



**GoldenCircle**  
SENIOR RESOURCE CENTRE

## **2022 Annual Report**

**Circle of Red Deer  
Seniors' Society  
o/a  
Golden Circle Senior  
Resource Centre**

Cover art by Govind Bhadresa Golden Circle member since 2010

# OUR MISSION, VISION & MANDATE



## Mission

An intergenerational, innovative coordinating organization and gathering place which provides knowledge, resources, supports and social opportunities that contribute to the well-being, independence, and dignity of all individuals in Red Deer and surrounding communities.

## Vision

An Active community resource organization that welcomes all individuals.

## Mandate

- To design, deliver and administrate programs and services for older adults who are in need of assistance.
- To provide opportunities for intergenerational programs so all generations benefit from each other.
- To monitor, assess and direct those programs and services.
- To ensure the programs and services promote quality of life and foster maximum independence.





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# A MESSAGE FROM THE BOARD CHAIR

This has been an interesting year with many changes at the Golden Circle; when I came on the Board, Amber Mack had been our Executive Director for about two months, and I had just returned to the Board after a two-year absence. And here we are, a year later, working diligently to keep the Golden Circle afloat financially as well as offering many activities for our members.



This has been a rough year with the return to full activity after Covid shut us down for far too long. Our membership gradually increased with our numbers currently being a bit higher than when we closed our doors when the pandemic hit.

I would like to thank all our staff who helped us get back to a new normal. Our Executive Director, Amber Mack, has worked tirelessly helping the Board get our policies and terms of references updated, updating records in our Outreach Program, and managing our staff - plus incidental items that are not in her job description! Our Outreach Program continued through our closure, but mostly by phone. Our kitchen continued with their frozen meals, but then added dining room meals. At the present time, we are offering three meals a week, generally on Monday, Wednesday and Friday, and look forward to offering meals every day sometime in the future. Our members appreciate the delicious food offered each week, and we thank our kitchen staff and volunteers for keeping us all well fed!

I also want to thank my fellow Board members who have your best interest at heart. Our Finance Committee has had a particularly challenging job with our first budget after Covid. The government helped us through the two years of Covid, but we are on our own this year, and need to do some serious fundraising. We have quite a deficit in our budget this year, as our income is down from previous years. We are working hard to keep food prices low, but as you all know, grocery prices are rising and we will have to increase our prices eventually. Hopefully, you can understand our position and support us with your business.

Thanks to all of you who have supported us through this time of uncertainty. We appreciate seeing each of you come through our doors and participate in some of the numerous activities that go on in our building five days a week. Our rentals keep us busy, and again, we thank our staff for pitching in when requested.

Stay healthy and please continue to support our organization as we try to get our activities back to normal, whatever that is!

A handwritten signature in blue ink, appearing to read "L. Spitz".

Board Chair



# A MESSAGE FROM THE EXECUTIVE DIRECTOR

Well Community, it's hard to believe that a full year has gone by since the last AGM! 2022 was a big year of change for the Golden Circle. From staffing and Board changes, to post-pandemic recovery we have all had to make a lot of adjustments. Change isn't always easy or fun (nor is it usually our first choice) but sometimes it can be really exciting and I can definitely say that the past year has certainly been exciting! I don't like to talk about problems, I prefer to think of them as opportunities, but we have definitely had our share of opportunities in the past year. Maintaining a building of this size is costly and we've had a number of expenses related to that, as well as increasing operating costs across all aspects of operations like rising utilities and food costs. We're committed to ensuring our programs and activities are affordable and accessible, but we need to be careful and creative as far as expenses as well revenue generation are concerned.



In March of 2022 we reopened the Dining Room for meal services and restarted in-person activities. We have seen attendance numbers steadily growing since then as well as our membership number doubling - which you will see exact numbers for in a few pages!

We have been working hard to create a safe and welcoming space for everyone to enjoy with activities and events on the Senior Centre side, while supporting older adults in our community to age well in the place that's right for them through our various Outreach program offerings.

We were successful with a number of grant applications in 2022 as well. We received grant funding for a one-year pilot project from the United Way of Calgary to support expanding our Outreach Program into neighbouring rural areas; a grant to assist the Canadian Centre for Activity and Aging with a dementia risk factor screening study; a grant from the Red Deer and District Community Foundation to support our friends at the Urban Aboriginal Voices Society with some of their programming and hosting them in the basement on Tuesdays; as well as some funding through the City of Red Deer's Community Recreation Enhancement Grant to purchase some upgraded equipment for our exercise classes.

In 2022 we had the non-functioning Audio Visual system upgraded, and we purchased some much needed equipment off of the Kitchen's wish list to help make their job easier.

We have been spending a lot of time and energy as a staff team on understanding the existing policies and ensuring that we are following them, as well as making recommendations to the Policy Committee for improvements to existing policies.

I want to say a special thank you to the incredible staff team. These folks never cease to impress me with their knowledge, skills and dedication to this organization. To our Board of Directors, thank you for your steadfast leadership. And to all of our volunteers, brokered workers and society members for your commitment to the success of the Golden Circle. This organization is fortunate to have you all here in community with us!

  
EXECUTIVE DIRECTOR

# COMMITTEE REPORTS

## Fundraising Committee

Well it is that time of year once again. Spring is in the air and it is time for another AGM.

The Fundraising Committee for 2022 consisted of two members of the public, Sharon Vanin, and Carol Rosenfelt. We have also had three board members helping us out this past year. They are Clement Wong, Linda Shepherd, and myself Bill Alm, as well as our Board Chair Linda Liptak and our Executive Director Amber Mack.

The Fundraising Committee has continued to work hard throughout 2022 with many fundraising events. Some of these events include our first annual garage sale which was very successful. A Christmas Craft sale where the Golden Circle sold our wonderful baking. These baked goods are a strong part of our fundraising success. In September of this year, we kicked off our annual Christmas Cash Spree. We sold tickets at various events throughout Red Deer. Some of the locations included the Red Deer Market, The Red Deer Rebels, Parkland Mall and Parkland Nurseries. I would like to thank all the volunteers that helped sell tickets, the people that bought tickets and the business that allowed us to sell tickets at your location.

We have continued to meet and discuss future events for 2023. This not only will allow us to fundraise but it will allow us to promote the Golden Circle. I look forward to an exciting year ahead with new ideas and a fresh start.

I want to personally Thank Amber, and her amazing team with all their help with various fundraisers, throughout this past year. We could not have done it without any of them. I want to thank you our Golden Circle Members, who buy the tickets, support our various theme dinners and who spend your money here at the Golden Circle.

I look forward to another great year ahead.

Bill Alm  
Board Director and Fundraising Committee Chair





# COMMITTEE REPORTS

## Program Committee

At the Golden Circle, the goal of our programming is to support the diverse interests and needs of our membership through providing opportunities for socialization, physical activity, self-growth and community engagement.

The past year has seen us successfully emerge from pauses and adjustments to programs during the pandemic.

Programming has fully resumed and participation numbers in most areas have returned very strongly. The Coffee Shack Drop-in Centre is running daily and has been a great success.

Our regularly scheduled exercise, recreation, and socialization programs continue to be very popular and events such as Seniors Week, a Tribute to Joni Mitchell, the Mystery Bus Trip, the Harvest Dinner, Meet the Author, Valentine's Card Making (an intergenerational event!), Mardi Gras Dinner, and An Evening with Elvis and Marilyn have also been very well attended and well-reviewed. We are looking forward to upcoming events such as Meet the Author, Color Me Happy, Painting Workshops, Pub Night, and Seniors Week celebrations.

We will continue to endeavour to expand and revise our program offerings to ensure experiences for our members that are enjoyable, stimulating and meaningful.


As always, we welcome your feedback, ideas and suggestions.

Greg Wells  
Board Director and Program Committee Chair




# COMMITTEE REPORTS

## Finance Committee



The 2022 Budget that the Board of Directors approved in 2021 projected a deficit of \$28,000.00. Several events occurred in 2022 however, that resulted in an audited loss of \$133,212.00. Covid restrictions affected operations in the first two months of the year. Food costs meant that the kitchen operated at a loss, rather than generating revenue.

Several unbudgeted expenses also led to the high deficit. They were: a consultant was engaged to assist in the development of a strategic plan; and the Board chose to make significant investments in a new Audio Visual system and upgrades to kitchen equipment. The latter two expenditures were approved in order to improve the Centre's ability to generate revenue.



On a positive note, several Guaranteed Investment Certificates (GICs) reached their maturity date throughout the year. This allowed the Finance Committee to reinvest them on a short term basis at an increased interest rate. The asset side of the balance sheet is still strong and there has been no need to redeem GICs to support operations.

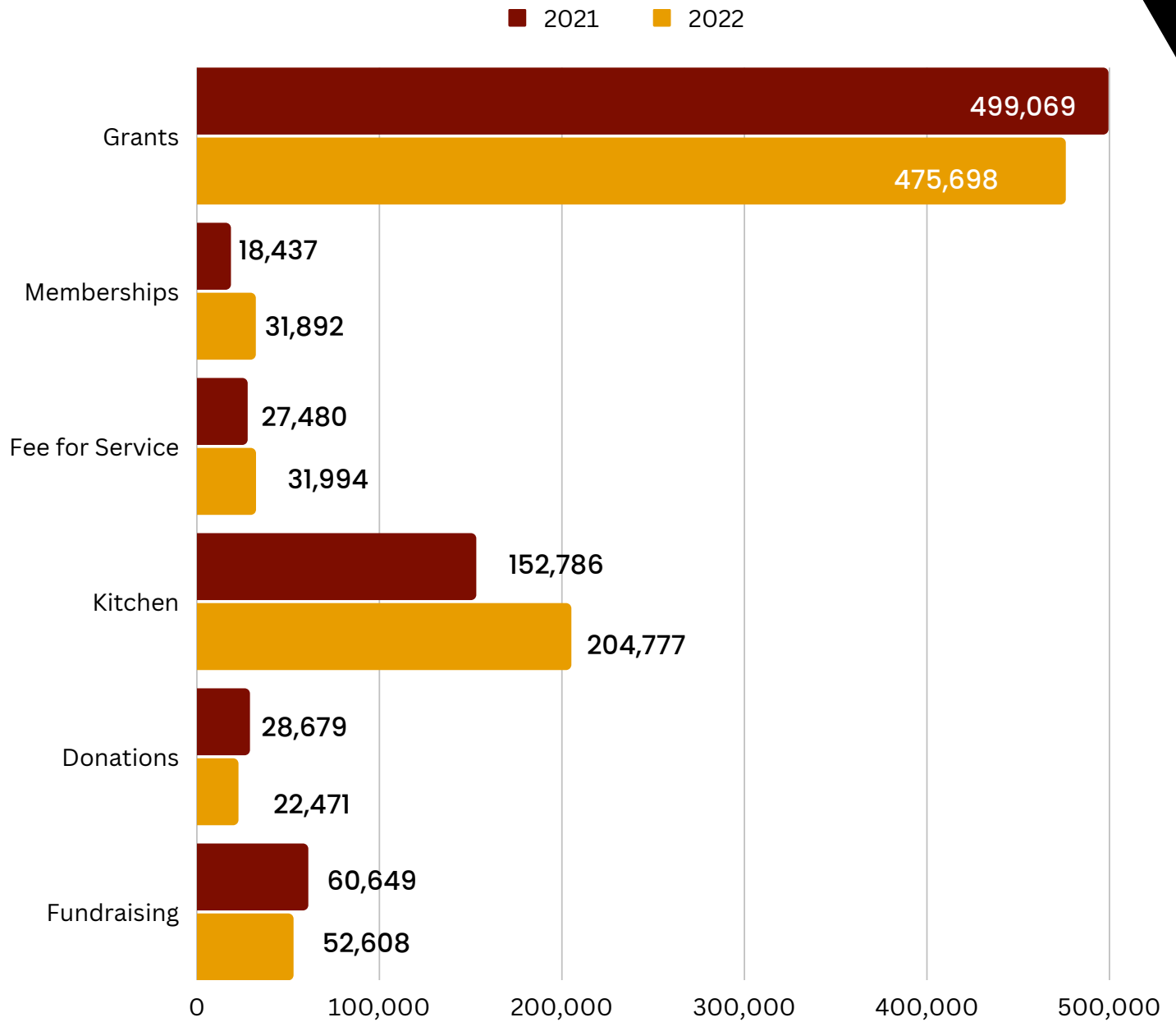
I would like to thank the members of the Finance Committee: Linda Liptak – our Board Chair, Linda Shepherd, Doug Handford, Doug Janssen, Helen Curry and Craig Curtis for all of their hard work and wise counsel during these challenging times.

Bob Irwin  
Board Treasurer and Finance Committee Chair

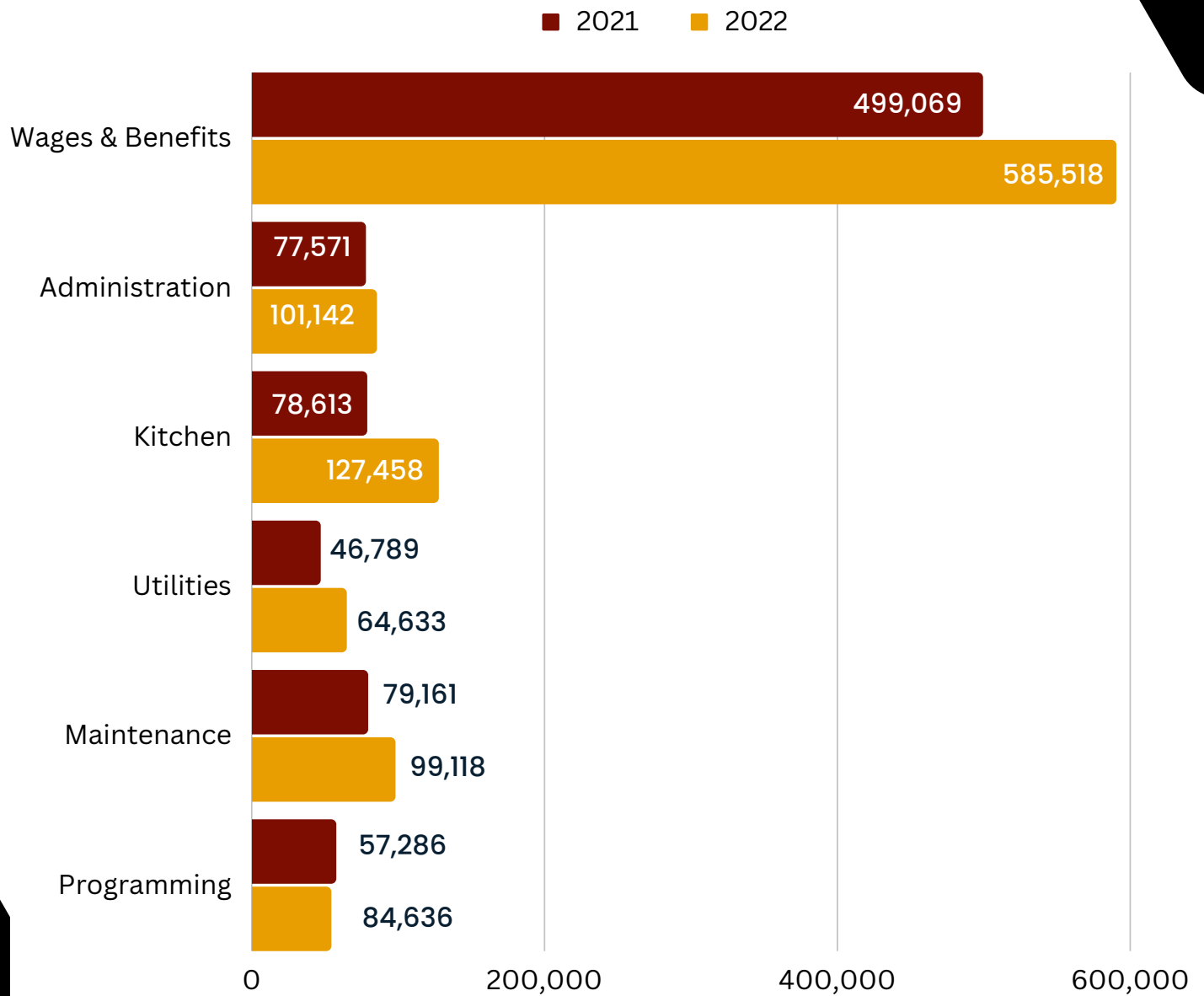




# ANNUAL REVENUES

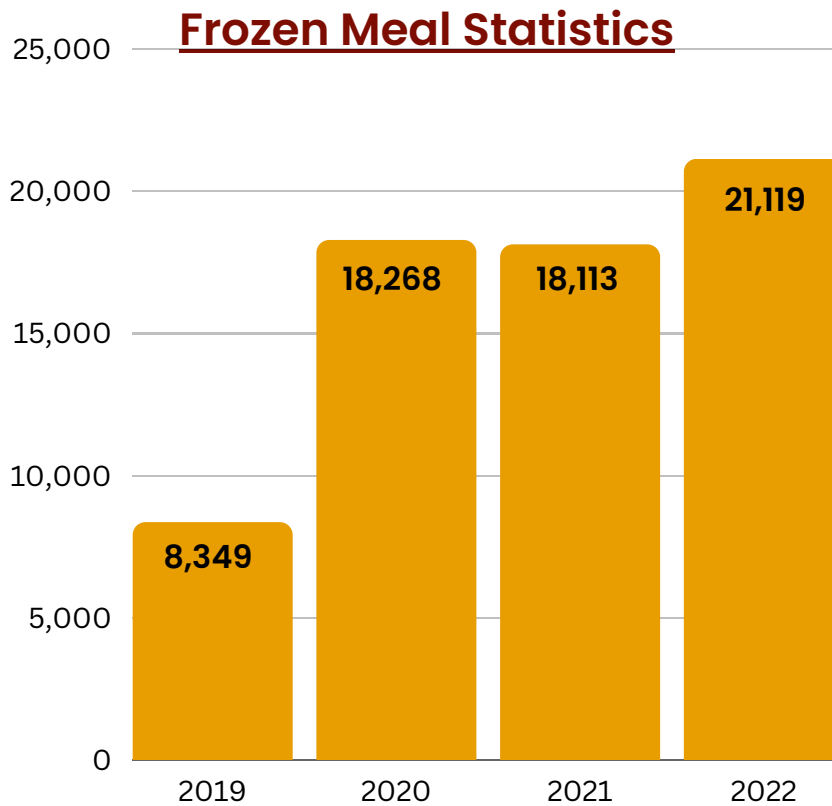


# ANNUAL EXPENSES

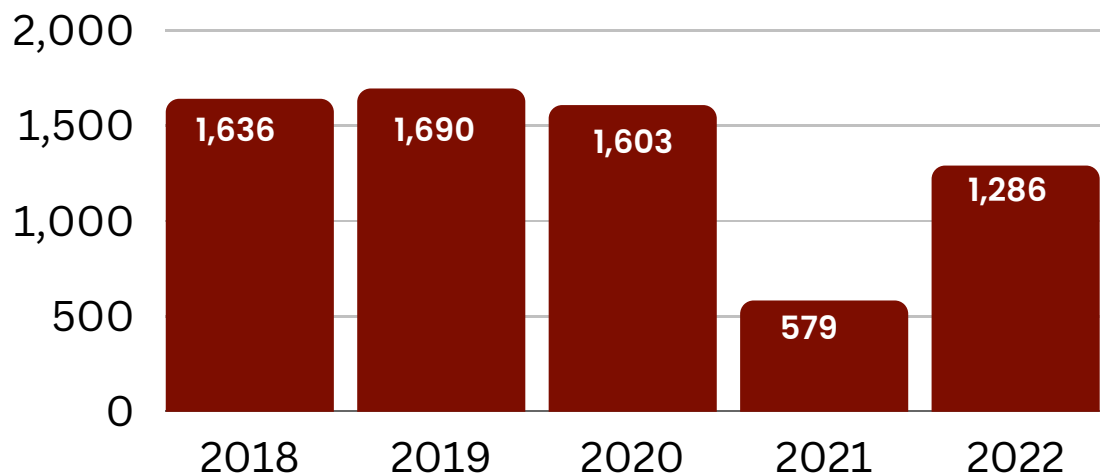





# OPERATIONAL STATISTICS



## **Active Membership Statistics (Individuals)**



# OUTREACH STATISTICS



A large part of what we do here at the Circle involves senior outreach. The Outreach Department is made up of a team of Coordinators, trained volunteers and associated workers who assist older adults in maintaining their independence and quality of life.

As a Senior Resource Centre, we are contacted to assist individuals, families, caregivers, agencies, medical professionals and organizations, to help provide the most recent and up-to-date information and programs available to seniors to assist with their needs.

To give you an idea of how many people our Outreach Team helps, here are some statistics from 2022 for you:



- General Calls: 13,889
- Elder Abuse Calls: 59
- No-appointment Walk Ins: 711
- Home Visits: 458
- New Clients: 263
- Reassessments: 108
- Referrals to Golden Circle: 736
- Referrals to other Agencies: 1,202
- Frozen Meal Deliveries: 478
- Grocery Deliveries: 1,210
- Supportive Transportation Rides: 716

Our Aging in Community Rural Dedicated Team Stats for 2022 (May to December) were:

- General Calls: 446
- Elder Abuse Calls: 3
- No appointment Walk Ins: 40
- Home Visits: 67
- New Clients: 63
- Referrals to Golden Circle: 41
- Referrals to other Agencies: 44



# VOLUNTEER STATISTICS

From our volunteer Board of Directors, to Committee members, to activity coordinators, to volunteer drivers, bingo and casino workers and folks that help in the office, kitchen or dining room for meals and events, we could not possibly do all of the things that we do in our community and here in the facility without the support of our many volunteers!

In 2022, our volunteers logged 5789.27 hours of volunteer time – and we know that isn't even actually all of the hours that were put in. We rely on folks to send us their hours or to log them in themselves on My Senior Center in the front lobby and are continually looking for ways to make sure we are capturing that information accurately.

If we were to pay for those 5789.27 hours at a rate of \$18.00/hour that would have been a cost to the organization of \$104,206.86!

Thank you, volunteers – we are so grateful for you all!

VOLUNTEER





# 2022/2023 BOARD OF DIRECTORS

Linda Liptak, Board Chair

Linda Shepherd, Past Chair

Rob Elliot, Vice Chair (retired from the Board in November 2022)

Bob Irwin, Treasurer

Jim Young, Secretary

Bill Alm, Director

Helen Curry, Director

Craig Curtis, Director

Doug Handford, Director

Wayne Pander, Director

Greg Wells, Director

Clement Wong, Director

## OUR FUNDERS

Our Outreach program would not be possible without grant funding from these incredible organizations:



**United Way**  
Central Alberta



**United Way**  
Calgary and Area



# Thank You!



To our Funders, Board of Directors, Staff Team,  
Volunteers, Brokered Workers & Members,  
**THANK YOU**  
for your support of our organization and for  
making a difference every day in the lives of  
older adults in Red Deer and surrounding  
area!



# HOW TO GET IN TOUCH



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