



EDMONTON
SENIORS
COORDINATING
COUNCIL

2021 Annual Report

2021 provided another level of challenges for Edmonton's seniors sector, and the value of collaborative approaches in meeting these challenges cannot be overstated.

There is a growing appetite to collectively re-shape how Edmontonians are supported to age well in community. As a leader of coordination and collaboration, the Edmonton Seniors Coordinating Council (ESCC) is advancing this movement.

We made significant strides on this front in 2021, gathering thought leaders and sparking conversations to enact the type of change the sector is calling for. Through a considerable focus on establishing an intentional, community-centred network and elevating our backbone support of initiatives such as Age Friendly Edmonton and the Seniors Home Supports Program, ESCC is fostering an environment where community-based seniors serving organizations are driving the change.

Facilitating Collaborative Action

In 2021, ESCC

Supported stakeholders in fostering collective action, coordinated services, and shared leadership by:

Conceptualizing and facilitating the process needed to formalize a **Network of Stakeholders (the Network)** to strengthen the existing informally-networked sector. As part of this work, ESCC:

- **Set up an initial ‘Catalyst Group’ of sector leaders** to recruit members of the Network’s Interim Collective Leadership Group (ICLG), which was tasked with providing strategic direction in formalizing the expanding Network
- **Supported the Catalyst Group** through recruiting, screening, and selection of ICLG members
- **Developed onboarding and orientation process** for those chosen to be part of the ICLG
- **Supported the ICLG in developing** principles and values, and foundational thinking for effective strategic decision-making and engagement planning

Providing leadership in the sector by **modelling an evaluative and learning culture** that helps foster environments for collective action

Facilitating Interagency Groups (outreach and programming groups located at seniors centres) and encouraging ongoing discussion of issues, trends and opportunities for joint action and training

Reinforcing synergies and commitments within Age Friendly Edmonton working groups (known as Action Hubs)






Sharing Meaningful Information

In 2021, ESCC

Enhanced awareness and knowledge of the sector by:



Reimagining existing ESCC platforms, such as website, e-newsletter, and social media to provide more easily accessible and consistent opportunities to share the stories and successes of community-based seniors serving organizations

Developing **Stakeholder Spotlight** to regularly profile work and collaborations within the sector

Broadening reach through **media coverage** on multiple occasions, including that related to Seniors' Week, Mayoral Forum, and monthly inclusions in Alberta Prime Times newspaper



Provided information and resources by:

Continually **sharing relevant updates** that impact community-based seniors serving organizations, such as pandemic implications, policy decisions, societal trends, etc.

Developing monthly **e-newsletter section dedicated to connecting stakeholders** with relevant resources and learning opportunities



Collaborating on data collection with other sector leaders (such as Healthy Aging Alberta, and M.A.P.S. Alberta Capital Region); and supporting community-based seniors serving organizations in understanding and applying the relevant data

Leading Age Friendly Edmonton in **organizing several educational and engagement opportunities** for older adults, including five Lunch 'n' Learn sessions

Amplifying Voices

In 2021, ESCC

Advanced the needs of older adults and the organizations that serve them by:

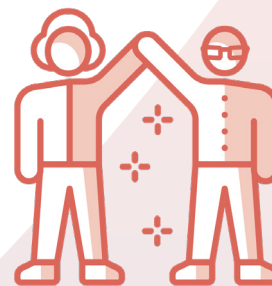
Acting as the backbone organization for collaborative initiatives that directly connect with and benefit seniors, such as Seniors Home Supports Program and Age Friendly Edmonton

Providing **planning support** in the **development of a social prescribing proposal** linking the health sector to the community-based seniors serving sector



Exploring opportunities to provide further support to older adults needing to access services through the Seniors Home Supports Program, such as through a subsidy for snow removal

Initiating an **opportunity for increased knowledge** related to low-resource seniors through the collection of comprehensive data



Organizing and supporting work related to the **Coordinated Pandemic Response**, ensuring older adults received appropriate resources and support during the pandemic

Advocating on issues and **elevating the work of Edmonton community-based seniors serving organizations at the provincial level** by participating in groups such as the Community Leadership Council of Healthy Aging Alberta, Alberta Seniors and Housing Minister's Advisory Committee, and Alberta Age Friendly Community of Practice

Enhancing broad understanding of systemic barriers facing older adults by sharing helpful resources with the community-based seniors serving sector



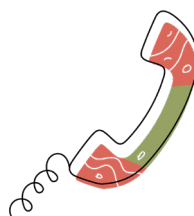
Summarized Statement of Operations

	2021	2020
Assets		
Current		
Cash	\$ 912,605	\$ 463,526
Accounts receivable	16,500	95,704
Prepaid expenses	2,240	3,855
	931,345	563,085
Equipment	13,771	3,845
	\$ 945,116	\$ 566,930
Liabilities		
Current		
Accounts payable	\$ 63,996	\$ 42,268
Deferred contributions	684,120	417,916
	748,116	460,184
Long-term debt	60,000	-
	\$ 808,116	\$ -
Net Assets	137,000	106,746
	\$ 945,116	\$ 566,930

The audited financial statements are available on request by contacting the Executive Director.

	2021	2020
Revenue		
Grants - core	\$ 279,603	\$ 279,603
Grants - projects	553,111	870,993
United Way	80,180	80,642
Government emergency funding	183,641	82,965
Donations, memberships and fundraising	5,877	5,956
	1,102,412	1,320,159
Expenses		
Advertising and promotion	845	470
Amortization	4,661	2,961
Bad debts	3,275	-
Communications	9,829	9,873
Occupancy	21,073	28,082
Other expenses	39,124	31,435
Project expenses	625,668	913,709
Purchased services	79,259	27,579
Salaries and benefits	288,424	238,318
	1,072,158	1,252,427
Excess (deficiency) of revenue over expenses	\$ 30,254	\$ 67,732

Contact



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