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2009 - 2010

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Kim Clarke.......................................................... Accountant
Shelly Collins................................................... Mall Walkers Coordinator
Shelly Collins................................................. Provincial Co-ordinator Caregivers Out of Isolation
Alicia Cox........................................................ Program Coordinator
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Cathy Sheehan.................................................. Director of Fund Development
Dawn Stone ......................................................... Office Administrator
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Alicia Cox....................................................... Lifelong Learners/Aging Issues Coordinator
Jessica Glasco.................................................. Skills Link Program
Joe Hawco...................................................... Snowbuster
Danielle Jackson............................................. Summer Student
Paula Lancaster.............................................. Smoking Cessation Coordinator
Trudy Marshall ................................. Seniors and Youth Speak Out on Elder Abuse Coordinator
Andrew Moody................................. Grocery Bus, Friday Friendship & Mall Walkers Assistant
Elizabeth Siegel........ Elder Abuse Committee of Newfoundland & Labrador Coordinator

Satellite Office Staff

Regional Coordinator................................................. Marie Ryan
Office Administrator................................................ Shelley Grant

Once again this year a special thanks to the many volunteers throughout the Province who make the work of the Centre possible!
I am pleased to report on my second year as Chair of the volunteer Board of Directors of the Seniors Resource Centre (SRC). This is the 20th year of operations for the Centre as we officially opened in March 1990. It has been a challenging and pivotal year in the life of the Centre. The major foci of the year has been: First, to put the finances of the Centre on a firm footing; Second, to develop the Strategic Plan for the next three years and in doing so to better define the work of the Centre; And as always, we also continue to work towards achieving the Centre’s mission of enhancing the independence, health and well being of seniors in Newfoundland and Labrador.

Soon after our Annual General Meeting in September 2009 the Board began to see a decrease in the number of Federal grants available to non-profit organizations and because of this the Centre needed to find other sources of revenue and/or decrease costs. On February 16th the Executive Committee called an emergency meeting of the Board and had a close look at the finances of each program at the SRC. I want to thank Albert Croke, the chair of the finance committee and Kim Clarke, accounting clerk, for their time and effort in putting together the financial statements in such a way that we were able to make decisions around program viability. Committees in charge of programs were then asked to review the finances of their programs and come up with a plan to at least break even this year.

As well, on April 11th the Board and Staff of the Centre met for 1 ½ day days of Strategic Planning to look at the priorities of the Seniors Resource Centre for the next five years. It was an extremely useful couple of days and the priorities decoded during the two days will help us determine the direction we take in the future. The strategic Planning Days were followed up with another session during which the Board updated the Mission, Vision and Values in light of the new plan.

In the middle of June we realized the financial situation of the Centre was not improving and some very hard decisions had to be made. Largely, this deficit is based upon a significant decrease in funding, an increase cost in providing the services and a shift in need within the community. It was with regret that the Board of Directors of the Seniors Resource Centre determined that it was no longer possible to provide financial support for the following programs: Life Long Learners, Seniors Bridging Cultures, Friday Friendship Club, and the Grocery Bus. Financial support for the Baccaulieu Trail Satellite Office will also cease on December 1, 2010. These programs ceased on or about June 30th. Two full time and two half time positions were terminated. Other programs have financial stability and will continue. They are the Information
Line/Referral Service; Provincial Peer Advocate Program; Elder Abuse; Caregivers out of Isolation; Friendly Visiting Program and other small local programs.

On December 11, 2007 Nalcor Energy made a five year, $250,000 pledge to the Centre through its Community Investment Program. These resources are helping the Centre expand its health and wellness initiatives throughout Newfoundland and Labrador. We are incredibly proud that one of the province’s most respected Crown Corporations chose to support the work we do with seniors through this partnership arrangement.

Without a permanent funding base that is sufficient to cover core activities, fundraising will continue to be a major source of revenue generation for us. This is the greatest challenge facing the SRC and is necessary in order to carry out the Centre’s programs and services.

The Centre is proud of its collaboration and cooperation with provincial, federal and municipal departments, Health Board and numerous community organizations and agencies. We work closely with the Department of Health and Community Services and more specifically the Office of Aging and Seniors and would like to take this opportunity to thank Minister Jerome Kennedy and Director Suzanne Brake for their ongoing support and funding given for core activities of the Centre.

I would like to acknowledge and thank all those individuals and corporate sponsors who support the Centre financially and in kind throughout the year. Their generosity and donations make it possible to carry on our programs.

Finally, I would like to recognize the hard work and dedication of Board Members who give their time and talents in support of the Centre and its work. I want to especially acknowledge and thank the outgoing board member, Judy Northcott for her valuable contribution. Judy has been a volunteer on the board for three years, attending board meetings by teleconference. She has represented peer advocates well from her home in Clarenville where she is very active with seniors groups in the community.

To the employees of the Centre, I offer my sincere appreciation and pay tribute to their skills, their talents and their commitment to the organization throughout these trying times. I also extend my heartfelt thanks to the Centre’s 500plus volunteers across the island and in Labrador for the tireless work that they do. The success of the Seniors Resource Centre is due to the enormous contribution, capacity and commitment of our corps of staff and volunteers.

Marilyn Beaton
Board Chair
Executive Director’s Report

This past year has been a pivotal one for our organization. As we moved through the year, we completed our strategic plan and are now reviewing what we have done and where we are headed as we move into our 21st year with a new plan to 2013.

The Centre continues to be a valuable resource, offering a toll free informational and referral line. We averaged 3000 new calls last year. Our volunteer Peer Advocates who answer ensure accuracy of information and provide exceptional personal service. They offer a listening ear, provide information about available services and resources in the province, make referrals if requested to do so, and follow-up to make sure callers got the help they needed.

We have developed into a highly effective and reliable resource, not just to seniors, but everyone who calls or visits us.

Our 200 volunteer peer advocates located across Newfoundland and Labrador have remained dedicated to being the resource people who are able to provide the same kind of service as the information and referral line. These peer advocates are very involved in their communities, draw on community partners and encourage others to participate in local programs and activities and/or organize such. Our Provincial Peer Advocate program has been enhanced by the financial support from Hydro, a division of Nalcor. This partnership has allowed us to promote health and safety via our networks and we are very thankful for their support.

The Caregivers Out of Isolation has remained strong, focusing its attention on supporting the nine regional groups. They are working hard to reach out to unpaid caregivers in their area, to celebrate their hard work and connect them to the local resources that can assist them. They have also completed a caregiver’s guide which has been designed by caregivers themselves and will be a resourceful tool. You can read more about their efforts this year later in this report.

Our Elder Abuse Committee of Newfoundland and Labrador (EACNL) is working on becoming a Network in order to include more interested stakeholders. Currently, there are 26 active members from across Newfoundland and Labrador representing government, health care authorities, community organizations, law enforcement, etc. Each member brings to the table their own expertise, their own work in the area of elder abuse, and the ability to provide and share up to date information on what they are doing and materials they have and/or are working on. With interest high in this group to address all forms of elder abuse, transitioning into a Network was the most logical step to allow support for what each member is doing and have a greater reach across the province. A symposium is set for the Fall of 2011 which will be the official beginning of EACNL as a strong Network.

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The Baccalieu Trail Satellite Office has been very successful in its outreach and has just started to establish itself as a resource, not just to the seniors in the area, but to community groups, organizations and government agencies. They have received over 500 calls, which is pretty impressive given there has been no budget for paid advertising. They are committed to offering information to those living in the area. Their report is listed for you to see what fabulous work they have been doing.

This year we saw the completion of two multi-year projects. The smoking cessation project, “Know when to Quit”, funded by Health Canada and “Seniors In Action” which had received funding from the Public Health Agency of Canada. Out of this project grew the Aging Issues Network which drew together interested groups and seniors organizations to work together to work on pressing issues such as housing, social inclusion, care giving and home support services. We are pleased that this group has decided to continue on with its work. We wish them luck and remain supportive as a member.

We remain involved on the local, provincial and national level in areas that are of interest and relevance to seniors and that impact their independence. We have been able to not only bring our perspective to the table, but to draw upon the expertise represented in order for us to enhance what we do.

National
- Canadian Association of Occupational Therapists
- Canadian Network for the Prevention of Elder Abuse

Regional (Atlantic)
- Atlantic Seniors Health Promotion Network
- Atlantic Seniors Housing Research Alliance
- Increasing Capacity for Oral Health- a Research Project by Memorial University and Dalhousie University

Provincial
- Affinity Group on Aging MUN
- CNIB Vision Health Steering Committee
- Communities Against Violence
- Eastern Health Mental Health and Addictions Advisory Group
- Mayor’s Advisory Committee for Seniors- City of St. John’s
- Provincial Wellness Council
- Public Utilities Board
- RCMP Seniors Advisory Committee
- Seniors Liaison Committee- Eastern Health
• St. John’s Community Advisory Committee on Homelessness
• Universal Access Network
• Wellness Coalition Avalon East- Injury Prevention and Mental Health Promotion Sub-Committees
• Working Late Research project- MUN school of Nursing

We have still been able to offer to seniors living in the St. John’s services and programs, thanks to the support of many partners

• Christmas stockings and hampers (donated by Telus, Aliant pioneers, private donors, government employee groups)
• Foot Care (VON), Flu (Eastern Health), and income tax clinics (Association of Chartered Accountants)
• Friday Friendship (City of St. John’s) and Seniors Bridging Cultures (Hindu Temple, Multi-Cultural Women’s Organization of NL)
• Friendly Visiting (Eastern Health and Help the Aged)
• Grocery Bus (Bidgoods, Cook’s Charters)
• Heritage Crafters (Sobeys Howley Estates, St. Clare’s Hospital)
• Life Long Learners (MUN Lifelong Learning division, Sobeys and various instructors donating their time)
• Mall Walkers (Crombie Reit, Fog City)
• Snow Busters (City of St. John’s)

We have also been able to offer presentations on elder abuse to nursing students and community and senior groups. We are pleased that United Way of Newfoundland and Labrador had funded such that we were able to go beyond the St. John’s area.

I want to give thanks to the dedicated staff for their hard work and passion. Volunteers, from Peer Advocates to Friendly Visitors have given so much of their valuable time and talent. The Board of Directors have committed to the organization’s mission and give their expertise freely. To all the advisory groups who have been valuable assets to our programs and projects, I thank you.

I want to thank all of the financial partners that have been supportive and see the value of what we do. We have been able to access Federal Funding, receive a sustainable grant from the Department of Health and Community services for our operations and our Caregivers Out of Isolation, and receive donations from generous individuals and businesses.

Where ever possible, we try to access other forms of funding via private foundations and our fundraising is able to contribute despite the challenges. Even more than in previous years we find raising money for what we do more difficult.
Therefore, we recognize that moving forward to the next fiscal year; what we do in relation to our financial capacity requires closer scrutiny and a stronger effort to secure sustainable revenue. This is part of our new strategic plan and may mean changes as deemed necessary in order to remain a viable organization.

Sincerely,

Kelly Heisz
Executive Director

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**Provincial Caregivers Out of Isolation Report**

I would like to introduce myself as the acting Provincial Coordinator while Shelly Collins is on maternity leave. Janet Whittaker joins me as the Program Assistant. Janet and I have settled into our work and look forward to delivering the Caregiver Program until Shelly's return in June 2011.

This year we celebrate the 10th anniversary of the *Caregivers Out of Isolation Program*, established with a grant from the J.W. McConnell Family Foundation. Today the program is supported by the Office of Aging and Seniors and the Department of Health and Community Services. Our goal is to provide information, referral and emotional support to unpaid caregivers and this is accomplished in the following ways: Caregiver Line, Caring Solutions Newsletter, establishing and supporting provincial networks, and forming community partnerships to best serve the needs of caregivers in our province.

Staff and members of the Provincial Advisory Committee listen to and learn from unpaid caregivers about their experience and the experience of their care receivers. We hear caregiver’s views on gaps in service, and what they need to assist them to provide the best care for a spouse, partner, parent, adult child or friend. This information guides the members of the provincial Advisory Committee and the direction of the Caregivers Out of Isolation Program.

Caregiver Week has been celebrated in Newfoundland and Labrador since 2003. Last year the Minister of Health at the time, Paul Oram, signed the Caregiver Week Proclamation. The Caregiver Display was set up in the West Block of the
Confederation Building for the duration of Caregiver Week. Caregiver Networks around the province organized events to recognize and support caregivers in their communities; approximately 75 caregivers were treated to a time of relaxation, entertainment, information, recognition and refreshments. This year, the Baccalieu Trail - Satellite Office of the Seniors Resource Centre NL hosted the first caregiver luncheon. The Friendship Centre in Happy Valley-Goose Bay had an open house and promoted a Support Group for the area.

**Direct Support for Caregivers:**
**calls to the Caregiver Line and Network Support Groups**
Phoning the Caregiver Line and attending Support Groups is a way for caregivers to share feelings and concerns in a safe environment and realize they are not alone; find information that is helpful; socialize and have time away from the responsibilities of caregiving. Some information requests on the Phone Line include: inquiries about the services of the Caregiver Program, home support, respite options, and support groups. Many callers are referred to social workers, public health nurses and other community supports, including businesses. There has been an increase in incoming referrals, particularly from Social workers in the metro St. John’s area.

**Newsletter - Caring Solutions**
The Caring Solutions Newsletter goes out quarterly to 544 caregivers. In addition, 155 people are receiving the newsletter for professional reasons. This year, all libraries will receive a newsletter for their bulletin boards or reference section.

**Community Partnership with Memorial University School of Nursing** –
Shelly Collins supervised 4th year students, Jamie Power and Kayla Nolan in 2009; their chosen topic was Seasonal Influenza – A guide to providing information to seniors. They also researched and presented on Caregiver Support, comparing programs and outcomes in Nova Scotia and Newfoundland and Labrador. This year, Laura Singleton and Zuleika Symes are designing a brochure and a module for the Caregiver Pathway Guide. The resource is about safe techniques for turning a person in bed, transitioning from eg. chair to bed or wheelchair to bed. Other ideas include how to do a bed bath or a full immersion bath. Over the years, the nursing students have delivered professional and relevant information that is helpful to caregivers.

**The Caregiver Program participated in the Close to Home Consultations, A vision for long-term care and community support services** –
In August and September, 2010 the Honourable Jerome Kennedy, Minister of Health and Community Services hosted public consultations in nineteen communities around the province. The discussions were of interest to unpaid caregivers, paid caregivers,
care receivers, owners of personal care homes, nursing homes administrators, stakeholders, community services providers, and consumers of service. Minister Kennedy was seeking input which would enable the province to develop a strategy that is client-focused and improves services for consumers of long term care and community support services. Gail Wideman, Committee Chair of the Caregivers Out of Isolation Program thanked Minister Kennedy for this initiative and submitted a written document, which drew from research, and the knowledge base attained from ten years of experience as with the Caregiver Program, and the documented experiences and recommendations of caregivers in this province.

Connection to Regional Stroke Community and Long Term Care in Kingston, Ontario –
Coordinator, Gwen Brown is modeling a program in Kingston based on the Caregivers Out of Isolation Program. Shelly Collins has been a great resource to Gwen and her colleagues.

Supporting Researcher, Dr. Penny McCourt, University of Victoria with focus groups –
Dr. McCourt is principle investigator on a national initiative related to caregivers of older adults, and aims to develop resources to facilitate programs and policies that support caregivers. Gail Wideman and Paula Lancaster coordinated focus groups (October 4th and 6th) with provincial committee members, service providers and educators, and caregivers.

The highlight for the year is the Pathway Guide –
The Guide will be printed and delivered to current and new Caregivers around the province as they request it. This project was made possible through the support of the Office of Aging and Seniors and the Director, Suzanne Brake.

I look forward to working with members of the Provincial Advisory Committee and NL Networks, delivering important information and services to caregivers. It is four months into the position, and it is a pleasure to talk to and work with and caregivers across the province. Janet Whittaker and I will do our best to keep the program running smoothly for our one year term.

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Paula Lancaster, Provincial Program Coordinator

Paula Lancaster , Provincial Program Coordinator
Provincial Peer Advocate Report

This past year, volunteer Peer Advocates have been busy helping other seniors by passing on information about available programs and services. Peer Advocates in St. John’s answer the Centre’s toll-free Information Line and provide valuable information and support to callers from all over the province. The Information Line statistics which follow provide more details about the variety of calls we receive. Community Peer Advocates pass on information to seniors in their communities on a one-on-one basis and by organizing information sessions. Some groups also develop new programs for seniors in their community and advocate for improved services for seniors. All Peer Advocates are prepared for their role by completing a series of “Information Sharing Sessions” where they learn about common aging changes and challenges, active listening, and problem solving.

The Peer Advocate network continues to grow and expand into new communities. In the past year, six new Peer Advocate groups were formed. There are now two Peer Advocate groups in Labrador. Funding from the New Horizons for Seniors Program enabled us to offer the “Information Sharing Sessions” in Happy Valley-Goose Bay and Charlottetown in November. A partnership with the Newfoundland and Labrador Public Sector Pensioners’ Association (NLPSPA) helped us to form new groups in Carbonear and Twillingate in October. A new group was formed on Bell Island in March. The Centre’s satellite office in Spaniard’s Bay recruited some volunteers to become Peer Advocates in April. The Peer Advocates in Grand Falls-Windsor recruited six new members and they completed the Peer Advocate training in April. We look forward to working with all of these new volunteers in the coming years.
Continuing financial support from Newfoundland Labrador Hydro has enabled Peer Advocate groups to reach out to more seniors and expand their health and safety initiatives in their communities. In an effort to educate seniors about different health and safety topics, Peer Advocates in Calvert, Clarenville, Bonavista, Grand Falls-Windsor, Harbour Breton, and Charlottetown have organized Health and Safety Days in their communities in the past year. They had presentations on a wide variety of topics including elder abuse, safe medication use, falls prevention, pandemic preparedness, exercise, mental health, heart disease, how to access long term care services, and tips for older drivers. The funding from Hydro also enabled us to develop a Community Action Fund for Peer Advocates. Several groups have taken advantage of this funding to start new programs in their community. For example, the group in Charlottetown received funding to start bi-weekly socials for seniors in the community. At these socials they plan to have a variety of activities including presentations on health and safety topics, visits by the public health nurse, exercise classes, games, sing-a-longs, crafts, and story telling. The Peer Advocates in Bonavista have also received funding to support their drop-in centre for seniors. Their office is open two days per week so seniors can drop by to obtain information, meet other seniors, and have a friendly visit and cup of tea.

Peer Advocates are amazing volunteers who truly do make a difference in the lives of seniors in our province. Their kindness and compassion as well as their dedication and commitment to their role are inspiring. On behalf of the Seniors Resource Centre, thank you for all that you do to support seniors throughout Newfoundland and Labrador!

Sincerely,

Jill Barron
Provincial Peer Advocate Program Manager
Calls to the Information Line come from seniors all over the province, from family and friends concerned about seniors, as well as organizations and health professionals. In addition, calls have come from family members in places such as Alberta and Florida.

The highest number of calls once again concern finances. Calls in the housing category are up over last year as are calls on legal issues, while calls about home support and continuing care remained constant.

The financial category includes requests for information about pensions, GIS, HST, help with income taxes, and where to go for financial counseling. An offer of a presentation about credit counseling was received. Seniors looking for help to pay for dental care (including extractions) and also for home oxygen continue to be serious concerns, as are ambulance costs. Also included in the financial category are calls from those needing food banks and those looking for help to pay for heating, hearing aids, glasses, dentures, incontinence pads and also funeral expenses. Other callers needed help to pay for equipment, including wheelchairs and wheelchair repairs. This year there were also six calls about employment for seniors – including one from a taxi company looking to hire a senior driver. Questions about discounts, ID cards and the New Horizons program are also included in this category, as was a question about compensation for asbestos related illness.

The second highest number of calls are requests for information about the programs offered by the Seniors Resource Centre. New this year, were calls that were referred to the Centre’s satellite office.
in Spaniard’s Bay. This category also includes 147 requests to rent out the “Centre’s building on Bennett Avenue” which once again shows that the Centre could benefit financially if it did in fact own such a building.

The **Home Support** category includes those needing assessments for levels of care, as well as those looking for private or subsidized home support services including Veterans; live-in companions; home hairdressing; foot care; meals-on-wheels; blood collection services; and Emergency Alert. Snow clearing calls were up but odd jobs calls were down.

The trend noted last year of an increase in calls concerning **Housing** continued this year. Calls include province-wide queries about independent living options; accessible housing; subsidized housing and home repairs including energy efficiency programs. Also included are calls from people in public housing wanting transfers, and requests from those needing emergency housing.

Calls categorized as **Wellness** include mental health, family relations (including concerns about grandchildren), addiction services, information about help available for those with hearing loss (including assistive hearing devices), vision loss, memory problems and Alzheimer’s disease, and chronic diseases e.g. Parkinson’s, arthritis, and osteoporosis; problems such as incontinence; information about exercise; foot care; nutrition, and falls prevention; aids to living such as ramps, a stair lift, equipment, adaptive clothing, and the role of occupational therapists; flu clinics and questions about H1N1; information about Medic Alert and the Vial of Life; the Health Line number; also people looking for doctors, an optometrist and a pharmacist who do home visits. Professionals called seeking new information about healthy aging, activities for a personal care home, and information for a pre-retirement planning presentation. There were also offers from the Lung Association and a chiropractor to give presentations. One caller requested information about community gardens and another about smoking cessation.

The **Lifelong Learning** category includes requests for help with literacy problems and for information about educational opportunities and programs across the province, as well as the Centre’s Life Long Learners Program.

The **Groups and Activities** category includes requests for information about seniors’ organizations and publications; the Office for Aging and Seniors; 50+ clubs province wide, as well as activities offered in communities such as card games, outings, physical activities (including dancing and Tai Chi). There were also calls about free concert tickets, and requests from groups looking for entertainers.

The **Volunteering** category includes calls from people interested in volunteering with the Centre as well as individuals and organizations who offer volunteer help - time, outings, also Christmas gift donations and dinners; and those wanting to donate items such as a hospital bed and furniture; also requests from other organizations for volunteers. Requests from seniors included one for a volunteer gardener, one for someone to pick up items and another to remove debris.

There were 76 calls specifically about cases of **elder abuse** this past year, as well as calls for information and requests for elder abuse presentations. Requests are still being received for *Looking Beyond the Hurt: A Service Provider’s Guide to Elder Abuse*. 

Newfoundland and Labrador
SENSORS
RESOURCE CENTRE
opening doors

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The **Community Service** category includes requests for representatives from the Centre to attend meetings and conferences, sit on boards and committees, give presentations, fill out surveys, provide letters of support; exchange information with other organizations, and also student placements.

**Continuing Care** includes questions about nursing homes and personal care homes and the financial assessments involved; also assisted living facilities, respite care and adult day care.

The **Support** category includes information and support for bereavement, separation or divorce; support for unpaid caregivers of family and friends of all ages, and also peer support from Peer Advocates.

Included in the **Legal** category are calls about where to get help with legal problems such as landlord tenant problems, access to grandchildren, and harassment by neighbours; as well as for information about wills, power of attorney, and advanced health care directives.

**Miscellaneous** includes such things as requests for phone numbers; advertisements for concerts and dances; where to go for a UK passport; a request for suggestions of poems to include in a sermon; where to obtain bluebells for the garden; and someone rejoicing in the significant reduction of the co-payment for subsidized homecare costs.

**Consumer Complaints** includes complaints about conditions in long term care homes; concerns about the size of rooms, activities, and food in personal care homes as well as pension cheques being opened by staff. Other complaints included increases in property taxes and power rates, and the fee doctors charge to transfer patients’ records. A number of these callers were referred to the Citizens Representative for assistance.

**Transportation** includes problems with transportation, requests for volunteer drivers, and a volunteer to accompany a senior practicing driving; requests for information about accessible transportation, drivers’ safety courses, handicapped parking permits, and complaints about lack of service and help at the pumps at gas stations.

**Research** includes requests for the centre’s participation in research projects and requests to interview seniors or hold focus groups. It also includes student research.

**Media** calls include calls from radio, TV and print media requesting information, interviews and input.

**Business Queries** are from those setting up businesses to serve seniors.

**Insurance** includes enquiries about MCP, private health insurance, and other insurance questions and concerns.

Yvonne M. Jacobs
Information Line Peer Advocate and compiler of statistics
As Regional Coordinator of the Seniors Resource Centre, Baccalieu Trail Satellite office, I am immensely proud of the accomplishments of the Satellite office since our opening seventeen (17) months ago. Our office is increasingly being viewed by our seniors and residents as the “Go to Place” to obtain information on viable services and programs that are available for those living in rural communities along the Baccalieu Trail. The Satellite office has received over seven hundred (700) requests from seniors/family members, not only are these requests from the local area, but across NL and as well as outside the province. These requests are inquiries on information for various programs and services that are available. As a senior, independence, health and quality of life are important, so is the desire to remain in their own homes as they age. Obtaining the proper information or resource people can be frustrating and many times seniors will give up and try to make due. We find this unacceptable which is why we will continue to do everything we can to provide our services to seniors thus making their senior years less stressful and more enjoyable. The Satellite office views each and every request from seniors and their families as the utmost priority!

Not only does the Satellite office provide information for seniors, family members and caregivers, etc. we have also had the privilege to provide a variety of programs in the past seventeen (17) months.

In September 2009, the Satellite office had the opportunity to form a partnership with the Canadian Hard of Hearing Association of NL to serve as an “Outreach Site”. Our office provides seniors the use of assisted listening devices which are available on a 2-3 week loan basis. This service enables our seniors to try these devices for free, and then it is their choice if they wish to purchase these devices from retailers across the province. As the majority of our seniors are living on fixed incomes, this gives them an opportunity to try these devices at no cost, before they make such an investment. Our seniors are taking advantage of this service and requests for these devices are increasing on a daily basis.

The Satellite office also had the privilege to form a partnership with the TC Family Resource Centre to provide five (5) “Healthy Cooking/Eating Program(s)”. Intergenerational connections between youth and seniors are a very important element to our programs and this was an ideal fit. Young single parents were paired up with seniors to participate in a six-week program which took place in various communities along the Baccalieu Trail. In each session the participants learned about food safety,
shopping on a budget, the advantages of using coupons and of course healthy eating/cooking. It was wonderful to see different generations come together to cook up a healthy meal and enjoy it together. All senior participants enjoyed the social interaction with children and their young parents while learning to cook healthier, focusing on a healthier lifestyle.

Since our opening in April, 2009, our office obtained 15 Peer Advocates from various locations along the Baccalieu Trail. Peer Advocates participates in a series of Information Sharing Sessions to help prepare them for their roles to assist other seniors with their concerns. These sessions include discussions on aging changes and challenges, available services and resources for seniors, and communication and problem solving. Peer Advocates have provided such a great service volunteering at our office on a casual basis and being involved in other events while they support and advocate on behalf of seniors in their own communities.

The Satellite office in partnership with Communities Against Violence hosted a ‘Seniors Breakfast’ to show our appreciation and let them know how important they are throughout our communities and to inform them that we are available to assist them. Many seniors contribute hundreds of volunteer hours to their communities, keeping it alive and viable.

Another ongoing program is the “Last Wills and Testament” information session. The Satellite office has partnered with a local law firm to provide these educational sessions to speak on issues regarding the importance of preparing a Last Will and Testament.

The “Student Volunteer Program” was established with local high schools along the Baccalieu Trail. This program enables students who require ‘student volunteer hours’ to be matched with seniors who need assistance with yard work, raking leaves or
shoveling snow, etc. This program promotes intergenerational connection between seniors and youth and is a “win-win” solution for both groups.

The Satellite office has formed many community partnerships since opening that have supported us in many ways, whether it is donating space to hold a program or forming a partnership to offer a program. We feel so blessed to have such ongoing support.

We will continue to work diligently in providing these programs and services for seniors who want to keep active, remain healthy, engaged in their community and who wish to remain in their homes for as long as possible.

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Marie A. Ryan
Regional Coordinator

More pictures from the Baccalieu Trail, Satellite Office

Healthy Cooking Program - Bay Roberts & Carbonear

Pancake Breakfast, Spaniard's Bay
Finance Report, Sources of Revenue and Financial Statements

Finance Report

For the year ended March 31, 2010 the Seniors Resource Centre Inc. operations resulted in a deficit of $42,159 compared to a surplus of $13,470 for the year ended March 31, 2009. This is a large difference in operations and a significant deficit for the Centre.

During 2009/10, as in previous years, the Centre attempted to operate on a break even basis. However, the past fiscal year was a difficult one financially for the Centre. Revenue for 2009/10 was $641,841 compared to $770,495 recorded in the previous year. The largest decreases in revenue were in grants and fundraising activities with some increase in donations. The largest decrease in grant revenue was from the Federal Government. The Centre received $319,480 in 2008/09 from Federal Government agencies for various projects but this dropped to $195,931 in 2009/10. The Centre has always relied heavily on fundraising to help fund the core operations of the Centre and these were not as successful as hoped.

Expenditures for 2009/10 were also lower than in the previous year. During the reporting year expenditures were $684,000, a decrease of $73,025 from 2008/09. The main areas of expenditure decreases were in program materials related to projects and fundraising activities. On the other hand salaries increased during year mostly due to the addition of the satellite office.

Prior to 2009/10 the Centre had enjoyed some annual surpluses thereby boosting its equity position. However, most of this equity was eliminated with the deficit this past year. An annual deficit is concerning to the Board and cannot be sustained. As a result of this the Centre’s budget for 2010/11 reflects a number of actions to help bring the budget back to a balanced position. As of July 1, 2010 the Centre no longer financially supports the Lifelong Learners Program, the Grocery Bus, Friday Friendship and Seniors Bridging Culture. Changes have also been made with fundraising in an effort to generate more revenues with less costs. These changes have also led to the layoff of four staff.

While it is difficult to see such long standing programs go the Centre will still carry out its core services such as the Information Line, Friendly Visiting, Peer Advocate, Elder Abuse and Caregivers Programs. The Centre will continue to focus on making its operations as efficient as possible while working with the Department of Health and
Community Services and other organizations to secure appropriate funding for our services.

The Finance committee wishes to thank the Executive Director, her staff and all our volunteers for their efforts during 2009/10.

Respectfully Submitted

Albert P. Croke
Treasurer

Seniors Resource Centre of Newfoundland & Labrador
Sources of Revenue

Revenue for 2009/10 $641,841
Seniors Resource Centre of Newfoundland & Labrador
Sources of Revenue (Con’t)

Revenue for 2008/09  $770,495

- Foundations & Private Grants: 93,307, 12.1%
- Municipal Grants: 18,613, 2.4%
- Grocery Bus: 25,143, 3.3%
- Provincial Grants: 129,301, 16.6%
- Course Fees and Other: 11,572, 1.5%
- Fundraising: 137,618, 17.9%
- Donations: 35,481, 4.6%

Revenue for 2007/08  $707,865

- Foundations & Private Grants: 148,899, 21.1%
- Municipal Grants: 21,547, 3.0%
- Grocery Bus: 23,247, 3.3%
- Provincial Grants: 115,849, 16.3%
- Course Fees and Other: 11,995, 1.7%
- Fundraising: 149,883, 21.2%
- Donations: 89,033, 13.1%
SENIORS RESOURCE CENTRE INC.

Financial Statements
Year Ended March 31, 2010
(Unaudited)
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVIEW ENGAGEMENT REPORT</td>
<td>1</td>
</tr>
<tr>
<td>FINANCIAL STATEMENTS</td>
<td></td>
</tr>
<tr>
<td>Statement of Financial Position</td>
<td>2</td>
</tr>
<tr>
<td>Statement of Revenues and Expenditures</td>
<td>3</td>
</tr>
<tr>
<td>Statement of Changes in Net Assets</td>
<td>4</td>
</tr>
<tr>
<td>Statement of Cash Flow</td>
<td>5</td>
</tr>
<tr>
<td>Notes to Financial Statements</td>
<td>6-8</td>
</tr>
</tbody>
</table>
REVIEW ENGAGEMENT REPORT

To the Members of Seniors Resource Centre Inc.

I have reviewed the statement of financial position of Seniors Resource Centre Inc. as at March 31, 2010 and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended. My review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to me by the company.

A review does not constitute an audit and consequently I do not express an audit opinion on these financial statements.

Based on my review, nothing has come to my attention that causes me to believe that these financial statements are not, in all material respects, in accordance with Canadian generally accepted accounting principles.

St. John’s, Newfoundland and Labrador
September 20, 2010

[Signature]
CHARTERED ACCOUNTANT
SENIORS RESOURCE CENTRE INC.
Statement of Financial Position
March 31, 2010
(Unaudited)

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$88,900</td>
<td>$166,020</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>31,575</td>
<td>14,315</td>
</tr>
<tr>
<td>Harmonized sales tax recoverable</td>
<td>6,197</td>
<td>8,260</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>300</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>126,972</td>
<td>188,595</td>
</tr>
<tr>
<td><strong>CAPITAL ASSETS (Note 3)</strong></td>
<td>6,205</td>
<td>5,526</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$10,822</td>
<td>$35,419</td>
</tr>
<tr>
<td>Employee deductions payable</td>
<td>6,925</td>
<td>5,967</td>
</tr>
<tr>
<td>Deferred income</td>
<td>62,154</td>
<td>89,682</td>
</tr>
<tr>
<td>Deferred capital grants</td>
<td>3,631</td>
<td>2,249</td>
</tr>
<tr>
<td></td>
<td>83,532</td>
<td>102,317</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General fund</td>
<td>14,804</td>
<td>56,260</td>
</tr>
<tr>
<td>Restricted fund</td>
<td>32,267</td>
<td>32,267</td>
</tr>
<tr>
<td>Invested in capital assets</td>
<td>2,574</td>
<td>3,277</td>
</tr>
<tr>
<td></td>
<td>49,645</td>
<td>91,804</td>
</tr>
<tr>
<td></td>
<td>$133,177</td>
<td>$194,121</td>
</tr>
</tbody>
</table>

**ON BEHALF OF THE BOARD**

______________________________  Director

______________________________  Director

The notes are an integral part of these financial statements
## SENIORS RESOURCE CENTRE INC.
### Statement of Revenues and Expenditures
#### Year Ended March 31, 2010

(\textit{Unaudited})

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government and Other Grants</td>
<td>$444,499</td>
<td>$560,701</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$107,488</td>
<td>$137,818</td>
</tr>
<tr>
<td>Donations</td>
<td>$52,278</td>
<td>$35,461</td>
</tr>
<tr>
<td>Grocery Bus</td>
<td>$24,187</td>
<td>$25,143</td>
</tr>
<tr>
<td>Life Long Learners Courses</td>
<td>$9,629</td>
<td>$7,631</td>
</tr>
<tr>
<td>Registration Fees</td>
<td>$1,495</td>
<td>$1,330</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$1,252</td>
<td>$428</td>
</tr>
<tr>
<td>Interest</td>
<td>$280</td>
<td>$1,433</td>
</tr>
<tr>
<td>Amortization of deferred capital grants</td>
<td>$773</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td><strong>641,841</strong></td>
<td><strong>770,495</strong></td>
</tr>
</tbody>
</table>

| **EXPENSES**         |           |           |
| Salaries and wages   | $399,053  | $364,485  |
| Program materials    | $62,148   | $141,553  |
| Travel and transportation | $39,286 | $74,179 |
| Rental               | $36,150   | $31,950   |
| Miscellaneous        | $31,284   | $1,946    |
| Office               | $13,551   | $8,948    |
| Advertising and promotion | $12,806 | $11,484 |
| Postage              | $9,624    | $8,750    |
| Fundraising activities | $53,286 | $77,829 |
| Telephone            | $7,115    | $5,069    |
| Internet/ Web page   | $4,817    | $15,837   |
| Photocopier          | $4,795    | $6,031    |
| Insurance            | $3,827    | $3,410    |
| Amortization         | $1,718    | $1,522    |
| Meetings and conferences | $1,657 | $1,362 |
| Accounting fees      | $1,437    | $1,070    |
| Interest and bank charges | $1,146 | $1,144 |
| Memberships          | $100      | -         |
|                      | **684,000** | **757,025** |

| **EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES** | $ (42,159) | $13,470 |

The notes are an integral part of these financial statements.

Fred Earle C.A.
SENIORS RESOURCE CENTRE INC.
Statement of Changes in Net Assets
Year Ended March 31, 2010
(Unaudited)

<table>
<thead>
<tr>
<th></th>
<th>General Fund</th>
<th>Restricted Fund</th>
<th>Invested In Capital Assets</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS - BEGINNING OF YEAR</strong></td>
<td>$ 56,260</td>
<td>$ 32,287</td>
<td>$ 3,277</td>
<td>$ 91,804</td>
<td>$ 78,336</td>
</tr>
<tr>
<td>Deficiency of revenue over expenses</td>
<td>(40,005)</td>
<td>-</td>
<td>(2,154)</td>
<td>(42,159)</td>
<td>13,470</td>
</tr>
<tr>
<td>Amortization of deferred capital grants</td>
<td>(773)</td>
<td>-</td>
<td>773</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Amortization expense</td>
<td>1,718</td>
<td>-</td>
<td>(1,718)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Invested in capital asset</td>
<td>(2,396)</td>
<td>-</td>
<td>2,396</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>NET ASSETS - END OF YEAR</strong></td>
<td>$ 14,804</td>
<td>$ 32,267</td>
<td>$ 2,574</td>
<td>$ 49,645</td>
<td>$ 91,806</td>
</tr>
</tbody>
</table>

Fred Earle C.A.

The notes are an integral part of these financial statements.

Page 27
<table>
<thead>
<tr>
<th>Seniors Resource Centre Inc.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Activities</strong></td>
<td></td>
</tr>
<tr>
<td>Excess (deficiency) of revenue over expenses</td>
<td>$ (42,159)</td>
</tr>
<tr>
<td>Item not affecting cash: Amortization of capital assets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(40,441)</td>
</tr>
<tr>
<td>Changes in non-cash working capital: Accounts receivable</td>
<td>(17,260)</td>
</tr>
<tr>
<td>Accounts payable</td>
<td>(24,599)</td>
</tr>
<tr>
<td>Deferred income</td>
<td>3,472</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>(300)</td>
</tr>
<tr>
<td>HST payable (receivable)</td>
<td>2,063</td>
</tr>
<tr>
<td>Employee deductions payable</td>
<td>958</td>
</tr>
<tr>
<td></td>
<td>(35,865)</td>
</tr>
<tr>
<td>Cash flow from (used by) operating activities</td>
<td>(76,106)</td>
</tr>
<tr>
<td><strong>Investing Activity</strong></td>
<td></td>
</tr>
<tr>
<td>Additions to capital assets</td>
<td>(2,398)</td>
</tr>
<tr>
<td>Cash flow used by investing activity</td>
<td>(2,398)</td>
</tr>
<tr>
<td><strong>Financing Activity</strong></td>
<td></td>
</tr>
<tr>
<td>Capital grants deferred</td>
<td>1,382</td>
</tr>
<tr>
<td>Cash flow from financing activity</td>
<td>1,382</td>
</tr>
<tr>
<td><strong>Increase (Decrease) in Cash Flow</strong></td>
<td></td>
</tr>
<tr>
<td>(77,120)</td>
<td>18,687</td>
</tr>
<tr>
<td>Cash - beginning of year</td>
<td>166,020</td>
</tr>
<tr>
<td><strong>Cash - End of Year</strong></td>
<td>$ 88,900</td>
</tr>
</tbody>
</table>

The notes are an integral part of these financial statements.
1. DESCRIPTION OF BUSINESS

The Seniors Resource Centre Inc. is a non-profit, charitable, voluntary organization organized by a volunteer Board of Directors. It is dedicated to promoting the independence and well being of older adults through the provision of various services and programs.

The Centre commenced operations on March 8, 1990 and was incorporated on December 3, 1993 under the Newfoundland Corporations Act as the Seniors Resource Centre Association Inc. The Centre changed its name to the St. John’s Seniors Resource Centre Association Inc. on August 31, 1993, and to Seniors Resource Centre Inc. on June 3, 1999.

In the event of dissolution of the centre, any funds and assets of the centre remaining after satisfaction of its debts and liabilities shall be transferred to another non-profit organization committed to serving the needs of seniors.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with generally accepted accounting principles in Canada. Outlined below are those policies considered particularly significant for the Company.

Revenue recognition

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue of the appropriate fund in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue of the operating fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates include providing for amortization of property, plant and equipment and goodwill. Actual results could differ from these estimates.

Contributed services

Volunteers contribute a significant number of hours each year to assist the organization in carrying out its service delivery activities. As well, the organization receives other donated materials and services throughout the year. Because of the difficulty of determining their fair value, these services are not recognized in the financial statements.

(continues)
2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Financial instruments

All financial instruments are classified into one of the following five categories: held-for-trading assets or liabilities, held-to-maturity investments, loans and receivables, available-for-sale financial assets or other financial assets. Held-for-trading financial instruments are measured at fair value and all gains and losses are included in revenue and expenses in the period in which they arise. Available-for-sale financial instruments are measured at fair value with revaluation gains and losses included in the statement of net assets until the instruments are derecognized or impaired. Loans and receivables, investments held-to-maturity and other financial liabilities are measured at amortized cost using the effective interest method.

Transaction costs are expensed as incurred for financial instruments classified as held-for-trading.

The Centre accounts for regular purchases and sale of financial assets using trade-date accounting.

The Centre has made the following classifications:

Cash
Accounts receivable
Accounts payable and accrued liabilities

Held-for-trading
Loans and receivables
Other liabilities

Capital assets

Capital assets are stated at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

- Equipment: 20% declining balance method
- Computer equipment: 30% declining balance method
- Furniture and fixtures: 20% declining balance method

3. CAPITAL ASSETS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$ 5,075</td>
<td>$ -</td>
<td>$ 5,075</td>
<td>$ 5,075</td>
</tr>
<tr>
<td>Computer equipment</td>
<td>19,313</td>
<td>-</td>
<td>19,313</td>
<td>16,916</td>
</tr>
<tr>
<td>Furniture and fixtures</td>
<td>1,214</td>
<td>19,397</td>
<td>(18,183)</td>
<td>(16,485)</td>
</tr>
<tr>
<td></td>
<td>$ 25,602</td>
<td>$ 19,397</td>
<td>$ 6,205</td>
<td>$ 5,526</td>
</tr>
</tbody>
</table>
4. DEFERRED REVENUE

Some of the grants received are for completion of specific projects. Where applicable the revenue is recognized at the same rate as the expenditures are incurred for the appropriate project. The deferred revenue represents the unexpended funds for the relevant projects as per the following:

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred - Peer Advocates</td>
<td>$35,575</td>
<td>$ -</td>
</tr>
<tr>
<td>Deferred - Satellite - TELUS</td>
<td>12,000</td>
<td>-</td>
</tr>
<tr>
<td>Deferred - Satellite- Cooking Program</td>
<td>5,625</td>
<td>-</td>
</tr>
<tr>
<td>Deferred - Snowbusters</td>
<td>4,169</td>
<td>3,818</td>
</tr>
<tr>
<td>Deferred - Aging Issues</td>
<td>2,000</td>
<td>-</td>
</tr>
<tr>
<td>Deferred - CareGivers - Day Away</td>
<td>1,903</td>
<td>2,566</td>
</tr>
<tr>
<td>Deferred - Aging Issues</td>
<td>475</td>
<td>-</td>
</tr>
<tr>
<td>Deferred - Hydro - Public Relations</td>
<td>356</td>
<td>5,303</td>
</tr>
<tr>
<td>Deferred - CG - Universal Access</td>
<td>51</td>
<td>654</td>
</tr>
<tr>
<td>Deferred - CareGivers Dept-Finance</td>
<td>-</td>
<td>21,000</td>
</tr>
<tr>
<td>Deferred - Lunch and Learn</td>
<td>-</td>
<td>20,000</td>
</tr>
<tr>
<td>Deferred - Roses Campaign</td>
<td>-</td>
<td>3,500</td>
</tr>
<tr>
<td>Deferred - CAP Innovation</td>
<td>-</td>
<td>1,500</td>
</tr>
<tr>
<td>Deferred - CareGivers - Cards</td>
<td>-</td>
<td>241</td>
</tr>
<tr>
<td>Deferred - Life Long Learning</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>

$ 62,154 $ 58,682

5. RESTRICTION ON NET ASSETS

The organization had internally restricted a portion of its unrestricted net assets to be used for the purchase of a building. The amount added to the building fund annually was calculated at 10% of donation revenue received in the year. No allocation to the building fund has been made for 2008 or 2009.

6. FINANCIAL INSTRUMENTS

Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The centre is exposed to credit risk from funding agencies. In order to reduce its credit risk, the centre conducts regular reviews of its existing fund provider performance. The centre has a significant number of fund providers which minimizes concentration of credit risk.

Fair Value

The centre’s carrying value of cash and cash equivalents, accounts receivable, and accounts payable approximates its fair value due to the immediate or short term maturity of these instruments.

Fred Earle C.A.
<table>
<thead>
<tr>
<th>COMMITTEES 2009/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive Committee (2009/2010)</strong></td>
</tr>
<tr>
<td>Chair .............................................................. Marilyn Beaton</td>
</tr>
<tr>
<td>Vice Chair .......................................................... Rosemary Lester</td>
</tr>
<tr>
<td>Past Chair .......................................................... Linda Bowering</td>
</tr>
<tr>
<td>Secretary ............................................................. Susan Hounsell</td>
</tr>
<tr>
<td>Treasurer ............................................................. Albert Croke</td>
</tr>
<tr>
<td>Member ................................................................. Helena Fizzard</td>
</tr>
<tr>
<td>Member at Large ........................................................ Pat Wright</td>
</tr>
<tr>
<td>Executive Director ..................................................... Kelly Heisz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Executive Committee (2009/2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair .............................................................. Marilyn Beaton</td>
</tr>
<tr>
<td>Vice Chair .......................................................... Rosemary Lester</td>
</tr>
<tr>
<td>Past Chair .......................................................... Linda Bowering</td>
</tr>
<tr>
<td>Secretary ............................................................. Susan Hounsell</td>
</tr>
<tr>
<td>Treasurer ............................................................. Albert Croke</td>
</tr>
<tr>
<td>Member ................................................................. Helena Fizzard</td>
</tr>
<tr>
<td>Member at Large ........................................................ Pat Wright</td>
</tr>
<tr>
<td>Executive Director ..................................................... Kelly Heisz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Finance Committee (2009/2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair .............................................................. Albert Croke</td>
</tr>
<tr>
<td>Members ............................................................. Linda Bowering</td>
</tr>
<tr>
<td>................................................................. Susan Hounsell</td>
</tr>
<tr>
<td>................................................................. Marilyn Beaton</td>
</tr>
<tr>
<td>................................................................. Pat Wright</td>
</tr>
<tr>
<td>................................................................. Helena Fizzard</td>
</tr>
<tr>
<td>................................................................. Rosemary Lester</td>
</tr>
<tr>
<td>Accountant ........................................................... Kim Clarke</td>
</tr>
<tr>
<td>Executive Director ..................................................... Kelly Heisz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fund Development Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair .............................................................. Mervyn Howse</td>
</tr>
<tr>
<td>Co-Chair ............................................................ Reg Gabriel</td>
</tr>
<tr>
<td>Board Rep ............................................................ Helena Fizzard</td>
</tr>
<tr>
<td>Accountant ........................................................... Kim Clarke</td>
</tr>
<tr>
<td>Director of Fund Development ........................................ Cathy Sheehan</td>
</tr>
<tr>
<td>Executive Director ..................................................... Kelly Heisz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair .............................................................. Stephen Collett</td>
</tr>
<tr>
<td>Members ............................................................. Jane Morgan</td>
</tr>
<tr>
<td>................................................................. Mollie Fry</td>
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<td>................................................................. Bruce Pearce</td>
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<td>................................................................. Edward Wade</td>
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<td>................................................................. Rosemary Lester</td>
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<td>Advisor .............................................................. Wendolyn Schlamp-Hickey</td>
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<td>Executive Director ..................................................... Kelly Heisz</td>
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</tbody>
</table>
Advocacy Committee
Chair: Colleen Hanrahan
Members: Rosemary Lester, Pat Wright, Jill Barron
Ex-officio, Citizens’ Representative: Barry Fleming
Ex-officio, Senior Investigator, Office of the Citizen’s Representative: Sharon Samson

Human Resources Committee
Chair: Pat Wright
Member: Susan Hounsell
Executive Director: Kelly Heisz

Elder Abuse Committee of Newfoundland & Labrador (EACNL)
Chair: Rosemary Lester
Eastern Health: Lisa Adams, Elsie McMillan, Virginia Whitten, Norman Matthews
Seniors Wellness Committee: Marie McKinnon, Bernice Buckle, Marilyn Avery
Eastern Long Term Care Association: Col. Ralph Stanley
Nunatsiavut Dept. Of Health: Heather Barnes
Labrador South Home Care: Debra Barney
Royal Newfoundland Constabulary: Constable Kevin Foley
Division of Aging & Seniors: Helene Davis
Religious Provider: Fr. William Browne
Western Health: Lisa Burridge
Physician: Dr. Roger Butler
Labrador West Status of Women Council: Noreen Careen
Central Health: Mimie Caroll
Labrador Friendship Centre: Patricia Fleming
Violence Prevention Labrador: Carmen Hancock
Dietitians of NL: Maureen Leat
Independent Living Resource Centre: Trudy Marshall
Student Rep: School of Social Work: Danielle Moore
Royal Canadian Mounted Police: Cst. Paul Nicholson/Wayne Newell
Council for Licensed Practical Nurses: Janice O’Neil
Labrador-Grenfell Health: Kim White
Labrador Metis Nation: Melita Paul
Kirby House: Sheila Ryan
PLIAN............................................................................................................Kristin O’Keefe
Violence Prevention Initiative.................................................................Sharon Whalen/Sherril Gilbert
Victims Services......................................................................................Anita Stanley
National Seniors Council......................................................................Ed Wade
Newfoundland & Labrador Housing........................................................Kevin Williams
Coalition Against Violence...................................................................Vyda Ng
Seniors Resource Centre Peer Advocate............................................Lorraine Best
Community Health Promotion Network Atlantic...............................Lisa Pike
ABC’s of Fraud Seniors Resource Centre............................................Alicia Cox
Seniors Resource Centre Caregiver Program......................................Shelly Collins
Seniors Resource Centre Peer Advocate Information Line................Jill Barron
Coordinator, Elder Abuse Committee Newfoundland & Labrador........Elizabeth Siegel
SRC Elder Abuse Project Assistant....................................................Paula Lancaster
Executive Director..............................................................................Kelly Heisz

**Provincial Peer Advocate Program**

Chair.........................................................................................................Kathleen Connors
Vice Chair, Parkinson Society Canada....................................................Neil Hamilton
Faculty of Medicine..............................................................................Dr. Doreen Neville
Information Line Peer Advocate............................................................Lorraine Best
Community Peer Advocate, Bay Roberts..............................................Margaret Bradbury
Community Peer Advocate, Charlottetown..........................................Ardena Cadwell
Eastern Health......................................................................................Lisa Adams
Silver Lights Club...................................................................................Dennis Jones
Executive Director.............................................................................Kelly Heisz
Program Manager................................................................................Jill Barron

**LifeLong Learners**

Co-Chair..................................................................................................Doreen Bennink
Co-Chair..................................................................................................Jan Lilly
MUN...........................................................................................................Dan Dillon
City of St. John’s....................................................................................Jennifer Langmead
Member..................................................................................................Bill O’Driscoll
....................................................................................Dr. Frederick Woodruff
....................................................................................Cecil Roebothan
....................................................................................Dorothy Williams
....................................................................................Dr. Chris Heughan
....................................................................................Brigitta Schmid
....................................................................................Nancy Knight
Program Co-ordinator........................................................................Alicia Cox
Executive Director............................................................................Kelly Heisz
Friendly Visiting Committee
Chair........................................................................................................Father Bill Brown
SRC Board Rep. .......................................................................................Wendy Young
CNIB ........................................................................................................Melinda Duggan
Canadian Hard of Hearing ........................................................................Kim Pratt-Baker
Canadian Red Cross ..............................................................................Clarice LeGrow
Eastern Health ............................................................................................Deborah Craig
..................................................................................................................Pamela Hiscock
City of St. John’s.............................................................................................Jennifer Langmead
Mount Pearl Seniors Independence Group................................................Ruth May
Seniors Resource Centre Volunteer Coordinator .........................................Pat Wright
VON ........................................................................................................Darlene Billard-Croucher
Member ......................................................................................................Jan Lilly
Coordinator ..................................................................................................Sheri Lane
Executive Director ........................................................................................Kelly Heisz

Provincial Caregivers Out of Isolation Program
Chair ..............................................................................................................Gail Wideman
Former Caregiver ........................................................................................Minnie Vallis
Former Caregiver ........................................................................................Elsie Chafe
Eastern Health ..............................................................................................Sandy Penney
National Council of Aging and Seniors .........................................................Ed Wade
Health & Community Services ................................................................Sandra Dingle
Humber Valley Regional Caregiver Network ..............................................Elaine Fost
NFLD & Lab. Women’s Institutes ................................................................Sylvia Manning
St. Anthony Regional Caregiver Network ......................................................Vacant
Springdale Regional Caregiver Network .....................................................Patricia Lawlor
Stephenville Regional Caregiver Network ..................................................Rhonda Hallot & Jane Robinson
Twillingate Caregiver Support Committee ..................................................Margaret Manuel
Clarenville Caregiver Support Committee ..................................................Yvonne Godfrey
Happy Valley – Goose Bay Caregiver Network ........................................Patti Fleming
Seniors Resource Centre of Newfoundland & Labrador ...............................Kelly Heisz
Provincial Co-ordinator ................................................................................Shelly Collins

Baccalieu Trail Satellite Office Advisory Committee
Chair ..............................................................................................................Cathy Kleinwort
Vice Chair ....................................................................................................Zoe Kopetsky
Partner Representative, Princess Sheila 50+ ..............................................Mevlina King
Carbonear Women’s Institute ..................................................................Christine Noel/Rose Mooney
Member .......................................................................................................Daphne Benson
SRC Board Representative ........................................................................Marilyn Beaton
SRC Executive Director ...............................................................................Kelly Heisz
Eastern Health ...............................................................................................Maxine Paul
Communities Against Violence ..................................................................Maureen Angel/Tara Walters
Seniors In Action
(Active for the 2009/2010 fiscal year. Project funding finished March 31, 2010 and Project Concluded)

Chair .......................................................... Kathleen Connors
Members .................................................................................................................................. Dr. Sharon Buehler
.................................................................................................................................................. Frankie O’Neill
.................................................................................................................................................. Lorraine Best
.................................................................................................................................................. Maurice Brewster
.................................................................................................................................................. Clayton Rice
.................................................................................................................................................. John Eddy
.................................................................................................................................................. Lorraine Best
.................................................................................................................................................. Kathleen Connors
.................................................................................................................................................. Ed Wade
Coordinator .......................................................................................................................... Alicia Cox
Executive Director .................................................................................................................. Kelly Heisz

Get the Feeling, Know when to Quit
(Active for the 2009/2010 fiscal year. Project funding finished March 31, 2010 and Project Concluded)

Chair .......................................................... Kathleen Connors
NL Lung Association – Smokers’ Helpline ................................................................. Niki Legge
Alliance for the Control of Tobacco (ACT) ................................................................. Melissa Moore
MUN School of Human Kinetics and Recreation ........................................................ Angela Loucks-Atkinson
NL Aging and Seniors Division .................................................................................... Farah McCrate
Aging Issues Committee ............................................................................................... Maurice Brewster
Seniors Resource Centre Board .................................................................................... Eric Larkin
Eastern Health .................................................................................................................. Janice Field
Western Health .................................................................................................................. Tanya Matthews
Labrador Grenfell Health ............................................................................................... Karla Loder
Central Health .................................................................................................................. Tanya Edwards
SRC-NL Peer Advocate Manager ................................................................................... Jill Barron
Project Assistant .............................................................................................................. Janet Whittaker
Project Manager ............................................................................................................... Paula Lancaster
SRC-NL Executive Director ............................................................................................. Kelly Heisz