



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



***Working collaboratively in community to make  
Red Deer one of the best places in Alberta to age.***

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# **2023**

**ANNUAL REPORT**

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## **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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# BOARD CHAIR'S REPORT

This has been another interesting year with more changes at the Golden Circle. I appreciate all Amber has done for us over the two years she has been our executive director. She has helped the board to understand their role in the organization better, and has encouraged us to become more familiar with our policies so we can be more effective as a board.



I appreciate our staff who take such good care of us at the Circle. The meals are amazing (and reasonable), the Outreach clients receive the help and assistance they require, the rooms are set up for our activities and they do many other things for us, too numerous to mention. Please give them a 'thank you, we appreciate you' often. I also appreciate our many volunteers who so willingly make life easier for us at the Circle. Thank you for taking time out of your days to help us.

Thank you to my fellow board members who really do have your best interests at heart. I appreciate all their contributions to our board meetings as we discuss the various items on the agenda, and their support in the various committees on which they serve.

As we go through another year, please remember that we need to fundraise in order to keep our centre vibrant and welcoming. Please consider us in your charitable donations, and support our fundraisers as you are able.

Take care of yourselves, and visit us often – we love to see you active in your Golden Circle!



# EXECUTIVE DIRECTOR'S REPORT

Reflecting on the past year, I find myself commencing this message with a familiar phrase said around the office: "look at how far we've come!". 2023 was a year of great progress; from embarking on extensive policy reviews, internal process improvements, beginning the transition to a brand-new financial system, payroll system, point of sale system and a new website. All on top of day-to-day operations here at the Golden Circle.



I successfully negotiated a 3-year lease of the basement to the Happy Start Innovative Daycare which is providing much needed revenue, as well as a partnership that we hope will result in some intergenerational activity opportunities. I was successful with several grant applications in 2023 as well; we received federal funding through the Community Services Recovery Fund for all of our technology upgrades; on top of our usual FCSS funding that we have been fortunate to regularly receive, I was able to secure 3-year funding for an Outreach Coordinator dedicated to supporting Red Deer County; I secured funding from United Way of Calgary through Healthy Aging Alberta for a Social Prescribing Link Worker and also 2-year funding from the Government of Alberta to expand our Outreach Program into neighbouring rural areas. Our Outreach team will be doubled by the end of the first quarter of 2024!

We have done some incredibly important work with the Central Alberta Older Adult Employment Strategy Assessment Project, in partnership with the Chamber of Commerce and continue to form strategic operational partnerships with other organizations in our community.

We have continued building on our strong team culture in 2023. The resiliency and dedication of this team to provide excellent service in our community is demonstrated day after day. I celebrate each one of them and am grateful for the support that they offer not only our members, clients and guests, but to me as well. It is an honour to lead them, they truly make me proud every day.

Heartfelt gratitude to our Board of Directors. This dedicated group of volunteers have always encouraged my vision for the Golden Circle and supported and guided me through the past two years as Executive Director. I am grateful for their wisdom and their trust.

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!

This missive provides just a few highlights of what was a very busy and productive year. We continue to strengthen the organization's foundation by enhancing internal systems, processes and structures which will help to build resilience and sustainability, and our new systems will help us to operate differently and better than we do today. But at the heart of what we do we remain the same - we are dedicated to providing exceptional service and enhancing the quality of life of older adults in Red Deer and surrounding area. Our commitment to excellence in all we do shone through with the unexpected honour of being named The Red Deer & District Chamber of Commerce's 2023 Non-profit Business of the Year.

In our pursuit of a better community for all, we press on, knowing that our collective efforts make a difference. Here's to another year of resilience, innovation, and positive impact.

# POLICY COMMITTEE REPORT

The Bylaws of the Circle of Red Deer Senior's Society state that the board "shall review and update one third of all Board and Society policies every year."

Responsibility for the review and recommendations is delegated to the Policy Committee. I am pleased to report that we achieved this objective in 2023.

The Board's current policy manual is extremely detailed, which creates problems in terms of flexible management. The Board's goal is to separate governance policies, which are the mandate of the Board, and the operating policies that are the responsibility of the Executive Director.

During 2023 the major areas of policy review and update included:

- Updating the Terms of Reference of all committees and replacing the Newsletter Committee with the weekly Circle Connector, developed by staff.
- Reducing the age of eligibility for Outreach Program eligibility to 50.
- Updating the policies for supportive transportation, following a meeting with volunteer drivers.
- Updating the staff overtime and time-in-lieu agreement, in accordance with new Provincial legislation.
- Clarifying the role of the Human Resources Committee and establishing a clear process for the performance review of the Executive Director.
- Eliminating the previously established Covid 19 policies.

I would like to thank the members of the 2023/24 Committee including Linda Liptak, Bob Irwin, Helen Curry, Linda Shepherd.

This is Linda Shepherd's final year on the board and her contribution to the committee will be missed.

Craig Curtis, Board Vice Chair and Policy Committee Chair



# PROGRAM COMMITTEE REPORT

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 been very successful. Our regularly scheduled exercise programs such as Tai Chi, Sit and Be Fit, Stretch, Flex and Strengthen, Yoga, and Zumba continue to be fully attended, with steady attendance as well in recreation and socialization programs such as the Art Club, Bocce Ball, Cribbage and Euchre. The Coffee Shack Drop-in Centre is running daily and continues to be a well-liked gathering spot. Men's programs also continue to be popular, with the Mengagement group meeting weekly for lively coffee chats and discussions on topics of interest, as well as engaging in outings such as a fall BBQ, a trip to Dixon Dam, and a tour of the Rec Centre. A popular new addition has been Wednesday lunch presentations on topics of interest to our members including Senior's housing information, travel, Seniors Coping with change, and fraud/scam prevention. Seniors Week was again a big hit. This year's theme was "Celebrating Seniors". It began with an Elder's Blessing and a welcome from Mayor Johnston, and included highlights such as Hawaiian lunch, a classic car display, outdoor games, a BBQ with entertainment by Rob McIvor, and a brunch/information fair featuring a variety of local organizations. Special Events such as Mardi Gras Dinner, Mother's Day Brunch, Meet the Author, and An Evening with Elvis and Marilyn have also been well attended and received very positive feedback.

We remain committed to enhancing and updating our program offerings to ensure our members enjoy enriching, engaging, and meaningful experiences. Your feedback, ideas, and suggestions are always valued and welcomed.

A huge thank you to the members of the Program Committee (Renate Scheelar, Margaret Day, Carol Morgan, Colleen White, Wendy Heggerud, Fran Lees, Charlie Pieper, Bob Brewer, Jim Young, Linda Liptak, Craig Curtis, and Wayne Pander) for their hard work, passion, and enthusiasm, as well to (former) Program & Volunteer Co-ordinator Melissa Flinn and Executive Director Amber Mack for their invaluable collaborative support.

Greg Wells, Board Director and Program Committee Chair



# FUNDRAISING COMMITTEE REPORT

Spring is in the air and that means it is time for another AGM.

The Fundraising Committee for 2023 consisted of one member of the public, Sharon Vanin. We have also had three board members helping us out this past year. They are Clement Wong, Linda Liptak, and myself Bill Alm, as well as our Executive Director Amber Mack.

The Fundraising Committee has continued to work hard to throughout 2023 with many fundraising events. Some of these events included our second annual garage sale which was very successful again this year.

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 Public Market, at a Red Deer Rebels game, Parkland Mall and Parkland Nurseries. Our goal was to have a sell out this year and even though we didn't sell out, we came very close. We were honored to have Elliott Moskowy come to help us draw the lucky tickets. 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 2024. I look forward to an exciting year ahead. We have some wonderful things planned for the year ahead.

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 bus trips, and fundraisers, and who spend your money supporting the Golden Circle.

I look forward to another great year ahead. The best is yet to come!!

Bill Alm, Board Director and Fundraising Committee Chair



# HUMAN RESOURCES COMMITTEE REPORT

The Human Resources Committee, formerly known as the Personnel Committee, exists to ensure that the management of the staff of the Society meets the requirements set by Board policy and the requirement of the Employment Standards Act and the Occupational Health and Safety Act as well as any Government, Municipal or Public Health requirements during a pandemic or emergency.

The Committee held only three meetings through the term of the committee to make recommendations on the Terms of Reference and the preparation of the 2024 Budget. I'd like to thank committee members Linda Liptak, Bill Alm, Bob Irwin and Wayne Pander for their work this year.

Doug Handford, Board Director and Human Resources Committee Chair



# NOMINATING COMMITTEE REPORT

The Nominating Committee has made a number of improvements to the Committee's Terms of Reference, stating that the Committee's role is to ensure Board continuity and effectiveness through: Recruitment of Board Members, Orientation, Training and Development of Board Members and Evaluation of the Board of Directors for the Society. The Committee Terms of Reference also have been updated to ensure that the Committee is not restricted to only meeting from February to April, rather as needed so that the committee can focus on important items of Board training, development and orientation.

The Committee met regularly throughout 2023 beginning in May to interview and onboard a new Director, as well as to work on Board recruitment for 2024. Thank you to committee members Linda Liptak, Milt Williams, Clem Wong and Wayne Pander for their work this year.

Doug Handford, Board Director and Nominating Committee Chair





# FINANCE COMMITTEE REPORT

2023 marked the second year in a row where the Golden Circle experienced an operating loss. The loss in 2023 was \$19,869.00, bringing the total for the past two years to \$153,081.00. It is the operation of the Golden Circle itself that is resulting in these losses, as the Outreach Program has basically broken even, with expenses being covered by the grants that support it.

The 2024 budget, which was adopted by the Board in November, projects a deficit of \$5,025.00. The low budget deficit, however, was achieved only by redeeming a Gaming GIC of \$141,741.00 (plus interest), \$103,329.00 of which was treated as Operating Revenue. These ongoing deficits point out the absolute necessity of addressing both revenues and expenditures in future operations.

On a positive note, a Federal Community Services Recovery Fund grant of \$62,000.00 is supporting a much-needed technology upgrade including a new website, new accounting software, a Point of Sale system, and new computer equipment. The City of Red Deer covered the cost of the refinishing of the Dining Room floor, and the purchase of a new range and dishwasher (\$35,084.00).

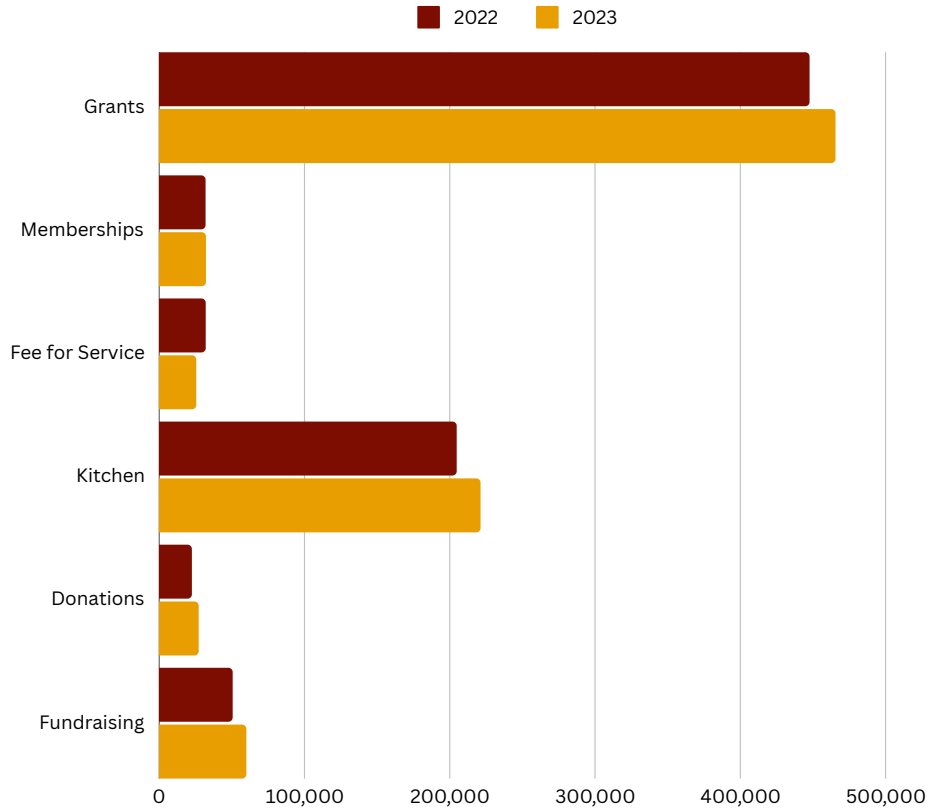
Our long-time Bookkeeper Linda Bayley retired in October and we were fortunate in engaging a new part-time Bookkeeper through Pivotal LLP.

Finally, as always, I would like to thank the members of the Finance Committee, Linda Liptak (our Board Chair), Linda Shepherd, Craig Curtis, Helen Curry and Doug Janssen for all of their hard work and wise counsel.

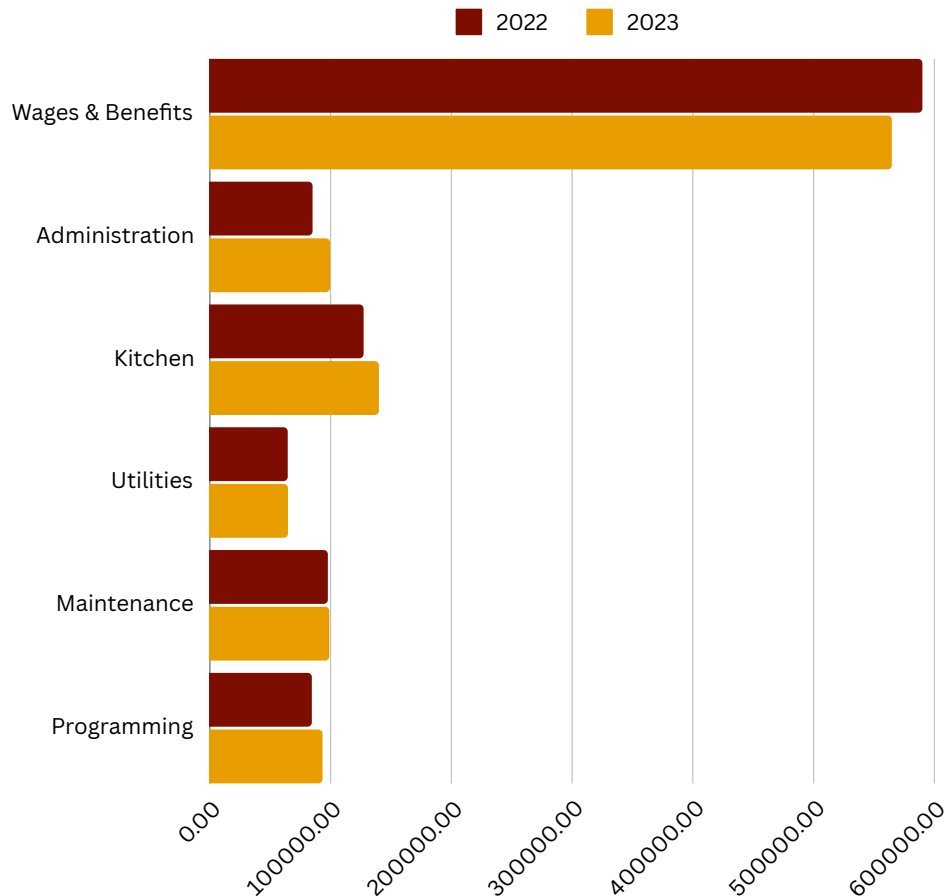
Bob Irwin, Board Treasurer and Finance Committee Chair



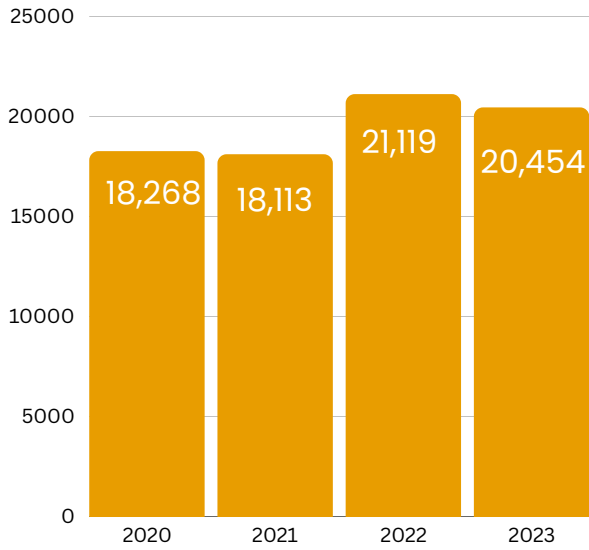
# ANNUAL REVENUES



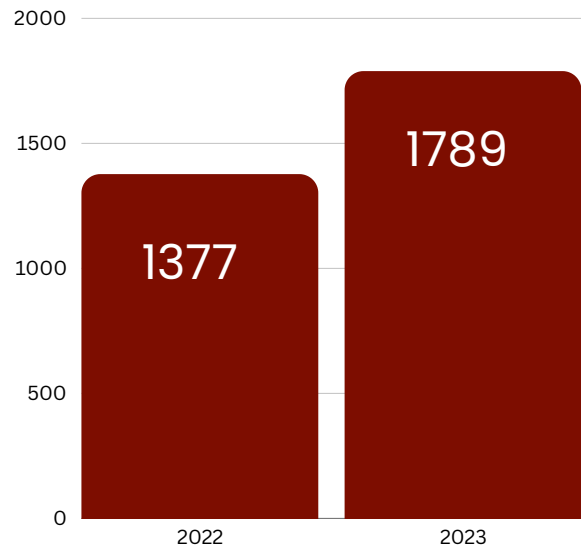
# ANNUAL EXPENSES



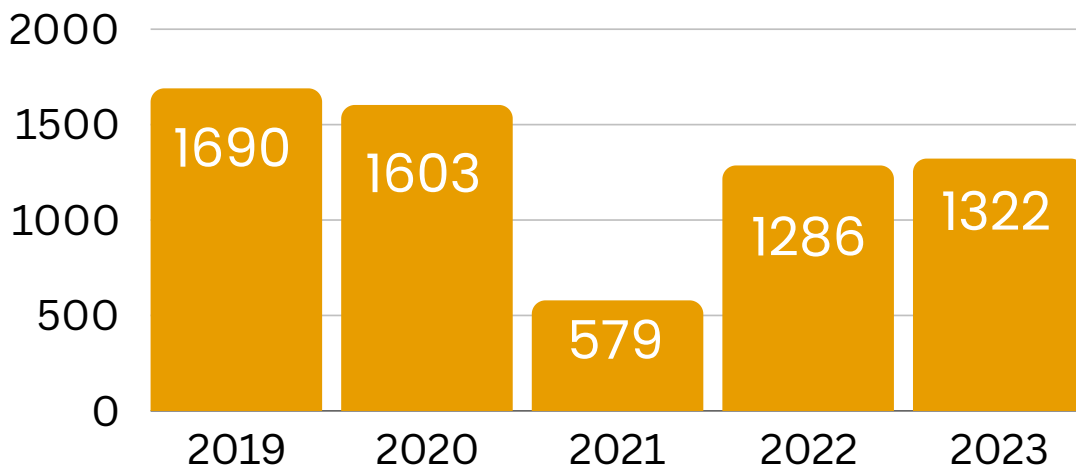
# FROZEN MEAL STATISTICS



# GRANDMA'S PIES STATISTICS



# MEMBERSHIP STATISTICS



## VOLUNTEER STATISTICS

Volunteers make up an important part of the fabric of our Golden Circle community; 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. To our volunteer Board of Directors, Committee members, activity coordinators, volunteer drivers, foot doctor support, coffee shack hosts, income tax preparers, bingo and casino workers and folks that help in the kitchen or dining room for meals and events, THANK YOU!!!

In 2023, **6518.98** volunteer hours were logged into My Senior Center - that's an increase of 729.71 hours over 2022! And guess what? We know that the actual number is even higher than that as some folks forget to enter their time in. If you need a refresher on how to enter your time, we'd be happy to show you! You can also send us your hours via email or call them in and we can log them for you!

If we were to pay for those 6518.98 hours at a rate of \$18.00/hour that would have been a cost to the organization of **\$117,341.64!** Thank you to all of our incredible volunteers - we are so grateful for you!



## FUNDRAISING/EVENT STATISTICS

2023 was a busy year for fundraisers and events! We hosted **10** Theme Dinners or Special Events, a Provincial Election Forum. The Queen's Platinum Jubilee Awards, held **21** after lunch presentations or performances, went on **6** bus trips (2 to Cow Patti, 2 to Jubilations, 1 to Rosebud and 1 to West Edmonton Mall), had **2** floral workshops, hosted Drag Bingo, held the Christmas Cash Raffle, had the Garage Sale & Bake Sale and a Christmas Bake sale as well!



# OUTREACH INFORMATION AND STATISTICS

Our Outreach Department is composed of a team of dedicated Coordinators, trained volunteers and brokered workers who assist and encourage older adults aged 50 and up with aging in place, maintaining their independence, and promote positive quality of life.

Referrals can be received from individuals needing assistance, their family, friends, neighbours, caregivers, other agencies or medical professionals.



Clients are paired with an Outreach Coordinator who completes an intake appointment to assess the individual's situation and a care plan is designed which can involve referrals to Golden Circle programs or to external agencies.



## 2023 Statistics

General Calls: 14,652

Elder Abuse Calls: 87

No-appointment Walk Ins: 896

Home Visits: 705

New Clients: 351

Reassessments: 207

Referrals to Golden Circle Services: 991

Referrals to Other Agencies: 1,993

Frozen Meal & Grocery Deliveries: 1,766

Scheduled Supportive Transportation Rides  
(Including Escorted Grocery Shopping): 1029

Brokered Worker Matches: 325

Presentations/Workshops/Community Events: 75



# GOLDEN CIRCLE LIFE



# 2022/2023 BOARD OF DIRECTORS

Linda Liptak, Board Chair  
Linda Shepherd, Past Chair  
Craig Curtis, Vice Chair  
Bob Irwin, Treasurer  
Clem Wong, Secretary  
Bill Alm, Director  
Helen Curry, Director  
Doug Handford, Director  
Wayne Pander, Director  
Greg Wells, Director  
Milt Williams, Director

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## FUNDERS

Our 2023 Outreach programming would not have been possible without grant funding from these incredible organizations:



# STAY IN TOUCH



(403) 343-6074



info@goldencircle.ca



www.goldencircle.ca



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@Golden Circle Senior Resource Centre



@GoldenCircleRD



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!