

411 Seniors Centre Society Annual Report

2024 - 2025



PRESIDENT'S REPORT

As we roll into our third year at the centre, I want to take a moment to thank the staff, the board of directors, the committees and members for the accomplishments that the 411 Senior Centre Society can reflect on this past year with pride.

These accomplishments come from needs that are recognized by the board of directors, according to the rules and regulations stipulated by the BC Societies Act. Our major concern as a board is to keep the Centre vibrant, functioning, and (very importantly) funded, with the basis of our main objective of taking into account the wants and needs of our members.

Following the board, there are several committees that are formed. I'd like to take a few minutes to tell you about each one:

GOVERNANCE: This committee has been busy this year. Under the guidance of our illustrious board member, Kevin Smith, I would like to list some of the accomplishments that he headed

- Developed terms of reference for committees
- Substantial revision of bylaws at Extraordinary Members Meeting
- Board calendar
- Oath of Office & Code of Conduct
- Board educationals on Governance & on Understanding Financial Statements
- Board/staff retreat - developed strategic priorities
- Developed deficit reduction strategy
- OWL - signed up for online training for board members
- Board policy manual (13 board policies) approved
- Board meeting evaluation & member evaluations
- New board member orientation materials developed
- Developed policy on ethical use of AI
- Quick reference guides (one-pagers) on Board meetings; Understanding Income & Expense Statements; & Understanding Balance Sheets

All important, and tedious, tasks - but necessary to be an informed and functioning board.

SENIORS ISSUE COMMITTEE: If there is anyone who has the interests of seniors' issues at heart, it's Marion Pollack, who is our fearless leader and advocate. And of course, all the participants who's voices and concerns are the impetus of what we do here.

PROGRAMMING: This committee has the task of organizing the adventures, the classes, the programs and events that make our centre entertaining, social and informative. Please subscribe to our weekly schedule and monthly calendar to see what is going on!

EDITORIAL/COMMUNICATIONS: This committee is tasked with the multimedia of populating our website, FB and our quarterly Newsletter- all ways of communicating not only to our members, but to a vast audience to tout 411's events and information.

As with our motto of SENIORS HELPING SENIORS, our committees are such that our members have suggestions, ideas and most importantly - a voice. If you are interested in participating or joining any of the aforementioned committees, we have a sign-up sheet at the back - add your name and join us!

Finally, it's the adage of **IT TAKES A VILLAGE** - thank you to all the villagers of participants, volunteers, members and staff, and that's who and what I love about 411 - we are a safe place for seniors to come and feel like they belong - have fun, have a social meal, dance, sing, play and STAY INFORMED AND CONNECTED.

By Marika Kocaba, President

EXECUTIVE DIRECTOR'S ANNUAL REPORT

Hello Members,

We have now been in our forever home for two and a half years, and I have had the privilege of serving as Executive Director for the same amount of time. I am truly honoured to be part of this amazing organization. Every day, I am inspired by the incredible impact 411 has on seniors—not only in our immediate neighbourhood, but across the province. Through our flagship program, Navigation and Peer Support (I&R), we have reached countless lives, and for the past year and a half, we have also been training other agencies throughout B.C. to build comprehensive and sustainable NPS programs of their own.

The influence of 411 extends beyond our programs and services. Our advocacy work continues to bring vital issues—especially seniors' housing—into the public conversation. I want to recognize our Seniors Issues Committee, which has become our most active committee and has done an outstanding job of ensuring these important topics remain at the forefront.

This past year, we've also seen a resurgence in thrift store sales, membership growth, and overall participation. It is estimated that over 4,500 unique individuals will walk through our doors this year, a remarkable sign of our relevance and reach. Looking at where we stand today, I feel very optimistic about our future.

I would like to sincerely thank our members, dedicated staff, committed board of directors, and tireless volunteers for making 411 Seniors Centre Society so highly respected in the community. It is through your hard work, compassion, and commitment that we remain a trusted and vital place for seniors to find information, connection, and community. Each of you plays a vital role in our success, and I am deeply grateful for your collective efforts in helping 411 thrive as a model of excellence in the non-profit sector. I look forward with excitement to what lies ahead, knowing that with your support, our future will be bright.

Sincerely,



Michael Volker
Executive Director

FOOD & FACILITY REPORT



This Fiscal year from April 2024 to March 2025, 411 Seniors Centre Societies activities have increased in food, & facility usage. This year in February 2025 we had a van donated to us by one of our amazing board member Terri Nicholson. While transportation is something new, our facility usage has also increased this year. From April 2024 to March 2025, we had about 171 rentals that generated over \$19,795. Every day we had about more than 100 seniors visiting our centre during the fiscal year (April 2024 to March 2025). It is safe to say people are starting to recognize more about 411 Seniors Centre Society and welcoming our presence.

Furthermore, from April 2024 to March 2025, we served about 10,000 meals for seniors. In addition, 411 Seniors Centre Society also does food recovery, and we are happy to say during the fiscal year, we saved about 881.67 kg of food worth over \$9,075.50. Moreover, 411 Seniors Centre Society develop a new social meals program called MELT (Meet, Eat, Learn, & Teach). The program was designed to connect seniors with one another using food as the medium to help reduce social isolation and loneliness. The program had positive reception as we had about 448 participants during the fiscal year. Also, had community partners supporting our program such as Trinity Grace United Church, A.S.K Friendship Society, South Granville Seniors Centre Society, Spirit of Life Lutheran Church, and Salvation Army helping us to make this program happen.

What to look forward to...

Thanks to Terri Nicholson's donation of the van, we have increased our field trips and were able to take 84 seniors using our new van. The van not only helps with field trips but also help with supply runs to ensure we have everything ready to support seniors. Also, 411 Seniors Centre Society is now working along with Industrial Works filming as we are now officially a filming location which can help generate

more revenue to keep the centre afloat and make new programs to support seniors. Starting in July 15, 411 Seniors Centre Society has started to have lunch programs four times a week instead of three, which is a 33.3% increase in activity. This gives seniors more variety as they can decide which day they can have lunch with their friends and family. Our centre is growing positively thanks to the participation of our members, volunteers, community partners and staff.

By Ryan Natividad (He/His/Him), Food & Facility Manager



Terri with the donated van

84 Seniors
on ?? field trips



Richmond Nature Park
VanDusen Botanical Garden
Bowen Island
Deep Cove
Whistler
Capilano
White Rock
Belcarra
And more...

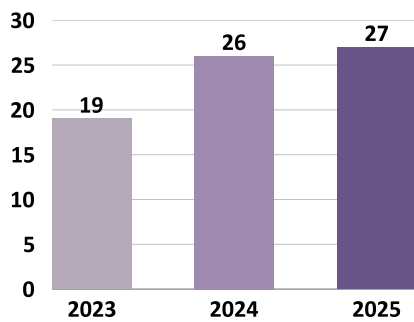
COMMUNITY PROGRAMS: SENIORS HUB

Dear Members, I'm Clemencia Gomez, Program and Community Developer Coordinator. I'm happy to share with you our 2024 Annual Program Report. This report highlights the growth, success, and impact of our programs, which are made possible by your involvement and support. Your dedication keeps us moving forward, and we're excited to show you the progress we've made together.

Our wide range of programs keeps seniors active, engaged, and connected to the community. As shown in Graph 1, the number of programs has increased year over year. In 2023, we offered 19 programs. In 2024, this number rose to 26, an increase of 7 new programs. By August 2025, we had added even more new programs.

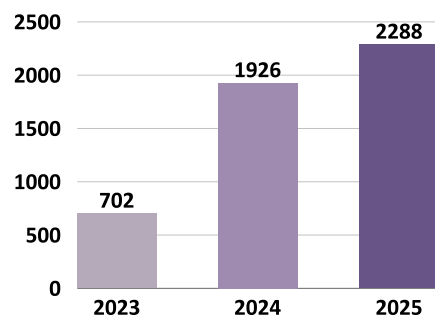
Graph 2 demonstrates excellent participation in our programs. Since the center opened in 2023, we've seen a remarkable increase in attendance. In 2023, the total number of participants per program was 702. In 2024, the total number of participants increased to 1,926, reflecting a 174% increase from 2023 to 2024. By August 2025, the number of participants had grown by another 18.8%. This growth highlights the commitment of our staff and volunteers in making the center a welcoming and inclusive environment. The events include day trips, educational workshops, and multicultural celebrations. For example, the chart below outlines the diverse topics and workshops we've held in 2024. These spaces celebrate various cultures and holidays, fostering fun, sharing, and understanding among participants and the broader community. Graph 3 illustrates that the number of day trips has tripled, and the number of educational workshops has doubled since the center opened. Our special events have been particularly successful, with attendance increasing by 30% and a 13% rise in participant numbers between 2023 and 2024.

Total Programs per Year



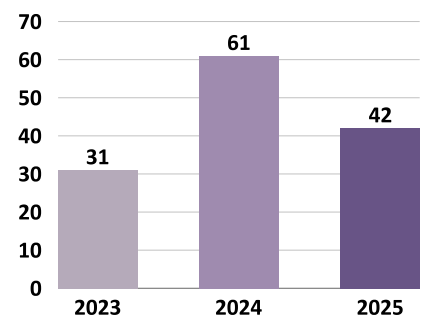
Graph 1: Total Programs per Year

Total Attendees per Year



Graph 2: Total Attendees per Year

Total Events per Year



Graph 3: Total Events Per Year

Facts and Characteristics of Programs and Events at 411

All our programs are led by senior's volunteer instructors. Seniors themselves generously contribute their time, skills, and knowledge, aligning with our philosophy of "Seniors Helping Seniors." This approach empowers seniors to organize activities that promote active aging while sharing their wisdom, experience, and talents with the local community.

Our seniors are involved in the decision-making process. Decisions about creating or canceling programs are based on feedback from our Membership Annual Planning Meetings, held on May 13, 2025. We continually evaluate programs and adapt to the needs of our members. Respect for diversity is a cornerstone of our center.

All programs are designed with multicultural sensitivity, reflecting the diverse backgrounds of our members. We also offer programs that address practical needs, such as English and French classes, which help seniors learn Canada's official languages, fostering greater autonomy and a stronger sense of belonging.

Our programs receive strong support from both the senior community and community organizations. The center is well connected to senior-related organizations, which actively support our programs and services. We also ensure our senior volunteer greeters are well-prepared through monthly training sessions that cover program updates. Educational workshops are held weekly on Tuesdays, with a different specialist invited each week to discuss topics that improve seniors' quality of life. Developing these programs has involved significant effort in building connections with universities, government agencies, service providers, and other community partners, creating long-lasting, collaborative relationships.

Our programs are widely advertised in the community. We use a variety of methods to ensure our programs reach as many people as possible, including a program calendar, our website, posters, flyers, and our drop-in program at Kingsgate Mall. We also host special events and workshops throughout the year to celebrate key occasions and engage seniors in activities such as day trips, educational workshops, and cultural celebrations. These events are designed based on the needs, requests, and interests of the seniors attending our center.

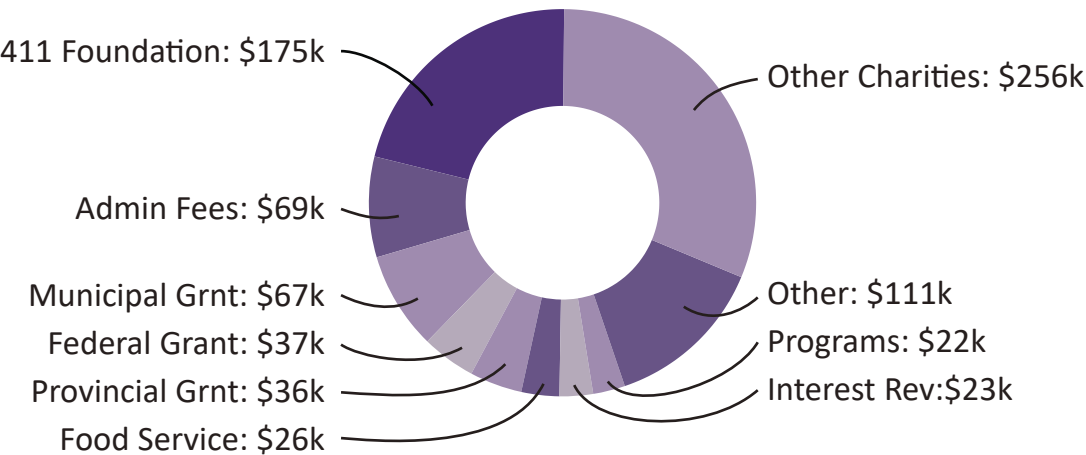
By Clemencia Gomez, Community Developer & Programs Coordinator

FINANCIAL SUMMARY

The 2024-2025 Profit and Loss results show a strong increase in income compared to last year, thanks to major contributions from The United Way, The 411 Foundation, and grant funding from various government sources. Additional revenue came from facility room rentals, our soup & sandwich service, strong membership sales, and a refreshed thrift store, creating a well-diversified income base. While overall expenses were high due to greater programming and payroll, the year ended with only a small deficit.

The Balance Sheet as of March 31, 2025, shows total assets of \$7.16 million, liabilities of \$5.73 million, and total unrestricted net assets of \$1.43 million. This balance sheet highlights a stable financial position, with most resources invested in long-term assets and deferred contributions. Good management of cash and receivables helped reduce payables and current liabilities. The revenue breakdown and financial visuals below give a clear picture of the organization's annual financial health.

By Alan Louie, Director of Accounting



OUR PARTNERS



Government of Canada



United Way
British Columbia



SENIORS' SERVICES INFO

Seniors' Services 2024-2025 Recap

At 411, we take a coordinated approach to supporting low-income seniors. Our programs are designed to work together, providing comprehensive services that address the full range of challenges seniors may face—from filing taxes and accessing income benefits to resolving housing issues and obtaining legal advice. By integrating these services, we ensure that seniors receive consistent, accessible, and effective support.

From Information and Referral (I&R) to Navigation and Peer Support (NPS)

411 has offered Information and Referral (I&R) services since 1977. As seniors' needs have grown more complex, we've updated the name to Navigation and Peer Support (NPS) to reflect the depth of support we provide. Far beyond handing out information, NPS helps seniors navigate government systems and community resources while fostering genuine connection. This year, nearly 1,000 seniors received support—often leading to greater financial stability, secure housing, or better access to health benefits.

Income Tax Clinic

In partnership with the CRA's CVITP, our Income Tax Clinic supported more than 1,200 seniors this year. For many, filing taxes isn't just about

paperwork—it's the gateway to crucial income benefits that help keep food on the table and a roof overhead. With the support of 44 dedicated volunteers, we were able to provide year-round tax filing assistance, ensuring seniors can access the services they need, when they need them.

New Services: Legal Clinic and CRA/Service Canada Drop-in Clinics

In 2024–2025, we added two new services. The Legal Advice Clinic, launched with Access Pro Bono, has supported seniors with landlord-tenant disputes, end-of-life planning, and protection against scams. We also hosted three CRA and Service Canada drop-in clinics, providing one-on-one support for seniors navigating taxes and benefits. These new programs integrate seamlessly with our existing services, giving seniors more accessible, comprehensive support under one roof.



Volunteer assisting seniors during Tax Clinic in 411

Statistics

Participant Statistics

Participants by Service	Number
NPS	956
Tax Clinic	1,268
Legal Clinic	92
CRA/Service Canada Clinic	60
Total	2,376

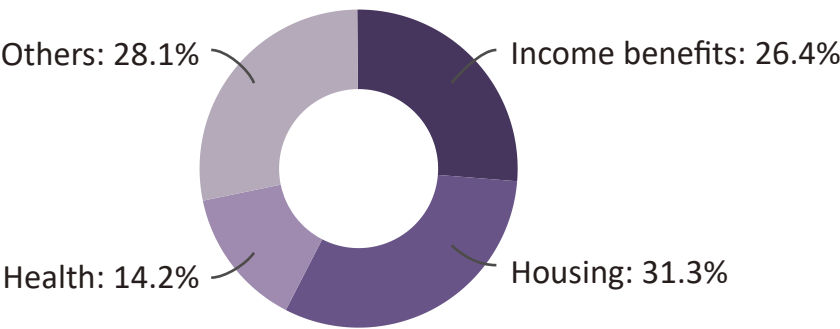
Volunteer Statistics

Volunteer Group	Number
NPS Volunteers	7
Tax Clinic Volunteers	44

Issue & Application Statistics

Service	Number
Total Issues Addressed (NPS only)	1,418
Total Issues Addressed (NPS, Tax Clinic, Legal Clinic)	2,778
Application Forms Completed (as of June 2024)	256

Most Common Requests



A quote from the Seniors' Services Manager

“ I’m so proud to support the work of 411’s incredible volunteers. Their impact can’t be overstated—helping seniors access the benefits they’re entitled to means greater independence, stability, and dignity. Thank you, 411 volunteers, for making such a difference in our community. ”

By Chloe Strauss, Seniors' Services Manager

VOLUNTEERS & COMMUNICATIONS



Dedicated Volunteers of 411



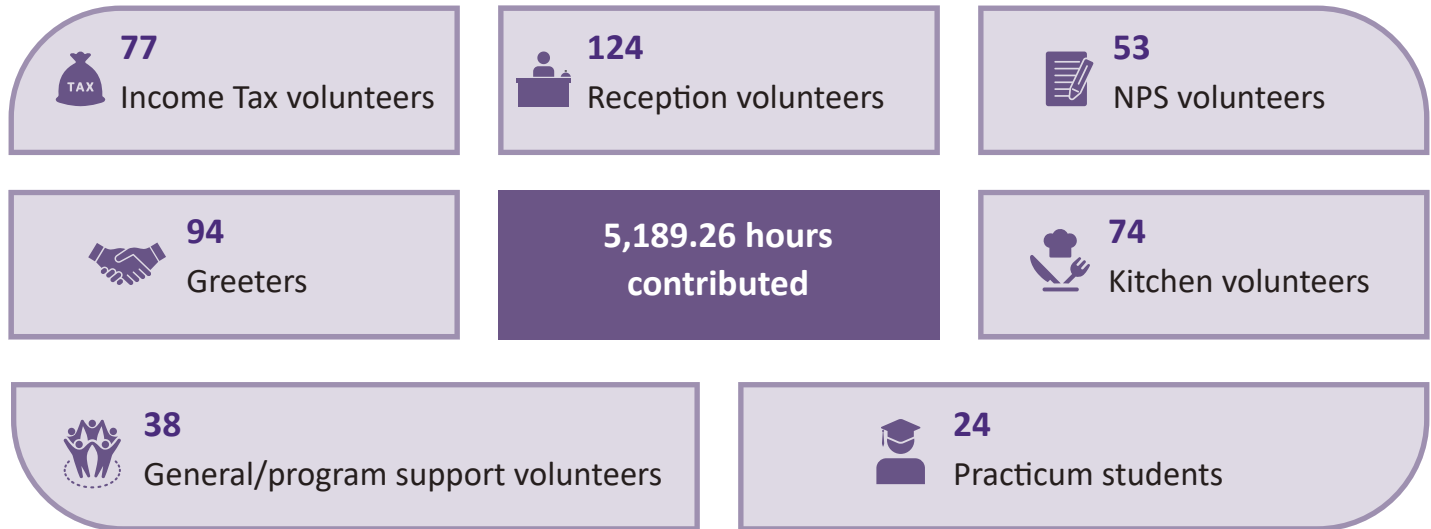
This year has been marked by growth, learning, and a renewed sense of connection. In April 2024, 411 transitioned from Salesforce to the MySenior platform, a shift that has allowed us to manage memberships, registrations, and volunteer data more seamlessly. While still in the learning phase, staff, members, and volunteers are gaining confidence with the system, and the quick access to statistics has been a great asset. Alongside this, we've continued to nurture community spirit through monthly birthday celebrations, where members receive congratulatory notes and invitations to attend gatherings. These celebrations, together with the introduction of key tags for program participants, help create a sense of belonging. Our work has also been supported by generous in-kind and financial donations—from cakes and cookies to Christmas hampers and decorations—reminders of how deeply the wider community values the role 411 plays.

At the heart of 411, volunteers remain the driving force, giving thousands of hours across reception, NPS, the kitchen, programs, the tax clinic, and more—contributions valued at well over \$125,000 in this fiscal year alone. These individuals, from diverse generations and backgrounds, come together to create a warm, intergenerational environment where seniors feel welcomed and cared for.

Through both our seasonal newsletters, which reflect the essence of our community, and our weekly updates, we ensure ongoing communication with members and volunteers allowing us to keep everyone informed of activities and opportunities. Coordinating these efforts has been both a responsibility and a joy, as we witness how daily data, events, communication, and volunteer dedication come together to build a vibrant and resilient 411 community.

Volunteer & Membership Highlights (Fiscal Year 2024–2025)

Volunteer Engagement



So far this fiscal year: 5,189.26 hours contributed (valued at \$125,771) — with months ahead, we are on track to exceed last year's total.

Community Connection

- Transition to MySenior for membership and volunteer data management
- Monthly birthday celebrations with notes and gatherings for members
- Key tags distributed to frequent program participants
- Ongoing publication of quarterly newsletters and weekly email updates

Donations & Support

- In-kind gifts from members and community partners (cakes, cookies, decorations)
- Christmas hampers from AMICA
- Financial support from Telus toward Christmas dinner
- Contributions from Uprising Breads, Home Depot, and others for volunteer appreciation and seasonal celebrations

By Monica Murguia, Communications & Volunteer Coordinator

Contact Us :



604-684-8171



411seniors.org



3502 Fraser Street, Vancouver, BC V5V 4C5