

# Annual Report 2016-2017



Connecting Seniors  
to the Community



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*Cover: Volunteers Vern and Peter connect at Volunteer Appreciation. Vern provides support to seniors in the daily Reassurance Program. Peter provides drives to the Guess Who's Coming to Dinner events.*

*Photo by Carol Sherwood*

### 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

I have enjoyed my first year as President and am proud of the achievements made together with the Board of Directors and the Staff Team of Silver Threads Service during 2016-17.



The volunteer Board of Directors supports the organization by providing time, skills and expertise in guiding the policies and governance for the organization. We remain committed to the Strategic Planning process and underwent a full day session in November 2016 to re-established our direction for years to come.

This year Board Members and the Executive Director began working with a project called 21st Century Non-Profit to develop plans for the organization to diversify funding and improve future sustainability. We are laying the groundwork now and are looking forward to new opportunities.

I was pleased to represent Silver Threads Service as a member of the Project Team for Saanich Parks and Recreation Older Adult Strategy Team and I appreciate the commitment the District has made to seniors in our community.

We thank our Municipal Partners – the City of Victoria and the District of Saanich for their continued support.

On a personal note, I enjoy connecting with our members at Guess Who's Coming to Dinner and at our events. It is a pleasure to meet the vibrant and engaged people we serve.

*– Barbara Harwood*

**In 2016-17 Outreach Services provided over 5,400 connections for seniors in Greater Victoria through visits, calls, programs and information sharing.**

## Executive Director's Report

Silver Threads Service celebrates 60 years of service this year having first opened our doors in 1956. While our commitment to seniors remains the same – much has changed.



the benefits of belonging to both of our activity centres.

Many of those we serve connect to us through our outreach programs that include a variety of programs

This past year has shown significant growth and many positive initiatives including changes to our annual membership. In 2016-17 we moved to an annual membership renewal date of April 1st and did a drive which resulted in the highest membership and revenue in the past 10 years. We finished the year with a record 598 members across the organization. Database software has been introduced to manage member information. Members enjoy

in five different locations. Our popular Memory PLUS Program was revamped and a sixth weekly program was added in the Fall. The Senior Outreach initiative expanded to include Saanich, and connected with 300 seniors, many facing issues with isolation.

I am proud of our staff team, whose professionalism and hard work have resulted in solid progress for the organization and I thank the Board of Directors for their support and dedication as well. Together we have accomplished so much.

– Tracy Ryan

Our Commercial Kitchen at the Saanich Centre provided 675 take-away meals, served 1,857 dinners and lunches and snacks for over 16,000 people.

## Board and Staff Team



*From left to right: Doug Crowder, Sara Pash, Erik Mitbrodt, Margaret Jacobson, Barbara Harwood, Marjorie Moulton, Norm Tatlow, Kathy Ajas, Andy Robinson. (Missing: Nelles Shackleton, Jatinder Chahal)*

## 2016-2017 Board of Directors

Barbara Harwood	President	Nelles Shackleton	Director
Sara Pash	Vice President	Margaret Jacobson	Director
Doug Crowder	Treasurer	Erik Mitbrodt	Director
Norm Tatlow	Secretary	Jatinder Chahal	Director
Andy Robinson	Past President	Pam Madoff	City of Victoria Council Liaison
Kathy Ajas	Director	Victoria Power	Island Health Liaison
Dr. Marjorie Moulton	Director		



*From left to right: Toby Schnoor, Tracy Ryan, Dustin Lockhart, Ro Fife, Anne Nelson, Debi Stoness, Brian Penner, Maureen Brouwer, Brian Peterson, Debbie Erb. (Missing: Christine Hagen, Jo-Anne Silverman)*

## Silver Threads Services Staff Team

Tracy Ryan	Executive Director	Dustin Lockhart	Victoria Centre Assistant
Anne Nelson	Saanich Centre Director	Christine Hagen	Receptionist
Debbie Erb	Victoria Centre Director	Jo-Anne Silverman	Outreach
Ro Fife	Saanich Centre Assistant	Brian Penner	Saanich Centre Chef
Toby Schnoor	Program Coordinator	Brian Peterson	Saanich Centre Cook
Maureen Brouwer	Programmer	Debi Stoness	Bookkeeper

## Celebrating 60 Years of Service

On October 15th, 1956 Silver Threads Service first opened our doors. Glen Hamilton was appointed as the first part-time Director of Silver Threads Service, and he had a tiny office in Spencer House on Cook Street.

Articles in the Colonist, as the local newspaper was then called, encouraged concerned citizens to volunteer, they highlighted that Silver Threads was a resource to address issues related to seniors in the community. By 1964 there were 1,400 members and the price for an annual membership was \$1.00.

September 3rd, 1965 was the Grand Opening of Silver Threads new Victoria Centre in Centennial Square, and in 1967 Silver Threads opened branches in Esquimalt, Sidney, and Saanich. The Municipality of Saanich opened the Les Passmore Center and partnered with Silver Threads Service to operate the purpose built building on Hampton Road in 1968.

Over the course of 60 years we have operated a variety of activity centres, Meals on Wheels and Outreach Programs in different parts of Greater Victoria, continually evolving to meet the needs of seniors. Over the past six decades some things have certainly changed but some have not – what hasn't changed is the need for seniors to feel connected, supported, and to stay active and healthy. That has always been what Silver Threads Service is all about. Thank you to everyone who has contributed to this great organization. Here's to the next 60!

*Silver Threads Members perform at the Saanich Centre 1969*



## Program & Membership

Changes to membership were introduced in 2016-17 and by establishing all membership renewals to align with the start of our fiscal year, revenue grew to the highest it has been in a decade, an increase of 80% from the previous year. With a total of 598 members, the two centres at Saanich and Victoria have been active and vibrant.

With the increase of membership, Centre Programs have grown to meet the demands of more members and a wider variety of needs. Some of the new offerings include the launch of our Ageless Love Series, Nordic Pole Walking and Seated Exercises. The ever popular Pickleball is now offered twice a week. All this and more has increased our program revenue by 20% from the previous year. The Leisure Involvement for Everyone (LIFE) program provides financial support to 10% of our members.

At Silver Threads Service, you don't have to be a member to benefit from our services.

We are an inclusive service provider, serving members, non-member participants and



*Enjoying the music at Valentine's Day*



*Moving to music*

staff include Toby Schnoor, Program Coordinator, and Maureen Brouwer, Programmer, both who joined the staff team



*Above: Pickleball at the Saanich Centre*



*At left: Discussing strategy at Shuffleboard*

this year.

We are pleased with the direction Silver Threads Service is taking and the results achieved in both increased revenue and participation. It is a privilege to serve our members, participants and seniors in the community.



## Seniors Outreach Program

During this past year, Silver Threads Service and James Bay New Horizons worked in partnership on a second phase of the Outreach Program designed to connect seniors to their neighbours, provide them with community resources and give them a forum for discussion about what is working well in their lives and what is not.

Jo-Anne Silverman continued in the role of Outreach Worker and she focused on neighbourhoods in Saanich and Victoria, and hosted Apartment Coffee Chats for seniors 55+ living in rental housing. Connections were made with over 300 seniors living in a total of 64 rental apartments in Saanich (23 buildings) and Victoria (41 buildings).

Overriding themes remained consistent in most visits and participants were open and forthcoming about the issues they are most concerned about, that include:

- Cost of living and high rents
- High cost of food, prescription drugs
- High cost of transportation
- Lack of family physicians
- Loneliness
- Pervasive illness

According to the National Seniors' Council 2014 Report on isolation and seniors:

*...socially isolated seniors are more at risk of negative health behaviours, have a higher likelihood of falls; and, have a four-to-five times greater risk of hospitalization. Research also indicates that social isolation is a predictor of mortality from coronary heart disease/stroke.*

We plan to continue this important work in the future, and thank Jo-Anne for her dedication and hard work.

Funding for this program was provided by the City of Victoria Strategic Planning Grant and by the Provincial Government.

## Special Events

Silver Threads Service hosted 35 special events in 2016-17 that included 21 dinners, National Seniors Day, Chinese New Year and other occasions.

Oktoberfest at the October Guess Who Coming to Dinner was a highlight of the twice monthly Saanich dinners. It might have been the beer (compliments of Vancouver Island Brewery) or the bratwurst that got the guests moving in a conga line around the room to the music of the Victoria Accordion Club!



*Member of the Victoria Accordion Club share a "bier and brot" toast to Oktoberfest. Prost!*

At the Victoria Centre in October we hosted a delegation from Suzhou, China interested in learning about our Chinese Seniors and the work we do. Suzhou has a twin City partnership with Victoria and we were pleased to make the connections.

Christmas 2016 was an especially busy month, with Craft Fairs, Concerts, many program parties and dinner with all the trimmings. Chef Brian and assistant Brian cooked 14 turkeys, 45 gifts were given to isolated seniors, a Christmas Fundraising Campaign was initiated and we ended the month and the year with a New Year's Eve–Eve Noontime event.



*Delegates from Suzhou watch the technique of our Chinese brush painting class.*

## Volunteers

Volunteers are an integral part of Silver Threads Service. From the Board who provide oversight and direction, to our Program and Event Volunteers – we proudly have 85 different individuals who collectively provided 6,564 hours of support to our organization and the seniors we serve.

In April 2016 our Volunteer Appreciation Luncheon had a British theme – “Keep Calm and Volunteer On”. We were pleased to recognize their contribution. In 2016-17 volunteers provided:

- Drives to dinners for 210 seniors
- 1,457 Reassurance calls to seniors living alone

- Health and Education visits for 1,355
- Board Members spent 2,200 hours supporting Governance, Finance and other areas of Board work.

We welcomed Caitlin, our first Camosun College Practicum student who completed her placement and graduated to other opportunities. She continues to volunteer this year with the Walking Group she helped start.

Thank you to all our Volunteers! We appreciate the gift of time and treasure!

*Below: Caitlin and the Walking Group out near the Saanich Centre*



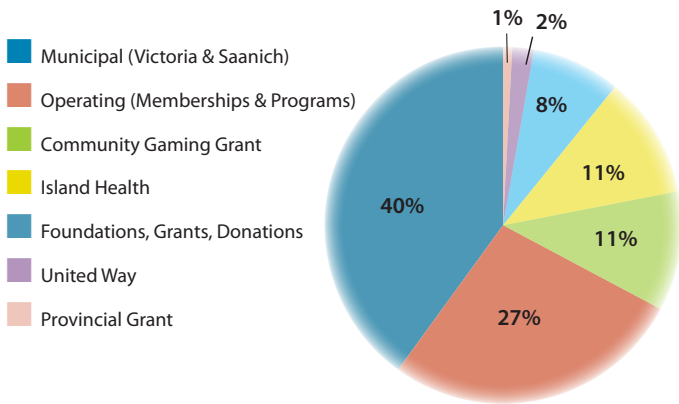
*Right: Volunteers enjoy the music at the April Luncheon*



## 2016-2017 Financial Results

### Revenues

Fiscal 2016-17 operating revenue, totaling \$748,427, consists of \$550,625 (73%) from grants and donations plus \$197,802 from Operating fees. Here is a breakdown of the revenue streams:



### Spending

Total spending in 2016-17 was \$756,935 resulting in an operating deficit of (\$8,507)

The 2016-17 spending can be broken down as follows:

Staff wages and benefits	\$ 413,220
Victoria Centre lease & property taxes	\$ 178,938
All other expenses	\$ 164,777
<b>Total</b>	<b>\$ 756,935</b>

## Thank you to our 2016-2017 Funders



Chartwell Ross Place Retirement Residence  
City of Victoria  
District of Saanich  
Gaming Policy & Enforcement Branch – Community Gaming Grant  
Hillside Centre – Night of Lights  
Island Health (VIHA)  
Philips Lifeline  
Provincial Employees Community Service Fund  
Provincial Government of British Columbia  
RBC Royal Bank of Canada

Revera Retirement Living  
Royal Canadian Legion #127  
Susan & Wayne Mew Foundation  
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  
Union of BC Municipalities  
United Way of Greater Victoria  
We Care Home Health Services



*RBC Burnside Tillicum Branch Staff 3rd Annual Day of Service at the Saanich Centre.*

## Partnerships

Silver Threads Service works collaboratively with non-profits and other organizations to provide services to seniors because together we are better able to address needs in our communities and share our resources. During 2016-17 Silver Threads Service worked in partnership with the following businesses and organizations to deliver programs, services and other initiatives to seniors in our community.

Beacon Community Services  
Broadmead Care Society  
Burnside Lawn Bowling Club  
Canada Revenue Agency  
Chinese Seniors Association  
CNIB  
City of Victoria Community Centre Network  
Cook Street Village Activity Centre  
Food Share Network/Food Recovery Program  
Insight Driving Solutions – DriveABLE  
Heart Pharmacy  
Home Instead  
Island Deaf and Hard of Hearing  
James Bay New Horizons  
MS Society

North Jubilee Neighbourhood Association  
Oak Bay United Church  
Rent Smart  
Rexall Drugs  
Saanich Volunteer Services Society  
Seniors Outpatient Clinic  
Saint George's Anglican Church  
Saint Luke's Anglican Church  
Scale Collaborative  
South Island Counselling and Training Centre  
Victoria Epilepsy and Parkinson's Centre  
Victoria Computer Club  
Victoria Hospice  
Volunteer Victoria  
We Rage We Weep Alzheimer Foundation



In January 2017 Silver Threads welcomed members and staff of the MS Society to the Victoria Centre and we are providing meeting space for their programs three days a week.

## Donors

Thank you to the following individuals for their 2016-17 donation to Silver Threads Service. We appreciate your support.

Andrew Robinson	Jane Eng	Mary Hoyt
Andy Cupido	Jeto Sangara	Norman Tatlow
Anne Eng	Jo-Anne Silverman	Pat Robson
Barbara Harwood	John Ormerod	Peggy Smith
Betty Harkins	John Peterson (Deceased)	Peter Boldt
Betty Szulc	Judith Halperin	Qin Reng Nong (JoJo)
Brenda Jarvis	Kathryn Bush	Robert Edington
Brian Blair	Kenneth Edwards (Estate)	Ruth Lamble
Carol Sheilds	Kerri Gibson	Sara Pash
Cathy Riley	Lily Chu	Sheila Nelson
Deborah Stoness	Liz Penner	Ted Newman
Donene Eve	Margaret Cox	Tracy Ryan
Donna Dupas	Margaret Jacobson	Violet Jeffs
Doug Crowder	Marianne Eng	Wendy Richardson
Edna Byron		
Eileen Wiedeman		
Ethel O'Neil		
Frieda Raab		
Gae VanSiri		
Hazel Bowman		
Irene Davie		

This year there were 60% more individuals that made a financial contribution to the organization and the total funds raised increased by 30%.

*Silver Threads Service operates:*

Saanich Centre – Les Passmore Centre  
Victoria Centre

*Senior Outreach Programs provided at:*

Cook Street Village Activity Centre  
Fraser Tolmie Apartments  
Oak Bay United Church  
St Luke's Anglican Church  
St. George's Anglican Church



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)

*stay active • stay healthy • stay connected*