



# Annual Report 2014-2015



Connecting Seniors  
to the Community

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*Cover photo: Donene and Judy enjoy the Guess Who's Coming to Dinner at the Saanich Centre. Photograph by Carol S.*

### SILVER THREADS SERVICE

#### Mission

Silver Threads Service is a charitable, not-for-profit society that enhances social connections and well-being for seniors. We do this by providing programs and services that are accessible to all.

#### Vision

Seniors in Greater Victoria are engaged and supported, enhancing their quality of life.

## President's Report

The Board of Silver Threads Service is committed to a vision of helping seniors by offering services that are meaningful, improve overall health and reduce social isolation.

We understand the importance of developing strong partnerships and a model of financial sustainability to achieve our goals. 2014-2015 was a year of change as a new Executive Director was hired, the Victoria Centre was relocated and several

new programs were introduced. Silver Threads Service has had a long relationship with local Municipal Governments. Their support through community and facility grants enables the day to day work of our organization. This year the City of Victoria made the welcome decision to approve funding to allow us to move to a better suited facility that will position us for future growth. The District of Saanich has been our partner for 47 years and in 2014-2015 undertook several initiatives to refresh the Les Passmore Centre. Thank you



to Councillor Vicki Sanders for serving as our Board liaison for the past nine years. Her contribution has been valued. The Board is grateful to the City of Victoria, the District of Saanich and our other key funders for their commitment to serving the needs of seniors in our community.

It has been a pleasure to lead and serve with the Board of Directors, and I thank them for their commitment and contributions during 2014-2015. We have accomplished much and have a strong foundation to build on for 2015-2016.

*– Andy Robinson*

**Over the past year the Board of Directors have collectively contributed over 2,000 hours of volunteer time, and talent to Silver Threads Service.**

## Executive Director's Report

This has been a rewarding time at Silver Threads Service and I have enjoyed my first year as Executive Director. It has

been full of challenges and positive results. The highlights have been:

- Moving the Victoria Centre to a new location and working with staff to develop new events and programs. Membership has increased two-fold and special events that include our Christmas

and Valentine's Day Concerts have been well attended and received by the community.

- The first year of a three year plan to improve the financial health of the organization is well underway, improving the operating deficit from the previous year by over \$70,000.



- This year we created a consistent brand for our marketing materials including redoing the website with a fresh new look and launching an Association wide Newsletter in September. Our media coverage increased and resulted in growth in participation and community profile.

- In addition to managing two centres, new partnerships have been developed to increase the reach of our Outreach programs that include two locations in Oak Bay and Victoria, as well as three Saanich locations.

Thank you to our stakeholders, the Board of Directors and the staff of Silver Threads Service for the commitment and support this past year. Together we can be proud of all we have achieved to support seniors in Greater Victoria. We look forward to continued service and future growth.

– Tracy Ryan

154 individuals attended Memory PLUS classes this past year, a total of 212 hour classes ran for an annual total of 424 hours of seniors working to improve brain health!

## 2014-2015 Board of Directors

Andy Robinson – President

Barbara Harwood – Vice President

Norm Tatlow – Secretary

Irene Davie – Director

Jason French – Director

Norma Jean Hickin – Director

Marilyn Holman – Director

Don Monsour – Director

Dr. Marjorie Moulton – Director

Sara Pash – Director

Vicki Sanders – Saanich Council  
Liaison

## Staff

Tracy Ryan – Executive Director

Jean Birtwistle – Executive  
Assistant/Receptionist,  
Saanich

Anne Nelson – Centre Director,  
Saanich

Debbie Erb – Centre Director,  
Victoria

Julie McGaghey – Assistant Director,  
Saanich

Lisa Coulson – Program  
Coordinator

Brian Penner – Centre Chef, Saanich

Dustin Lockhart – Centre Assistant,  
Victoria



*Victoria Staff: Debbie Erb, Centre Director; Dustin Lockhart, Centre Assistant*



*Saanich Staff left to right: Julie McGaghey, Assistant Director; Brian Penner, Chef; Jean Birtwistle, Executive Assistant/Receptionist; Anne Nelson, Centre Director; Lisa Coulson, Program Coordinator*

## Highlights of 2014 - 2015



*The Victoria Centre of Silver Threads Service is now located at 2340 Richmond and cohabitates with CNIB.*

### **Silver Threads Service Victoria Centre Relocation**

The highlight for Silver Threads Service in 2014-2015 was our relocation. We are grateful to



*On February 14th, 2015 City of Victoria Councillors Margaret Lucas and Chris Coleman officially open the Victoria Centre and cut the ribbon at the "Be a Sweetheart to a Senior" event, at the Victoria Centre.*

the Victoria City Council for approving the funding that allowed us to move from the Douglas Street location to 2340 Richmond Road. By September, 2014 we were operational in the new site and cohabitating with CNIB. When we closed our doors on Douglas Street we had 61 members, by December, membership had doubled.

We strive to find the right mix of programs, services and events to meet the needs of the neighbourhood and senior community.



*Silver Threads Service Chinese Seniors at the corner of Richmond and Bay Streets.*

### **October 1st, 2014 National Seniors Day**

We were proud to pay tribute to the seniors who have helped build our country and continue to make valuable contributions to Canadian communities, workplaces and society. National Seniors Day is an occasion for all Canadians to appreciate and celebrate seniors. At Silver Threads Service we try and do this every day! So on October 1st we took the fun to the streets of Victoria for a "Silver Tsunami." We created a spectacle of silver clad staff, seniors and board members dressed in flashy silver accessories and carrying signs to bring awareness of National Seniors Day.



### **Christmas Concert**

Silver Threads Service hosted our first special event in the new centre in December. We kicked off the holiday season with a Christmas Concert attended by one hundred and four members of the community. They were entertained by the fabulous Louise Rose and musical group Wine & Roses Ladies Salon Orchestra, and refreshments were served. The new auditorium worked very well for this event and we were pleased with the response.



*Silver Threads Crafters in front of their tree at the Fairmont Empress.*

## **Festival of Trees**

Silver Threads has a strong and dedicated group of crafters who started thinking about Christmas in July!

They spent countless hours working on beautiful handcrafted decorations and we were able to display them in this year's Festival of Trees at the Fairmont Empress thanks to sponsorship from NAI Commercial Victoria Real Estate. We raised over \$1400 for the BC Children's Hospital Foundation.

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## **Guess Who's Coming to Dinner**

Every Wednesday night of the Guess Who's Coming to Dinner the Saanich Centre comes alive with good food, great entertainment and social connections. The twice monthly dinners have grown in popularity this year; attendance has increased 20% from the previous year. During 2014-2015 staff and volunteers hosted 19 events and served 1,865 dinners! The reason for the increase might be meals like roast beef or salmon Florentine prepared by Chef Brian, the volunteer drivers who provide door-to-door service to



180 guests, or the special touches volunteers make to the setting of the tables and serving the guests. It could be the music, which included the Hampton Singers and the Saanich Songmen. Or it might be the chance to get out of the house and catch up with friends. Whatever it is – we are proud to provide dinner events to the community.



## **New Year's Eve Party**

For the first time we remained open during the holidays and staff worked out of the Saanich Centre over the holidays. We planned some special programs for members to drop in and enjoy and started a most successful New Year's Eve event with live music provided by the Nutones. This will be an annual event.

- There were 10,434 visits for exercise and physical programs, including Zumba Gold, table tennis and line dance, to name a few.
- There were 1,986 visits for arts programs.
- There were 1,835 visits for games such as Scrabble, chess and mahjong.





## Saanich Programs

Pickleball is a new offering at the Saanich Centre, a cross between table tennis and badminton – it provides a good workout as well as support and instruction for beginners.

The table tennis Senior Pros challenged the Saanich Police for a friendly table tennis tournament. A fun time was had by all, with our seniors ruling!



## Member Profile – Vi

When you meet Vi you will be struck by the twinkle in her eye and bright smile, an expression of her positive attitude. Vi's experience is one that many face. Married for 65 years to her husband and business partner, they did everything together. After he was diagnosed with dementia, it was a given that she became his caregiver. As anyone who has been through this knows, it can be a full time job and one that is socially isolating. After his passing the isolation was compounded by grief.

"I didn't know where to start" says Vi, but she knew she needed to find her way forward.

Eventually Vi made her way to Silver Threads, she wandered through the Saanich Centre, worked on a jigsaw puzzle and returned a few days later to continue the puzzle and have coffee. She met Frank, whose warmth and humour matched hers and they became close friends and she joined the exercise class. This was in 2010.



Now five years later Vi spends time laughing over lunch with her friend Gayle, who she met at Silver Threads. Still enjoying the exercise classes, the two of them attend the dinners, movies and other programs together. She says that "everyone is so friendly and nice" and "seems to know me here."

From once feeling isolated and lonely at home Vi has built strong social connections and lasting friendships. Silver Threads has become her home away from home and we are glad to have her here.

## Volunteer Profile – Beulah



Beulah is a dedicated and active volunteer who first became involved with Silver Threads Service after her husband John joined a men's group ten years ago. He was experiencing memory loss and became interested in Memory PLUS, Beulah started to attend as a participant and to provide support to him. For the past seven years she has volunteered assisting Memory PLUS facilitator Lisa and the participants. It was a good

outlet as John's dementia progressed. When John passed in 2013 her existing connections at Silver Threads helped her fill a need and she says she wasn't left wondering what to do next.

Beulah has been a lifelong volunteer generously giving her time to a number of organizations. She is a very capable volunteer, stepping into small roles until those who work with her discover her talents and ask her to take on more responsibilities. As a result she has served as Division Commissioner with the Girl Guides of Canada and President of the Esquimalt Kiwanis. In addition to her volunteer work she participates in Zumba Gold and Stretch and Strength.

"I like to be a part of it," states Beulah of Silver Threads, and we are grateful that she does. Thank you for being an asset to our organization and the community.

Silver Threads Service has had 96 different individuals volunteer with us this year. The total number of volunteer hours contributed to this organization is 8,716 hours. That is equal to 4.5 fulltime positions!

## Memory PLUS and Outreach Programs

In addition to operating two Seniors Centres, Silver Threads Service provides services to seniors in the community through Outreach Programs in five additional locations in Greater Victoria.

During 2014-2015 the Memory PLUS (Practice, Laughter, Useful Strategies) Program expanded to five classes a week and has served 154 registered clients under the leadership of Program Coordinator, Lisa Coulson. The Memory PLUS program is geared to those who are interested in learning tools and strategies to help with memory loss. For couple Jim and Linda, the program has been invaluable. Linda was diagnosed with Alzheimer's Disease 13 years ago and



*Jim and Linda*

together they have attended the program for the past four years. As a caregiver, Jim appreciates the support stating "people are more accepting because they understand what it is like to go through similar challenges." Linda says she "enjoys the games." Lisa and the group benefit from their involvement and Jim's corny jokes bring many laughs.

*Lisa and the Saanich Centre Memory PLUS group.*



During July 2014, the Summer Camp for Your Brain was a big success. Other Outreach Programs include The Journey, Speaker Series and On the Go Again. We offered programs at Cook Street Village Activity Centre, Fraser Tolmie Apartments, St Luke's Church, Oak Bay Monterey Centre and The Orchard in Cadboro Bay.

## Website and Newsletter

In September 2014, Silver Threads Service launched a new and improved website designed by Denise Lawson of Windshift Web Design. The site is clean, fresh and easy to navigate. A complete listing of our programs, services and events is available and updated regularly. One of the features we think is great is the text to speech function – highlight text, click and hear what it says. Visit [www.silverthreads.ca](http://www.silverthreads.ca) and check it out!

Our association Newsletter is produced monthly and there is no shortage of information to share! It speaks to upcoming



events, features our volunteers and shares pertinent information on both Silver Threads and our partners' happenings. Our first edition in September shared news on the relocation of the Victoria Centre. Each month we are printing over 300 copies, posting it on our website and emailing to our contacts.



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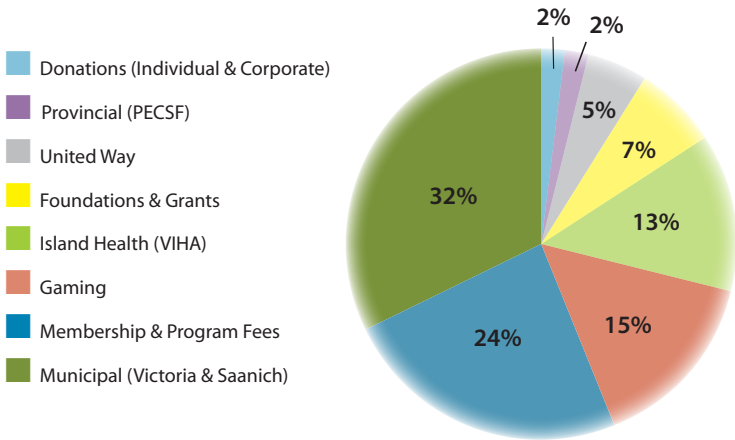
*stay active • stay healthy • stay connected*



## 2014-2015 Financial Results

### Revenues

Fiscal 2014-2015 operating revenue, totalling \$612,134, consists of \$465,842 (76%) from grants and donations plus \$146,292 from program fees. Here is a breakdown of the revenue streams:



### Spending

Total spending in 2014 -2015 was \$628,405 resulting in an operating deficit of \$16,270 which is an improvement over the 2013-2014 operating deficit of (\$79, 537). The 2014-2015 spending can be broken down as follows:

Staff wages, instructors, contracts and benefits	\$ 363,000
Victoria Centre lease	\$ 97,000
All other expenses	\$ 168,405
<b>Total</b>	<b>\$ 628,405</b>

## Community Funders and Foundations



- Agropur Division Natrel
- Arbor Memorial Foundation
- Chartwell Ross Place Retirement Residence
- City of Victoria
- Gaming Policy & Enforcement Branch – Community Gaming Grant
- Government of Canada
- Imperial Oil Foundation
- Island Health (formerly VIHA)
- Kiwanis Club of Oak Bay
- Provincial Employees Community Service Fund
- RBC Royal Bank of Canada
- Saanich Fire Fighters Charity Fund
- The Corporation of the District of Saanich
- The R.K. Grant Family Foundation
- The Victoria Foundation: Anonymous Donor
- The Victoria Foundation: The Nellis Roy Moyer & Elizabeth Moyer Memorial Trust
- Tony and Mignon Fenton Trust
- United Way of Greater Victoria
- Victoria Imperial Lions Club

The commercial kitchen at the Saanich Centre served over 1,865 dinners, 5,800 lunches and over 10,000 snacks in 2014-2015.



## Partnerships

During 2014-2015 Silver Threads Service worked in partnership with the following businesses and organizations to delivery programs, services and other initiatives to seniors in our community.

Beacon Community Services

Broadmead Care Society

Burnside Lawn Bowling Club

Camosun College Health Assistant Program

Chinese Seniors Association

CNIB

Cook Street Village Activity Centre

Fraser Tolmie Apartments

Heart and Stroke Foundation

Home Instead

Island Deaf and Hard of Hearing

Monterey Centre

NAI Commercial Real Estate

Rexall Drugs

Saanich Volunteer Services

Saint George's Anglican Church

Saint Lukes' Anglican Church

Seniors Outpatient Clinic

University of Victoria

Victoria Epilepsy and Parkinson's Centre

Volunteer Victoria

We Rage We Weep

Alzheimer Foundation

We support community!  
During 2014-2015 we provided 892 hours of facility space to other non-profits for programs and services at no charge.



*The Arts & Alzheimer's Program is coordinated by the We Rage We Weep Alzheimer Foundation and runs twice weekly at Silver Threads Centres.*

## Our Donors

Allan Harwood  
Ted & Josie Newman  
Andrew Robinson  
Anne Langille  
Anonymous  
Barbara Harwood  
Betty Gurney  
Brian Blair  
Carol Oja  
Cathy Riley  
Christina Cox  
Colleen Buckley  
Donna Dupas  
Hampton Singers Group  
Irene Davie  
John Peterson  
Ken Brown  
Lily Chu  
Marianne Eng  
Marilyn Holman

Mary Hoyt  
Norma McClelland  
Norman Tatlow  
Pat Robson  
Robert Edington  
Ruth Botten  
Ruth Lambie  
Sheila Dogue  
Sister Frieda Raab  
Sylvia McKinlay  
Ted and Josie Newman  
Violet Jeffs

There were 1,075  
reassurance check in calls  
placed this year to seniors  
who are striving to stay  
independent and remain  
in their own homes.



*Alice and the Memory PLUS group try out lawn bowling at the Burnside Lawn Bowling Club.*

## Our Volunteers: Saanich Centre, Victoria Centre, Outreach and Board of Directors

Andy Robinson	Ellen Tremblay	Mavis Beechey	Robin Swets
Adrianna Meuser	Enes Moscrip	Melanie Robb	Rolly Beauregard
Anna Manser	Gabriele Beer	Melisa Yestram	Rosa Benjamin
Anne Slater	Gloria LaChance	Mike Boutilier	Sandi Lortie
Barbara Harwood	Gordon Wicks	Mike Seal	Sandra Tollie
Bernice Poliquin	Gwen Joyce	Mollie Medcalf	Sandy Cook
Beulah Addicott	Helen Chapel	Monika Day	Sara Pash
Blair Hitchen	Ian Bashford	Muriel Caton	Sheryl Boyd
Brian Rathgaber	Irene Davie	Narender Nagpal	Sue McCauley
Bruce Forsyth	Janet Gamache	Nelson Dewey	Sylvia McKinley
Carol Sheilds	Jason French	Norm Tatlow	Sylvie Bennett
Carol Sherwood	Jerry Tomljenovec	Norma Kincaid	Ted Newman
Caryl Oja	Judy Halperin	Pam Dawson	Ted Semmons
Christine Seaville	Karen Chandler	Pat Davey	Ty Gordon
Dan Facey	Kathy Ajas	Pat Fenske	Vern Storey
Daphne Taylor	Ken Krieger	Peter Zingeler	Vicki Sanders
Dave Platt	Leslie Patrick	Phyllis Fliczuk	Victoria Wray
David Coates	Linda Edmond	Phyllis Roberts	Wendy Campbell
Dianne Brown	Lisa Ishizaki	Rene LaChance	Wendy Jones
Dipak Roy	Lorna Nelson	Richard Fowler	
Don Monsour	Lynn Leddy	Rick Adie	
Donene Eve	Marcus Piché		
Donna Muir	Margaret Blair		
Donna St. Germain	Marilyn Donegan		
Doug Greenberg	Marilyn Holman		
Eddie Zabela	Marjorie Moulton		
Eileen Woodhead	Mary Slugoski		
Elena Lockhart	Mary Snow		

Health practitioners were accessed 285 times at our centres for podiatry, blood pressure and related preventative services.



Saanich Centre  
286 Hampton Road  
Victoria BC V8Z 1H1  
Phone: 250 382-3151

Victoria Centre  
2340 Richmond Road  
Victoria BC V8R 4R9  
Phone: 250 388-4268

[www.silverthreads.ca](http://www.silverthreads.ca)

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