



# 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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**2024**  
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

## A YEAR OF EXPANSION AND ACHIEVEMENT

This past year at the Golden Circle has been exciting and challenging. It has also been a year of major change, and the Board and administration have achieved a great deal.

- The audit for 2024 shows a surplus for the first time in three years, and a balanced budget has been approved for 2025.
- The Province has contracted with the Centre to provide seniors outreach services across Central Alberta, which has resulted in a major expansion of the Centre's staff and services.
- The County of Red Deer has approved FCSS funding to the Centre for the first time. This allows for expanded services to County residents through a dedicated staff resource.
- The Board has continued to receive funding through a City FCSS grant, which funds our primary outreach services in the City.

The Board has now fully implemented a technology update, which was funded through a Federal grant program. This has allowed the Centre to improve its operational capacity and reach in accounting, advertising, and social media.

The Board recently surveyed how the members feel about the Centre's services and programs. The positive response has resulted in several new initiatives.

- Food services will be expanded to five days per week.
- Funding is being explored to open the Centre during limited hours on the weekend.
- The administration has applied for a grant to support a technology training program for seniors, which was identified as a need in the members' survey.
- The Board is committed to finding ways to ensure that our membership represents the changing demographics of our community and attracts younger members.

In conclusion, I have thoroughly enjoyed my five years' service on the Golden Circle Board. I would like to thank the two Executive Directors I have worked with over the last year, and the staff who have together provided dedicated and outstanding service.

Craig Curtis - Board Chair

# EXECUTIVE DIRECTOR'S REPORT

Since stepping into this role on September 30, 2024, I have been warmly welcomed and supported by an incredible team, from our dedicated staff to our engaged board and, most importantly, our valued members. You have all been gracious, helpful, and generous with your time and knowledge, making my transition into this position both smooth and inspiring.

We are a small but mighty team that has experienced considerable growth over the past year. With that growth has come the usual “growing pains”—from sharing office spaces to occasionally stepping on each other’s toes—but we’ve navigated it all with grace, humor, and compassion. I want to extend my heartfelt thanks to the entire Golden Circle team, your hard work and commitment to our mission are truly the heart of this organization.

This year marked some important changes in our financial reporting structure, and we anticipate further refinements as we move toward greater clarity and sustainability in managing different accounts. We are fortunate to have a knowledgeable bookkeeper who understands the unique requirements of the non-profit sector, and I look forward to continuing to work closely with her as we strengthen our financial systems.

As we look toward the future, our focus is on enhancing how we engage with both our members and the broader community. We are working to solidify our role as a vibrant hub for older adults in the region—a place of connection, support, and inclusion.

Everything we do moving forward will be done methodically and with a clear vision in place.

We are also reviewing our fundraising efforts in light of the current economic climate. It is more important than ever that we listen to our community, understand their capacity to give, and find creative, inclusive ways to engage people within their means. Our fundraising strategy will focus not only on financial contributions but also on building stronger relationships and long-term support.

The recent membership survey provided valuable insight. We've taken the time to reflect deeply on the feedback shared, and it's clear: times are changing, and so must we. Programs like line dancing, expanded meal services, and a review of our hours of operation are all actively underway in response.

As we continue to grow and evolve, I am both humbled and energized by the opportunity to serve this organization and its mission. Thank you for welcoming me into this role and for being such an essential part of this journey. Together, we will continue to make a meaningful difference in the lives of older adults in our community.

*Lisa Manning - Executive Director*

# 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, over the past three years, we have reviewed, consolidated and updated all Golden Circle policies for the Board and administration.

The Board's original policies did not clearly define the difference between policies that govern the Board and those that are administrative in nature and are managed by the Executive Director. The Board has very specific legal and financial responsibilities that are defined in legislation and funding agreements. As the role of the Centre has expanded, the latest policy updates provide an increased role for the Treasurer and the Board in these areas.

During 2024, the major areas of policy review and update included:

- A review of the Finance Committee's role in approving grant applications and related terms and conditions.
- The development of a policy for advertising and sponsorship.
- The amendment of a full suite of financial policies relating to reporting, internal controls and fund transfers.
- A review of human resource policies required in the light of the expanded staff complement.
- A repeal of all pandemic related policies to be replaced by an Emergency Plan.

Finally, I would like to thank our two Executive Directors, who researched and drafted the policies, and the Board members on the committee who provided excellent support throughout the year.

Submitted by Craig Curtis - Board Chair/Chair of Policy Committee



# PROGRAM COMMITTEE REPORT

At the Golden Circle, our programming is designed to reflect the diverse interests and needs of our members by offering opportunities for social connection, physical activity, personal development, and community involvement.

This past year has been especially successful. Our regular fitness programs—Tai Chi, Sit and Be Fit, Stretch, Flex and Strengthen, Yoga, and Zumba—remain popular and consistently well-attended. Our recreation and social programs, including the Art Club, Bocce Ball, Cribbage, and Euchre, also continue to draw steady participation. The Coffee Shack Drop-in Centre operates daily and remains a favorite gathering spot.

Men's programs have continued to thrive, with the Mengagement group meeting weekly for coffee, conversation, and meaningful discussions, as well as outings like a fall BBQ, a visit to Ellis Bird Farm, and a tour of Red Shed Malting. Our Wednesday lunch presentations on topics relevant to our members also remain a strong draw.

Seniors Week was another highlight this year. With the theme “Around the World,” it began with an Elder's Blessing and featured a variety of events, including a kickoff barbecue lunch, an Information Fair spotlighting local organizations that support older adults, a classic car display, outdoor games, and an intergenerational “walk and talk” with local grade five students.

Our Special Events—such as the Harvest and Spring Dinners, Mardi Gras, and St. Patrick's Pub Night—were also well-received and enjoyed by many.

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.

Submitted by Greg Wells - Program Chair



# FUNDRAISING COMMITTEE REPORT

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

The Fundraising Committee has continued to work hard throughout 2024 with many fundraising events throughout this past year.

Some of these events included our third 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 Rebels, Parkland Mall and Parkland Nurseries. Our goal was to have a sell-out this year; even though we didn't sell out, we came close. We were honoured to have Elliott Moskowy come to help us draw the lucky tickets. I want to thank all the volunteers who helped sell tickets, the people who bought tickets and the businesses that allowed us to sell tickets at their locations.

We have continued to meet and discuss future events for 2025. Our committee looks forward to an exciting year ahead. We have some wonderful things planned for the year ahead.

Our committee would like to thank Lisa, and her amazing team for all their help with various fundraisers, throughout this past year. We could not have done it without any of them.

We would also like to thank you, our Golden Circle Members, who buy the tickets, support our various bus trips, and who spend your money supporting the Golden Circle. I would like to personally say a huge thank you to Clem Wong for chairing this committee while I was away on medical leave last year.

We look forward to another great year ahead.

**Bill Alm & Clem Wong**

**Chairs of the Fundraising Committee 2024**



# HUMAN RESOURCES COMMITTEE REPORT

The Human Resources Committee is responsible for ensuring that the management of Society staff aligns with Board policy, the Employment Standards Act, the Occupational Health and Safety Act, and any applicable Government, Municipal, or Public Health directives.

Over the past year, the Committee convened as needed to review and provide recommendations to the Board of Directors on a range of employee-related matters. These included policies on hiring procedures, probationary and permanent employment status, supervision, vacation entitlements, and compensation.

Submitted by Greg Wells - Human Resources Chair



## NOMINATING COMMITTEE REPORT

Our committee's role is to identify, evaluate, and recommend candidates for election to the Board of Directors — with the goal of building a leadership team that reflects the values, goals, and diversity of our organization.

This year, we received five nominations. We interviewed four of the nominees and had thoughtful conversations about their experiences, perspectives, and commitment to our mission.

After careful consideration, we are excited to present a slate of candidates for election at today's Annual General Meeting. Each nominee brings something special a combination of skills, insights, and passion for the work we do. We're confident they will help guide the organization forward in meaningful ways.

We also want to thank all members who took the time to submit nominations and participate in this important process. Your involvement plays a vital role in shaping our leadership and our future.

Submitted by Kim Mortimer - Nominating Committee Chair

# FINANCE COMMITTEE REPORT

Both challenges and opportunities marked the past year. Significant items worthy of note include:

- April 2, 2024, an agreement was signed for a Government of Alberta grant of \$600,000, lasting until March 31, 2027, which provides for expanded outreach services.
- The unbudgeted transfer of \$85366 from the savings account to the operating account to meet regular expenses.
- The resignation of the Executive Director effective September 20, 2024
- There was a lack of fund transfers from the grant account, despite financial statements recording them as having taken place.
- The receipt of a bequest of \$180,000.00 on October 22, 2024, which was deposited in a savings account while the Board of Directors decides upon its use.
- The transfer of \$154,186.00 of gaming funds to the operating account.

The bookkeeper previously assigned to our account left Pivotal on November 29th. As a result, we engaged Pivotal LLP to take over day-to-day bookkeeping and resolve inconsistencies in the financial records dating back to the start of the year.

These issues have been addressed, and accurate financial statements have been prepared.

Despite the foregoing, The Golden Circle finished the year with a positive variance of \$356,380.00. However, I would like to point out that \$334,186.00 was due to two one-time transactions (budget bequest of \$180,000.00 and gaming funds transfer of \$154,186.00).

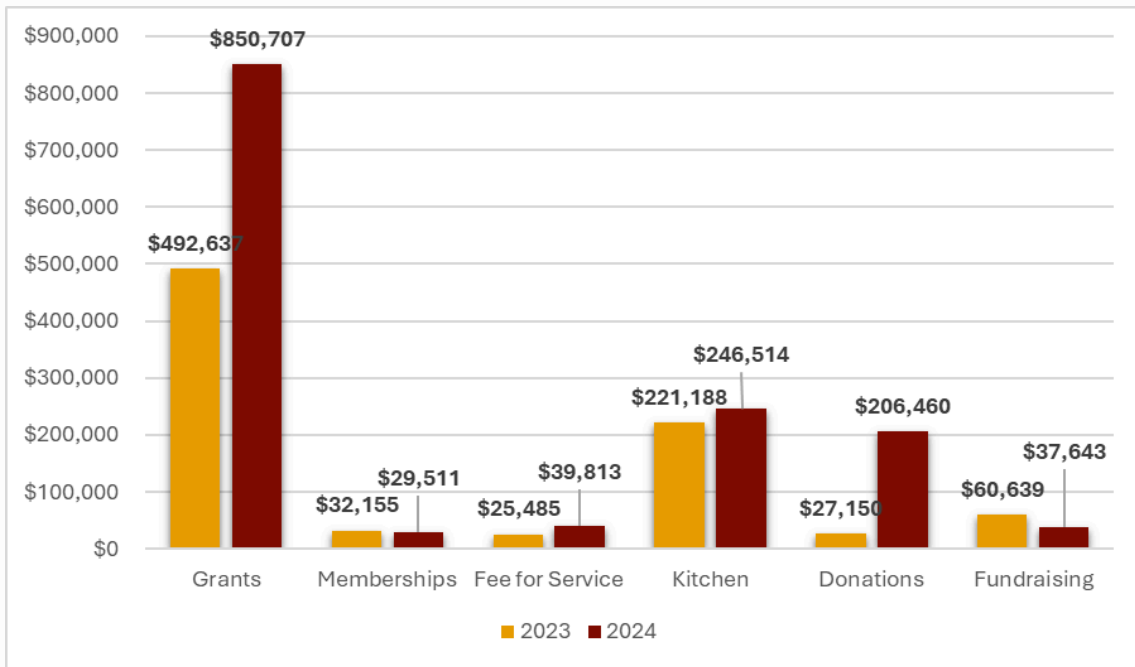
The last point to highlight is that, due to our new Executive Director's diligent work, we could approve a balanced budget for 2025.

Finally, as always, I would like to thank the members of the Finance Committee

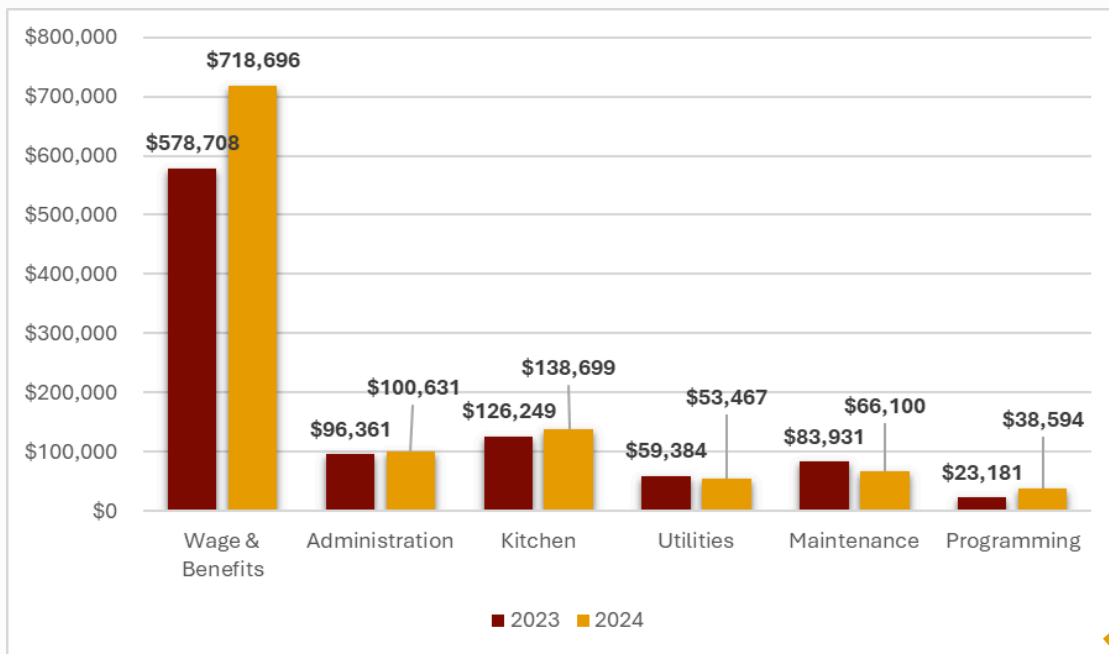
Submitted by Robert Irwin, Treasurer and Finance Committee Chair



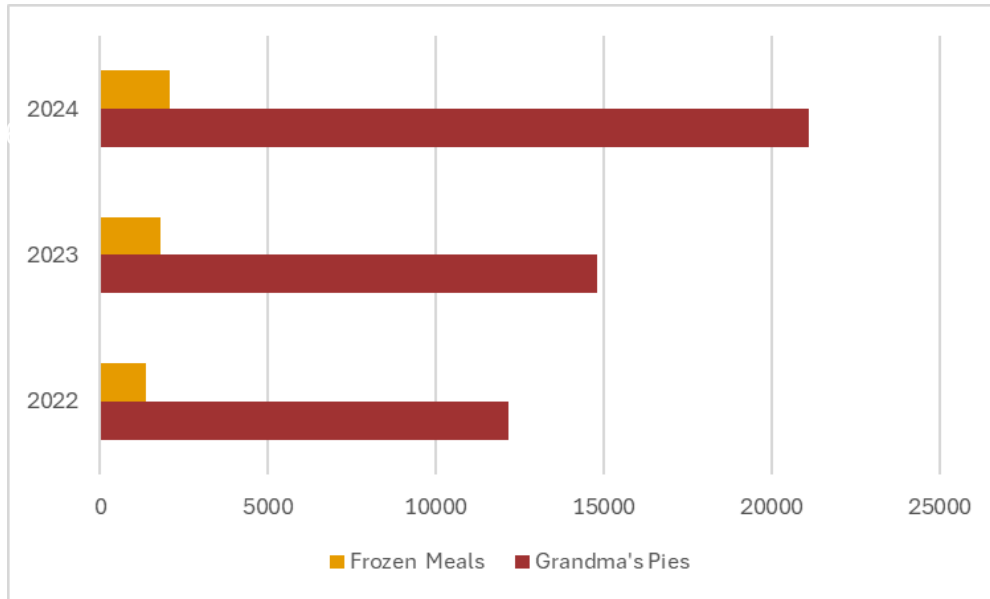
# ANNUAL REVENUE



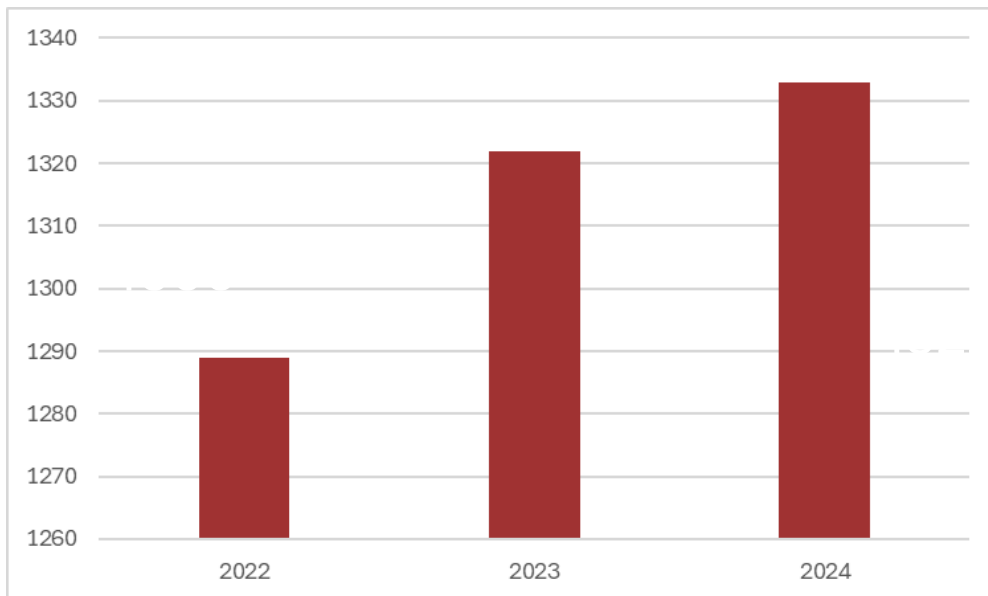
# ANNUAL EXPENSES



# FROZEN MEAL AND GRANDMA'S PIE STATISTICS



# MEMBERSHIP STATISTICS



# VOLUNTEER STATISTICS

Volunteers continue to be an essential part of the Golden Circle community. The breadth and depth of our programs and services would be impossible without our volunteers' dedication, time, and talents. From our Board of Directors and Committee members to activity coordinators, volunteer drivers, foot care support, Coffee Shack hosts, income tax preparers, bingo and casino workers, and those assisting in the kitchen and dining room, each volunteer plays a vital role.

In 2024, a total of 8,114.65 volunteer hours were logged into My Senior Center. This represents an increase of 1,595.67 hours compared to 2023. We also recognize that the actual number of volunteer hours is likely even higher, as some hours may go unrecorded. We encourage volunteers to continue logging their time and offer assistance to anyone needing a refresher on how to do so.

To illustrate the value of these contributions, if we were to pay for 8,114.65 hours at a rate of \$18.00/hour, it would equate to a cost of \$146,063.70 to the organization. We extend our heartfelt thanks to all of our volunteers. Your generosity, dedication, and spirit of service are deeply appreciated and truly make a difference.



# EVENT STATISTICS

Each year, our events and outings offer meaningful opportunities for social connection, cultural celebration, and community engagement. In 2024, we were thrilled to see strong participation across a variety of activities, including themed suppers, special gatherings, and bus trips. These events not only provide enjoyment and entertainment but also contribute to the financial sustainability of our programs through bar sales, 50/50 draws, and fundraising efforts.

Below is a summary of our 2024 event and trip participation and revenue.

## Ticketed Suppers & Lunches

- Total Events Held: 9
- Total Tickets Sold: 621

These events featured themed meals and live entertainment, reflecting the diversity and vibrancy of our community.

## Other Community Events (Non-Ticketed)

- Total Events Held: 3
- Total Attendance: 27

These included informal gatherings and seasonal socials, focused on connection and celebration.

## Fundraising & Sales

- Garage Sale Revenue: \$4,850.55
- Event Bar Sales: \$1,575.00
- Event 50/50 Sales: \$848.70

## Bus Trips

- Total Trips: 4
- Total Tickets Sold: 206

Our bus trips continue to be a popular offering, providing enriching day excursions to cultural and entertainment destinations.



# OUTREACH INFORMATION AND STATISTICS

The Golden Circle's Outreach Program plays a critical role in supporting older adults in Red Deer and surrounding areas. Our dedicated Outreach Coordinators provide compassionate, client-centered support that promotes safety, independence, and well-being. Whether it's connecting individuals with essential services, providing transportation to medical appointments, or responding to serious issues like elder abuse, our team ensures seniors have the resources and advocacy they need to thrive.

In 2024, the Outreach team responded to a wide variety of needs, as shown in the summary below:

## Outreach Activity Highlights

Elder Abuse Calls: 64

Walk-ins: 861

Home Visits: 802

New Clients: 367

Client Reassessments: 145

Referrals to Golden Circle Programs/Services: 680

Referrals to Other Agencies: 1,268

Medical Rides Provided: 1,101

Escorted Grocery Shopping Trips: 72

Grocery Deliveries: 1,191

Cancelled Rides: 183

Brokered Worker Matches: 326

Incoming Calls to Outreach Coordinators: 6,646

Outgoing Calls by Outreach Coordinators: 10,734



# A SPECIAL THANK YOU TO ALL OF OUR COMMITTEE MEMBERS

## **Finance Committee**

Robert Irwin - Chair  
Craig Curtis  
Linda Liptak  
Helen Curry  
Doug Janssen

## **Fundraising Committee**

Clem Wong/Bill Alm - Chairs  
Kim Mortimer  
Greg Wells  
Craig Curtis  
Linda Liptak  
Sharon Vanin - Community  
Member

## **Program Committee**

Greg Wells - Chair  
Craig Curtis  
Shirley Thomas  
Colleen White  
Margaret Day  
Fran Lees  
Renate Scheelar  
Bob Brewer  
Jim Young  
Peter Reekie

## **Human Resource Committee**

Greg Wells -Chair  
Craig Curtis  
Robert Irwin  
Milt Williams  
Linda Liptak

## **Policy Committee**

Craig Curtis - Chair  
Milt Williams  
Doug Janssen  
Shirley Thomas  
Helen Curry

## **Nominating Committee**

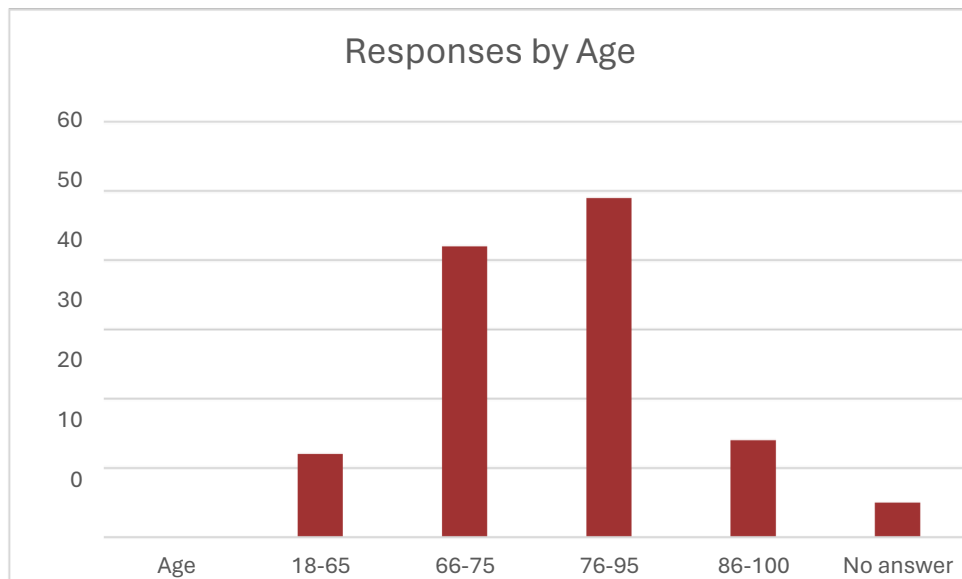
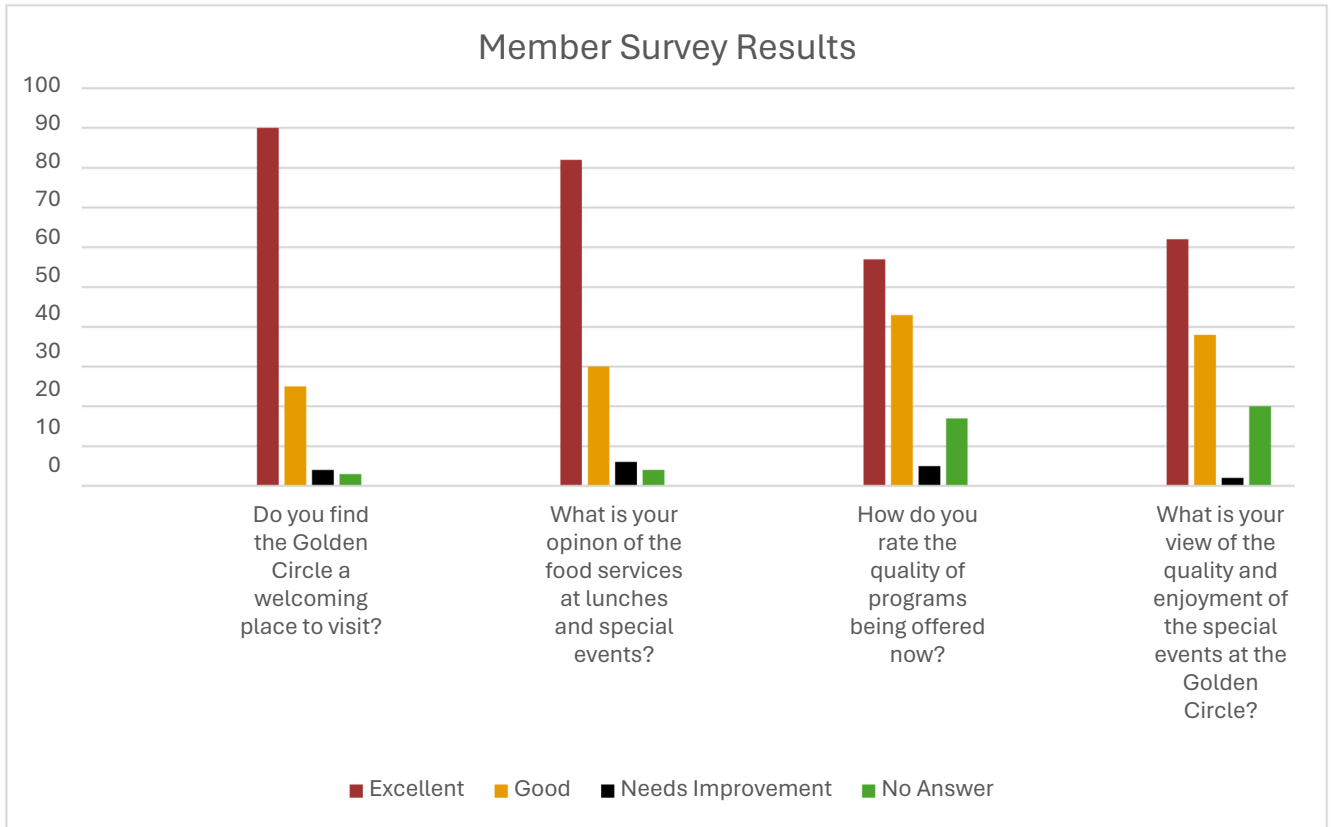
Kim Mortimer - Chair  
Craig Curtis  
Milt Williams

## **Executive Director**

Lisa Manning - Current  
Amber Mack - resigned  
Sept 2024

*Thank  
you*

# Member Survey Feedback March 2025



Are there any programs that you would like to see offered at the Golden Circle?

#### Health & Wellness

- Chair yoga Yoga stretching (slow workout) (3) Blood pressure clinic More
- exercise classes (they fill up quickly)
- Lifelines info session
- 

#### Social & Entertainment

- More dances (2)
- Bingo (2)
- Karaoke Monthly
- birthday party (was great) (2)
- More evening programs (6-8 PM, cards, etc.)
- Guest speakers (prostate health, MAID, travel company) (2)

#### Trips & Outings

- Bus trips (4) More trips to Rosebud
- or Jubilations Wine tasting (with rides home)

#### Men's Programs

- More programs exclusively for men (2)
- Men's breakfast Military whist
- 

#### Creative & Cultural Activities

- Writing memoirs
- Calligraphy Lesson
- in pinola
- Needlework More
- musical events Craft
- sale in spring Color
- Me Happy

#### Education & Technology

- Computer training, phone technology
- (5) Class in new interest

- Presentation from a travel company
- ### Recreation & Games

- Pickleball Bridge (2) Men's billiards
- & co-ed billiards Casual group to
- discuss our problems
- 

### Spiritual & Discussion-Based

- Bible club Spiritual
- conversations Journey of the
- soul spirituality

### Shopping & Services

- Clothing store (weekly/monthly)



Comments: Comments are typed as written however names or identifiers have been deleted.

Just keep up the good work.

Thanks for all that you do.

I am pleased to see our new Executive Director come out of her office, visit us, and greet us at events.

We need sound-absorbing panels in the coffee room.

Doing a tremendous job.

Great place to come, it is my second home.

Some noise dampening in the coffee shack would be nice.

Evening events to expand facility use.

Wonderful job, everyone. I would love to see some sound-absorbing material in the ceiling of the coffee shack so people can hear each other during the activities.

Thank you for adding sit and be fit on Fridays.

Frozen meal - more choices - larger portions.

Opening on weekends (Saturday aft).

After the Wednesday lunch speaker works very well, please find more.

Zumba classes are occasionally only 35 minutes long due to all the announcements - 45 min is short enough.

Please turn up the heat, I was told if the heat was turned up we would fall asleep Really?! I think it is ridiculous to play cards with your jacket and debate on wearing gloves.

Coffee shack is too small you cannot have a good conversation with the person you are sitting with.

On January 29th I had the best lunch I have ever had at The Golden Circle with over 100 people I wish they would have that meal more often.

Better table arrangement.

You do a great job, I have to find a time for a meal here.

Thanks so much for the excellent food and service.

Megan is always happy and welcoming.

Keep doing what you do.

Open evenings and Saturdays and men's breakfast.

Extend shaded in path either side.

Get specific feedback before making changes. You changed the frozen meal menu without surveying the buyers.

Coffee in dining room could be improved, needs to be more happening on Tuesdays and Thursdays not just exercises.

Just keep doing the wonderful job you are doing.

Mengagement is an excellent program but should be allowed to have their own funds for events.

The men's club needs to ensure that each man who comes to the group is welcomed instead of ignored.

It is a wonderful friendly atmosphere, keep up the good work. I think the Golden Circle is amazing. I love the energy in the facility. I can't help but smile when I join the line-up. At the Grand Parade it turned into a walk around the block with one young person leading us and another trailing with a wagon full of water to "keep us safe" we had flags to wave, It felt like part of a preschool group, I felt diminished. Outside on a cold winter morning seniors are so keen to sign up for an exercise class that they will stand outside for a half hour before the facility opens. We are rockstars. More variety in frozen meals please. When I first started here I felt out of place, it took awhile but I feel better now. Doing a great job, friendly effective staff. This is an amazing atmosphere no improvement necessary. If possible double book events - like Wednesday afternoons. Tai Chi offered in early evening during summer and fall season! Just keep on being welcoming - a smile makes a big difference. Many seniors don't have many smiles in their day. Atmosphere is way better keep up the good work. You are doing great!

Thank you to all that took part in the survey.

Lisa Manning

# 2024/2025 BOARD OF DIRECTORS

Craig Curtis, Board Chair  
Linda Liptak, Past Chair  
Milt Williams, Vice Chair  
Bob Irwin, Treasurer  
Linda Liptak Secretary  
Bill Alm, Director  
Helen Curry, Director  
Shirley Thomas, Director  
Doug Janssen, Director  
Greg Wells, Director  
Kim Mortimer, Director  
Clem Wong, Director  
Doug Handford, Director - Resigned Aug 2024

## 2025 STAFF

Lisa Manning - Executive Director  
Sarah Kolibab - Outreach Manager  
Megan Schapansky Program & Volunteer Coordinator  
Sandy Dempsey - Community Outreach Program Coordinator  
Outreach Workers  
Terri Anderson  
Jenna Penney  
Maureen McCauley  
Andrew Braden  
Veronika Varvaruk  
Cathy Swinston  
Gemma Pippy  
Sonya Johnston - Bookkeeper  
Kitchen Team  
Tanya Raven, Olena Kovalenko and Carol Walter

## 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



4620, 47A Avenue, Red Deer, AB, T4N 3R4



@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!