

ANNUAL REPORT



2024-2025

Silver Threads Service Board and Executive Report

Silver Threads Service reflects on the 2024-2025 fiscal year, which was marked by significant progress, challenges, and ongoing commitment to providing quality services to our members and participants. Guided by our Strategic Plan, we have continued to strengthen our long-term sustainability through dedicated efforts in service delivery and financial stewardship.

Service delivery was improved by transitioning our registration and membership processes online that offer a streamlined, technology-driven solution. Additionally, we are committed to expanding our center-based programs, resulting in our highest membership numbers in over ten years.

To support our long-term financial stability and ensure the continued operation of the Victoria Centre, the City of Victoria responded to our requests and agreed to provide additional funding for our lease and operating costs, enabling us to secure a five-year lease. We are grateful to them, and all our supporters who helped navigate us through the process this past year.

Our Board of Directors functions under a governance model, emphasizing four key priority areas: Marketing, Communications and Brand, Organizational and Financial Sustainability, Governance, and Strategic Partnerships and Relationships. As we move forward we are committed to advancing the organization on the solid foundation established in 2024-2025 as we enter into our 70th year of service to the community.

Marjorie Moulton,
President

Tracy Ryan
Executive Director



Our Mission

Silver Threads Service is a charitable, not-for-profit society that enhances social connections and well-being for individuals 55+.

We do this by providing accessible programs and services.

Our Vision

Individuals 55+ in Greater Victoria are engaged and supported, thereby enhancing their quality of life.

Strategic Plan Priority: Governance

Goal Statement: Demonstrate excellence in governance.

2023-2025 Strategic Plan

In July 2023, the Board and Staff revised the Strategic Plan to focus on 4 Key Priorities:

Planning Priority: Marketing, Communications and Brand

Planning Priority: Organizational and Financial Sustainability

Planning Priority: Governance

Planning Priority: Strategic Partnerships and Relationships

2024-2025 Board of Directors

President, Marjorie Moulton,

Vice President, Twyla Johnson,

Treasurer, Shawn Rankin

Directors,

Margaret Jacobson, Kerri Gibson,

Gail Snider, Kim Duffus

2024-2025 Staff

Executive Director, Tracy Ryan

Bookkeeper, Sandy Firth

Operations Director, Erica Loenen

Saanich Centre Director, Anne Nelson

Centre Administrators, Jessica Yeske, Debbie Erb

Food Services Coordinator, Candice Ho

Program Coordinator, Louise Thauvette

Strategic Plan Priority: Marketing, Communications and Brand

Goal Statement: Ensure relevance and longevity that will differentiate the organization within the community.

Our print **Marketing** was updated to better reflect the engaged individuals we serve. Look for the ads in the Bus Shelter at the newly created Plaza in front of the Victoria Centre.

*Want to have a
better social life than
your grandkids?*

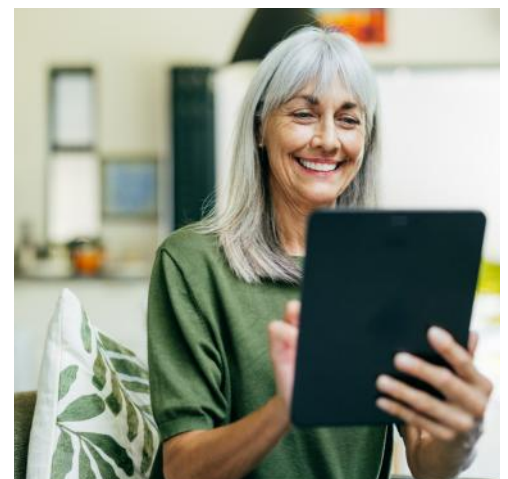
JOIN US
at
Silver Threads Service
Health, Wellness & Social Programs for 55+

*Keeping grandparents cool
since 1956*

2024-2025 Operational Highlights

Food security is a priority at Silver Threads. In collaboration with our funders, community partners and individual donors, we provide daily affordable meals at the Silver Spoons Café, takeaway options, and weekly food bank distributions at both centers.

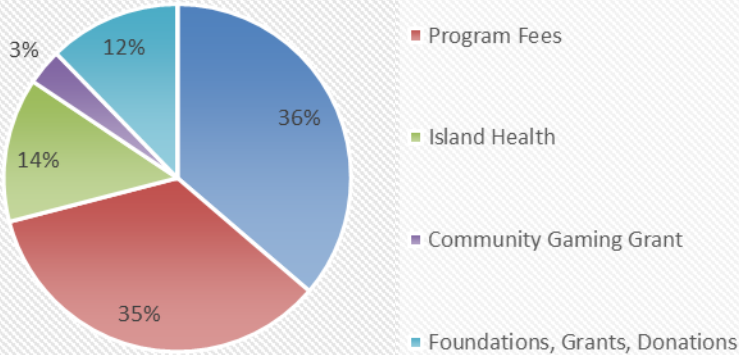
This fiscal year concluded with additional funding from the City of Victoria to assist with our lease expenses. As we begin 2025, we are pleased to have secured five-year agreements for both the Victoria and Saanich Centers. We appreciate the ongoing support from our **Municipal Partners.**



Silver Threads Service introduced **Online Registration** for Membership and Programs this fiscal. This move to embrace technology and modernize the organization brought in improved customer service and increased membership and participation.

Strategic Plan Priority: Organizational and Financial Sustainability
 Goal Statement: Ensure financial accountability and controls are in place.

Revenue Sources



Reserves: As of March 31, 2025, there was \$494,266 in reserves/funds balance.

2024 - 2025 Financial Results

Operating Budget Revenues

Fiscal 2024-25 revenue, totaling \$834,853, consists of \$534,484 from grants and donations plus \$300,369 from membership and program fees.

Operating Budget Expenditures

Due to known shortfalls in funding related to the lease and operating cost of the Victoria Centre and a reduction in Community Gaming, a deficit budget was approved by the Board of Directors.

Total spending in 2024-25 was \$916,404 resulting in a deficit of \$81,551.

The 2024-25 expenses can be broken down as follows:

Staff wages & benefits: \$466,813

Victoria Centre lease, property taxes, operating costs \$173,952. All other expenses \$275,639

Total \$916,404

Strategic Plan Priority: Strategic Partnerships and Relationships

Goal Statement: Develop partnerships and relationships that ensure long-term success of the organization.

2024-2025 Community Partners

Our valuable Community Partners allow us to work collaboratively to better serve those 55+ in Greater Victoria. By sharing resources and expertise we can address food security, offer support for those with hearing loss, assist with adopting a healthy lifestyle, or getting vaccinated for Flu and COVID.

Alzheimer's Society of BC
 BC Association of Community Response Networks
 Beacon Community Services: Choose to Move
 Chinese Women's Friendship Group
 COBS Oak Bay
 CRA Community Volunteer Income Tax Program
 Food Share Network/Food Recovery Program
 Island Deaf and Hard of Hearing
 James Bay New Horizons
 Kidney Foundation of Canada
 Pacific Opera
 Rexall Drugs
 Save On Foods Memorial Arena
 Soap for Hope
 Souper Meals (VIHA)
 Target Theatre
 Victoria Computer Club
 Volunteer Victoria

2024-2025 Community Funders and Foundations

Thank you to our Community Funders, Foundations, and Partners who make the work of Silver Threads Service possible.



District of Saanich



City of Victoria

Gaming Policy & Enforcement Branch: Community Gaming Grant
 Island Health (VIHA)
 The R.K. Grant Family Foundation
 The Victoria Foundation: Community Grant
 The Victoria Foundation: The Nellis Roy Moyer & Elizabeth Moyer Memorial Trust
 Greater Victoria Real Estate Board
 Provincial Employees Community Services Fund
 RCL #7 Britannia Branch
 Royal Canadian Legion Esquimalt
 Victoria Foundation: Kaushika Fund
 United Way Southern Vancouver Island/UW BC
 Fraternal Order of Eagles Ladies Auxiliary - Victoria #12
 Victoria Lions Clubs District 19L-1-2

2024 - 2025 Donors

Thank you to all our Individual Donors! Your support of Silver Threads Service is very much appreciated.
Together we raised \$32,406!

Akiko Metcalfe	Charles (Brian) Hewitt	Ellen Tymoshik	June Pryer	Maria Woods	Ross Crockford
Alex Muff	Chris Irving	Emma Barriscale	Karen Krossoy	Maria Lyne	Ruth Paradise
Allison Bennet	Christabel Chew	Erroll Doemer	Karen Delisle	Marjorie Moulton	Sabrina Shea
Andrea Miller	Christine Preston	Ethel O'Neill	Karin Just	Mary Flack	Sandra Trolley
Anita Cox	Christine Clark	Evelyn Schofield	Kathleen Leggatt	Mary Gradnitzer	Sandra Cameron
Ann Eveleigh	Claudia Parfitt	Evelyn Bains	Kathryn Bush	Maureen(Peggy) Smith	Saria Andrew
Anna Hendren	Darleen Schultz	Fern Potter	Keiko Nakaji	Mavis Holub	Selina Tang
Anne Burns	Dave & Barb Rutledge	Frances Lake	Kerri Gibson	Merina Rael	Sharon Rossiter
Anne Christensen	David Martin	Gae VanSiri	L A Leong Inc (Tony)	Micheal Turner	Shelagh MacKinnon
Anne Nelson	Dawn Annable	Gail Brown	Larry Scott	Ming Xu	Shiu Lap (Fanny) Wong
Barb Divis	Debbie Erb	Gail Snider	Laura Nevile	Monika Moar	Sonia Gilmour
Barb Bissenden	Delia Visscher	Garnet Jackson	Laura Rideout	Murray Coell	Spring Yates
Barbara Kwan	Derek Emmerson	Gayle Ritchie	Laural Roberts and Rick Brokenshire	Nancy Lane Macgregor	Stacy Johnson
Barbara Kenny	Derek Chu	George Bowden	Laurena Thompson	Noel Smith	Stanley Brygadyr
Barbara Szpradowski	Diana Stefaniec	Gerard Buydens	Laurence Patris	Noreen Annett	Sue Gupta
Betsy Locke	Diane Armstrong	Heather Pass	Lawrence De La Haye	Oak Bay Class of 74	Sue Skidmore
Betty Umphrey	Diane Cowan	Herbert Steele	Li Paper	Patricia McNish	Susan Mugridge
Bev Fairhurst	Diane Leguerrier	Herman Morsink	Lila-Lynn King	Patrick Wilson	Susan Johnston
Bev Kirk-Browne	Diane Lee	Hugh Hayward	Linda Burtch	Paul Turcotte	Sylvia Kobetitch
Beverly Allen	Donna Fallas	Indra Singh	Linda Thompson	Paul Dwyer	Tat Ma
Bill McWillis	Donna Tyler	Janet Fallowfield	Linda Bartram	Peggy Elves	Terry Kwok
Bonnie Bacica	Donna Curtis	Janice Porcher	Lonzo McWillis	Penelope (Penny) Whitfield	Terry Gorsuch
Brenda Best	Doris Schuh	Jeneen Karch	Lorna Lyons	Peter Crockford	Thelma Capelli
Brenda Nicolson	Douglas Baxter	Jenny (Caizhen) Zhang	Louisa S. Zebic	Peter Wing	Theresa Wright
Brenda Caldwell	Edward Davidson	Jill Armstrong	Lucille Longley	Phyllis Fliczuk	Tracy Ryan
Brian Blair	Edward (Ed) Prior	Jiyeon Han Kim	Lynda Joyce	Rebecca Chan	Trevor McIntyre
Brian Riddell	Eileen Chapman	Joan Lewis	Lynda Gregg	Ric Jackson	Vern Olsen
Burnside Lawn	Elise Kennedy	Joan McKinty	M. Louise Leaker	Richard Chew	Victoria Trudeau
Bowling Club	Elizabeth Martin	Joanne Malton	Madeleine Fort	Rick Mickelson	Walt & Pat Ryan
Carl (Ted) Newman	Elizabeth Davey	John Durkin	Mae Williams	Robert Dyson	Wenda Whynacht
Carol Bremner	Elizabeth Milan	Judy Hames	Margaret Bachmann	Robin Cantor	William Mounce
Carol Heyworth	Elizabeth (Betty) Harkins	Judy Young	Margaret Clayton	Roger Workman	William (Sandy) Cass
Carol Sherwood		June Daley	Margot Spence	Rosli Plume	Yuiko Hammer
Catherine Pfenning					Yvonne Parti
Charlene Simon					

Silver Threads Service Locations

Saanich Centre

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

Victoria Centre

1911 Quadra Street
Victoria, BC V8T 4C1
Phone: 250 388-4268

stay active • stay healthy • stay connected