

411 Seniors Centre Society Annual Report

2023 - 2024



President's Message

A year in review

Good afternoon everyone,

For those of you who don't know me, my name is Marika Kocaba and I am the President of the 411 Seniors Centre Society. It's been a year since I've had the privilege of being a member of this board - a year of **learning**, a year of **advocating** and a year of sharing with our ever growing senior community.

This past year has allowed me to learn and understand the building (no pun intended) of a senior centre. It always starts with history, the very proud history of 411 - from its early beginning years in the seventies, through to the present, here at 19th and Fraser. And as much as things have changed, (and boy have they changed) the need for senior connectivity and seniors needs remain the same.

With that, I refer to an essential service here at our centre, our Information and Referral services. This past year, our I+R team kept our volunteers busy particularly during the tax season, filing 1000+ returns. What I learnt is that the I+R department keeps offering services all year round. It does not stop in May... assisting people with help whether with housing, assisting and navigating referrals, assisting with lack of digital competency, the list goes on and on. With our staff and volunteers, we see needs at the ground level and are hoping that we can help with their current issues and grow our services with our seniors' needs. This, as always, has been a financial ask to our supporters both through donations and grants. Anyone interested in joining or helping with our Fundraising Committee?

That leads me to the next step of my learning, advocacy. What does advocacy mean? *"public support for or recommendation of a particular cause or policy."*

At 411, we are proud to have allegiances with other centres, senior groups and organizations - together, we collectively voice **what are the basic needs of living for a senior**. This past year, we finally saw a dental plan that could help seniors with their health and oral hygiene. And it was a wonderful photo op to have Jagmeet

Singh, Don Davies and others in a live news feed - as they encouraged the dental plan, answered questions - **all at the 411 Seniors Centre!**

Imagine, we had the Federal NDP leader's ear for about 30 minutes! Thanks to Annika in the constituency office of Don Davies who helped make that happen. All I can say is that our members are very photogenic!

This past year, I was proud to accompany Marion Pollack to SFU - where she was given an award from Dr. Gloria Gutman, Gerontology Dept., recognizing her voice in advocacy. All I know is if there were a debate to be held right here right now, I would like to have Marion on my side... I want you to know her commitment to 411 inspires me to do the best that I can. Big shoes, big shoes...

This past year has also hosted a myriad of programs, at least a dozen workshops, hiking, great inexpensive luncheons, digital learning, language ESL, art, music and other centre activities. I have

learnt that I am not that good at line dancing, I have learnt that a smile and kindness goes a long way - from the kitchen ladies (and gentlemen) to the philosophers to the mahjongers, to the book clubbers, to the receptionist(s), and **to all the volunteers, all the members** that show up when asked with a smile and gung ho attitude. Without you, we would be lost... thank you!

I leave you with my last lesson in this year - ***The bond formed by the collective for a collective purpose is all powerful.*** It is with respect that I recognize the staff and what they take on each and every day to help this centre be a success. Thank you to Michael Volker for being the patient teacher to me and an excellent E.D., to the amazing staff, finding your niche - and to the board for their support and commitment

Very much looking forward to another year - and to hear what our potential can be!

Marika Kocaba
411 Seniors Board President

Executive Director's Report:

Where do we go from here?

Dear Members of 411 Seniors Centre Society,

Last year at this time, our Centre was open for almost four months. During that period, two months were dedicated to our ever-important Tax Clinic. By the time of last year's Annual General Meeting (AGM), we had only just begun regular programming. Additionally, in June 2023, we were just starting to get acquainted with our fabulous new kitchen. Reflecting on how much has changed since then, please refer to the President's Report for a comprehensive review of the past year's accomplishments.

One of the Board of Director's major accomplishments this past year was to develop and adopt a new Strategic Plan for the organization. (Please reach out to us if you would like a copy.) The Strategic Plan recognizes 5 domains, see image below. This plan will assist us in many functional tasks such as: directing resources, keeping us on point, assisting us in program alignment, performance measurement and help us to continue to improve our services. Currently we are building an Action Plan based on the Strategic Plan.

You may have noticed an increase in staff at 411. This year, we have doubled our staff numbers compared to last year, and we have projected an increase in revenue of approximately \$200,000. Despite this, we remain close to running a deficit, highlighting the ongoing challenge of financial stability.

The challenge for the team is to continue to be focused on growing revenue. In 2024 we need to be aggressive with fund raising, apply for grants and implement cost controls.

Our focus for 2024 will be on aggressively increasing revenue through fundraising, grant applications, and stringent cost controls.

In recent months, we have reinforced our commitment to research, strengthened collaborations with healthcare authorities, and are set to deepen our partnerships

with local foundations and corporate entities.

I want to express my heartfelt thanks to our dedicated staff, the Board of Directors, and you, our valued members. Your unwavering support is vital as we chart a sustainable path forward for the 411 Seniors Centre Society. Together, we can ensure a thriving future.

Michael Volker
411 Executive Director

Our Strategic Domains



Please see the next page for descriptions.

411 Seniors Centre Society Strategic Domains Descriptions

1. Organizational Stability

Our vision of a fully stable organization has the following characteristics:

- 3-6 months of operating expenses in available cash,
- All programs are fully funded by program generated or external revenue and are contributing to Core operating costs to operate at a modest surplus,
- Ample, capable and engaged staff,
- Volunteer recruitment, training and evaluation exists for all areas where volunteers contribute,
- All committees are fully functional and fulfill committee mandates,
- The organization functions on a risk management basis,
- All functions of the organization are culturally and environmentally aware,
- Operations are policy driven and people oriented,
- There is a managed Board that is populated according to the identified needs of 411,
- Strong, viable and useful connections exist to supporting, community, and targeted delivery organizations and individuals.

2. Community Connection

Our vision of a completely connected community has the following characteristics:

- All programs are senior lead and community focused,
- All programs are regularly evaluated,
- All programs are multi-culturally sensitive,
- Programs cover the full scope of senior needs and interests,
- Our communication program promotes uniform messaging,
- We are connected to all relevant community-based seniors organizations and associated support organizations,
- Staff, Board and Volunteers are trained in needed skills and the skills and individuals are evaluated regularly.

3. Education & Information

Our vision for Education & Information has the following characteristics:

- The research program covers all areas of research relevant to operating a senior's centre fully integrated into the community,
- Digital programs evolve to incorporate new uses for existing digital technology, adoption of new digital technology and effective digital support for seniors in the community,

- Research papers are regularly created for all areas of interest and are acted upon to revise existing programs and create new programs,
- Information collection and analysis is formalized based on criteria established by the Board,
- Knowledge transfer is a requirement for all operational and program areas both internal and external,
- Staff, Board and Volunteers are trained in needed skills and the skills and individuals are evaluated regularly,
- All programs are regularly evaluated.

4. Nutrition & Health

Our vision for Nutrition & Health has the following characteristics:

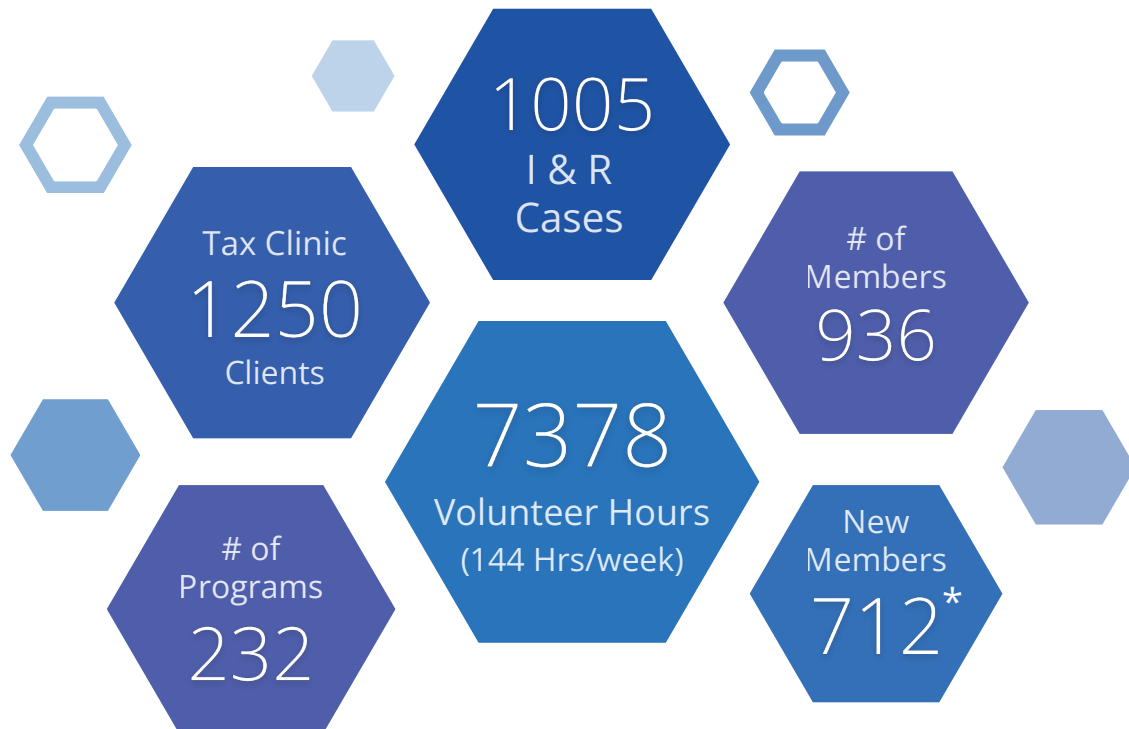
- A comprehensive nutrition and health policy exists and is being followed,
- Food security is a primary focus of 411,
- Full daytime food programs exist that meet the needs of our community based on bringing seniors to food whenever possible,
- Clinical care is provided on-site based on a remote health-care model that has an effective referral system,
- Developing strong health-care partnerships exist within the health-care system and all levels of government.

5. Advocacy

Our vision for the advocacy area has the following characteristics:

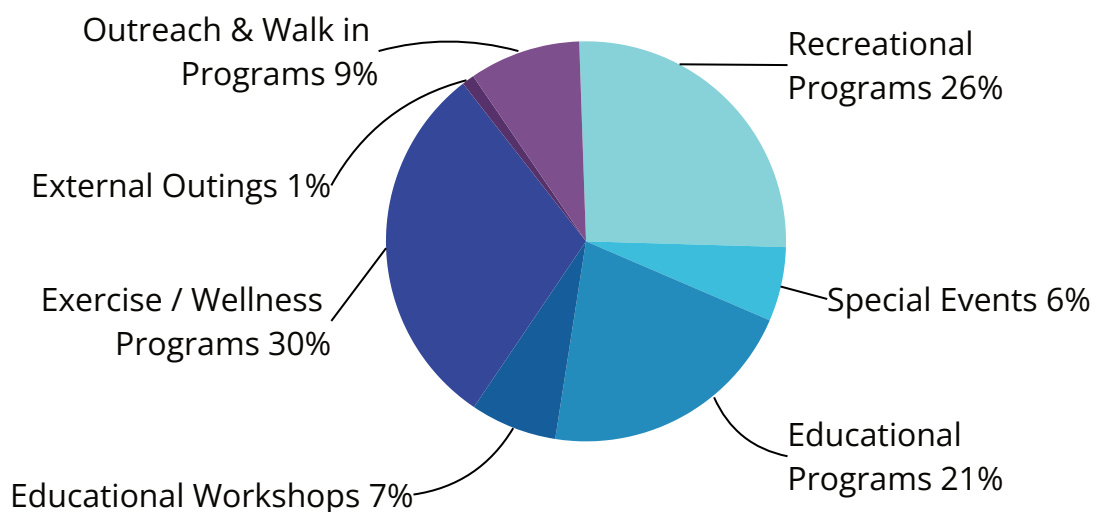
- Our Information and Referral program covers all areas affecting seniors,
- We have an effective communications program that identifies relevant issues and informs our members, our community, our funders and all levels of government,
- We are aligned with local and national senior's groups and provide effective leadership,
- We are connected to all relevant service providers,
- Our volunteer pool is large enough and well trained enough to effectively lead in areas where change needs to be made to support seniors,
- We have a Town Hall program and other regular information sessions that keep seniors informed about current issues,
- We are connected to post-secondary organizations for relevant research, methods and procedures for improving all programs,
- We have viable partnerships with relevant funding, service provision and community organizations, including non-partisan political connections.

The year in review



*As of March 31, 2024

Summary of Community Programs 2023/2024

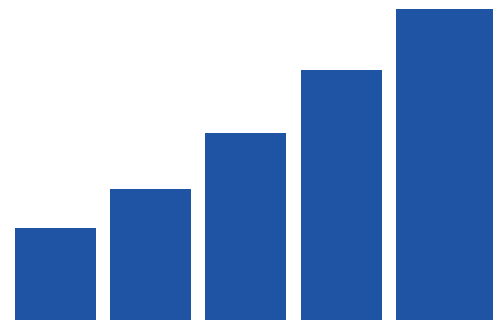


Financial Report

411 Seniors Centre Society (1977)

During Fiscal 2024, 411 Seniors Centre Society was able to conclude the financial requirements and obligations for the construction of the 411 Seniors Centre. The final agreement with CLT (Community Land Trust) included the confirmation of the amount we would be paying in monthly fees for insurance, maintenance, landscaping and other utility cost and the return of the contingency fees. In the Statement of Financial Position, the increase in assets was due to the prepaid lease (see note 5 in the financial statements).

A detailed accounting of the Statement of Operations shows that we had a 14% increase in grant revenue and a \$38,000 increase in earned income (Rentals, Thrift Store, Food and Program Fees). The Centre has been much busier and you'll see many new employees (twice the staff as last year at this time) the grants that are supporting the new staff for the most part will be recognized as revenue in fiscal 2025. In Fiscal 2024 the accounting department was still posting significant amounts related to the building of the Centre these amounts will require more detail than what we can provide here therefore for further information on this please ask to see the audited financials.



Financial Highlights (Audited Financials)

April 1 2023 to March 31 2024

- **Statement of Financial Position**

Description	2024 \$	2023 \$	Change
Total Current Assets	311,599	183,340	128,259
Total Capital Assets	7,037,354	6,635,902	401,452
TOTAL	7,348,953	6,819,242	529,711

- **Statement of Operations**

Description	2024 \$	2023 \$	Change
Revenue	767,653*	497,647*	270,006
Expenses	799,699**	503,636**	296,063
Surplus/(Deficit)	(32,046)	(5,989)	(26,057)

* Contribution from 411 Seniors Foundation 2024: \$180,00 2023: \$57,000

** Amortization of Capital Assets 2024: \$141,417 2023: \$3,464

In June of 2024 Gerry Dragomir resigned as the Treasurer for 411 Seniors Centre Society and the 411 Seniors Centre Foundation we would like to thank him for his years of dedicated service.

Thank you Elsie Dean

Recently, we lost an important member of the 411 Family, a driving force behind building 411 Seniors Centre. She will be dearly missed.



Elsie Dean, a leading light of progressive activism over many decades in Vancouver, recently died after reaching the ripe age of 100. Her daughter Karen, our sister in the LCLC soprano section, posted this tribute to Elsie, and gave permission to share it here.

Elsie passed on May 2nd. Born 50 miles north of North Battleford, Saskatchewan in March of 1924, Elsie was second youngest of eight children, and the final remaining sibling.

As she tried to live her life, she managed her passing, choosing her time to go. Tenacious, brave, fiercely committed to a better world, she was a grandmother, aunt, mother, and friend.

Elsie Dean (nee Brandon)

In her final days, she was most animated talking about the ways of the world and how to make things right. She was a tireless worker for change throughout her life, dedicating herself to the environment, peace and equality. A life-long learner, there was an optimism to her spirit. She never gave up on the idea that a better world was not only possible, but up to us to create.

In her final days, she had so many smiles, laughs, and sang along to "Strangest Dream," remembering all of the words. Deciding which day to go, when asked "do you want it to be Sunday?", she answered, "Yes, because I don't like the pope." She ended up waiting until today [Tuesday], because she wanted to get her final pension cheque. When talking to us about the biggest lessons she has learned in her 100 years she said "Everybody will be in good health, if they are happy and loved. Make sure in your life there is lots of love. The world needs more love." We are so grateful that we were able to say goodbye to her – and our family would like to thank the Haida Gwaii hospital for their incredible care.

Her last words were "love is key to humanity."

She is survived by her son Tim, daughter Karen, grandchildren Greg, Jeff, James, Michaela, Paisley and Dylan, great grandchildren Haven, Lux, Jack and Georgia.

2024 Nominees Standing for Election to the 411 Seniors Centre Society Board

In accordance with the Constitution & By-laws, the Nominating Committee has submitted the following names to stand for the Board of Directors. As per the By-laws, there shall be no nominations from the floor at the AGM. As a result, the nominees are Elected by Acclamation.

2024-2025 Nominations to the Board of Directors:

- Alana Kenyon
- Skip Mccarthy
- Kevin Smith

Please direct questions to Michael Volker, Executive Director
mvolker@411seniors.org or call the office at **604-684-8171**

Our Partners



Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island

