



EDMONTON
SENIORS
COORDINATING
COUNCIL

Annual Report for 2006



Executive Summary of the Annual Report for 2006

In its second full year of operation the Edmonton Seniors Coordinating Council (ESCC) had several high points as it worked to support senior-serving organizations in Edmonton.

Membership

In 2006 we had 29 regular members and 10 associate members (6 organizational and 4 individual.) *Please see Appendix 1.* This is an increase over 2005 when we had 22 regular members. We have added a couple of new regular member organizations thus far in 2007 including South East Edmonton Seniors Association (SEESA) and the Edmonton Slo Pitch Association.

Activities

Our work relates to four activity areas: communications, education/representation, community development and internal organizational development. There were many outcomes relating to these activities and to the associated events we hosted. These outcomes are detailed in the attached ESCC Annual Report for 2006, but here is an excerpt of the highlights.

Outcomes

- In measuring the number of participants at ESCC events and the length of our events, there was a total of over 1,100 participant hours in 2006.
- We have seen an increase of 171% in requests for our electronic bulletin which is now sent to 79 senior-related organizations every week. *See graph on appendix 2.*
- Since June of 2006 we have had at least 40,000 hits on our website each and every month. *See graph on appendix 3.*
- The number of first time visitors to our website rose from 224 in April 2006 to 1564 in December 2006.
- Requests for our newsletter almost doubled from our March issue to our September issue last year.
- By having participants complete evaluations following events, we have been able to show that we have increased their knowledge in specific areas such as board development, risk management, seniors' transportation and diversity.
- Participant's input on evaluations helps us to plan for future events.

One success story we'd like to share relates to empowering a board chair from a large senior centre (over 2000 members). Having recently taken over as chair of the centre, she felt very unsure of her capacity to act as chair until she attended an ESCC event for board chairs and executive directors. She listened to the guest speaker's talk , *'The Board and*

Executive Director-Developing and Nurturing Effective Relationships' and then she took part in the meeting of board chairs following the presentation. This interaction with other board chairs was a form of mentorship and it inspired her to take board training (something she would not do prior to the meeting). She is now excited and committed to her leadership position. She has since attended another ESCC event on recruitment and retention of volunteers.

In asking members organizations how they have benefited from the ESCC, several mentioned the opportunities to network with other colleagues. Here is what one executive director said: "I find the opportunity to get together with other executive directors to be really supportive. This can be a lonely job and the opportunity to share our struggles and our successes is tremendously helpful in breaking our isolation. (Isn't it ironic that we work to break the isolation of seniors while working in a vacuum ourselves). I also believe that presenting to the different levels of government as a united voice is much more powerful than if we were to do so as individual agencies. Personally, I have always found a willing ear at ESCC, positive suggestions and loads of encouragement. "

Others said they have benefited from the regular flow of information which is sector-specific as well as the useful resources available on our website. A couple other organizations said they believe there is benefit in having ESCC focus on transportation for seniors: "With ESCC doing something about seniors' transportation, it frees me up to focus on what we can do best."

Representation

ESCC has represented eight senior centres in a consultation involving the provincial government's review of senior centres and their ability to be financially sustainable. We facilitated the development of key concepts that were recommended to the province regarding senior centres. These eight centres have a combined membership of over 6,000 Edmonton seniors.

Coordination

By co-hosting the Roundtable on Seniors Transportation with the Alberta Motor Association, we brought 86 decision makers from federal, provincial and city government together with private transportation providers as well as funders, seniors, researchers and senior-serving organization representatives. This group put forward 11 priority ideas that are now being addressed by a steering committee on seniors' transportation. The steering committee will be making recommendations to the City in the spring of 2007. Another roundtable will be held in the fall of 2007 to report on progress, create more networking opportunities and uncover other ideas for improving transportation for seniors.

Independence

ESCC received its charitable status in 2006. We developed policies on organizational framework, self-governance, operations and advocacy that have served as templates for other senior-serving organizations. We also developed our program logic model for outcome tracking and began work on a communications plan. We published reports, fact sheets, directories of seniors' programs (covering 32 facilities in Edmonton).

Partnerships

We expanded our partnerships in 2006. For example in the area of seniors' transportation, we are leading a steering committee comprised of representatives from: three city departments (Transit, Transportation and Community Services); the provincial departments of Transportation and Seniors and Community Supports; the Alberta Motor Association; the Seniors Driving Centre; Millwoods Seniors Outreach Connection; Lifestyle Helping Hands; the Geriatrics department of the Glenrose Rehabilitation Hospital and Capital Health Homecare. In other projects such as ones meeting the needs of immigrant and refugee seniors, we have formed partnerships with Multicultural Health Brokers Cooperative, Catholic Social Services and the Mennonite Centre for Newcomers. These partners, along with some of their clients and representatives of member agencies, will guide us in the development of materials and programs that will address the needs of immigrant and refugee seniors.

Opportunities

We know that we are expanding our reach into organizations as we have established relationships with board presidents, other board representatives, executive directors, programmers and outreach workers. This collaborative approach is the basis of how we work—by facilitating collaboration, we enhance the capacity of organizations that provide services to seniors. We have attached a more detailed account of our 2006 work and an audited financial statement to show how the funds were spent.

In 2007

We are looking forward to our Annual General Meeting on Monday April 30, 2007 when we will have the Honorable Greg Melchin, Minister for Seniors and Community Supports as our keynote speaker. We will continue to work for more funding for senior centres as they are an important component of 'ageing in place' support to seniors in their communities.

Overall, our work will be guided by a communications plan which has been created in 2007 for the ESCC by Calder Bateman Communications.

This year we will be continuing to provide learning opportunities for employees, board members and volunteers of senior-serving organizations. We are continuing to work on seniors' transportation and on diversity--two issues which affect the capacity of organizations to respond to the needs of their senior clients. We will be diversifying our funding by pursuing grants for specific projects.

We are assisting the City to develop a long-term strategy for funding senior centres, which is an important component of a broad strategic plan that we will be facilitating for all of Edmonton's seniors.

We are excited and committed to continue our work in 2007 and thank the City of Edmonton for its support.



Annual Report for 2006

In the ESCC's second full year of operation many goals were accomplished and other goals were furthered. Our membership increased from 22 regular members to 29 regular members in 2006. (Regular members are defined as not-for-profit senior-serving organizations, providing social and recreational programs and/or social support services to Edmonton's aging population, incorporated under the Societies Act).

Following the strategic plan that was developed for the ESCC by the Transition Team of the Task Force on Community Services for Seniors we worked towards seven goals. The following represents our progress toward each goal. Our outcomes are included in the section following goal updates.

1) Update on the 2006 Goals for Edmonton Seniors Coordinating Council

Goal 1: Provide the infrastructure to manage the Seniors Coordinating Council

- ESCC received charitable status from Canada Revenue Agency retroactive to application date of March 23, 2006.
- ESCC completed the necessary steps to function as an independent organization, such as adopting policies and procedures for framework, self-governance, operations and advocacy.
- Financial records are audited by an independent accounting firm. *See appendix 4.*
- Our board is made up of representatives of 11 regular member organizations and four associate members, as well as three ex-officio advisors from the City of Edmonton, the United Way of Alberta Capital Region and Capital Health. On the 2006-07 board there are six seniors--two of them represent senior-serving organizations and four are associate members. *Please see Appendix 5.*
- There are five standing committees established in ESCC and these are made up of board people and other volunteers from the community—a number of seniors are involved on committees.

Goal 2: Establish an Evaluation Framework for the Coordinating Council

- Framework established and a mid-term evaluation report completed by an independent consultant September 25, 2006. (Results provided to City Council Oct. 2006).

Goal 3: Address priority issues for the delivery of programs and services for seniors

- Workshop on preparing for Flu Pandemic in conjunction with Capital Health.
- Insurance Toolkit workshop (in conjunction with Edmonton Centre of Voluntary Organizations and Insurance Bureau of Canada).

- Networking workshop to serve isolated immigrant and refugee seniors (in conjunction with the Multicultural Health Brokers Co-operative, Action for Healthy Communities and SAGE).
- Hosted Roundtable on Seniors Transportation (in conjunction with the Alberta Motor Association).
- Supporting Volunteer Drivers Committee by providing resources and information coordination.

Goal 4: Promote and facilitate the sharing of resources

- Workshop on concept of cluster sharing.
- Workshop on use of database systems.
- Workshop for board chairs and executive directors of senior-serving organizations on board-executive director effective relationships (board development).
- Networking event/seasonal open house for organizations to share stories of success from 2006.
- Working with Interagency Programmers group to plan and design inventory lists of speakers, teachers, tours and other resources that group wishes to share.
- Offered senior-serving organizations an opportunity for joint radio advertising.
- Posted on ESCC website policy templates for framework, self-governance, operations and advocacy which can be adapted to other senior-serving organizations.
- Posted on ESCC website numerous fact sheets and links to research papers.
- Assisted with volunteer and staff recruitment for senior-serving organization.

Goal 5: Represent senior serving organizations on issues pertaining to the services and programs for seniors

- ESCC Planning and Evaluation Committee identified three focal issues for 2006: transportation, isolated immigrant and refugee seniors. Funding of senior centres also became a priority in 2006.
- Worked with executive directors of senior centres to keep them apprised of operating fund developments with both the City of Edmonton and the Province of Alberta.
- Represented eight senior centres by coordinating and presenting a joint submission for the Provincial Ad Hoc Committee examining the issue of funding of senior centres.
- Worked with the Alberta Council on Aging and Seniors Advisory Council regarding funding of Senior Centres.
- Contacted/met with senior advocacy groups (Seniors United Now, Edmonton Seniors One Voice) to secure their participation/input in the Roundtable on Seniors Transportation.
- Developed a policy and protocol for consulting membership to establish current issues.
- Developing a communications plan—to be finalized in March 2007.

Goal 6: Disseminate information, needs assessments and best practices on behalf of member organizations

- Informing all senior-serving organizations by sending a weekly electronic bulletin to over 60 senior-serving organizations relating research findings, fact sheets on relevant topics, upcoming events in the sector and important information.
- Produce a quarterly newsletter which features more in-depth information about projects ESCC is working on and shares profiles of member agencies and services.
- Workshop on City of Calgary services to immigrant and refugee seniors. (Their guide “Cultural Cues” is an example of best practices in area of services to isolated seniors.)
- The Roundtable on Seniors Transportation shared models of transportation from Calgary, Medicine Hat and Winnipeg.
- Produced a searchable e-catalogue and hard-copy version of programs for seniors in Edmonton which included information from over 30 recreation and service providers (this is updated and distributed three times per year).
- Met with Support Network to collaborate on a compendium of services to seniors in Edmonton.
- Coordinated a monthly listing of programs/services available to seniors in Edmonton Examiner.

Goal 7: Support collaboration among senior serving organizations and strategic allies

- Created links with Edmonton Chamber of Voluntary Organizations (ECVO), Alberta Motor Association (AMA), the Alberta Council on Aging (ACA), researchers at the University of Alberta and established community contacts including the Edmonton Federation of Community Leagues, Catholic Social Services, the Mennonite Centre for Newcomers, the Multicultural Health Brokers Cooperative, the Support Network, Indo-Canadian Women’s Association, Native Seniors Centre, Seniors One Voice, and others.
- Expanded membership of ESCC to 29 regular members and 10 associate members for a total of 39 members. *See Appendix 1*
- Participated in United Way’s fall campaign by providing displays and giving speeches.

2) Report on ESCC Event Outcomes

Cluster Project Information Workshops Mar. 21, 2006, two-hour workshop with guest speaker Eldon Emerson from the Muttart Foundation. Based on the feedback from the workshop we developed policy templates that can be adapted and used by member agencies. We also arranged for a speaker in the area of board development for a future session (Nov. 7, 2006) and insurance for not-for-profits (May 31, 2006).

Reaching Out, Learning Together Workshops Feb. 16, 2006, one-day workshops co-sponsored by the ESCC and the Multicultural Health Brokers at Commonwealth Stadium's Green and Gold Room. In 2005 an initial workshop drew 25 participants and accomplished an initial connection between immigrant and refugee-serving agencies, senior-serving agencies and the City of Edmonton. The 2006 event drew 45 participants from community-based immigrant and senior-serving organizations, government representatives, as well as research participants from four isolated immigrant and refugee communities. Workshop participants learned about the needs and circumstances of these communities of seniors and discussed strategies to address core issues. It was determined that linguistic and cultural barriers are at the core of all the issues facing isolated immigrant and refugee seniors. Senior-serving organization representatives reported that hearing first-hand some of the stories from these seniors raised their level of concern. Immigrant-serving organization



representatives reported that the event provided an opportunity for them to make the voices of the most invisible groups in their communities heard and reflected upon. They also reported that they learned about available resources in the community that could potentially help isolated seniors.

Pandemic Preparation Workshop April 24, 2006, a two-hour meeting with guest speaker Eric Bone of Capital Health. Nineteen participants learned more about a potential mass epidemic with attention to how this would affect human-service agencies. Tips were provided for organizational policies in the event of an outbreak and for response planning by agencies.

Insurance Toolkit Workshop, May 31, 2006, a two-hour event attended by 15 representatives of senior-serving agencies. Guest speaker Don Radford of the Alberta Voluntary Sector Insurance Council answered insurance questions and organizational representatives with a toolkit to help them assess their organization's insurance coverage.

Database Workshop Sept. 19, 2006, a two-hour event sponsored by the ESCC at the Calder Seniors Drop-In Centre (HOMES vs. custom-designed systems with guest speaker from Canadian Outcomes Research Institute). Five senior-serving organizations were represented at the workshop and another three requested the information from the workshop because they were unable to attend. Participants compared the HOMES database system to other programs that agencies are currently using. The needs of senior-serving organizations include tracking memberships, volunteers, clients, donors, classes and programs. Currently HOMES is undergoing a metamorphosis phase to allow it to be more responsive to client needs. Participants were able to evaluate their own systems. Following the workshop it was determined that there is currently not enough organizational interest for ESCC to pursue a cluster model expert in HOMES that could serve member agencies.

Roundtable on Seniors' Transportation Nov. 3, 2006, co-sponsored by the ESCC and the Alberta Motor Association (held at the Coast Edmonton Plaza Hotel). The event involved a snapshot view of the current transportation situation for seniors and then break-out sessions with presentations from four guest speakers: Dr. Richard Tay AMA/CTEP Chair of Road Safety, University of Calgary Department of Civil Engineering; Hugh English-Manager of Transit, City of Medicine Hat, Jonathan Borland-Community Programs Coordinator, City of Winnipeg; and Debra Hartley MSW, RSW Community Social Worker, City of Calgary Community and Neighborhood Services-Seniors Services Division.



This one-day event drew 86 decision makers from federal, provincial and city government (in the areas of transportation, transit and community services) together with private transportation providers as well as funders, seniors, researchers and senior-serving organization representatives. Bringing these people together to brainstorm was an important outcome in

itself because it established some networks. Other outcomes were several ideas for action in the areas of aging drivers, public transportation and alternative ride options. A steering committee of volunteers from the Roundtable have taken the 11 action highlights and are working to formulate action plans and make recommendations to stakeholders.

Forty-four Roundtable evaluations were turned in at the event and the following information was obtained: 91 per cent said the overall content of the event was excellent or very good; and because of the event 80 per cent said their knowledge of transportation services had increased; 68 per cent said their awareness of service gaps increased; 86 per cent said their knowledge of solutions increased; 98 per cent said they were able to give their comments in brainstorming sessions; 95 per cent said their brainstorming session identified solutions and 84 per cent said they found the day to be of value. Thirteen people volunteered on the day of the event to sit on a steering committee and this was another

important outcome. Volunteers included representatives from City of Edmonton departments of transit, transportation and community services, Capital Health, the provincial departments of Alberta Infrastructure and Transportation and Seniors and Community Supports, seniors and senior-serving organizations. The Alberta Seniors Advisory Council are looking at sending a representative to sit on the steering committee as well. Comments received on the day included: “well-organized and informative;” “Pleasant, positive, action-oriented. Lots of great information and energy, great ideas and great people willing to roll up their sleeves and get at it;” “Wonderful to see the ‘making it happen’ principle in action;” “Overall flow of the day was great.” “Getting the City and the Province in one room to talk about seniors’ transportation is a real benefit.”

Board and Executive Director Effective Relationships Workshop Nov. 7, 2006

sponsored by the ESCC. A 3.5-hour event held at South East Edmonton Seniors Association (SEESA) for 24 board representatives and executive directors of senior-serving organizations. Guest speaker Kelly Sloan, Executive Director of the YWCA and 2005 Muttart Fellow presented on her book *The Board and Executive Director-Developing and Nurturing Effective Relationships*. Sixteen evaluations were turned in at the event. Rating the overall content of the event 69 per cent said it was excellent or very good; 81 per cent said they learned something that would be helpful for their organization; 100 per cent liked the format; 100 per cent felt they were given a chance to give their input on the work of the ESCC; 100 per cent felt it was helpful to meet as a group and 75 per cent said their knowledge of the ESCC increased. Comments included “The networking opportunity was excellent and the facilitated post-talk discussion was the highlight;” “This was excellent, productive and very beneficial.” Half of the respondents gave suggestions for topics for future meetings.



Cultural Cues Workshop Nov. 24, 2006 sponsored by the ESCC and held at Central Lions Seniors Association. This was a four-hour event with guest speaker Sybil Braganza, a community social worker in the Seniors Services Division of the City of Calgary. Eighteen workers from senior-serving organizations, immigrant-serving organizations as well as three staff from City of Edmonton Community Services and a member of the Seniors Advisory Council of Alberta participated in this afternoon event. The group learned about “*Cultural Cues-A Resource Guide for Service Providers Working with Calgary’s Culturally Diverse Seniors*.” This guide was developed to help service providers better understand the cultural beliefs and customs of six groups of Calgary’s immigrant seniors. The group also learned about a Cultural Calendar (*Connecting Seniors Cultural Calendar 2006*) and a yearly festival for multicultural seniors “*Connecting Seniors*

Cultural Festival”, both of which have helped to raise awareness of the diversity in the city and to develop cross-cultural dialogues among Calgary’s immigrant and refugee seniors. The group also watched a play called “*One Immigrant Senior Couple’s Life in Calgary*,” which was put on by a group of immigrant seniors and recorded onto DVD to raise awareness about the issues that are faced by this isolated population. The session succeeded in sparking ideas for potential projects in Edmonton. These ideas will be pursued in 2007.

3) Other Outcomes and Successes

In measuring the number of participants at ESCC events and the length of our events, there was a total of over 1,100 participant hours in 2006.

- We have seen an increase of 171% in requests for our electronic bulletin which is now sent to 79 senior-related organizations every week.
- Since June of 2006 we have had at least 40,000 hits on our website each and every month.
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Another highlight in 2006 was ESCC represented eight senior centres in a consultation involving the provincial government’s review of senior centres and their ability to be financially sustainable. We facilitated the development of key concepts that were recommended to the province regarding senior centres. These eight centres have a combined membership of over 6,000 Edmonton seniors.

In asking members organizations how they have benefited from the ESCC several executive directors mentioned the opportunities to network with other colleagues. Here is what one executive director had to say: “I find the opportunity to get together with other

executive directors to be really supportive. This can be a lonely job and the opportunity to share our struggles and our successes is tremendously helpful in breaking our isolation. (Isn't it ironic that we work to break the isolation of seniors while working in a vacuum ourselves). I also believe that presenting to the different levels of government as a united voice is much more powerful than if we were to do so as individual agencies. Personally, I have always found a willing ear at ESCC, positive suggestions and loads of encouragement.”

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In 2006 ESCC received its charitable status. We developed policies on organizational framework, self-governance, operations and advocacy that have served as templates for other senior-serving organizations. Members have reported that these templates have been very helpful.

4) Plans for 2007 and Beyond

The ESCC Board of Directors and Staff held a retreat in January 2007 and revisited the strategic plan and the vision and mission, all of which were drafted by the Transition Team of the Edmonton Task Force on Community Services for Seniors. With the benefit of two years of operation, the group decided to expand upon the vision and mission statements and draft a new three-year strategic plan.

Revised Vision: “Through the work of ESCC, organizations that provide services to seniors have enhanced capacity and work collaboratively to provide effective, accessible services to meet diverse needs of seniors in Edmonton.”

Revised Mission: “To enhance the capacity of organizations that provide social and recreational services to seniors through facilitating collaboration and resource sharing.”

The strategic plan now includes nine goals:

1. To facilitate the development of a broad strategic plan for Edmonton seniors.
2. To increase organizational effectiveness.
3. To increase, retain and serve a broad based membership.
4. To address priority issues
 - continue with current initiatives (transportation, isolation, diversity)
 - respond strategically to emerging issues
5. To secure sustainable funding
6. To develop and support strategic partnerships in the community.
7. To implement an ongoing evaluation plan.
8. To promote and/or facilitate the sharing of resources.
9. To increase the visibility and credibility of ESCC.

The Board of Directors adopted a Program Logic Model at their January 2007 board meeting. This document lays out four activity areas with outcomes attached to each. The four areas are: communications, internal organizational development, education/

representation, and community development. A communications plan will guide the ESCC's work for the next three years. This is a document that was written for the ESCC by Calder Bateman Communications and it will help us to focus our efforts. The four main priorities emerged in the communications plan: increase visibility, strengthen relationships, clarify advocacy role and build media strategy. As we work with this new document we will expand our plans to address these priorities.

In the area of communications and the strategic goal to increase visibility and credibility:

- Increase the number of articles, presentations and displays we offer in the community.
- Produce a new brochure.
- Increase content and distribution of the Seniors Program Directory-published three times per year to reflect programs at 40 Edmonton sites. Ensure this information is updated regularly on ESCC searchable database. Spring edition to be distributed to area physicians through Active Edmonton collaboration.
- Work with SAGE, the Support Network and the City to improve Senior Service Directories.
- Host a consultation session for seniors to have input on the design of three new recreation centres in Edmonton.
- Continue to produce and distribute the quarterly newsletter and weekly electronic bulletin to 79 senior-related organizations.
- Update and expand ESCC website.

In the area of internal organizational development to increase our effectiveness; to increase, retain and serve a broad membership; to secure sustainable funding; and to conduct ongoing evaluations:

- Annual evaluation of Board of Directors and Staff.
- Staff training through Tap-In Program for skill development.
- Hire contract staff as necessary.
- One-on-one meetings with members and potential members.
- Write applications for project funding.
- Secure second-year funding from provincial Community Initiatives Program.
- Measure outcomes using the Program Logic Model.

In the area of education/representation to address priority issues:

- Photo project with seniors from immigrant and refugee communities.
- Research and develop "Cultural Cues" document.
- Cultural sensitivity training for interagency outreach workers.
- One event connected with Seniors Week to celebrate diversity.

- Facilitate the work and carry forward the recommendations of the Seniors Transportation Steering Committee.
- Co-host a second Roundtable on Seniors' Transportation to report progress, create more networking opportunities and uncover other ideas for improving transportation for seniors.
- Continue to raise awareness regarding the lack of funding to senior serving organizations.
- Canvas members to establish priorities for next year.

In the area of community development to facilitate a broad strategic plan; support partnerships; and promote the sharing of resources:

- Assist with the development of City of Edmonton long-term strategy for funding senior centres.
- Initiate a broad research project regarding the benefits seniors experience from involvement with senior programs. Partner with Capital Health, University of Alberta and City of Edmonton.
- Engage stakeholders in framework development of broad strategic plan.
- Coordinate regular workshops/meetings for board chairs and executive directors of senior-serving organizations.
- Coordinate regular meetings of interagency programmers.
- Coordinate regular meetings of volunteer driving group.
- Coordinate regular meetings of interagency outreach workers.
- Work to establish regular meetings with Minister for Seniors and City Councillor(s) with interest in seniors issues.
- Continue to build relationships with ACA, Seniors Advisory Council, senior advocacy groups (i.e. Seniors United Now-SUN, Seniors One Voice, Seniors Action Liaison Team-SALT) seniors' health councils, the Support Network, ECVO, media, family violence prevention groups, volunteer management groups and others.
- Set up one value-added program to offer to members such as access to human resource expert or board expert or computer technician.

EDMONTON SENIORS COORDINATING COUNCIL MEMBERSHIP 2006

Appendix 1

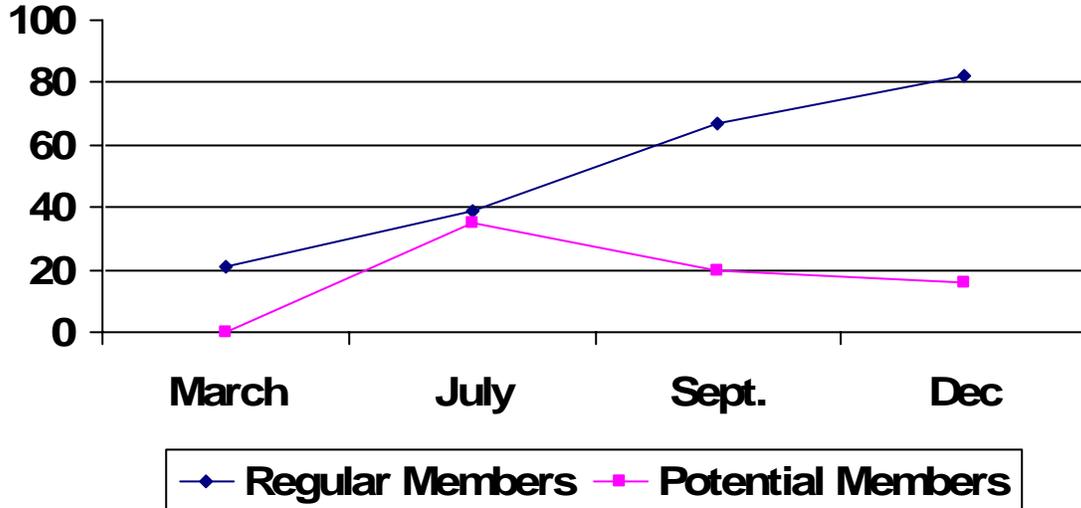
29 Regular Members

Alberta Caregivers Association	Lifestyle Helping Hands Seniors Association
Alberta Council on Aging	Millwoods Seniors Outreach Connection
Alzheimer Association	Multicultural Handicrafts and Friendship Society of Edmonton
ASSIST – Community Seniors Services	Native Seniors Centre
Bernadette N. Swan Social Care Foundation	Northgate Senior Citizens Association
Calder Seniors Drop-in Society	Operation Friendship Seniors Society
Catholic Social Services – Senior Council	SAGE – Seniors Association of Greater Edmonton
Central Lions Seniors Association	Senior Citizens Opportunity Neighbourhood Association (SCONA)
Edmonton Meals on Wheels	Seniors Driving Center of Edmonton
Edmonton Seniors Centre	Seniors Outreach Network Society
Golden Horizon Seniors Society	Society of Seniors Caring About Seniors
Good Samaritan Telecare	Strathcona Place Senior Centre
Indo Canadian Women's Association of Edmonton	Victorian Order of Nurses
Jewish Drop-In Centre	Westend Seniors Activity Centre
Korean Seniors College Society	

Associate Members – 6 Organizations, 4 Individuals

Association of Adult Day Support Programs	Mennonite Centre for Newcomers
Arthritis Society	Multicultural Health Brokers Co-operative
Greater Edmonton Foundation	Norquest College
Housing for Seniors	SKILLS Society

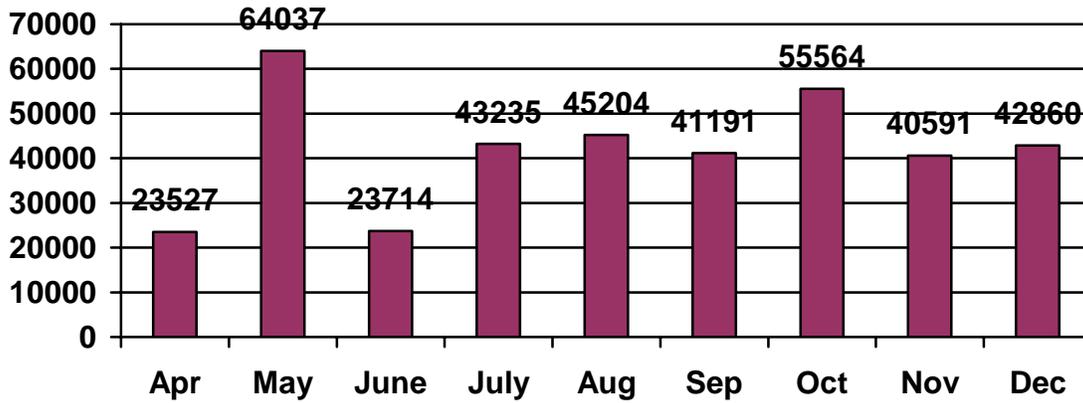
ON THE MAILING LISTS



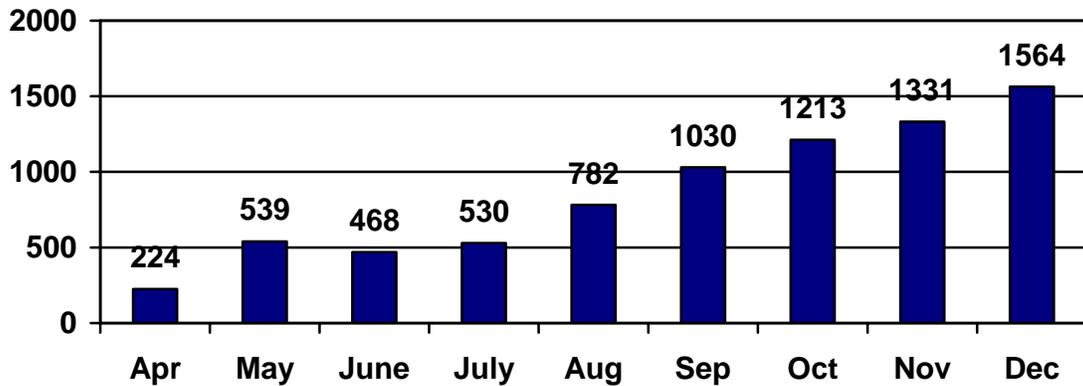
Regular member requests for our bulletins and newsletters increased, illustrating that more than one person per organization was accessing the material. This increased the distribution and reach of our communication to member organizational staff, boards and volunteers.

The number of potential regular members decreased as a result of a phone survey which eliminated many potential regular members from our list. These organizations did not meet requirements to be a regular member, but did meet the criteria to be associate members.

Hits to the ESCC Website



First Time Visits



Monthly hits to the website rose from a low of 23,527 in April to a high of 64,037 in May. Hits have remained above 40,000 per month for the remainder of the year.

Monthly totals of first time visitors to the website have increased consistently and dramatically from 224 in May to 1564 in December.