



Report to the Community

2022



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Our Mission: To provide a friendly environment offering physically and mentally rewarding activities and services which promote wellness, independence and community involvement.

Message from President

Well, we made it through a third year of dealing with an international health crisis, and appear to be rebounding well while adapting to our new normal!

The North Edmonton Seniors Association (NESA) is blessed with caring, capable, creative and dedicated Staff and Board/Committee members, as well as patient, understanding, enthusiastic and caring members. These characteristics helped us immensely in 2022. While we are still readjusting, many of our regular programs, clubs, volunteer and social activities have almost returned to 2019-levels and we are hopeful that this growth will continue.

Highlights from 2022 are listed below (from my perspective, in no particular order):

Staff, Board and Committees:

- The recruitment and onboarding of three new NESA Directors – Liz Anderson, Sheila McKay and Diana Riley, and the energy that they have brought to the Board
- The ongoing work of NESA's Board of Directors in the areas of risk management, strategic planning, financial management and supporting the work of NESA Committees
- The diligence of which our staff undertook the planning for the re-establishment of programs, clubs and activities throughout the year
- The effort put in by both NESA's Outreach and Programming staff to stay in touch with, and support, isolated seniors in Northeast Edmonton
- NESA's Fundraising Committee and volunteers for the success of book sales, online 50/50 raffles, lobby pull-ticket sales, grocery card sales, meat sales and bingo operations
- The continuing and detailed work of the Governance Committee's review of bylaws and policies and procedures that ensure excellence in the governance of NESA, as well as their work in recruitment and orientation of new Board/Committee members
- The work of the Council of Governors managing NESA's special funds and assisting with Board recruitment
- The ongoing leadership excellence provided by our Executive Director, Nancy Melnychuk
- The capable work of the Finance Committee and staff in managing our day-to-day financials, which resulted in a 2022 operating deficit that was half the size projected in the budget
- The creation the Board's new Membership Services Committee to focus attention on ensuring that NESA member services are the best that they can be
- The continuing work of the NESA Space Use Study Task Team that is exploring ways to ensure that the most effective use of available space is made at Northgate

Message from President

Members and Partners:

- The many NESAs volunteers who so capably and cheerfully help serve our members
- The support provided to seniors through the Landry Leisure Pass program
- The introduction of the Federal New Horizons Grant Program – a funded Seniors Transportation pilot program which allows qualifying seniors to be provided with transportation to-and-from programs and activities at Northgate
- The ongoing day-to-day work done, largely unseen, by our City of Edmonton partners: Garnet in Facility Operations, Luisa in Custodial and Shelly in Booking
- The wonderful work done quietly in the background by our Knitting from the Heart group and the Wizards of Odds and Ends in support of neighboring communities, as well as NESAs
- The dedication of Dragana and her staff in the cafeteria, who provide excellent service and value while facing rising food costs, supply chain issues and uncertain hours of operation. We also celebrate her ongoing creativity in offering special programs in the cafeteria
- The many NESAs members who returned to support our programming and events!

I wish to offer special thanks to all retiring Board and Committee members. Their dedication and service was critical to NESAs success.

2023 is sure to pose more opportunities and challenges as we do our best to rebuild our membership and get programming and event statistics back to pre-2020 levels. As is always the case, your ideas and suggestions on programs, events and activities are welcomed.

I look forward to seeing you all as soon as possible!

Northgate Lions Club Membership Chair Dawn Harper presenting Ron Nichol with a donation to NESAs on behalf of their Club



Message from Executive Director

Dates and times became confusing over the last few years; you might talk about something thinking it was a year ago when in fact, the pandemic had seemed to warp time and you were actually talking about something from three years ago. 2022 did start to resonate as a time to feel the desire to socialize, to exercise, and to venture out again. By the end of the year, NESAs were as busy, and felt busier, than pre-pandemic.

Change was inevitable and the difficult decision by the Just For the Company Club to discontinue reflected significant change. Members passed away, or moved away, and all that seemed familiar with the club and the outings had shifted so much, those that could attend a Christmas lunch did so to reminisce and share some laughs.

Change was necessary as the Board and staff and volunteers adapted and tried new programs and ways of delivering activities.

Behind the scenes, we welcomed Donna Barretto and Amanda Runka to the staff team, and Mariam Jalloh and Marley Andruschak returned from maternity leave. Denise Charron transitioned from covering Marley's maternity leave to a role within Programming.

The entire staff team, including the City of Edmonton personnel and EMMA Catering all have worked very hard to serve the community in this hub of support to seniors. The Board, the Committees and all of the volunteers have such an impact, serving the community while also being a beneficiary of what goes on at NESAs.

Everyone takes great pride in being a part of NESAs and when giving a tour to a new member, so many say "I love coming here", and that keeps us motivated.



*Nancy, Donna and Jollean
listening to the chairs move in
Room 206*

Volunteers

"Volunteering has made a difference in my life because I have met many different people, learned different crafts and am able to share many ideas. [Volunteering] made my social life better!"
– NESA Volunteer

Impact

Thank you to all of our volunteers who continue to make incredible contributions to the Centre by giving their time, energy and ideas to grow our community. The impact of our volunteers is truly immeasurable and the Association is sincerely grateful for your hard work and dedication each year.

Logging volunteer hours helps to:

- Celebrate our volunteers for their contributions
- Apply for funding to grow the volunteer program
- Maintain active volunteer data



Wendy M, Front Office and Fundraising Volunteer

Statistics

Each department at NESA is proud to host volunteers who contribute considerable hours to the Centre:

Board of Directors: 3%
Knitting from the Heart: 52%
Fundraising: 29%
Administration: 9%
Programs & Clubs: 3%
Fitness Centre: 2%
Special Events: 1%
Outreach/Home Supports: >1%
Other: >1%

355
volunteers
contributed
37 560
hours

Volunteers

Volunteer satisfaction is of the upmost importance to NESAs. Annual satisfaction surveys are sent out to collect information and responses from our volunteers to continuously improve each individual's experience, grow the program, and offer relevant and exciting volunteer opportunities.

Events

NESA hosts three formal volunteer recognition events annually:

Volunteer Appreciation Banquet:
Volunteers Are Out Of This World
April 2022

Knitting from the Heart Tea
May 2022

Jingle & Mingle
December 2022



TOP: Dale & Margit – Volunteer Gardeners
BOTTOM: Linda & Lorraine – Book Room Volunteers



96% of NESAs Volunteers
feel regularly appreciated for their time and efforts spent volunteering

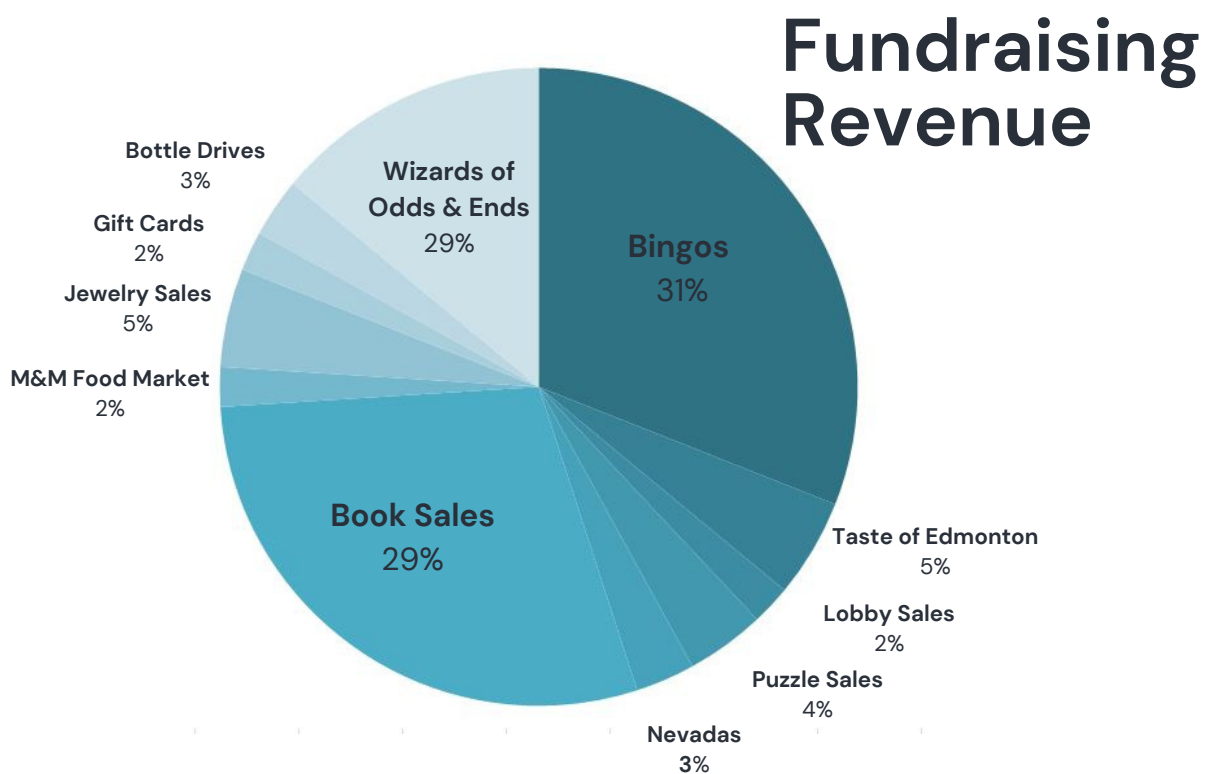
Fundraising

Alone we can do so little; Together we can do so much.
- Helen Keller

It has been quite busy in the NESA Fundraising world!

We started the year with a Bang! Our 50/50 Draw kicked off 2022, and kept getting better. We participated in Bingos and had our Casino in November for which we received more than \$70,000.

NESA's fundraising dollars, unless allocated to a special project or fund, help offset operating costs and keep membership fees low.



Thank you to everyone who has supported NESA in our Book Sales! Your purchases of books, puzzles, and jewelry contributes to activities that help seniors in the community. Thank you also to our volunteers who came out and helped with our Bingos over the year. It is much appreciated.

Council of Governors

The Council of Governors was established by the membership of NESAs at the Annual General Meeting on May 15, 2014. The purpose of the Council is to act as sole trustee, manager and custodian for the Sustainability Fund, which was established by a generous donation from the estate of Therese Landry. Revenue generated by this fund is used to fund the Landry Leisure Pass, enabling seniors to participate in NESAs programs of which they may not have otherwise been able to afford. Last year over \$7,000 was paid directly to support this program. Funds donated to this program are protected and invested and only the revenue generated is used to support NESAs programs. The CRA regulations sets guidelines which determine what can be done with protected funds.

The Council also manages and invests the Building Fund on behalf of the Board. There are plans to use some of these funds this year to make improvements to the building for the benefit of members. In the past two years donations to these funds have been considerably reduced. This is a situation which we hope can be resolved as we return to more normal times so that the funds can continue to grow and be utilized to meet the growing needs of NESAs members.



Front Row L-R
Vicky Sandouga,
Brenda Doucet

Back Row L-R
Randy Tomyn,
Sol Rolingher,
Hugh Newell,
Gordon Jeffrey

Social Events

1. Valentine's Day Tea
2. Dinner Theatre – A Tribute to Elvis
3. Seniors Week Tea – Goldies & Oldies Trivia
4. Seniors Week Recital
5. Picnic in the Park
6. Dinner Theatre – Murder Mystery: The Night Chicago Died
7. Remembrance Day Tea
8. Christmas Tea
9. New Year's Eve Dance

- The average attendance for **Teas** was **82 people**
- The average attendance for **Dinner Theatres** was **111 people**

Highlights

DINNER THEATRE: A Tribute to Elvis: *Featuring: Jaedyn Pilon and the Flashback band*

He ain't nothing but a Hounddog! That's right, Elvis graced us with his presence. It was an afternoon filled with good food and Rock and Roll! Always a favorite and back by popular demand, Jaedyn continues to impress us with his astounding impersonation and talent!



DINNER THEATRE: A Murder Mystery: *The Night Chicago Died*

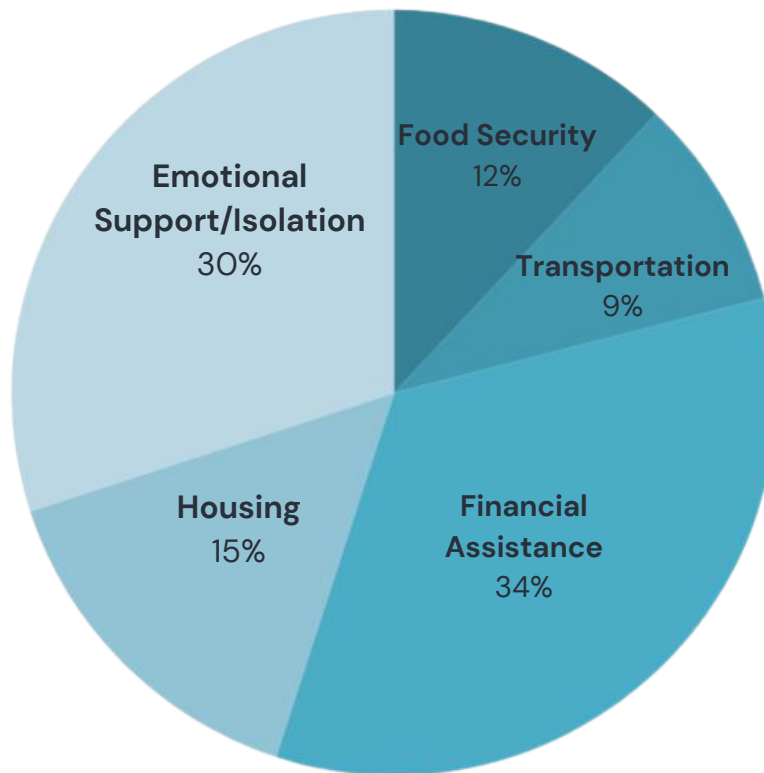
NESA hosted its very first Murder Mystery with Clown Cartel! It was an interactive night filled with clues, interrogations, and murder! Not only did participants dress up, but some were also suspects of the crime! Turns out the culprit was one of our very own! Dun Dun Duun!!



Outreach

Working with community partners including 211, Alberta Health Services Home Care, Primary Care Network, Seniors Community Hub, hospitals and NESAs Home Supports, we outreach to the most vulnerable, isolated and at-risk seniors in our area.

Primary Presenting Needs of Outreach Clients



Statistics

Consultations: 283
Open Cases: 205
(Requiring Long-Term Management)
New Client Intakes: 365
Home Visits Conducted: 124
Office Visits Conducted: 159



Supporting Our Seniors Hampers

Outreach

Program Highlights

"NESA saved my life and I mean that. I became very isolated over the pandemic and stopped talking with people... until one day [my daughter] connected me with NESA's Outreach Program. They really heard what I was saying. This has meant so much to me and I now go to the Centre every week."

– NESA Outreach Client

Supporting Our Seniors

381 Christmas Hampers were delivered to the community – the highest recorded number of hampers yet! Isolated seniors were provided with a wish list, asking them to identify their needs and something special for Christmas

Emergency Food Pantry

Over 100 emergency food hampers were delivered to provide seniors in crisis with food security through the Emergency Food Pantry (accessed directly through NESA's Outreach Program)

Health & Wellness Fair

30 vendors and over 250 attendees joined to learn about varying community services that enhance senior's lives at our annual Health & Wellness Fair

Friendly Phone Calls

Volunteers support isolated seniors by connecting through meaningful conversations over the phone on a weekly basis in our Outreach office

Landry Leisure Pass

NESA's subsidy program. 48 NESA Members enjoyed the benefits of the Landry Leisure Pass: an initiative to break down financial barriers of accessing programs and reducing isolation

Transportation Pilot

New this year through the New Horizons Federal Grant, 20 participants were able to gain free transportation to-and-from NESA Programs & Services



Vicky S
Outreach Friendly
Phone-Call Volunteer

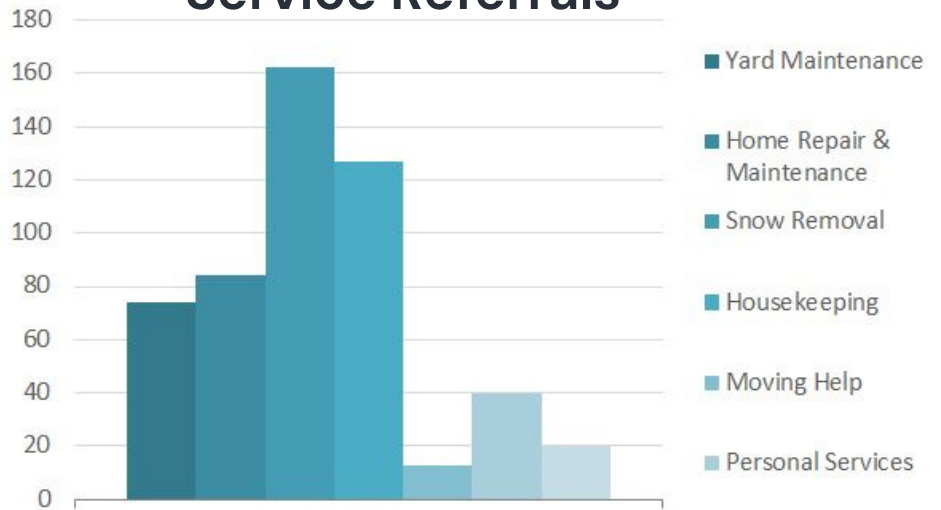
Home Supports

Aging in Place

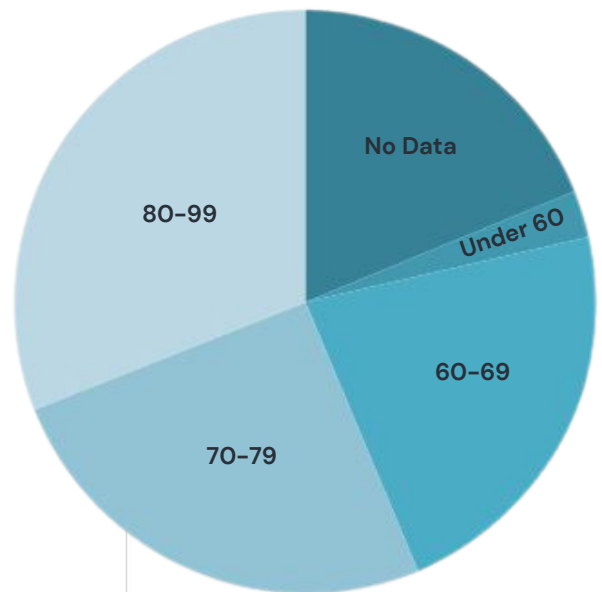
Funded and supported by the Edmonton Seniors Coordinating Council, the Home Supports Program screens and vets service providers so if a senior needs assistance in finding a plumber, house cleaning or a number of other services, we can provide referrals.

Thank you to the City of Edmonton and the Province of Alberta for providing the funding to ESCC.

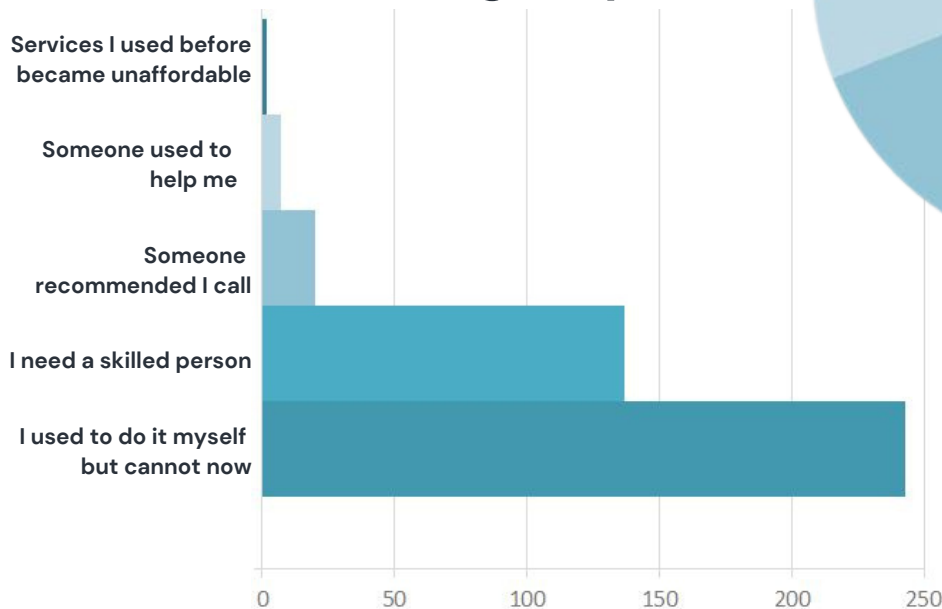
Service Referrals



Client Ages



Reason for Needing Help



Programs

Highlights

"Senior's Week" is a time for celebrating seniors and all of their accomplishments, talents, abilities, contributions and more! This year NESAs hosted many events that did just that!

Instructors and Club Coordinators were given the opportunity to represent and promote their activities by having a booth at the **Open House**, participating in the **Arts & Crafts Market**, or performing at the **Recital**. Members were also given the opportunity to participate in any of the **Free Trial Classes** or **Club Demos** that were offered. The free trial classes were so popular and well-received that NESAs has continued to offer them for select programs each season.

"I love, love, love all of my programs - music, clubs, dance, and exercise. The trial visit opportunities have been a blessing because I wouldn't have joined dancing or exercise if I would have had to commit blindly not knowing what I was signing up for. Thank you!"

-Anonymous

Guess What!

In 2019 (Pre-Pandemic) we offered 787 programs and in **2022 we offered 620 programs**. However, even though we are offering slightly fewer programs, the **enrollment has increased by 1674**.

Gettin' with The Times!

Nearly 47% of enrollments were done online! While we still offer in-person registration, we are pleased that we can accommodate both preferences. But why stop there? This year, we tested out an **Online Program/Club Evaluation Form!** Paper versions are still distributed to one-day presentations and select programs, and are always available at the front office. However, we are pleased to report that **286 online evaluations were submitted** in 2022! Feedback is always appreciated and is an important tool that we use to help improve our programs and experiences. **Thank you for your help!**¹³

Did you know?

10,239

Total Enrollments

5465

In-Person Enrollments

4774

Online Enrollments

620

of Programs and Clubs Offered

23

New Instructors

113

New Programs

Financials

Audited by Peterson Walker LLP Chartered Professional Accountants.
The complete audited financial statements are available upon request.

NORTH EDMONTON SENIORS ASSOCIATION
Statement of Financial Position
December 31, 2022

| | 2022 | 2021 |
|--|---------------------|---------------------|
| ASSETS | | |
| CURRENT | | |
| Cash and term deposits (Note 3) | \$ 660,018 | \$ 672,370 |
| Marketable securities (Note 4) | 1,300,956 | 1,468,544 |
| Accounts receivable | 4,475 | 3,472 |
| Inventory | 16,190 | 25,948 |
| Prepaid expenses | 16,590 | 12,230 |
| | <u>1,998,229</u> | <u>2,182,564</u> |
| PROPERTY AND EQUIPMENT (Note 5) | <u>18,037</u> | <u>34,787</u> |
| | <u>\$ 2,016,266</u> | <u>\$ 2,217,351</u> |
| LIABILITIES AND NET ASSETS | | |
| CURRENT | | |
| Accounts payable and accrued liabilities (Note 6) | \$ 46,420 | \$ 45,423 |
| Deferred contributions (Note 7) | 203,704 | 160,878 |
| | <u>250,124</u> | <u>206,301</u> |
| DEFERRED CONTRIBUTIONS RELATED TO PROPERTY (Note 8) | <u>-</u> | <u>8,448</u> |
| | <u>250,124</u> | <u>214,749</u> |
| NET ASSETS | | |
| Invested in property and equipment | 18,037 | 26,339 |
| Internally restricted (Note 9) | 1,306,493 | 1,470,709 |
| Unrestricted | 441,612 | 505,554 |
| | <u>1,766,142</u> | <u>2,002,602</u> |
| | <u>\$ 2,016,266</u> | <u>\$ 2,217,351</u> |
| LEASE COMMITMENT (Note 10) | | |
| EXTRAORDINARY EVENT (Note 11) | | |

APPROVED BY THE BOARD



Director



Director

Financials

Audited by Peterson Walker LLP Chartered Professional Accountants.
The complete audited financial statements are available upon request

NORTH EDMONTON SENIORS ASSOCIATION

Statement of Operations

Year Ended December 31, 2022

| | 2022 | 2021 |
|--|-----------------|-----------------|
| REVENUE | | |
| Grants (Note 12) | \$ 316,451 | \$ 331,034 |
| Program fees and admissions | 278,419 | 76,478 |
| Fundraising activities (Schedule 1) | 111,746 | 145,211 |
| Memberships | 42,180 | 15,530 |
| Club contributions | 28,075 | 10,115 |
| Donations | 16,820 | 16,449 |
| Amortization of deferred contributions related to property | 8,448 | 21,498 |
| Special events | 7,569 | 2,136 |
| Investment | 4,683 | 2,247 |
| Catering | 3,967 | 1,695 |
| Wage subsidy | - | 99,615 |
| | <u>818,358</u> | <u>722,008</u> |
| EXPENSES | | |
| Salaries and benefits | 504,914 | 554,093 |
| Instructors | 148,251 | 42,498 |
| Fundraising activities (Schedule 1) | 47,689 | 41,723 |
| Telephone and utilities | 42,015 | - |
| Office | 40,482 | 36,348 |
| Programs | 34,885 | 17,373 |
| Amortization | 17,165 | 32,206 |
| Communications | 10,117 | 7,160 |
| Bank charges | 9,222 | 6,496 |
| Special events | 8,533 | 3,328 |
| Insurance | 7,530 | 7,379 |
| Advertising and promotion | 7,001 | 2,253 |
| Professional fees | 6,917 | 8,423 |
| Catering | 5,816 | 2,760 |
| Workshops | 65 | 450 |
| | <u>890,602</u> | <u>762,490</u> |
| REVENUE UNDER EXPENSES BEFORE OTHER INCOME (EXPENSES) | <u>(72,244)</u> | <u>(40,482)</u> |

Financials

Audited by Peterson Walker LLP Chartered Professional Accountants.
The complete audited financial statements are available upon request

NORTH EDMONTON SENIORS ASSOCIATION

Statement of Operations *(continued)*

Year Ended December 31, 2022

| | 2022 | 2021 |
|--|---------------------|------------------|
| OTHER INCOME (EXPENSES) | | |
| Unrealized (losses) gains on marketable securities | (176,948) | 74,080 |
| Investment income | 30,660 | 57,435 |
| Donations to Building Fund | 105 | 10,099 |
| Donations to Sustainability Fund | 848 | 1,100 |
| Fees | (11,741) | (11,685) |
| Landry leisure passes | (7,140) | (620) |
| | <u>(164,216)</u> | <u>130,409</u> |
| REVENUE (UNDER) OVER EXPENSES | <u>\$ (236,460)</u> | <u>\$ 89,927</u> |

Community Impact



(Left)Knitting from the Heart volunteers at their appreciation luncheon; and (Right) a representative of Balwin school (just one of many recipients) picking up handmade hats and mittens.



(Left)Northgate M & M Meat Food Shop donates a percentage of sales at this location for those who say they are part of NESAs, and also donated a gift basket as a draw prize to those who participated. This is an ongoing initiative that will continue in 2023.



(Right)Students from the NAIT Occupational Health and Safety Program visited the Centre to view equipment and practices.

2022-2023 NESAs Board of Directors



RON NICHOL
PRESIDENT



MARILYN BUCHANAN
VICE-PRESIDENT



RANDY TOMY
TREASURER



MARIE TAUBER
SECRETARY



LIZ ANDERSON



NORM GODBOUT



SHEILA MCKAY



JOY MULLER



DIANA RILEY



Nancy
Executive Director



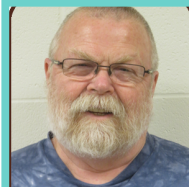
Donna
Finance



Jollean
Programs



Amanda
Home Supports



Willy
Events



Garnet
Facility (COE)



Marley
Volunteers & Office



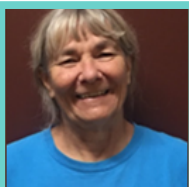
Brittany
Outreach



Amber
Programs & Events



Dragana
EMMA Catering



Linda
Events



Shelly
Bookings (COE)



Denise
Fundraising & Clubs



Mariam
Outreach



Donna
Member Services



Milenko
EMMA Catering



Sharlene
Events



Luisa
Custodial (COE)

Staff Teams

We thank you for your ongoing support as NESAs impacts the community in a positive way.

Acknowledgements

Thank you to our funders and partners –

City of Edmonton

**Edmonton Seniors
Coordinating Council**

Northgate Lions Club

**Federal Government New
Horizons Grant**

**North Edmonton Seniors Association
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