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Registered Charity Number
118955921 RR0001

helpagecanada.ca

Financial Statements for
April 2021 - March 2022 have
been prepared and verified by
the accounting firm Bakertilly.
Reports available at
helpagecanada.ca/finances.

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HelpAge
Canada

IMPACT REPORT

2021-2022

\$1,992,809
was raised in
2021-2022

OUR VISION

**A world in which all older persons lead
secure, healthy, active, and dignified lives.**

Rima 92, Ukraine

Our Vision

Our Mission

Our Values

Our Impact

OUR MISSION

HelpAge Canada supports community-based initiatives through its partnerships across Canada and abroad to improve the lives of older persons and their communities.

We empower older people who are vulnerable, isolated or lonely by developing innovative programs and collaborations to foster a world in which all persons age with dignity.

\$368,101
more raised than
the previous year



Gran Vivian Brown, Jamaica



Ukrainian Refugee, Moldova

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HelpAge Canada Staff

Executive Director: **Gregor Sneddon**

Director, National Programs: **Nicole Perry**

Director, National Partnerships and Knowledge Mobilization: **Raza M. Mirza, PhD.**

Executive Assistant: **Felicity Watson**

Lead, Global Partnerships: **Hamza Ansari**

Manager, Fundraising: **Stephanie Desjardins**

Manager, Finance: **Cassandra Colombi**

Manager, Communications: **Kristen Lonergan**

Coordinator, Finance: **Simon Bikai**

Sr Advisor, Finance: **Beth Gordon**

Program Assistant: **Evan Clarke**

Get Involved

- 1 Make a general donation
- 2 Setup an automatic monthly gift online
- 3 Involve your office - host a fundraiser or ask for donations
- 4 Join us online - join us on our social media platforms
- 5 Leave a legacy gift and join our most dedicated supporters

Stay in Touch

- Email us at info@helpagecanada.ca
- Call us at **1-800-648-1111**
- Find out more at helpagecanada.ca
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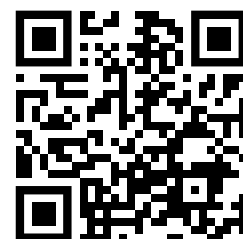
Building Bridges Between Generations

Canada HomeShare is opening doors to new opportunities! This national flagship program is an intergenerational housing solution that is addressing social isolation and ageism by bringing together older adults and post-secondary students.

Older Canadians can now age-in-place (in their homes and communities) while providing affordable housing for students. For some older adults, aging-in-place can feel like being 'stuck in place'. Rising housing and maintenance costs on a fixed income, loneliness and social isolation, and facing tasks that have become more challenging over time, are things that many older adults may need to address. With millions of empty bedrooms in the homes of older Canadians, Canada HomeShare makes compatible matches between home providers aged 55+, who have extra space and who could use support, with post-secondary students.

This program is creating strong relationships and support systems between aging Canadians, students and the community. We have brilliant social workers who take the time to make good matches by getting to know the students and the home providers. In exchange for affordable and safe housing, students help with light household tasks, like running errands or providing companionship.

Canada HomeShare is currently in Toronto, Peel Region, Peterborough, Kingston, and Metro Vancouver. Later this year, we are launching in Edmonton, Fredericton, and Winnipeg. You can learn more about Canada HomeShare by visiting www.CanadaHomeShare.com.



**Learn
More!**



**“Yesterday is ashes; tomorrow wood.
Only today does the fire burn brightly.”**

~ Inuit Proverb



April 1, 2021 – March 31, 2022 provided the second and third waves of COVID-19, where more than 14,000 Canadians died, adding to a total of over 6 million worldwide. We were horrified by the discovery of unmarked graves at the former 'Indian Residential Schools.' The international markets crashed, civil war erupted in Ethiopia, record-breaking temperatures and lightning strikes saw fires burn close to 900,000 hectares in British Columbia, followed in November by flooding that caused more than 15,000 people to evacuate their homes as rail lines and highways were washed out. Of course, we cannot forget the invasion of Ukraine by Russia on February 24, 2022.

And yet, there in the midst of such challenges, chaos, and pain were good people, doing good things for other people, day in and day out, rising to the challenge, facing the moment before them with courage, with grace, with heart, and in some cases, with their very lives.

HelpAge Canada witnessed so many who indeed burned brightly in the face adversity. We were fortunate to engage with Elders on Manitoulin

Island who learned and made their own movie on the experience of aging as indigenous people for the UN Decade of Healthy Aging. We shared with aging Sudanese refugees and Ethiopian staff in Gambella, Ethiopia where Global Affairs Canada is working with our partner HelpAge International. We visited our Sponsor A Grandparent communities in Kenya and Jamaica. HelpAge Canada was proud to launch our own intervention for older Ukrainians, beginning in Moldova and to secure now four million dollars from Global Affairs Canada for the HelpAge International intervention. In Canada, under the deft leadership of our Director of National Programs, Nicole Perry, we launched digital literacy programs across the country including an intergenerational program in Nunavut. We opened the door for the first time with a national perspective to address age-friendly transportation. We provided grants from coast to coast to coast addressing isolation and loneliness for low-income older Canadians.

HelpAge Canada again witnessed exceptional growth as we expand our offerings in Canada and around the world. In particular, we are committed to developing our unique pan-Canadian role as a convener, and aggregator of the Community Based Seniors Services Sector with a first pan-Canadian summit planned for the sector in 2024.

Exciting times lie ahead for our small, but growing, team. As always, we are working hard to ensure we build the foundation and resources we need to continue delivering high-impact programs for older people most in need in Canada and abroad.

We must thank you, our faithful supporters, donors, colleagues, and partners. Thank you for allowing us to burn as brightly as we can, because together we can light up the world, a world for all ages.

Gregor

Gregor Sneddon
Executive Director



“The values that guide HelpAge Canada must be woven into everything we do.”

The past year was one of ongoing growth and transition for HelpAge Canada, throughout which the vital work of empowering older persons through innovative programming continued apace. Here in Canada, there is an ever-growing need to support older persons as they strive to live active, secure and dignified lives. Canadians are living longer than ever before, but a growing number are vulnerable and facing financial insecurity, loneliness, and isolation. Many do not have access to the services or care they need to address these issues. This is why I am immensely proud that all our Canadian programs are designed to empower older persons to connect with others by providing grants to support their mobility, ability to communicate, and access innovative community programming (*Seniors Can!*); by facilitating in person communication and activities (*Men’s Sheds*); by ensuring online communication is an available option for those who cannot connect in person (*Digital Literacy*); and by promoting forward-thinking approaches to transportation (*F.A.S.T. Track*).

At HelpAge Canada we have always believed that the connections among us - regardless of our differences - are essential to well-being, and that supporting the most vulnerable older persons across the country and abroad helps to strengthen the human community as a whole.

We were honoured this past year to be able to support older persons impacted by the war in the Ukraine, living as refugees in Ethiopia and Lebanon, or displaced by the devastating floods in Pakistan. We remain immensely proud of our flagship Sponsor A Grandparent program, through which we continue to provide seniors who are among the most vulnerable in some of the poorest countries in the world with a monthly amount that helps them to survive and live with dignity.

We are deeply grateful for the amazing partners and people we work with every day here in Canada and abroad to develop and deliver all of these core and emergency programs. We are also grateful to HelpAge Canada’s staff for finding creative ways to get so much done despite the limitations they face. And we are grateful beyond measure to all of our donors and supporting partners, without whom none of our work could be done.

To ensure that we continue to use our donors’ money as efficiently and effectively as ever, the board’s efforts in 2021/2022 were focused on strategic, human resources, and communications planning to guide the organization over the next three years. It was time to take stock the new directions and opportunities we had seized the year before, identify what was working well to build on that, while also acknowledging shortcomings and addressing them. We are keenly aware that an organization of our size must be flexible enough to jump on the best opportunities when they arise, but also disciplined enough to act on areas for improvement. We also know the values that guide HelpAge Canada must be woven into everything we do. These values include promoting dignity for all; celebrating diversity while fostering inclusion; empowering and advocating for the most vulnerable; and strengthening connections within families, communities, and between generations. With your generous support, we will continue to strategically develop and implement effective programs that reflect these values. Working together in this way we can build a more compassionate society.

Amy Westland
Amy Westland, Chair of the Board



OUR VALUES

Dignity & Equity

Inclusion & Diversity

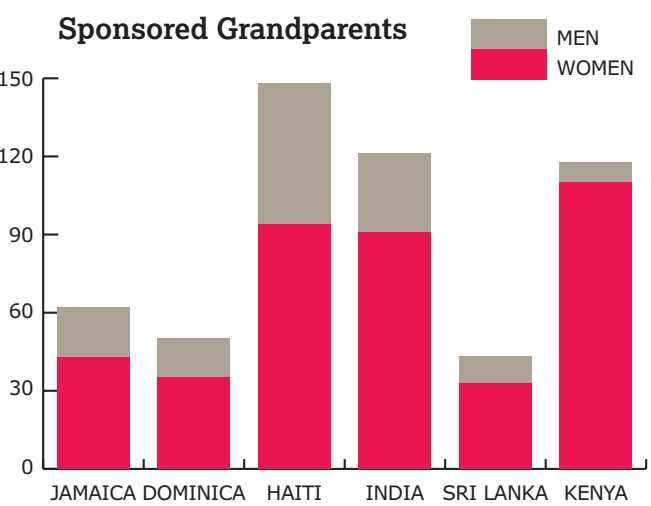
Agency & Advocacy

Community & Connections

Sponsor A Grandparent

Globally, older adults continue to struggle due to limited access to basic necessities, a lack of social security and medical services. Our Sponsor A Grandparent program supports **15** partner organizations and **544** older adults in **6** different countries. Thanks to the incredible generosity of **409** Canadians who are currently sponsoring and donating to this program. Our Grandparents’ lives continue to improve with better access to clean water, healthier food, improved shelter, medical aid and other critical provisions to ensure a stable and dignified life.

The graph below shows the number of Grandparents that are supported in each of the six countries.



Over the past year, our Executive Director, Gregor Sneddon, traveled to Kenya and Jamaica to visit some of the local partner organizations that support these older adults. Gregor was able to meet many of the sponsored Grandparents in both Kenya and Jamaica and saw firsthand the impact that the Sponsor A Grandparent program has on these communities.

\$324,927
to support
this flagship
program



Give a Home in Kenya Update

While in the Horn of Africa, Gregor visited JOOT Social Services, one of our partner organizations, and met many of the **118** Grandparents in Ahera, Kenya. He also had the opportunity to participate in building a new home for Lewinta Yogo, a sponsored Grandparent, and witnessed the incredible impact of the Give a Home Campaign. This campaign helped contribute to building **9** new homes for Grandparents in Kenya this year.

Haiti Update

2021 was a challenging year for our partner organizations and Grandparents in Haiti. The tragic earthquake, the disastrous flood and the continued political unrest all deeply disrupted their year. We thank you for your generous support towards the Haiti Earthquake Relief Fund in helping us raise **\$8,000** to help rebuild and support the **120** affected Grandparents.

\$245,599
donations
from
individuals

387
individuals
sponsoring
Grandparents

409
individuals
supporting
this program





Ukraine

On February 24th 2022, Russian forces invaded Ukraine, where HelpAge has been operating since 2014. With over **250** staff and volunteers, HelpAge was fortunately well placed to be one of five non-governmental organizations identified by UNHCR (United Nations High Commissioner for Refugees) to lead the humanitarian response. HelpAge also has offices in Moldova and strong partners in Poland where we are actively supporting refugees.

By March 31st, 2022, HelpAge Canda had successfully raised over **\$500,000**. After the 2022 Financial Statements, we have continued our efforts and have raised an additional **\$1,700,000** from Canadian donors as well as the Canada Ukraine Foundation, Islamic World Relief, and PWRDF. We secured the support of Global Affairs Canada for \$4,000,000

and are actively looking to build this support into 2023/2024. By March 31st 2023, HelpAge will have assisted **14,000** older Ukrainians and their families with humanitarian relief.



Ukrainian Refugees, Moldova

Ethiopia

HelpAge Canada works closely with HelpAge International (HAI) as a supporting member of this amazing global network. We work to represent HAI in Canada with Global Affairs Canada and others. We were privileged to have been able to secure **\$1,000,000** in funding from Global Affairs Canada to provide humanitarian assistance to **52,000** older persons, as well as people with disabilities and special needs in Gambella, Ethiopia, providing nutrition, health, and protection support.

Gambella is a region in southeastern Ethiopia that bridges the Baro River and borders South Sudan. It is one of the most marginalized areas of Ethiopia and home to approximately 380,000 refugees from South Sudan sheltered across seven camps.

Gregor Sneddon, HelpAge Canada's Executive Director, visited the project in October 2021, meeting some of the most vulnerable older people in the world: suffering from malnutrition, virtual starvation, a lack of blankets and medication. HelpAge remains the single organization directly serving this demographic and we are so proud of the incredible work HelpAge is doing in supporting these older people.

HelpAge Canada successfully secured \$1,200,000 this year, for a project serving 32,219 internally displaced older people and people with special needs in the Benishangul Gumuz region.

We are grateful to our international partners:

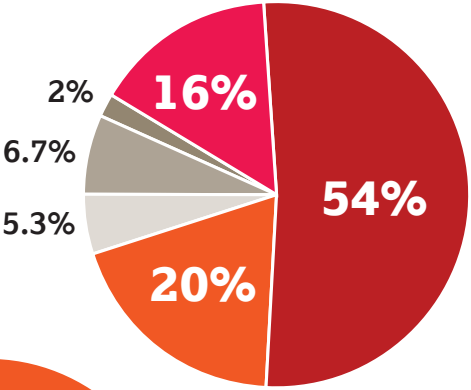


OUR IMPACT

Thanks to you, our donors, partners and stakeholders, for your continued generosity and support, which made it possible to improve the lives of more older persons in Canada and around the world.

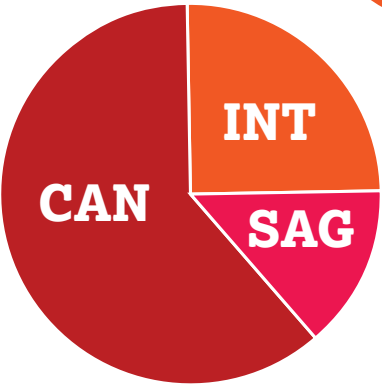
Your dollars at work:

- Sponsor A Grandparent: **\$324,927** (16%)
- Canadian Communities: **\$1,096,132** (54%)
- International Communities: **\$402,026** (20%)
- Public Awareness and Education: **\$34,115** (5.3%)
- Administration: **\$133,255** (6.7%)
- Fundraising: **\$39,792** (2%)

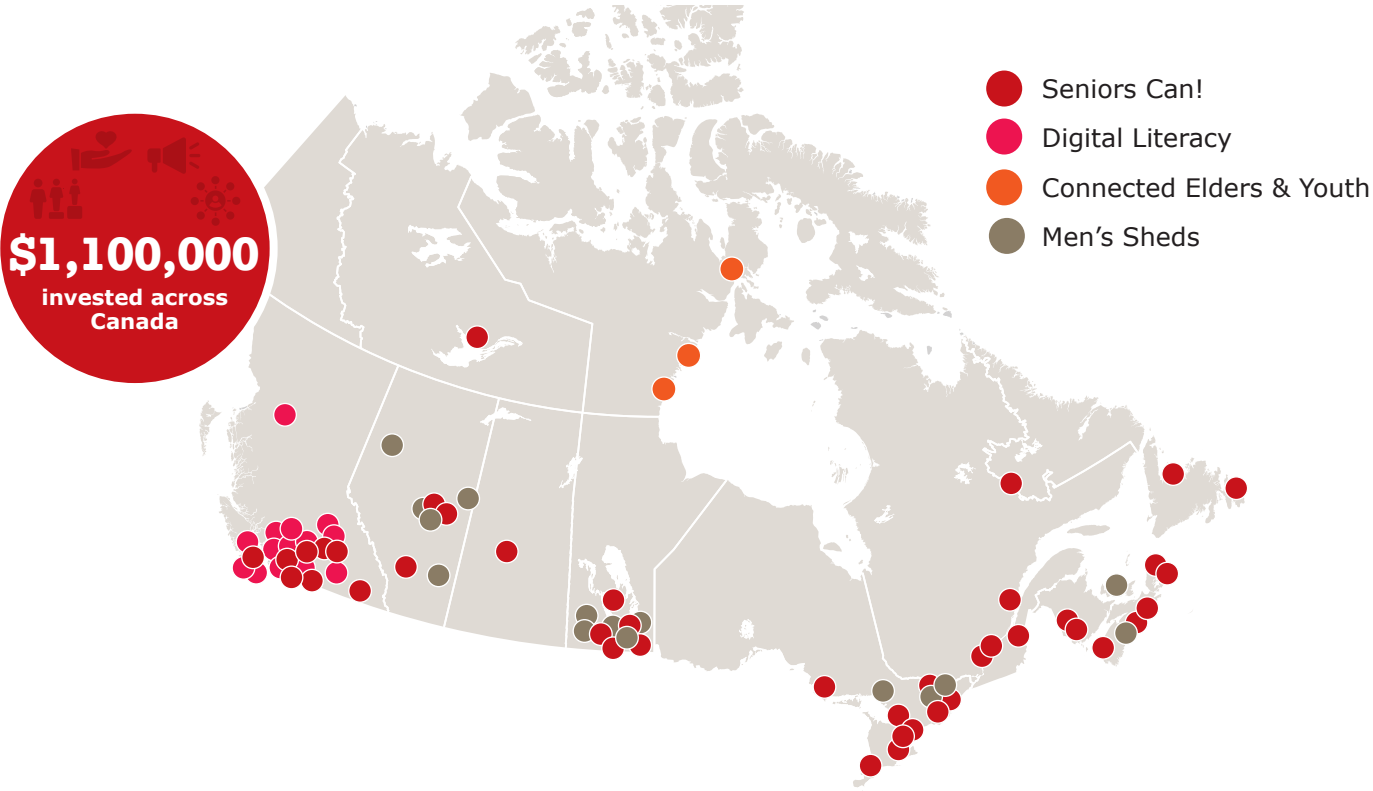


Our revenue for 2021 - 2022:

- Sponsor A Grandparent: **\$234,995**
- Canadian Initiatives: **\$1,023,564**
- International Initiatives: **\$414,779**



We have spread across Canada with our Canadian programs. Thank you to all who support these initiatives. We will continue to add more programming across the country in the year ahead.





Seniors Can!

Seniors Can! grants have continued to change the lives of older Canadians right across the country. These grants have gone towards innovative programming, wellbeing services, mobility equipment, and emergency relief.

In 2021/22, HelpAge Canada provided **\$208,093** in grants. As a result:

- **1,934** older adults participated in innovative programs across Canada.
- **166** older adults received wellbeing services and mobility equipment.
- **866** older adults benefitted from Emergency Relief grants.

Anyone can become socially isolated when challenges exceed personal resources and available support from friends, family and government. *Seniors Can!* grants helped those most in need, as the country continued to battle the ongoing COVID-19 pandemic in 2021.

Thanks to HelpAge Canada’s Emergency Relief Fund, we were able to provide a meal cost subsidy to 50% of our Meals on Wheels clients for 5 months during the peak of the COVID-19 pandemic, helping to keep them healthy, happy, and safe in their own homes.

~ New Dawn Meals on Wheels, recipient of a \$5,000 Emergency Relief grant.

In 2022/2023, we look forward to enhancing the support available through Seniors Can! grants with the addition of a new granting category: Men’s Isolation grants.

People ages 65 and older, especially men, have a high risk of suicide. With Canada’s largest population group in this age range, it is important that community-based senior-serving organizations can access funding to combat loneliness and isolation in ways that truly resonate with older men.

Age-Friendly Transportation

Led by HelpAge Canada and supported by CanAge and O’Hara Aging + Accessibility, *F.A.S.T. Track* is an age-friendly transportation project. *F.A.S.T. Track* strives to improve transportation options for older adults on a pan-Canadian scale. To achieve this, we:

- Conducted a national survey to **Define the Problem**; we sought to understand the current gaps and barriers that exist in age-friendly transportation across the country:
 - a. We received **131** in-depth submissions from transportation providers.
 - b. We received **164** senior survey submissions from individuals.
- **Profiled Innovation** by researching around the world and across the country for examples

of transportation solutions that were working well for older adults:

- a. **6** organizations in Canada were recognized for innovative solutions and received national transportation innovation awards.
 - b. **62** international services were identified, of which **21** were shortlisted for further research because of the unique policy, technology, or partnership innovations they offered.
- Currently producing a report that will showcase project methodology, findings, and recommendations to **Pave the Way Forward** for age-friendly transportation in Canada. This will be shared with project partners to improve their transportation offerings.

Digital Literacy

Since the onset of the pandemic, digital literacy has remained a priority of HelpAge Canada. We are happy to share the impact that these digital literacy programs have had, along with plans for adding more programming across the county.

Dig-IT is a full solution to digital literacy that offers devices, data, education, and technical support for low-income Canadian seniors to join the digital world. *Dig-IT* participants have the support of a volunteer to walk them through an e-learning series to master the basics of their device, the internet, and help them stay safe and have fun online.

Dig-IT was conceptualized and developed with our delivery partner Gluu Technology Society during 2021. In 2022, the program’s first year of delivery, we are scaling up to **150** participants. Participants are identified through **10** partner organizations across Canada. These community-based senior-serving organizations are connecting their most-in-need clients with this full-service program. Stay tuned for stories and selfies in the year ahead!

BC Digital Learning Program: In partnership with United Way of British Columbia’s Health Aging division, the Digital Learning Program was launched to address the needs for older adults in the province to access digital education, training and technology. HelpAge Canada provided direct training to community-based senior-serving organizations who were recipients of funding and technology packages. In turn, local agencies – bolstered by HelpAge Canada training – worked directly with seniors in their community.

Together, we achieved the following:



Connected Elders & Youth: Following delays related to COVID-19 and other emergencies in the territory of Nunavut, our Connected Elders & Youth program finally commenced delivery late in the 2021/2022 fiscal year.

The program pairs Elders with trained youth mentors to learn to use tablets, apps, and the internet. Inuktitut and English resources facilitate teaching, and topics in the program are unique to northern culture – focusing on traditional knowledge, land skills and communication platforms most relevant to northern communities.

It was clear that many of the elders that participated are, or easily could be, isolated in their homes and this use of technology offers them opportunity to participate in the outside world.

~ Robynn Pavia, Delivery Lead, Pinnguaq Association

Accomplishments include:

- Completed community consultation in all **7** Kivalliq communities, speaking with elders about local interests and priorities.
- **\$51,876** put into the local economy through paid youth mentor wages.
- **250** tablets and accessories such as styluses, hotspot devices, and charging bags purchased and shipped to each community in the Kivalliq. This program equipment will remain as community assets (with Elders) upon program completion.



Training session for Elders with youth mentors, Nunavut