



Community and Seniors Centres Annual Report January - December 2014

Centre: Silver Threads Service Victoria Centre

Address: 2340 Richmond Road

Operating Association/Society: Silver Threads Service

Society Registration Number: S - 00052

Registered Charitable Tax Number (if applicable): #107981037RR0001

Month of Annual General Meeting: June

Days of operation per year: 300 (Closed to relocate in 2014)

Total number of employees: FT __1.5__ PT __1__ Instructors __4__

Programs Quantitative Analysis

Recreation Programs	# Programs Offered		# Unique visits
	Registered	Drop-in	(# of programs x # people attending)
Children			
Youth			
Adult			
Senior	3	8	2152
Family			
Other			
Total:	3	8	2152

	# spaces offered	# spaces filled
Non licensed Childcare	NA	
Licensed Childcare	NA	
Total:		

Services Quantitative Analysis

Services	# Offered	# People Served
Special Events (list) (add more lines as necessary)		
Chinese New Year	1	12
Valentine's Day	1	8
St. Patrick's Day	1	6
Wine & Cheese (CNIB)	1	25
Christmas Concert	1	105
CPR Clinic	1	12
Chess Tournament	1	48
Rentals (total #)	8	5125
Resource Referrals (total #) SWAP, Experience Works	2	12,242
Social Support Services (list):		
Chinese Senior Community	96	2287
Income Tax	1	127
The Journey	3	293
Grief & Loss	16	6
Blood Pressure Clinic	1	6
We Rage We Weep	9	105
Flu Clinic	1	4
Rods & Reels	32	683
Information & Support		4500
CAPP Computers	2	408
Neighbourhood Development (list):		
As part of our relocation we have connected with a number of groups as part of our research, move to a new location and program/partnership development. All is still in progress:		
Gerontology/Senior's Outpatient Clinic		
Regional Outpatient Pain Clinic		
Victoria Hospice		
North & South Jubilee Neighbourhood Associations		
Cancer Lodge, Arthritis Society		
CNIB		
Renal Dialysis Unit		
Total	178	26,002

Leverage Model

A

Direct City of Victoria Investment for 2014	Amount in cash
Operating grant	\$39,999
Youth grant	
Custodial grant	
Neighbourhood Dev. Base grant	
Neighbourhood Dev. Matching grant	
Shape Your Future grant	
Community Art grant	
Greenways grant	
Special Projects grant	
Other City grants	
Total A	\$39,999

B

Indirect City of Victoria Investment for 2014 (to be completed by City)	Value
Custodial Service	\$14,290
Utilities	0
Permissive Tax Exemptions	0
Maintenance & repair costs	\$33,837
Other (Lease Jan to Aug)	\$43,578
Other (Lease and moving costs) includes \$200K one time grant for relocation	\$230,683
Total B	\$362,389

C

Association Annual Operating revenue for 2014 (excluding in kind)	Amount in cash
Gaming Grant	\$34,440
City of Victoria – Operating Grant	\$39,999
Vancouver Island Health	\$18,040
Arts & Craft	\$500
Membership	\$1,500
Programs	\$5,000
Rentals	\$7,000
Total C	\$106,479

D

Volunteer opportunities:	# people	X	# hours	Total Volunteer hours
Programs	266		3	798
Services				
Events	6		3	18
Other – Board of Directors	8		15 hrsx12 mo	1,440
Total				2,256

Volunteer Valuation

a)Total volunteer hours (value unskilled labour)	X	80%	X	\$18.73	=	\$12,226
b)Total volunteer hours (value skilled labour)	X	20%	X	\$40.00	=	\$46,080
Total Volunteer valuation D (a+b)					=	\$58,306

Leverage Valuation

C (Association Operating Revenue)	+	D (Volunteer Valuation)	=	Leverage
A (Direct City Investment)	+	B (Indirect City Investment)		
C \$106,479	+	D \$58,306	=	\$164,785 /\$402,388
A \$39,999	+	B \$362,389*		

- * Includes one-time \$200K grant

Per Person Valuation

C (Association Investment)	Divided by	#visits per year	=	\$ value per person served
\$164,785	/	26,002	=	\$6.33
A + B (Total City of Victoria investment)	Divided by	# recreation visits per year	=	\$ invested per person served
\$402,388	/	2152	=	\$186.

Per Person Valuation

1. Please speak to your centre's day to day vitality as a hub for the neighbourhood. "

2014 has been a year of transition for the Victoria Centre. After nine years in "temporary" space on Douglas Street downtown, the lease was not to be renewed and our doors were to be closed in September 2014. In the spring we found space at the recently sold CNIB Building across from the Royal Jubilee Hospital. Research was done and a proposal submitted to City of Victoria Mayor and Council asking for financial consideration to continue operations in a new location. Approval was granted on May 29th, 2014. Within three months we closed the Douglas Street Centre and opened our doors at the new location by September.

This past year we were not operational for a full 12 months due to the move.

During the summer and fall we completed renovations to our new centre and have plans to renovate the shared lobby and reception space. We cohabitate with CNIB and have been able to share the reception desk, as well as volunteers and clients.

As part of our move to the Jubilee neighbourhood, we have connected with the North and South Jubilee Neighbourhood Associations, the City of Victoria Senior serving centres, the Gerontology/Seniors Out Patient Clinic and others and strive to be a vibrant and active component in the neighbourhood. The new location is much more welcoming and accessible for seniors and the community.

2. Please provide up to 3 impact statements via testimonials, survey results or accomplishments directly related to your centre's programs and services.

Increasingly we are seeing more seniors who are not retiring due to finances and interest and are seeking part or full time work. Freedom 55 is not the reality for a growing number of seniors today. During this reporting year our volunteers prepared income tax returns for 127 low income senior who have an annual income of less than \$30,000.

Our **Experience Works** program provides opportunities for Seniors seeking employment to learn new skills and self-awareness that will aid in their search. Individual and group support is provided along with leads on available positions. In the last year the weekly newsletter has reached 12,044 seniors who are currently looking for employment.

"I am writing to thank you for the opportunity to sit on the Experience Works Committee. I have enjoyed the discussions and research assignments very much. Most of all I appreciate the confidence that I now have in regard to the benefits of older employees. For that reason I have decided to get more training and actively search for work."

I had a wonderful time yesterday, it was a fabulous introduction to the new location for many of the people attending. I truly feel like your place is a comfortable place for me to thrive and enjoy other members and activities in my community." Judy

In December we hosted our first special event in the new centre – a **Christmas Concert** - an afternoon of music and refreshments and 105 people attended. We distributed rack cards to the neighbours and promoted through the media and our internal communications. It received such a good response more one-time events and workshops are planned.

Health and Wellness

1. How does your centre promote health and wellness? (Please cite up to 3 examples)

According to a Vancouver Island Health Authority study on seniors' health, isolation is one of the most common factors in the decline of seniors' health (2005). A hospital stay, debilitating injury, or the death of their spouse can cause seniors to retreat into their homes, eventually fearing to go out of their house on their own. Isolation is a serious problem for seniors, especially for those over the age of 75, and a fall due to poor balance can be devastating.

Our centre promotes health and wellness in many different forms. For seniors, diabetes, heart disease and joint problems such as arthritis initiate the end of many of their physical activities. Today, we understand that activity leads to overall wellness and longevity, and health problems mean an adjustment, not an end, to enjoying favorite forms of recreation. We at Silver Threads provide physical and social interaction by providing support and wellness amongst seniors through exercise, dance, creativity and support.

We have begun to offer opportunities for continual learning through our monthly Speaker Series speaking on the many health issues that seniors encounter. We provide activities for general enjoyment and facilitate cultural integration. We offer monthly Blood Pressure clinics to help inform and educate the importance of health.

2. What new health and wellness initiatives have you implemented, supported and/or maintained this year?

The **Chinese Seniors Association** happily moved with us to the new location and is thriving in the larger space that has allowed the programs of table tennis, dance and Mah Jong and their special events to grow.

When developing programs in the new location, we have built connections and partnerships with other community serving agencies. The Gerontology/Senior's Out Patient Clinic provides rehabilitation to seniors coming out of the hospital; their intention is to keep them active so they can maintain a level of health and independence. STS has been able to develop exercise programs for their clients to transition to that are senior focused, comfortable and provide a supportive environment for the older clientele. The staff at the clinic is bringing patients to **Functional Fitness**, **Yoga for EveryBODY** and **Strength & Stretch**.

We offer classes designed for balance, posture, flexibility, fall prevention and muscle strength.

Functional Fitness: designed for the physically frail senior with focus on balance, range of motion, stability and capacity for exercise to help carry out daily tasks.

Yoga for EveryBODY: focuses on breathing, stretching, and relaxation to promote overall health and wellness.

Strength & Stretch: strength training with bands, tubing and free weights to tone and strengthen muscles.

Zumba GOLD: is for the more active senior performed to Latin music, a safe and effective total body workout.

3. What are your community's health and wellness concerns and how are you addressing them?

Our population is aging. More seniors are living below the poverty line. Isolation is a significant negative factor in determining the health and wellbeing as people age.

The goal of Silver Threads Service is to provide low cost, accessible programs and services and ensure seniors are connected, engaged and have the support they need to enhance their quality of life.

A program is the vehicle to build these connections and each program creates a community. For a frail elderly person the weekly scrabble group or exercise group takes on a significance one doesn't grasp when younger. It becomes something they look forward to, rest up for all week and build connections with their peers, staff and volunteers.

Sustainable Community Development

1. How does City funding allow you to address the sustainability of your organization?

2014 is a turning point for Silver Threads Service and particularly the Victoria Centre. In addition to the relocation, we have had a change in leadership with a new Executive Director, new Victoria Centre Director and an assistant.

During the last number of years membership declined in the Douglas Street location, when we closed the doors to relocate we had 61 annual members. At the end of December 2014 we had 123. The trend is going in the right direction. We are focusing on program and event development, improving marketing and media relations while providing continued excellent customer service.

This year the approval of the one-time grant has given us a new lease on life and an opportunity to be responsive to community needs, serve seniors and solidify our operations. We appreciate the support.

2. What are you doing internally to address the sustainability of your organization? (i.e. - environmental, economic, social etc.)

Silver Threads Service is developing new financial systems, staff structure and Board Governance to implement best practices, manage resources and be accountable to our funders and stakeholders.

During the next year we will:

Undergo a more intensive financial review, hiring Finance staff and recruiting a new Treasurer to the Board of Directors. Align our funding to program deliverables, implement better budget management and oversight.

Restructuring the organization staff team to improve functionality and efficiencies and provide better centre support.

Increase program and membership revenues.

3. How does your centre align with the City of Victoria's Sustainability Action Plan directions?

A) Reduce - reduce waste and emissions & increase efficiency

We recycle and are disposing of kitchen scrapes appropriately.

B) Transform - transformation and leadership

There is green space at the new location that STS would like to develop into a garden project for our seniors that would provide fresh vegetables and spin off into a community kitchen program. This is being researched.

C) Thrive - creating a livable city for everyone

Community Responsiveness

1. How does your centre identify community need and respond to community feedback?

In 2013/14 we did research and planning for relocation, we connected with a number of community serving organizations, individuals, members and current users groups. We reviewed demographic information to determine that relocation from the downtown core to the Jubilee area would be a positive step for STS. In 2014 we have had 4 month of operations during which we did renovations and opened our doors (quietly) to the community. We were pleased that 95% of our user groups, including the Chinese Seniors moved with us. We continue to connect with other organizations and develop partnerships for program and service delivery.

Our centre encourages member feedback, comments and concerns by providing a suggestion box.

We in turn will provide a response to any and all feedback by letter or meeting.

2. What modifications or implementations have you made in response to community need in these categories?

- i. Programs (new)
- ii. Services (new)
- iii. Infrastructure (facility, neighbourhood)
- iv. Organization
- v. Accessibility
- vi. Diversity & inclusion
- vii. Demographic Diversity

Silver Threads Service continues to support the variety of community groups and rentals. Establish programs from the Douglas Street Centre in the new location. Try new programs in response to opportunities and requests.

We have had good response to one time workshops and presentations recently, that are topic based or allow seniors to try new things an hour at a time. This year we have increased our external marketing through the media and this have generated much interest. Comprehensive Marketing Plans are now in place for STS that includes redesign of our website, newsletter and brochure in 2014.

This reporting year is a bench mark year for the Victoria Centre. The Board and staff are committed to building a strong and vital Victoria Centre and expect that next year the Annual Report will be significantly improved!

Volunteerism

1. What types of volunteer opportunities do you have in your centre?

Silver Threads Service is a volunteer based organization that includes the policy volunteers on the Board of Directors to program and service volunteers.

Program volunteer opportunities include Experience Works Committee Volunteers, Program Instructors and Office/Front Desk Volunteers.

Over the course of the last year we have had seniors who have a level of expertise who volunteer to teach programs to their peers, this has included language classes, Mah Jong and crafts.

2. Please provide up to 3 impact statements via testimonials, survey results or accomplishments directly related to your centre's volunteers.

Why not if it helps people, I like to meet people and find the time interesting. I have been a member since 1990 and feel if I can help why not. Lu

I like to keep busy and help others. Alma

I like to help out by donating my time and experience in life. Ellen

We live in a community that encourages seniors to 'age in place' so it is imperative that we provide a centre that has a wide range of health, education, recreation, volunteer and other social interaction opportunities. It is these activities that enhance people's lives, support independence and encourage community involvement. We know that support systems reduce loneliness and depression and play a role in the overall well-being of individuals. Marilyn