



**unison**  
For generations 50+

# Annual Report 2023



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# Board of Directors



Richard Parker  
*Chair*



Kenneth Lin  
*Treasurer*



Jacquelyn Poetker  
*Secretary*



Hank Heerema  
*Director Emeritus*



Deborah Durda  
*Director*



Gail Lai  
*Director*



Gord Nott  
*Director*



Jenna Naylor  
*Director*



Marianne Rogerson  
*Director*



Peter Molzan  
*Director*

# Message from the Chair



Richard Parker  
*Chair*

What is now Unison started 50 years ago in 1973, when the Kerby Centre opened in Calgary — located at the former Mount Royal College Campus at 7th Ave. and 11 Street SW in downtown Calgary.

What began as an organization to give seniors a voice has changed and evolved over the years to something bigger and greater. Here and now, with 2023 behind us, Unison, for Generations 50+, is a leader in helping seniors thrive and live beautiful, worthy lives well into the aging process.

Which is why I am so pleased to present this annual report, which details the many incredible events, activities, and accomplishments we undertook in 2023.

One area where Unison has made great strides recently is in reaching out to help our more vulnerable seniors. This includes the Meals on Wheels program in Medicine Hat, and the Thrive Food Security program in Calgary — which rescues surplus food and delivers food to those in need including mobile food markets, bringing food directly to those in need rather than expecting them to come to us.

In addition to expanding our services that deliver directly to those in need, Unison is involved in developing programs to help older adults such as our tax clinics, which help ensure that the less well-off get the governmental benefits to which they are entitled.

In 2023 we were very pleased to receive extra government funding to open all of the beds available at our Unison Elder Abuse Shelter for survivors of abuse. In addition, we have been asked to help other agencies in setting up programs for survivors in smaller communities and rural areas.

We could not continue to offer and develop this wide range of programs and services without the active support of hundreds of volunteers and the many people and organizations who donate funding, time, and services to support Unison. On behalf of the Board of Directors: we sincerely thank you, and we look forward to your continuing support in the future.

# Message from the President & CEO



Larry Mathieson  
*President & CEO*

Last year, when I wrote to you in this annual report, I mentioned how there's nothing as boring as a non-profit's AGM: even here at Unison, for Generations 50+ There's a lot of housekeeping, a lot of information being thrown your way: it can get overwhelming.

The same goes for annual reports: how do you summarize an entire year's worth of tireless work, excitement and events — all in a few dozen pages?

If I tried to tell you every incredible thing that happened in 2023, we'd be here for ages. But I can promise you, it wouldn't be boring.

2023 was a year of celebration. Unison's flagship location — Calgary's Kerby Centre — celebrated its 50th year of support seniors in our community to live their best lives. So much of our year was spent acknowledging that huge accomplishment, and the legacy we've created here in Alberta.

But we didn't rest on our laurels! It was also a year of innovation for us. With the worst of the COVID-19 crisis behind us, we took everything we learned from having to adapt to that situation and applied it. Now, with a host of new or improved programming — both online and in-person — we're able to reach more seniors than ever before.

Whether it's Meals on Wheels in Medicine Hat, our Elder Abuse Shelter in Calgary, or the bevy of online activities and presentations we offer: we're out there every single day making the lives of our seniors better, letting them know they aren't alone in this world.

There are more challenges to come. 2023 also saw an unprecedented rise in costs, at the grocery store and for our rents and mortgages, and we know that our senior population is disproportionately affected.

We don't know what's to come for 2024, but we can be sure of one thing. Unison, for Generations 50+ is going to be there through the trials, the celebrations, the good times and the bad.

And with our incredible staff, our tireless volunteers, our supportive donors and partner organizations, we're always going to be.

And there's nothing boring about that.

# Our 2023 Journey



2023 was an incredible year for Unison, for Generations 50+.

Not only did we continue to establish ourselves as a premiere source of community and assistance for southern Alberta's seniors, our Kerby Centre location celebrated its 50th anniversary!

It was the perfect year to highlight and let folks know all the incredible things we do through Unison. Which is why we were excited to premiere a documentary, created by the incredible Kelly Brothers Productions,

entitled "Belonging: Aging & the Unison Community."

This incredible short film detailed the importance of community, and how Unison kept seniors safe and connected during the horrific COVID-19 crisis. It was a fantastic way to show off all the incredible things we do and it's now available to watch on YouTube!

One of the most important things we do here at Unison, for Generations 50+, is the operation of our Elder Abuse Shelter — the first purpose-built Elder Abuse Shelter in North America.



It was announced in April 2023 that we'd be receiving a massive increase in funding from the province. We were able to increase our capacity to serve some of our most vulnerable by huge leaps: hiring more staff and opening more beds.



Our banner year wasn't just isolated to Calgary, however! Over in Medicine Hat, plenty of new and exciting things happened. Veiner's Vintage Transport was launched in August — helping our community members get to where they need to go! — as well as the launch of their Seniors Supports program in May.

Every single year, all of our locations are constantly improving and innovating to ensure our seniors are able to live their best lives: happy, healthy and supported.

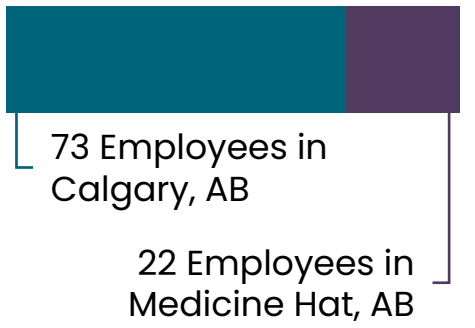
# Nonprofit Employer of Choice 2023

Unison is proud to be a workplace where our staff can not only create a meaningful career through our mission to support older adults but also work for a non-profit organization with a strong organizational culture and receive relevant training and career development.

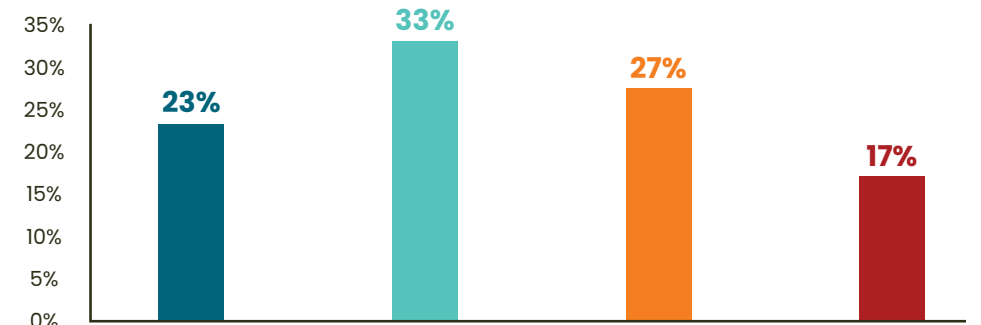
The Canadian Nonprofit Employer of Choice Award is a national award recognizing the best nonprofits to work for in Canada. The Nonprofit Employer of Choice Award is the industry's first and only "Made-in-Canada" recognition for the country's nonprofit and charity organizations. In partnership with CCEOC Inc. and Hilborn ECS, the NEOC Award creates leading employer brand recognition and a unique competitive advantage.



**In 2023, Unison had a total of 95 employees**



## Unison Employees by Generation



# Supporting Seniors: Your Impact

Supporting seniors in our community takes many shapes.



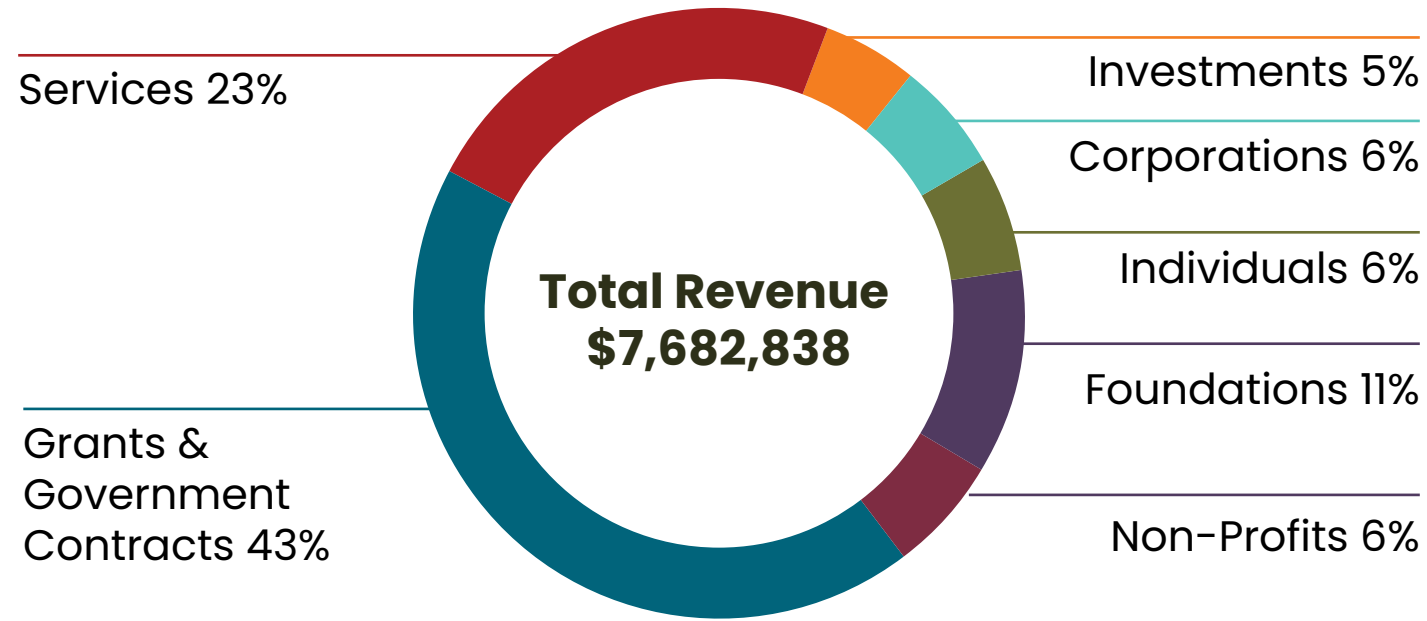
**Over \$2,206,589**  
Total funds raised to support seniors in Calgary and Medicine Hat.



**\$671,000**  
In legacy gifts to Unison that will make seniors' lives brighter for years to come.



**\$328,049**  
Money raised through events and campaigns including our Help for the Holidays campaign and Seniors' Expo.



CREB Realtor Community Foundation donated **\$15,000** to support our Elder Abuse Shelter for seniors in need.



**\$56,000** raised and more than 1,500 people attended our Seniors' Expo in April.



Provided **\$278,053** worth of food to seniors in the community. Meals on Wheels in Medicine Hat delivered more than 30,000 meals to seniors.

**All proceeds directly support programs and services for seniors at Unison!**

# Financial Report

## Statement of Financial Position

### Assets

	2023	2022
<b>Current</b>		
Cash	\$801,316	\$1,063,147
Short-term investments	\$7,129,702	\$6,825,792
Accounts receivable	\$337,035	\$331,789
Inventory	\$15,709	\$15,709
Prepaid expenses	\$80,391	\$68,122
	\$8,364,153	\$8,304,559
<b>Capital assets</b>	\$1,468,859	\$1,495,636
	\$9,833,012	\$9,800,195

### Liabilities

#### Current

Accounts payable and accrued liabilities	\$467,098	\$302,634
Deferred revenue	\$932,011	\$1,238,954
	\$1,399,109	\$1,541,588

### Net Assets

<b>Restricted fund</b>	\$6,304,172	\$6,495,674
<b>Unrestricted fund</b>	\$761,077	\$460,137
<b>Invested in capital assets</b>	\$1,368,654	\$1,302,796
	\$8,433,903	\$8,258,607
	\$9,833,012	\$9,800,195

# Statement of Revenues and Expenditures

	2023	2022
<b>Revenues</b>		
Government grants	\$3,269,271	\$2,795,778
Donations	\$2,206,589	\$4,626,218
Services	\$1,800,036	\$1,746,948
Investment revenue	\$406,942	\$76,258
	\$7,682,838	\$9,245,202
<b>Expenses</b>		
Salaries and wages	\$4,371,608	\$3,534,554
Services	\$1,488,540	\$1,163,721
Administration	\$1,450,462	\$1,151,658
Investment expense	\$68,535	\$13,519
Amortization	\$128,398	\$104,609
	\$7,507,543	\$5,968,061
<b>Excess of revenues over expenses</b>	\$175,295	\$3,277,141

## Seniors Supports Calgary



In total, our Seniors Supports program in Calgary assisted **6,725 unique seniors** with a total of **20,200 service contacts**.



Unison's FREE Tax Clinic held in Kerby Centre filed **4,361 tax returns** and facilitated a **total refund of \$1,012,652.35** in 2023 for low income seniors.

**95.93% increase** in Benefits & Pensions service contacts (1,235 to 2,421)

**8.11% increase** in tax returns filed (4,034 to 4361)

**6.77% increase** in Housing service contacts (2,647 to 2,826)

**114.29% increase** in Will Clinic documents completed (70 to 150)



## Medicine Hat

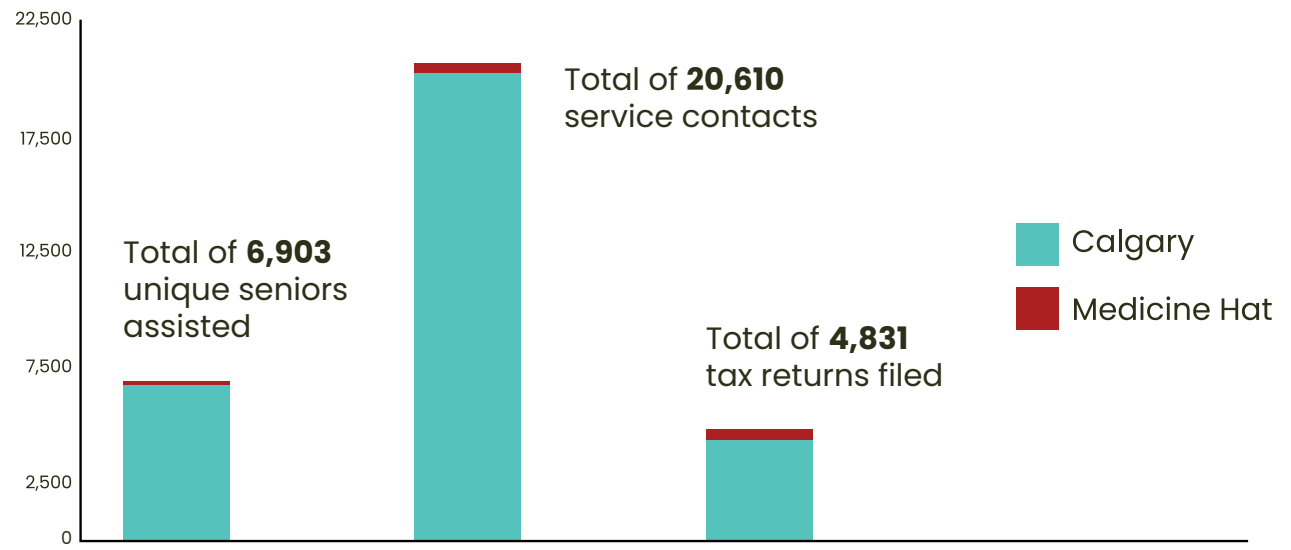


In total, our Seniors Supports program in Medicine Hat assisted **178 unique seniors** over the span of May to December 2023, with a total of **410 service contacts**.



Unison's FREE Tax Clinic held in Strathcona Centre filed **470 tax returns** and facilitated a **total refund of \$115,958** in 2023.

### FREE Tax Clinic



# Active Aging Calgary

“ The Pickleball Drop-In sessions with Unison at Kerby Centre has become an integral part of my routine, offering not only a fantastic way to stay active but also a great opportunity to have fun and overall well-being.”



## 15 New classes

- such as
- Bollywood Freestyle Dance
  - Mandarin
  - Guitar Basics
  - Still Life Drawing



## 12 Sold out trips

- such as
- Head-Smashed-In Buffalo Jump
  - Emerald Lake
  - Highwood Meadows Boardwalk



**First overnight trip to Medicine Hat in 2023!**

## Online



Top Video: Belonging: Aging and the Unison Community Film Trailer



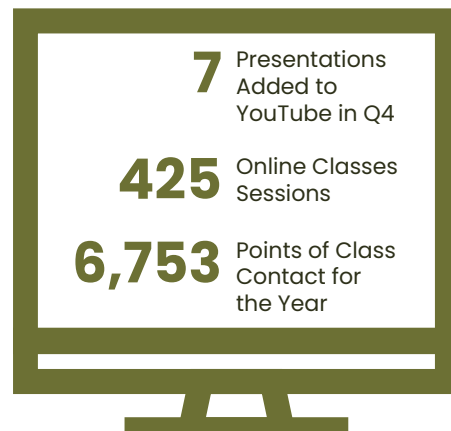
**11,992**  
Total Views with 1,000 Hours watched



**505**  
Subscribers



**53**  
Videos Added



**2,474**  
Unison Calgary Members



**80**  
Super Members

Fitness Studio Users	<b>117</b>
Drop-In Programs Attendance	<b>5,504</b>
In-Person Registration	<b>2,146</b>
In-Person Classes	<b>238</b>
Unison Travel Registration	<b>585</b>
Unison Travel Trips	<b>29</b>



**\$35,216 in revenue produced by the Wise Owl Boutique in 2023.**

Wise Owl Boutique supports seniors by selling their handmade consignment items, fostering both financial stability and reigniting their passion for hobbies.

# Medicine Hat



In the past year, a total of **88 unique Active Aging courses** were offered. On average, there are **45 unique activities weekly and 58 monthly**. For **registered courses, 2,522 individuals attended 242 courses comprising 804 sessions**. Daily and weekly drop-in clubs and classes, which typically attract **5-30 participants per class**.

Some of the new activities this year include Travel Club, Tai Chi, Learn to Weave on a Frame Loom, and Coulee Creek Outreach Clinic.

“ I love the staff and the atmosphere. I feel comfortable and safe here. The people are friendly, and they feel like family. This is my second home and I'd come here seven days a week if it was open.”



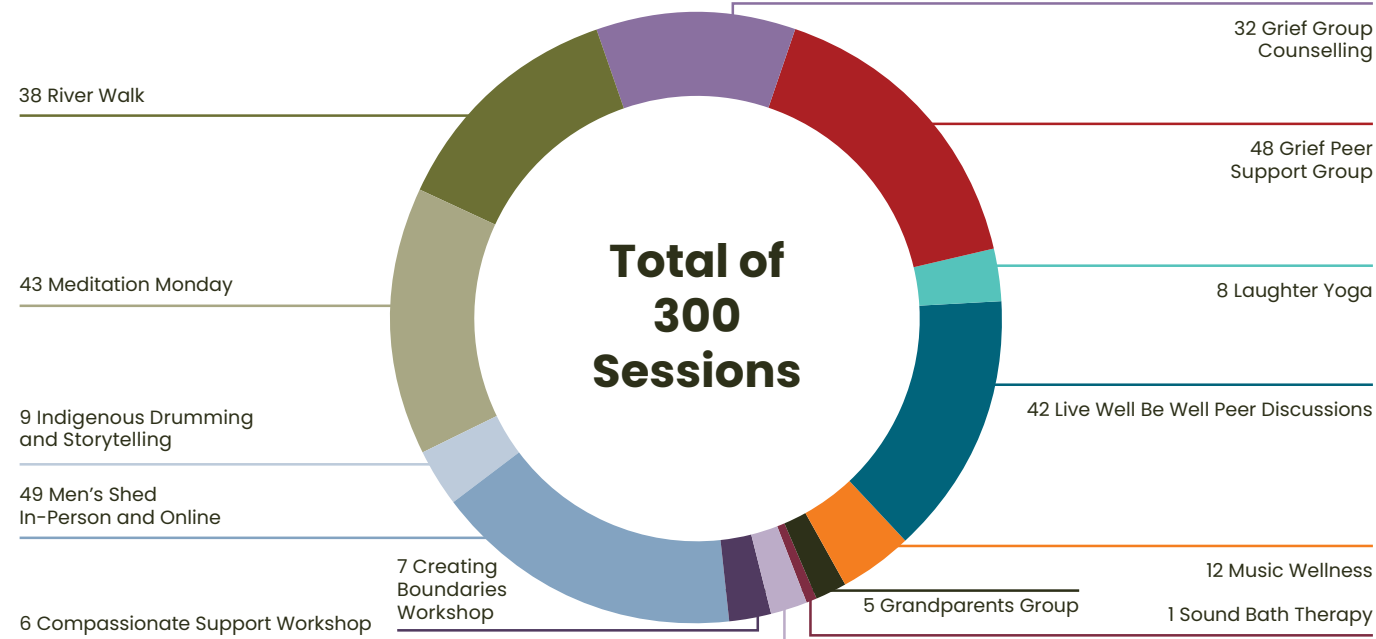
“ Fun & Fitness has been an important part of my life. I am thankful to the Veiner Centre for providing me the opportunity to participate in this activity. Fun and Fitness has benefited my mental, physical, and social health. I have made friends and improved my social life. My physical activity has kept me in better health.”

“ Chair Yoga has been a terrific addition to staying physically fit and flexible, and in fact it has helped me with my other activities of walking and golfing. Now I do yoga to be able to walk and play golf to the best of my ability.”



# Wellness Connection Centre Calgary

**642.5% increase**  
in participants in 2023 in comparison to 2022, growing from 348 to 2,584.



“ I Thank you so much. This session was very meaningful to me because we all felt safe to discuss what really matters to us about our grandchildren. It felt authentic to me that we have this space to say what is on our minds.”  
— L.S. (Grandparent's Group Participant)



“ This group is my lifeline. Any time I come here I feel much better when am leaving, no matter how unpleasant my day has been. I am grateful to Kerby Centre for creating this group. It feels like family.”  
— C.G. (Grief Group Peer Support Participant)

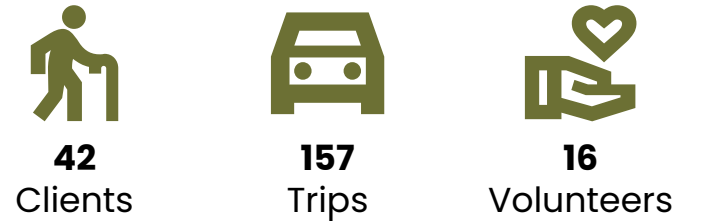


# Veiner Vintage Transport Medicine Hat and Redcliff

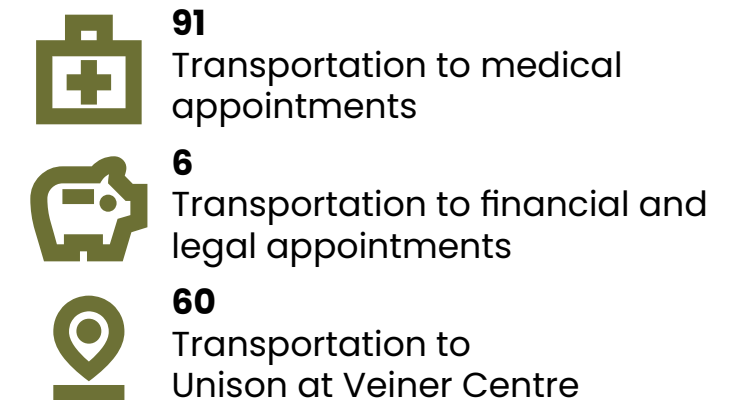


Veiner Vintage Transport is designed to provide transportation to members of our aging community and assist in reducing isolation by increasing access to the community, remaining within the home and supporting opportunities to engage in activities.

**From August to December 2023**



The Veiner Vintage Transport proven its efficacy in addressing the increasing need for economical and convenient transportation services.





# Thrive Food Security Calgary

**15,400 meals** made in our Community Kitchen program for participants of our Food Basket program and Food Markets.



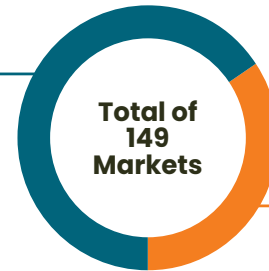
38,038 kg of rescued food worth \$255,769



3,314 kg of other food donations worth \$22,284

**12,874 older adults** visited our FREE Food Markets.

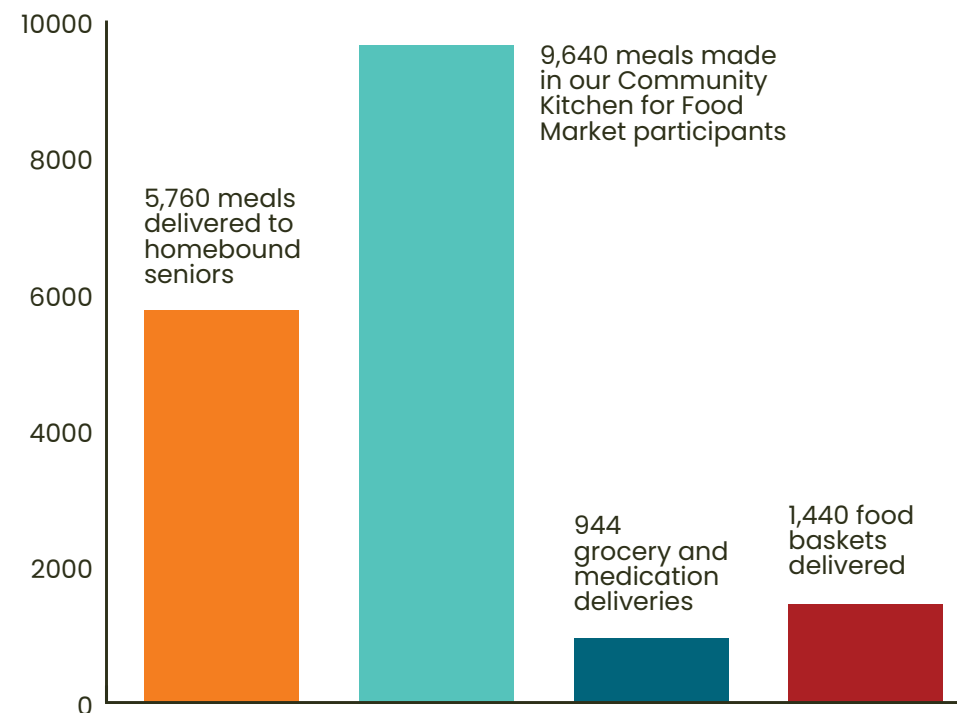
98 Food Markets at Unison at Kerby Centre



51 Community Bread Markets at External Locations



## Total of 17,784 deliveries made



**384 gifts** were distributed for birthdays and Christmas.

**97 volunteers** with 6,035 hours of service

# Meals on Wheels Medicine Hat



**78 years-old** is the average age of a Meals on Wheels client.



**2,500 meals per month** were prepared by staff and volunteers.



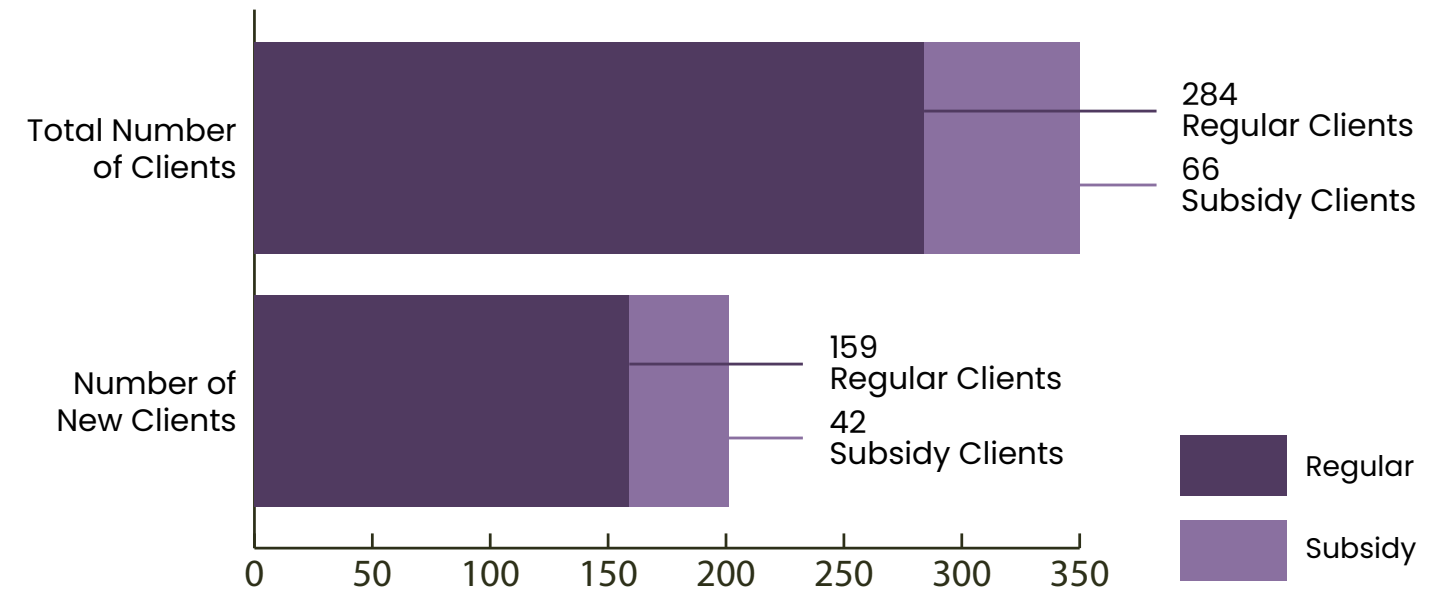
**30,106 meals delivered** 2,5018 regular meals and 5,088 subsidy meals.



**337 Meals on Wheels clients** with 200 new clients in 2023.



## Meals on Wheels Clients

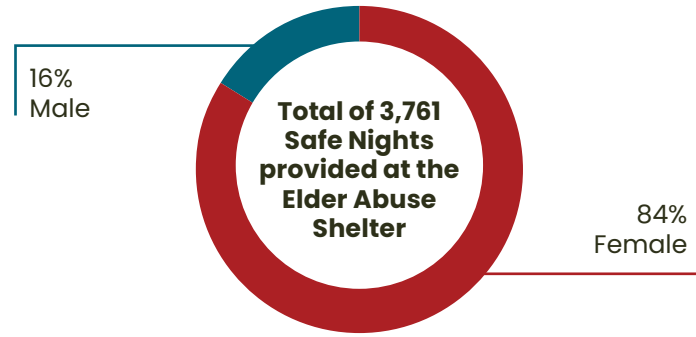


## Meals on Wheels Volunteers



**54 Meals on Wheels volunteers** who dedicated 5,150 hours to prepare and deliver nutritious meals to local seniors.

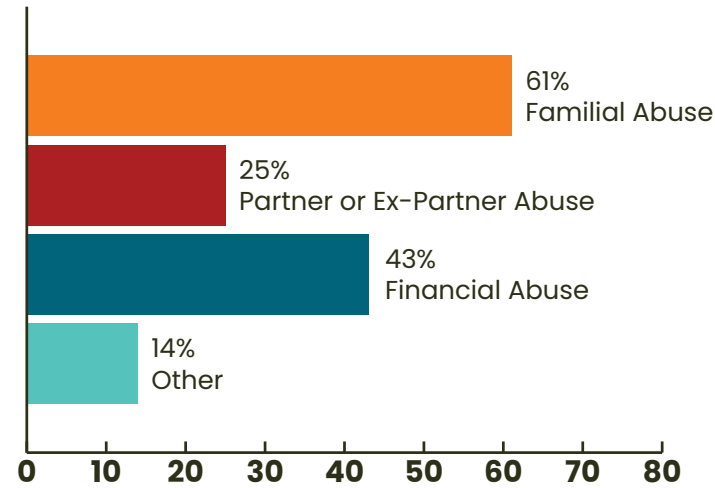
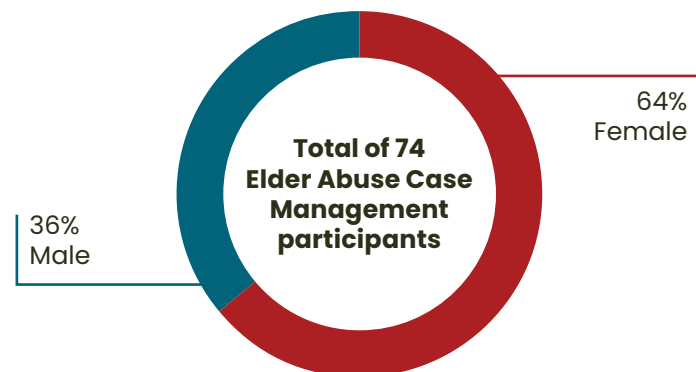
# Elder Abuse Outreach and Shelter Calgary



2 clients were referred through EART (Elder Abuse Response Team) in partnership with Carya and CPS.

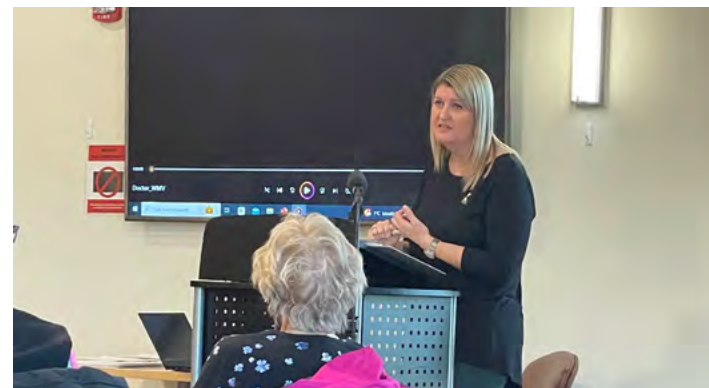


## Medicine Hat



- 5 beds were added to our Shelter, increasing our capacity by 40%**  
Made possible by additional Government of Alberta funding received in April 2023.
- 65.7 years-old**  
Average age of a Shelter client, with the youngest being 56 and the oldest being 79.

Our Elder Abuse Outreach team works with clients for up to 12 months after they leave the Shelter to help them thrive in the community, significantly reducing the odds they will need to return to the Shelter.



## Seniors Safety Series

With the help of a grant and support from the Alberta Elder Abuse Awareness Council, we implemented our free monthly "Seniors Safety Series: Aging Matters"



The seven topics were selected based on Elder Abuse Program trends, shifting from intervention to prevention.

- 175 individuals**  
Total of Seniors Safety Series participants.

## Adult Day Program Calgary

- Working with the clients of the Adult Day Program taught me numerous things. I was able to successfully create meaningful relationships with a number of clients."  
— Jap Brar, ADP Practicum Student

- 16 Years**  
Longest stay in the program

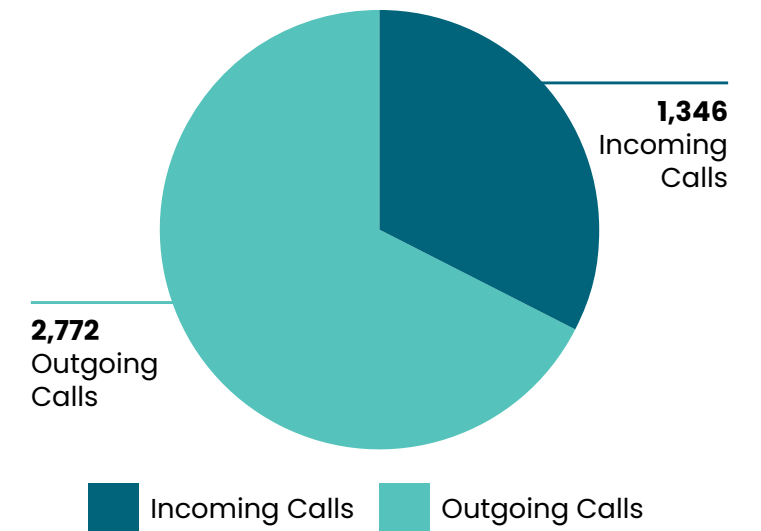
- 2 Volunteers with Lengthy Service Records**  
One individual has contributed 242 hours, while the other has dedicated 201.5 hours to the program.

- With the help of our community partners, we found safe, temporary shelter for a senior escaping verbal, financial and physical abuse.

When they received a Christmas gift bag with slippers, blanket and treats along with a grocery voucher, they said: "I am so thankful for all this assistance. These gifts will help me make a fresh start."



## 4,418 Service Contacts



**60 Years Old** Youngest Client  
**97 Years Old** Oldest Client

# Volunteers

What words can we possibly say to thank you? It's beyond our ability to put into text. We, at Unison, have one of the most dedicated, incredible and hard-working volunteer bases. Every single day, our programs, assistance and supports run as they do thanks to the staggering number of volunteer hours put in every single day, month, and year. It's of note to mention, that a large portion of our volunteers are themselves seniors, and what an incredible fact that is: it truly embodies the principles on which we were founded: "Nothing about us, without us."

And we are nothing without our volunteers. Thank you, thank you, thank you!

 **791 Volunteers**  
599 Volunteers in Calgary and 192 volunteers in Medicine Hat.

## Calgary

	Volunteers	Hours
Active Aging Volunteer Roles	68	9,638
Administration Office	20	580
Adult Day Program Volunteer Roles	8	1,044
Facilities	3	511
Fund Development Volunteer Roles	41	357
Human Resources Volunteer Roles	1	42
Kerby Café Volunteer Roles	53	3,069
Kerby News Volunteer Roles	22	138
Maintenance Volunteer Roles	18	2,726
Outreach Program Volunteer Roles	2	14
Peer Support Programs	18	1,087
Seniors Supports Volunteer Roles	76	10,517
Shelter Volunteer Roles	11	361
Special Events	45	534
Thrive Department Volunteer Roles	97	6,035
Travel Day Trips	1	16
Volunteer Department Volunteer Roles	115	3,702



 **54,270 Hours**  
40,371 Hours in Calgary and 13,899 hours in Medicine Hat.

## Medicine Hat

	Volunteers	Hours
Meals on Wheels Delivery Drivers	54	5,150
Reception	42	3,358
Active Aging (Programs & Keyholders)	25	3,609
Food Service and Veiner Bistro	22	1,359
Veiner Vintage Transport	16	70
Events Planning Committee	6	30
Community Volunteer Income Tax Program (CVITP)	5	215
Travel Club Committ	3	22
Unison News Distribution	1	36
Special Events	7	14
Group Volunteers	11	36

# Visibility Statistics

## Unison Alberta Website

### 2023 Top 5 pages

1. Home
2. Calgary Home
3. Medicine Hat Home
4. Programs
5. Contacts

## Active Aging Website


### 2023 Top 5 pages

1. Home
2. Kerby Centre
3. Kerby Membership
4. Online
5. Veiner/Strathcona

## Unison News Website

### 2023 Top 5 pages

1. Home
2. Print Editions Archive
3. Current Events
4. Featured
5. Truth and Reconciliation Q&A

 **96% pick up rate** for the Kerby News, now known as Unison News.

 **36 unique contributors** across 12 issues.


 **247 unique media hits** for Unison.

 **27,700 words** written for our "50 Stories" series to celebrate our 50th year anniversary.



The seniors utilizing our services and offering their support are located in: Calgary, Medicine Hat, Airdrie, Edmonton, Toronto, Cochrane, Chestermere, High River, Lethbridge, Red Deer.


## Facebook

 **141,127** times our posts appeared on screens


 **4,469** followers

 **5,474** reactions

 **263** posts created

 **79.40%** of our followers are female, and **20.60%** male

## Instagram


 **12,554** times our posts appeared on screens

 **124** reposts from our page

 **1,265** likes

 **2,665** times videos watched

## X/Twitter


 **181,100** accounts reached (2.3 times more than in 2023!)

 **3,551** followers

 **1,232** likes

 **782** retweets

## LinkedIn

 **16,610** times our posts appeared on screens


 **38,436** clicks on our posts


 **835** followers

 **699** reactions

 **372** posts created

## eNewsletter

 **129,034** emails were sent to our audience

 **57,024** times our emails were opened

 **14,230** eNewsletter subscribers



Our most popular post gained **55 reactions!**

“ #UnisonCalgary Say hello to Nancy! One of the friendly faces you'll first see when you enter Unison at Kerby Centre!”

# Thank You to Our Generous Donors, Sponsors and Supporters!

## Donations over \$1,000

### Bequests

- Estate of Charles Wallace Drew
- Estate of Margaret C. Smith
- Estate of Mihail Lazarovici
- Estate of Theresa Moore

### Corporations

- 2resolve Conflict Services
- Active Aging Seniors
- AgeCare Valleyview
- Accessible Housing
- Alberta Blue Cross
- Alberta Securities Commission
- All Systems Contracting Calgary Inc
- Aveiro Sleep
- Bank of Montreal
- Baytex Energy Corp.
- Beltone Canada
- Big M Ford Lincoln Ltd.
- Calgary Co-operative Association Ltd.
- CanCarb Ltd.
- Canlin Energy Corporation
- CF Industries
- Chartwell Retirement Residences
- CIBC Wood Gundy: Popowich Karmali Advisory Group
- Complete Purchasing Services
- Cowboys Casino
- Deerfoot Inn & Casino
- Deloitte Canada
- Ember Resources Inc.
- Executive Mat Service
- Field LLP
- FindYes
- Granddaughters Personal Care
- Heart to Home Meals
- Hearing Life Canada
- HearCanada
- Lions Park Denture Clinic

- Live Life Alarms
- Litco Law
- London Drugs – Medicine Hat
- Lost River Ranches Ltd.
- Love4U
- Mawer Investment Management Ltd.
- Millrise Seniors Village
- Nurse Next Door
- Next Stage Services
- Origin Active Lifestyle Communities
- Parkland Fuels & The All-Niter Esso
- Prairie Sky Royalty Ltd.
- Saige Homecare
- Sanofi Pasteur Ltd.
- Silvera for Seniors
- Stand and Command
- Telus Community Ambassadors Calgary
- Trotter & Morton Facility Services Inc.
- United Active Living Inc.
- Valley to Peak OT Consulting
- Verve at Valley Ridge
- Wellness Market

### Foundations

- Auxilium Foundation
- Calgary Foundation
  - ◊ *Anonymous Family Legacy Fund*
  - ◊ *Archibald and Lavina Knight Fund*
  - ◊ *Colin and Margaret MacDonald Family Fund*
  - ◊ *Graydon and Dorothy Morrison Flow Through Fund*
  - ◊ *Hicks Memorial Fund (Scholarships & Other)*
  - ◊ *Iris and Charles Porter Flow Through Fund*
  - ◊ *Kerby Centre Designated Endowment Fund*

- ◊ *Madill Family Fund*
- ◊ *Maja Foundation*
- ◊ *Terry and Linda Gomke Family Fund*
- Community Foundation of Southeastern Alberta
- Gatzsch Family Foundation
- GiftFunds Canada
  - ◊ Maureen H & Gord D
- Hunter Family Foundation
- Maunders McNeil Foundation
- Medicine Hat REALTORS Charitable Foundation
- Medicine Hat Senior Citizens Advisory Committee Foundation
- Strategic Charitable Giving Foundation
- Wayne Foo Foundation

### Government

- AGLC
- City of Calgary
- CVITP Grant Team, Canada Revenue Agency
- Government of Alberta
- New Horizons for Seniors Program
- Royal Canadian Mounted Police

### Group or Service Clubs

- Associated Canadian Travellers Calgary Club
- Elevate Canadian Progress Club
- Kinsmen Club of Calgary
- Lions Club of Calgary
- Lions Club: Medicine Hat Community View
- Rotary Calgary Millennium

### Non-Profits

- Alberta Council of Women's Shelters
- Alberta Elder Abuse Awareness Council
- Alberta Lymphedema Association
- Calgary Heritage Housing
- Caregivers Alberta
- Clover Living
- Covenant Living Evanston Summit
- CREB Realtor Community Foundation
- Eden Brook Memorial Gardens/Arbor

Memorial Inc.

- Food Banks Alberta
- HelpAge Canada
- Meals on Wheels America
- United Way of Calgary and Area

### Individuals

- Ali Gursoy
- Anne Marie Landry
- Ayla Oksuzoglu
- Blair Case
- Clayton Glover
- Connie Chadwick-Lynch
- Darryl Robinson
- Deborah S. Durda
- Diane Shao
- Dot Hanson
- Edith Wenzel
- Elfriede Post
- Frederic & Elizabeth Allen
- Frederick H. McClelland
- Gail Lai
- Gary Nissen
- Gerald Caston
- Geraldine Manzara
- Gloria Ellis
- Jacques G. Hebert
- Keith Hanson
- Laura Rebitt
- Lori Egger
- Lou W. MacEachern
- Louise Carbonneau
- Louise Scoble
- Maureen Foley
- Marian Ho
- Roger Prior
- Ruth Pogue
- Ryan Lowey
- Sonja Howard
- Susan Allen
- Susan Chapman
- Sylvia Etherington
- Trudy Emmerson



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