

Annual Report 2017-2018



Connecting Seniors
to the Community



President's Report

As a not-for-profit society, Silver Threads Service is guided by a volunteer board that establishes policy, and is responsible for the governance, strategic planning and financial health of the organization.

Our board consists of professionals from varied walks of life, and each contributes a unique set of skills. This past year, the board rewrote the society's bylaws in order to conform to the new Societies Act. We also spent considerable time analyzing and re-structuring the organization and the five-year strategic plan.

We are grateful to the board's three community liaisons: Pam Madoff,



Victoria City Councillor; Leif Wergeland, Saanich City Councillor; and Victoria Power from Island Health. They provide much needed information about plans and changes in our communities, and we share with them news about our programs and

current needs. We also heed the research that comes from the B.C. Senior's Advocate Office, and plan our services accordingly. We strive to provide more and better services to the seniors of greater Victoria.

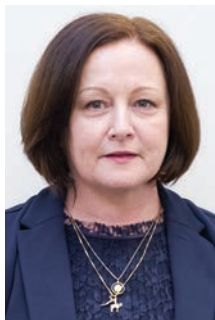
Since 1956, our staff and volunteers have been going above and beyond to meet the challenges that every non-profit faces. Their hard work was recognized this year by the Victoria Chamber of Commerce who nominated Silver Threads for Best Non-Profit in the CRD. It is a testament to the dedication of all our staff and volunteers. As President, I am proud to work with our Directors, and with our Executive Director, Tracy Ryan. It is a privilege to be a volunteer for Silver Threads!

– Sara Roberts Pash

In 2017-18 over 90 different individuals volunteered and contributed 7,500 hours to Silver Threads Service – everything from sharing their talents and skills to the governance of the organization to building a sense of community and connectedness in our programs and services. We thank each of them for their support!

Executive Director's Report

Silver Threads Service has been serving Greater Victoria since 1956, and we are continuing to strive to meet the needs of seniors in our community. Our centres are vibrant and welcoming thanks to our staff who provide a high level of customer service and professional support.



This year we have continued to solidify our Outreach Programs, and to provide connections to seniors who may never step foot in our centres. With funding through United Way Greater Victoria, and the generous donation from a private donor, this year we have been able to grow the service with confidence in the future. The Outreach Program is in partnership with James Bay New Horizons and was piloted in 2015 with funding from the City of Victoria.

The work that Silver Threads Service does in partnership is a source of pride, from providing administrative support to the Food Share Network, being a recipient of the Food Recovery Program, or working with Capital Regional District Housing to

offer programs in seniors' residences. We have many new initiatives this past year that demonstrate how working in collaboration is indeed the best use of our charity's resources.

Our volunteers support the organization from the Board of Directors, who provide leadership and oversight, and Program and Event volunteers who help us offer quality activities in our centres and the community daily – for seniors to stay active, healthy and connected.

Together, we have achieved good results this year. I am grateful to all of you!

– Tracy Ryan

Memory PLUS (Practice, Laughter and Useful Strategies) is a popular Outreach Program for seniors who strive to improve brain function proactively. The six classes weekly have served 2,162 individual visits this year.

"I enjoy the challenges Toby provides, it gets me thinking and my class mates have become friends."

– Memory PLUS participant

Silver Threads Service 2017-2018 Board of Directors

The Volunteer Board of Directors provides direction and oversight to the organization by ensuring the goals of the Strategic Plan are implemented and attained. The Board protects the organization by following the Constitution and Bylaws and ensuring that the Society always acts within all applicable statutes and laws of British Columbia and Canada.

A special thank you to Barbara Harwood, who stepped down from the Board this year. Barbara joined the Board in 2011, and served as Director, Vice-President, and as President.

We also thank Kathy Ajas for her service. Kathy served as a Director since 2011 and was Chair of the Human Resource Committee.

We commend Barbara and Kathy for their dedication and support over the

past six years; both have contributed greatly to the organization.

Executive

Sara Roberts Pash, *President*
Dr. Marjorie Moulton, *Vice President*
Andy Robinson, *Past President*
Doug Crowder, *Treasurer*
Norm Tatlow, *Secretary*

Directors

Margaret Jacobson
Shawn Rankin
Sonterra Ross

Board Liaisons

Pam Madoff, *City of Victoria Council Liaison*
Victoria Power, *Island Health Liaison*
Leif Wergeland, *District of Saanich Council Liaison*



Top, left to right: Sara, Marjorie, Andy, Doug, Norm. Bottom, left to right: Margaret, Shawn, Sonterra.

Silver Threads Service Staff

Tracy Ryan	<i>Executive Director</i>
Anne Nelson	<i>Saanich Centre Director</i>
Jennifer Jakobsen	<i>Victoria Centre Manager</i>
Ro Fife	<i>Saanich Centre Assistant</i>
Toby Schnoor	<i>Program Coordinator</i>
Maureen Brouwer	<i>Programmer</i>
Christine Hagen	<i>Victoria Centre Assistant</i>
Amaiah Paradine	<i>Receptionist</i>
Jo-Anne Silverman	<i>Outreach</i>
Kristy Brugman	<i>Outreach</i>
Brian Penner	<i>Saanich Centre Chef</i>
Brian Peterson	<i>Cook</i>
Debi Stoness	<i>Bookkeeper</i>

During 2017 we were sad to say good bye to Victoria Centre Staff, Dustin Lockhart and Debbie Erb. Dustin served in the role of Centre Assistant for close to three years. Debbie Erb was with Silver Threads Service for over 20 years in a variety of positions, most recently as the Victoria Centre Director. We thank them both for their service!

We also said good-bye to Maureen Brouwer, who was instrumental in starting up the weekly program at Viewmont Gardens and facilitating the Memory Plus Program. We thank her for her caring and dedication.



Top, left to right: Tracy, Anne, Jennifer, Ro, Toby. Bottom, left to right: Christine, Amaiah, Debi, Brian.

Saanich Centre

There have been many highlights at the Saanich Centre as well as in the community this year. We thank the District of Saanich for their support and were pleased to participate in their development of the Older Adult Strategy process this year. We share their commitment to seniors in Saanich.

The Victoria Computer Club became part of the centre in April. We are able to connect seniors to technology lessons and support as a result. In September, Centre hours expanded to include Saturday morning openings. With over 45 weekly programs and services offered, we look to new ways to meet the growing needs of seniors. We had over 20,000 visits annually and the highest membership in over 10 years. We are proud of our progress!

Our special events featured celebrating Canada 150, hosting 20 Guess Who's Coming to Dinners, and 15 different Holiday events, including the popular New Years Party.



Our parties and members are the best!



In June we welcomed John Horgan to the Saanich Centre.



Pickleball continues to grow in popularity.

Senior Mentors are trained volunteers available to help seniors' complete forms and applications and sort through red tape, in the words of one client "pass on to my mentor that I have everything ALL tickety-boo. I now understand it all and have everything in order, thanks to her. This service you offer is absolutely amazing. THANKS, thanks, thanks."

– Mentoring Client

Victoria Centre

It has been three years since the move to our Richmond Road location, and we are enjoying it. Thanks to our funding partner, The City of Victoria, for the opportunity to develop programs both in the centre and in the community through our Outreach Programs. With the population and needs of seniors changing and increasing, we look to non-traditional ways to fill the gaps.

This year we celebrated a culture that is near and dear to us with Chinese New Year in February. The Chinese Women's Friendship Association and their leader Li helped us put on an entertaining and educational afternoon. As many of our members are from the



Sharing laughs at the MS Art Program

Chinese community and attend weekly programs, our staff have taken training in the "I Speak Translate" Program to better communicate with those who do not speak English.

Partnerships include the Arts & Alzheimer's group, for those impacted by the disease, and their family members, and the MS Society that provides weekly programs and assistance for clients in the centre.



3rd Annual Summer Barbecue



Celebrating the Year of the Dog

Senior Community Outreach

Since 2015 Silver Threads Service and James Bay New Horizons have been working in partnership to reduce isolation for seniors. The concept is simple – have an Outreach Worker meet with seniors where they live, make connections, listen to concerns and inform seniors of available services to help them remain independent. The project began as a three-month pilot. It focused on outreach to seniors living in rental (unsupported) housing in James Bay and Jubilee neighbourhoods, and was funded by the City of Victoria Strategic Planning Grant. The funding has continued for a third phase in 2017-18.

To date, Jo-Anne Silverman has organized over 100 sessions and has been in touch with 550+ seniors. Issues identified include cost of living, housing, food, health care and transportation. A significant concern is loneliness and lack of social connectedness.

In the Fall of 2017, United Way Greater Victoria took interest in the program. They connected a generous private donation from an anonymous donor to our partnership that provided the



Outreach Workers, Kristy Brugman and Jo-Anne Silverman

opportunity to expand our support to the community. Kristy Brugman was hired as the second Outreach Worker and together with Jo-Anne is providing valuable connections to seniors as well as building a sustainable community resource for the future.

We thank the City of Victoria, United Way Greater Victoria and the anonymous donor for their financial contributions.



United Way
Greater Victoria
Community Partner

New Community Partnerships Support Seniors

During 2016, the Senior Community Outreach Program connected with **Capital Regional District Housing** and visited CRD Seniors Housing buildings to provide information sessions to the residents.

As a result, **Viewmont Gardens** was identified as a site for a weekly program for the residents, all of whom would benefit from regular access to staff and activities. In June 2017 we began to run a Community Program facilitated by staff Maureen Brouwer and volunteer Beulah. Each week is something new and different: crafts have included felt making, knitting and card making; lively discussions about gratitude, friendship and travel have brought the residents together; practical sessions on Fraud Prevention and resources like bc211 have educated.

Beginning in 2017 Silver Threads began working with the **Food Share Network** and together we were able to secure an Island Health Community Wellness Grant. We provided the administration of the grant while they explored a project called "Finding the Hidden Hungry in Gordon Head." The FSN built their capacity, and the Food Recovery Program became firmly established with the support of Thrifty Foods

"It has been a breath of fresh air to have all of this happen right here where we live. It gives me something to look forward to."
– Viewmont Resident

and other partners. Produce that would be discarded is recycled, cleaned and distributed to those in need. Silver Threads became one of the recipients of this initiative and since August there have been a total of 519 boxes of nutritious food shared with our members and programs like Viewmont Gardens.



Victoria Computer Club

The Victoria Computer Club - the friendly helpful society of computer users – has been in existence since 1983. Over the past few years VCC and Silver Threads Service have been in discussion on how we can partner and work together. The VCC made the bold decision to give up their club house and become part of the Saanich Centre and moved in May 2017.

Our two organizations share a similar clientele and the goal of creating efficiencies. Silver Threads is providing administrative support, facilities and resources to the Club

and in turn they provide quality computer programs for seniors. It is a Win-Win! Serving a variety of skill levels, they are offering programs, tutorials and presentations. They are fully involved and integrated into the Saanich Centre and are providing a valuable service to seniors that we couldn't do alone.

In 2017-18 their volunteers provided 859 hours of instruction and seniors made 1,551 visits.

Thank you Victoria Computer Club for an excellent first year. You are an asset to our organization!



Members of VCC enjoy learning together.

Working in Partnership

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 2017-18, 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

Canada Revenue Agency

Capital Regional District Housing

Chinese Seniors Association

Chinese Women's Friendship
Association

CNIB

City of Victoria Community Centre
Network

Cook Street Village Activity Centre

Food Share Network/Food Recovery
Program

Insight Driving Solutions –
DriveABLE

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

Victoria Golden Rods and Reels
Fishing and Social Club

Volunteer Victoria

We Rage We Weep Alzheimer
Foundation

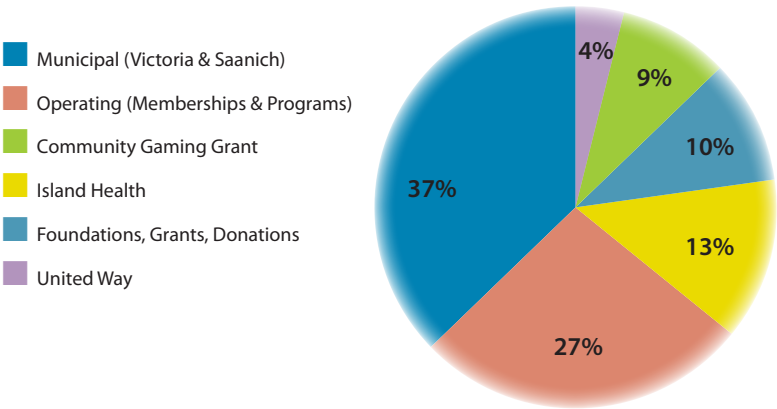
Silver Threads believes in partnerships as a way to utilize resources efficiently to serve the community. To this end we partner and mutually support over 20 different organizations by sharing our facility, programs and other resources. We also rent space to over 15 different community groups year-round.

2017-2018 Financial Results

Revenues

Fiscal 2017-18 operating revenue, totaling \$768,434, consists of \$560,617 from grants and donations plus \$207,817 from operating fees.

Here is a breakdown of the revenue streams:



Expenditures

Total spending in 2017-18 was \$824,535 resulting in an operating deficit of (\$56,101).

The 2017-18 spending can be broken down as follows:

Staff wages and benefits	\$380,739
Victoria Centre lease & property taxes	\$169,630
All other expenses	\$274,166
Total	\$824,535

Thank you to our 2017-2018 Funders



City of Victoria

District of Saanich

Gaming Policy & Enforcement
Branch – Community Gaming Grant

Hillside Centre – Night of Lights

Island Health (VIHA)

Island Health (VIHA)
Community Wellness Grant

Peninsula Co-op

Provincial Employees
Community Service Fund

Provincial Government of
British Columbia

RBC Royal Bank of Canada

Royal Canadian Legion Trafalgar
Pro Patria Branch #292

Revera Retirement Living

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

United Way of Greater Victoria

United Way – Windsor Family

We Care Home Health Services

Victoria Imperial Lions

Victoria Senior Business Network

We appreciate the financial support that the City of Victoria's and the District of Saanich's Leisure Involvement for Everyone (LIFE) Program provides to make recreation participation more affordable for seniors. 12% of our members use this important subsidy to participate at Silver Threads Service.

Donors

A special thank you to all our Donors! This year we had twice as many Donors and raised over \$16,000. We appreciate the support from our members, participants and the community!

Alex Muff	Brian Hewitt	Gae VanSiri
Alicia Campbell	Brian Blair	Gerald Buydens
Andrew Cupido	Carol Sheilds	Gerry Wilson
Andy Robinson	Cecilia Rind	Graham Colley
Anne Nelson	Cecilia Henderson	Hazel Bowman
Anne Duggan	Colleen Buckley	Helen Wells
Annie McMunn	Debbie Luo	Ingrid Gruenig
Anonymous	Dipak Roy	Irene Davie
Arthur Antrobus	Donald Inch	Janet Pryor
Barb Curtis	Donna Dupas	Jeto Sangara
Barbara Harwood	Doreen Wensley	Jim Brownrigg
Barbara Redding	Doug Crowder	Joan Shields
Barbara Bissenden	Eileen Wiedeman	Joan Francis
Barbara Dunahee	Eleanor MacGillivray	Joan Campbell
Barbara Hopkins	Elsie Gibson	Jo-Anne Silverman
Betty Harkins	Emma Barriscale	Joe Ann Thorpe
Beulah Addicott	Enes Moscrip	John Ormerod
Beverley Fairhurst	Ethel O'Neill	John McGurran
Bob Beveridge (Deceased)	Fran Smyth	John James
Boston Yeung	Frank Spellacy	Joyce Hayden
Brenda Nicolson	Frieda Raab	Judy Halperin

June Pryor	Maria Medeiros	Rita Parkinson
Kathleen Wilson	Marianne Eng	Ro Fife
Kathryn Bush	Marjorie Moulton	Rob Edington
Keiko Nakaji	Mary Hoyt	Rosa Benjamin
Kenneth Edwards (Estate)	Mary Smart	Rosemary LaPointe
Kerri Gibson	Maureen Madsen	Ruth Lamble
Lee Richards	Maureen (Peggy) Smith	Sara Roberts Pash
Li C Paper	Mavis Holub	Ted Newman
Li Ping Qiu	Monica Pinch	Tracy Ryan
Lily Chu	Norm Tatlow	Verna Linney
Lina Dyer	Norma Harris	Wendy Madsen
Lloyd Beggs	Pat Robson	Wilma MacDonald
Maggie Cox	Patricia Ankenman	Xu Zhang
Margaret Derkson	Penny Yu Peng	
Margaret Jacobson	Primrose Wood	

“I am so glad to hear you are coming.
 This is exactly what I have been
 needing in my life. I live alone and
 with a disability and I only ever leave
 the house for medical appointments. I
 am lonely. I really want to know
 where I can make some new friends
 outside of the building I live in and
 what are the things I can access easily.”
 – Outreach Client



Self portrait by John, Silver Threads
 member and master painter

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.

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
Viewmont Gardens

Front cover: VCC members George and Dorothy plan the next series of workshops.



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Victoria BC V8Z 1H1
Phone: 250 382-3151

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

www.silverthreads.ca

stay active • stay healthy • stay connected