 2024, including the return of the Tuesday dinner service and the introduction of fun new initiatives such as the weekly Piano Bar.

This year, well over 500 volunteers supported a broad variety of programs and services at the SAC. From program instruction, sports club leadership, food services support, and the full operation of the SACS on 21st gift shop, to flower arranging, Feed the Need food delivery, special event facilitation, and providing a warm greeting at the welcome desk, our spectacular volunteers have done it all!



"I am so thankful for the new experiences and skills I've been exposed to as a volunteer. The opportunity to be a volunteer has left me feeling blessed, connected, and involved. I have gained a new outlook through working with others, improved my English, and met so many new friends in the community."

*SAC Volunteer (Food Services, Special Events)
since June 2024*

RECREATION HIGHLIGHTS

The **Outdoor Cycling** program continued to flourish with over 355 members. Many new cyclists, volunteer leaders, and groups participated in hundreds of rides throughout the year.

Health, Fitness, and Active Rehabilitation continued to play a vital role in promoting active aging and providing seniors with the support they need to successfully age in place. The SAC offered over 35 weekly group fitness, yoga, and Zumba classes, and over 37 weekly active rehabilitation programs. Certified fitness staff and personal trainers ensured that programs were high quality, innovative, safe, social, and enhanced quality of life.

SACS on 21st had another record-breaking year generating over \$189,000 in sales, with all proceeds going towards fundraising for the SAC. A total of 19,160 items were sold. Over 60 volunteers supported the operations of the gift shop year-round.

The SAC Member Artisan Groups (woodwork, knitting, quilting, stained glass, painting, and photography) continued to produce spectacular artwork that is displayed and sold at the SAC. A portion of proceeds was generously contributed towards fundraising for the SAC. The **Knitters Group** expanded in 2024 to a regular group of 15+ members who gathered weekly to socialize, share ideas, and create beautiful handmade items. The group donated \$10,000 towards Feed the Need in 2024, sold many beautiful items throughout the year to benefit the SAC, and had an impressive table at the SAC's Traditional Holiday Market.



SOCIALIZING HIGHLIGHTS

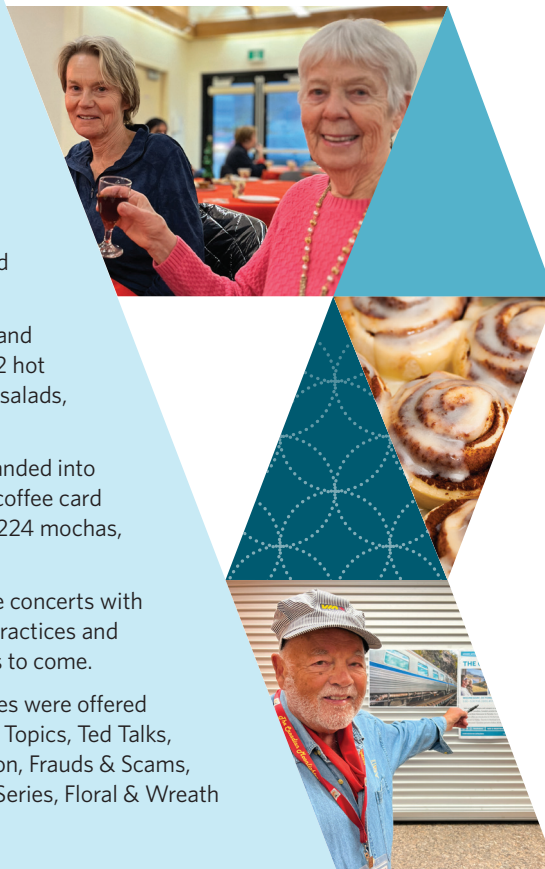
Special Events: In-person special events continued to expand. In 2024, members enjoyed: The North Shore Seniors' Health Expo, Thursday Night Monthly Dances, Heritage Choir Concerts, SAC Traditional Holiday Market (600 visitors), Shortbread & Sherry, Summer Garage Sale, National Seniors' Day, Billiards Tournament, and many more! We saw the return of Chez Lou, along with the addition of the SAC's inaugural High Tea and a weekly Tuesday night Piano Bar, all of which have been very successful.

Garden Side Café: The return of both Tuesday and Thursday night dinners was welcomed and appreciated by members. The café resumed full service in 2024. Customers enjoyed 19,472 hot lunches, 9,211 hot dinners, 18,813 take-out meals, 18,637 soups, 12,574 sandwiches, 2,789 salads, 8,194 desserts, 15,049 coffees, 1,560 meat pies, 1,072 quiches, and 5,154 cinnamon buns!

The Fireside Coffee Bar and Lounge operated six days per week (9 a.m. – 3 p.m.) and expanded into offering baked goods and convenient take-out food items. A new members-only specialty coffee card was also introduced. Customers enjoyed 3,074 lattes, 899 cappuccinos, 744 Americanos, 224 mochas, 135 espressos, 493 teas, and 3,609 coffees.

Heritage Choir: Participation increased to 60 members in 2024 and the choir offered three concerts with over 415 guests in attendance. The choir relocated to the larger Activity Room for weekly practices and received a new Roland Digital Grand piano which will enhance the music program for years to come.

Adult Learning: Adult learning continued to grow in demand and new learning opportunities were offered through informative lectures in all program areas—these included The Canadian Train, Hot Topics, Ted Talks, The Indispensable Life Binder, The Million Star Hotel, Climate Cafés, Heat Dome Preparation, Frauds & Scams, Financial Planning, Wills & Estates, ICBC Driver Fitness, Fueling for Fitness, Gardening Tip Series, Floral & Wreath Arrangements, and many more!



COMMUNITY SERVICE HIGHLIGHTS

The sixth annual **North Shore Seniors Expo** was an extraordinary success in 2024 and expanded to offer additional workshops and lectures at both the SAC and West Vancouver Community Centre. The Exhibitor Expo was booked to maximum capacity. Many sessions were sold out with a total attendance of over 1,800. The Keynote Speaker session featuring BC Seniors Advocate, Dan Levitt, was sold out, offering standing room only. The event was supported by over 65 volunteers. Save the date for June 6, 2025!

Feed the Need Meal Delivery volunteers dropped off 15,298 meals to vulnerable and at-risk seniors. Volunteers also delivered an additional 500 meals to local seniors living with mobility challenges and transportation limitations. The Feed the Need Fundraising Campaign raised \$75,221. London Drugs' Stockings for Seniors program provided over 150 Christmas gift care packages, COBS Bread donated a bi-weekly bread supply, Chatters Hair Salon contributed personal care items, and local West Vancouver elementary schools created compassionate care cards for seniors throughout the year. The SAC Advisory Board funded cooling kits for residents during the summer heat wave.

Several **SAC facility amenities were upgraded and enhanced** for members in 2024. New digital televisions were installed for marketing and advertising of programs as well as daily menus and pricing in the Café and Coffee Bar. The Plant Room received a new kitchen workspace for the volunteers who donated their time and expertise weekly to ensure the facility had fresh flower arrangements. The Café received a new walk-in cooler to store the additional meals prepared each week for take-out food service. A new versatile transportation van was also purchased for Feed the Need meal delivery and general transportation needs. Staff also received approval to upgrade Café furniture in 2025.



2024 HIGHLIGHTS

4,300
MEMBERS



70% RESIDENTS
30% NON-RESIDENTS

SCENE & SAC E-NEWS UPDATES
SENT TO **4,600**
RECIPIENTS MONTHLY



14,000

PRINTED SCENE MAGAZINES



514

ACTIVE VOLUNTEERS

190 ROLES FILLED
36,840 HOURS

SHUTTLE BUS
OPERATING **5x** PER WEEK

3,760
RIDERS

FEED THE NEED 2024 FALL
FUNDRAISING CAMPAIGN

RAISED

\$75,221

towards continuing the
meal delivery program
to vulnerable seniors

Feed the need



FEED A VULNERABLE SENIOR IN NEED.

15,298

FEED THE NEED
MEALS DELIVERED



THE SAC DONATED OVER

150 Christmas
Care
Packages



to Feed the Need recipients



SACS ON 21ST
RAISED OVER

\$189,000

60

REHABILITATION
PROGRAMS

offered per week
with 91% enrollment

NEW SAC CALL CENTRE
604-925-7280



Implemented in Summer 2024,
providing improved customer
service

REGISTRATION DAY



ONLINE
REGISTRATIONS

49%

51%

1,970 TOTAL
TRANSACTIONS

FRONT DESK
REGISTRATIONS

WEST VANCOUVER SENIOR'S ACTIVITY CENTRE BEQUESTS AND GIFTS AND TRUST ACCOUNTS

Trust fund status report to December 31, 2024 (unaudited)

ACCOUNTS	Opening Balance Jan 1, 2024	Revenue (excl. Interest)	Interest Earned*	Expenditures	Allocated Funds to Centre	Closing Balance Dec 31, 2024
Bequests and Gifts	\$473,345	\$82,345	\$26,687	-	-	\$582,377
Total for Bequests and Gifts	\$473,345	\$82,345	\$26,687	-	-	\$582,377
<i>Non-Club Trust Accounts:</i>						
Computer Replacement	\$7,637	-	\$425	-	\$218	\$7,844
Friends of the Centre	\$15,568	-	\$892	-	-	\$16,460
Fundraising	\$293,435	\$167,876	\$20,343	\$5,542	\$100,737	\$375,375
General	\$48,958	\$2,161	\$1,787	-	\$19,940	\$32,967
Subtotal	\$365,598	\$170,037	\$23,447	\$5,542	\$120,895	\$432,646
<i>Club Trust Accounts:</i>						
Computer Club	\$406	-	\$23	-	-	\$429
Green Thumb Club	\$3,802	-	\$200	-	\$310	\$3,692
Hiking Club	\$1,441	-	\$83	-	-	\$1,524
Heritage Choir	\$2,417	\$4,438	\$302	\$591	\$1,000	\$5,565
Photo Club	\$14,181	\$3,488	\$911	-	\$1,761	\$16,818
Quilting Club	\$19,822	\$1,860	\$1,242	-	-	\$22,924
Stained Glass Club	\$1,688	\$120	\$89	\$251	-	\$1,647
Wednesday Knitters Club	\$32,881	\$4,178	\$1,523	-	\$10,480	\$28,102
Woodworking Club	\$9,362	\$5,192	\$834	-	-	\$15,388
Subtotal	\$85,999	\$19,276	\$5,208	\$842	\$13,551	\$96,089
TOTAL FOR ALL TRUST ACCOUNTS	\$451,597	\$189,313	\$28,655	\$6,384	\$134,446	\$528,735
TOTAL FUNDS AVAILABLE						\$1,111,112

*Interest revenue is estimated based on the District's average rate as interest allocation was not available at the time of publication.

WEST VANCOUVER SENIORS' ACTIVITY CENTRE OPERATING STATEMENT

For the 12 months ending December 31, 2024 (unaudited)

	2024	2023	2022
OPERATING REVENUE			
Memberships, Rentals & Advertising	\$580,321	\$240,918	\$209,842
Programs	\$724,967	\$634,830	\$361,993
Cafeteria	\$1,110,795	\$ 886,676	\$661,106
TOTAL REVENUE	\$2,416,083	\$1,762,424	\$1,232,941
OPERATING COSTS			
Administration & Service Delivery	\$1,436,873	\$1,023,432	\$1,016,116
Programs	\$477,423	\$450,806	\$234,054
Cafeteria	\$1,110,797	\$957,314	\$718,902
TOTAL COSTS	\$3,025,094	\$2,431,552	\$1,969,072
NET EXPENDITURE	\$609,011	\$669,128	\$736,131



“Volunteering has truly been one of the most fulfilling experiences of my life. I never imagined it would be so rewarding. Not only does it give me a sense of purpose and fulfillment by giving back to the community, but it has also enriched my social life in ways I never expected. The connections I've made and the sense of belonging I've found have made every moment of volunteering worthwhile. I feel truly grateful to be part of something that makes a difference.”

SAC Volunteer (Food Services, Special Events) since March 2022

2024 BOARD & COMMITTEES

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