

## Janet Hawkins

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**From:** Kim Dixon <executivejb.nh@shawbiz.ca>  
**Sent:** Monday, Jul 20, 2015 11:46 AM  
**To:** Public Hearings  
**Subject:** Questions regarding your grant submission to Victoria Council  
**Attachments:** Questionnaire.pdf

Please find attached a copy of our questionnaire.  
If you require any further information, please do not hesitate to contact us.  
Thank you in advance for your time and consideration,  
Sincerely  
Kim Dixon

*Kim Dixon*

Executive Director,  
James Bay New Horizons  
234 Menzies St  
Victoria, B.C. V8V 2G7  
Direct Line Phone: 250-386-4432  
[www.jamesbaynewhorizons.ca](http://www.jamesbaynewhorizons.ca)

**My regular business hours are Mon - Fri 8:30-4:30.**

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**From:** Public Hearings [<mailto:PublicHearings@victoria.ca>]  
**Sent:** July 16, 2015 3:49 PM  
**To:** [executivejb.nh@shawbiz.ca](mailto:executivejb.nh@shawbiz.ca)  
**Subject:** Questions regarding your grant submission to Victoria Council

Below are the questions posed by Council on your grant submission at the July 15, Special GPC meeting:

### **James Bay New Horizons**

1. Clarify the outreach that will occur beyond Jubilee and James Bay neighbourhoods.
2. Is this project envisioned as a one-off project, or a shift towards on-going operations for the James Bay New Horizons?

Please 'reply' to this email, at [publichearings@victoria.ca](mailto:publichearings@victoria.ca) with your response. As this is a time-sensitive application process, we would appreciate your response as soon as possible, and no later than 11:00 am **on Wednesday, July 22.**

For reference, below is the link to the archived video of the meeting where you can listen to the questions should you wish for more detail:

<http://www.victoria.ca/EN/main/city/council-webcasting.html>

Thank-you,



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Victoria City Council  
c/o Public Hearings

July 20, 2015

Thank you for giving us the opportunity to present our thoughts and ideas to you last Wednesday. It was a great opportunity for us to highlight our plans and inform you about some of the difficulties seniors face.

I hope these responses will help you with your decision to support our program.

1. Clarify the outreach that will occur beyond the Jubilee and James Bay Neighbourhoods. ***James Bay New Horizons and Victoria Silver Threads will work together to start an outreach program in the James Bay and Jubilee area. As this is a pilot project with a limited time frame and funding (5 months) we will do our outmost to host apartment coffee parties in various buildings in these two areas. Based on information gathered using our postal code data (V8V, V8R) from Canada Post we have determined there are 6,295 apartment residents in James Bay and 2,103 in the Jubilee area.***

***The project will initially focus on the two postal code areas where our centres are, we can then evaluate the procedures, ability to make contact with apartment managers and property managers, our success in reaching isolated seniors and the attendance to these events and report back to Council.***

***If we achieve the desired outcomes, we can then co-ordinate with other community and senior centres to see if there would be interest in extending this program to other communities within the Victoria geographic area.***

***We are willing to co-ordinate this program throughout the community if there is a need. With the changing demographics in this community we feel it important to offer a hand of friendship to the frail, isolated and senior population. This program will not only inform seniors of our programs but other services and activities available in the community.***

Is this project envisioned as a one-off project, or a shift towards on-going operations for the James Bay New Horizons?

*James Bay New Horizons has had apartment coffee parties in the past. We have not been consistent as we have not been able to have a dedicated staff member plan and implement. It is hoped that we will be able to catalogue a list of apartment buildings and contact people so that we can keep this project ongoing. To our knowledge there is not another agency that offers this kind of service but rather respond to emergencies or crisis management. If we are able to identify frail, isolated seniors and encourage them to partake in the coffee parties, then perhaps they can be encouraged to become involved in other services and programs that will enable them to remain independent in their own homes. We are aware that there are families where a spouse is a caregiver and unable to go out for some alone or down time.*

*Further in terms of sustainability, we envision continuing beyond the 5 month start up and will investigate all potential funding opportunities.*

We hope that this will clarify your concerns and we look forward to hearing from you. We are hopeful that we will be able to start our program early September and complete a significant number of coffee parties between September and December.

Please do not hesitate to contact us if you have any further questions,  
Sincerely,



Kim Dixon  
Executive Director