

2022 ANNUAL REPORT

ElderCare Edmonton Society for Adult Day Programs
2022 Annual Report, for the year ended December 31, 2022

Prepared by: Natalie Joly

Approved March 20, 2023

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MESSAGE FROM THE BOARD CHAIR

On behalf of the Board of Directors, it is my honour to present ElderCare Edmonton's 2022 Annual Report.

The word “Influence” has significant meaning for ElderCare as it is a driving force behind our Mission to positively impact the lives and wellbeing of Edmonton seniors. By applying it effectively we advocate for our client’s and their caregivers’ choice to stay in their own homes - an important right for all seniors. Ageism continues in our workplace and social culture as the “last acceptable prejudice”, which on closer reflection reveals a prejudice directed back at ourselves! ElderCare seeks to shift this paradigm one client at a time. Seniors as a vital and important segment of our demographics deserve respect for past contributions, and attention to their needs in the Third Act of their lives.

The challenge of 2022 was the positive changes due to the mitigating effects of vaccines and the gradual resumption of programming at our sites being set against the background of a morphing virus that requires our continued vigilance. The staff were as excited and happy as the clients to shift from the virtual programming and return to the program sites. Readmission assessments revealed the devastating impact of isolation, inactivity, sensory deprivation, and restricted social engagement on our client’s health and wellbeing. Going forward we will again focus on opportunities to create more evidence-based programs and strategies that will keep our clients safe and independent.

Krista Mulbery, our Acting Executive Director, in concert with AHS carefully and effectively navigated us through the planning and resumption of in person programming. We recognize her dedication and knowledge of our clients, staff and program operations throughout the lengthy process. The stability in operations allowed a relatively new board the opportunity to conduct a board evaluation, a review of the existing Strategic Plan, and the critical search for a new Executive Director. Natalie Joly came on board in November, and initiated the introduction of administrative processes that will take us from manual to a high-tech state. We are excited by the new opportunities presented, and feel confident the new infrastructure will improve service efficiency, support best practice programming, and expand community networking and fundraising initiatives under her management.

While Covid 19 has changed our methodology, and our clients remain vulnerable to an evolving, opportunistic virus, what has not changed is the resiliency, creativity, dedication, and caring attitude the program and admin teams bring daily to the workplace. Focusing on the clients’ wellbeing, and safety, they continued to design and implement social interventions that are meaningful, challenging, and robust. They remain ElderCare’s vital link to sustaining client satisfaction and independence.

We thank Alberta Health Services for the ongoing support and guidance to affect a safe resumption of on-site programming. Their consistent, sustained financial support has been sincerely appreciated, and ensured we are able to respond and meet the needs of our clients and staff despite escalating inflation.

My final words of thanks are to the ElderCare Board comprised of dedicated volunteers who throughout the year have given their time and creative energy to serving seniors and giving back to the community. As a relatively young board last year, they have evolved into a focused and effective team set on providing the best oversight and direction through a difficult time, and looking forward to a new and dynamic future for our clients and the organization.



Donne Wulf, Board Chair

MESSAGE FROM THE EXECUTIVE DIRECTOR

On behalf of ElderCare's administrative team, I am pleased to introduce ElderCare Edmonton's 2022 Annual Report.

In 2022, ElderCare saw the world around us continuing to change in addition to ending the year with major changes within the administrative team of the organization. The pandemic has also impacted our clients, their caregivers, and our staff profoundly and it has tested our ability to reach those who are in most need of our services. In response to these changes, ElderCare is continuously looking for ways to adapt and improve.

In response to changes and pressures, we focused on developing sustainable business practices. To do this, we are concentrating on the board's strategic priorities that include:

- Delivering Quality Programs,
- Quality Assurance,
- Building our Team, and;
- Increasing Public Awareness.

Our team worked tirelessly through the challenges and changes of 2022 to serve our clients and caregivers, and it is through their service that ElderCare makes a difference in the lives of the seniors and their caregivers in our communities. Thank you to everyone for making our programs a success!

Natalie Joly

Natalie Joly, Executive Director





ABOUT ELDERCARE EDMONTON

OUR VISION: MEANINGFUL LIVING FOR ALL SENIORS.

Our Mission: To strengthen seniors' and their caregivers' independence and quality of life through excellence in recreational programming.

Founded in 1980, ElderCare Edmonton (ECE) is a non-profit organization that supports adults and their caregivers through recreational adult day programs. Funded by Alberta Health Services for adults living independently in the community, our social/recreation Day Programs set us apart from other medical-based programs in the Edmonton region. Our programs are situated in public centres, allowing participants to remain active in their community by:

- Fostering new friendships
- Enjoying therapeutic recreation independently from their caregivers
- Maintaining independence
- Reducing isolation



GOVERNANCE STRUCTURE

As a registered non-profit, ElderCare Edmonton Society for Adult Day Programs is governed by a Board of Directors. Our volunteer board is responsible for the strategic direction for our organization. The property and affairs of the Society are governed and managed by the Board through its control of revenues and expenditures of the Society.

BOARD OF DIRECTORS



Donne Wulf
Board Chair



Tarick Fadel
Treasurer



Andrew Abey
Director



Karim Khamisa
Director



Sandra McFadyen
Director



Alyshah Nurani
Director



Dr. Shayan Poursharif
Director

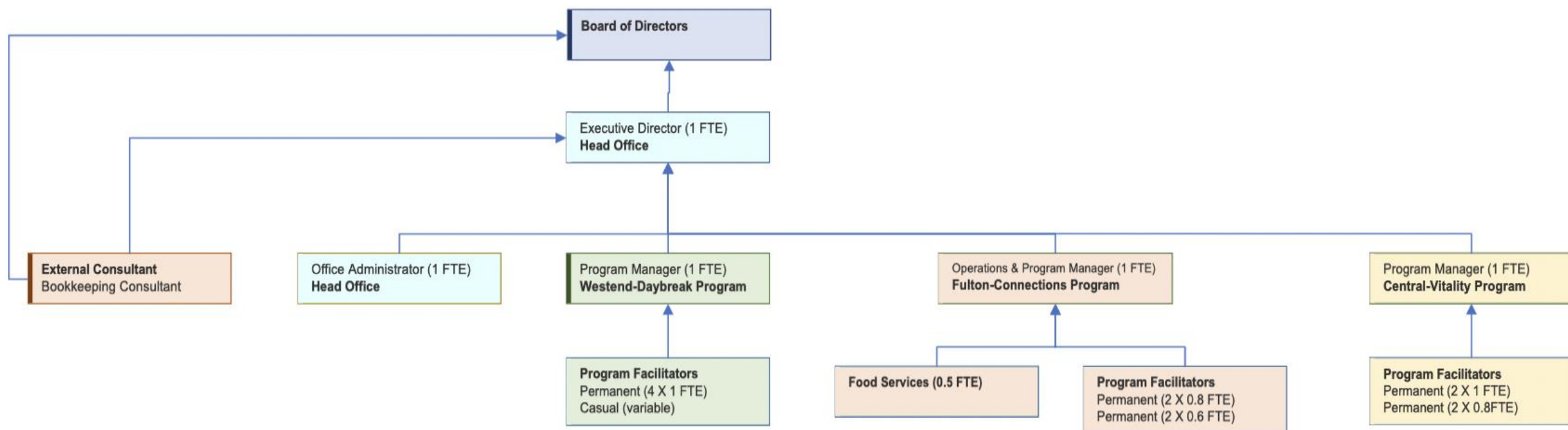


James Simone
Director



2022 REPORT - ORGANIZATIONAL

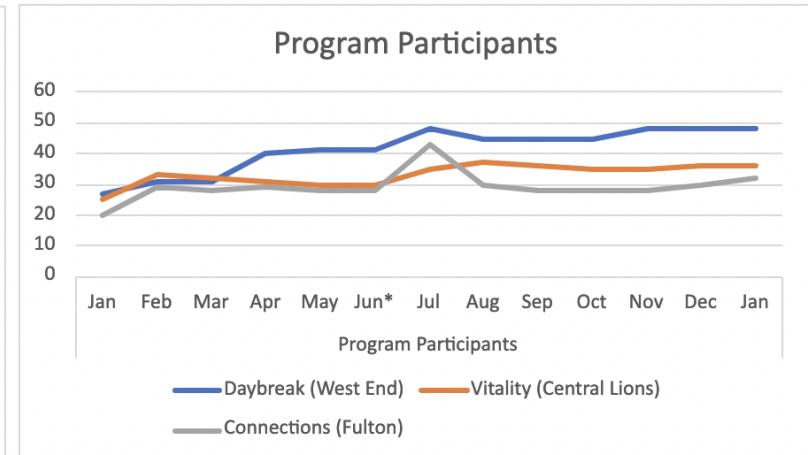
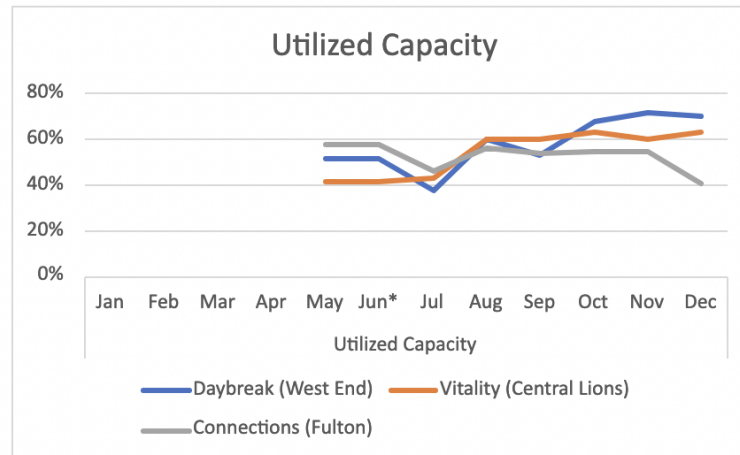
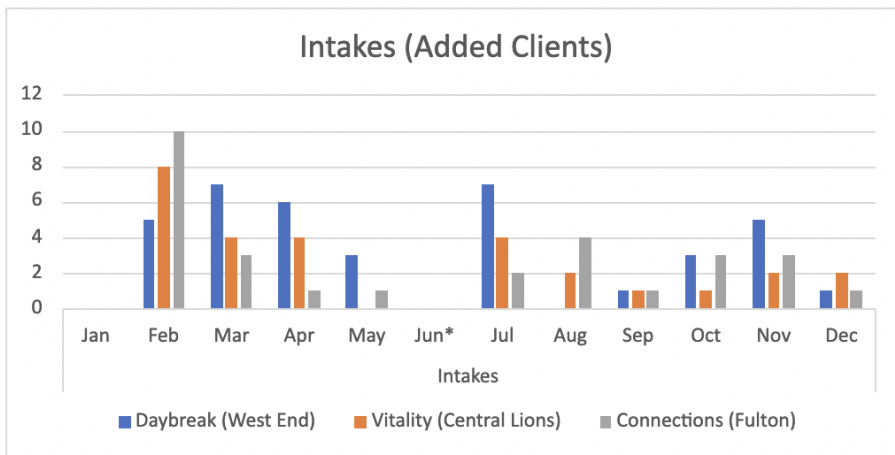
ElderCare's organizational structure is designed to ensure that each program site, including Westend-Daybreak, Fulton-Connections, and Central-Vitality is supported through the administrative team at our head office. Appointed by the Board of Directors and succeeding Krista Mulberry in November 2022, the Executive Director position is held by Natalie Joly who manages the administrative functions of the organization. Program sites were managed Karrie Tollenaar (Interim Program Manager, Fulton-Connections), Katelyn Poulin (Program Manager, Westend-Daybreak), and Kelsey Taylor (Program Manager, Central-Vitality). Programs are delivered by an exceptional team of Program Facilitators, and a Food Services Facilitator at the Fulton-Connections site. These sites are supported administratively by both an Office Administrator and a Bookkeeper which, late in 2022, was transitioned from an internal bookkeeper position to an external consultant. ElderCare also continued its relationship with both Norquest and Grant MacEwan University through offering practicum placements for Recreational Therapy and Social Work students.



2022 REPORT - PROGRAMS

The Board strategic priority to "deliver quality programs" is at the core of ElderCare's activities. With this in mind, Eldercare continued to offer Adult Day Program (ADP) programming that focused on the needs of our clients, including providing opportunities to connect socially, experience diverse performances and programming through external guests, exercise physically, creatively, and cognitively, and have fun!

Another Board priority that was challenged in 2022 was "quality assurance", which was tested by our slow growth in participation post-pandemic-shutdown. Although we saw significant new clients early in the year, growth plateaued in the second half of the year as intakes and discharges largely equalized. As one of the few industries that still require masking of staff, alongside public supportive housing and hospital settings, the impact of covid-19 was never far from our minds, and we continue to see the impacts of the pandemic as we move to support all clients and caregivers impacted by shutdowns and illness.



*June 2022 statistics unavailable

2022 REPORT – CLIENT FEEDBACK

With just over 45% of clients/caregivers participating in the 2022 Client Survey:

- 91% feel happier for having attended
- 84% feel more connected
- 70% report increased confidence
- 96% feel they're involved in something meaningful
- 76% felt their mobility was maintained or improved

"My favorite thing about the program is the way the staff treat us. I enjoy participating in all activities, especially trivia, shooting gallery, horseshoes, golf and entertainment."

"The thing I enjoy most about attending ElderCare is anything that sparks laughter or a smile."

"My husband likes the warm, caring attention he receives from the staff. As a caregiver, I appreciate knowing what activities are happening and I am very grateful to all the caring staff members."



2022 REPORT – STAFF FEEDBACK

The 2022 Staff Survey saw just over 50% of employees complete a feedback survey, with results showing that:

-100% of respondents were excited to come to work, proud to work for ElderCare Edmonton, and feel their work is meaningful.

-72.7% were satisfied with their current compensation and benefits.

"The full-time staff has been very helpful and welcoming, even when it's my first time at a certain location. This type of friendly environment is a big part of my employee experience and I am grateful for it."

"I find a lot of meaning in my work here and I love that I come to a job where I respect my coworkers and I get that respect in return."

"I love working with our clients."



2022 REPORT - FINANCIAL

ElderCare Edmonton ended 2022 in a strong financial position, reflective of a focus on financial stewardship of the organization and our primary funder, Alberta Health Services, recognition of increased financial need in Adult Day Programs. Audited Financial Statements were approved in April 2023 with a clean result. As a recipient of provincial funding and both Canada Summer Jobs and City of Edmonton CIOG grants, ElderCare continues to be a strong partner to all levels of government and responsible steward of public funds.

In line with the board priority to "build the team" and ensure that ElderCare's Human Resource philosophy supports a high-performing, accountable and healthy workforce, the board also approved both a 4% cost-of-living increase for staff, and a significant increase in professional development support for staff.

To support their priority to "increase public awareness", the board also approved focused funding to support building ElderCare's brand and reach within the community.

2022 Revenue of \$1,141,884 and Expenses totaling \$1,125,825 demonstrate that ECE is operating in a near-balanced position. Pressures related to high inflation created unique pressures in 2022, both in terms of employee needs and program costs. With salaries and benefits of over \$900,000, employees continue to be ECE's most significant investment.



2022 REPORT – SUPPORTERS

ElderCare Edmonton continues to be thankful for the support of our funders and the community partners that house our programs and operational activities. Thank you to all our funders and community partners!



THANK YOU!



To our (passionate) **staff**.

To our (visionary) **funders**.

To our (generous) **donors**.

To our (spectacular) **clients**.

To all the (outstanding) **caregivers**.

To our (selfless) **volunteers**.