

Annual Review 2017-2018



HelpAge
Canada

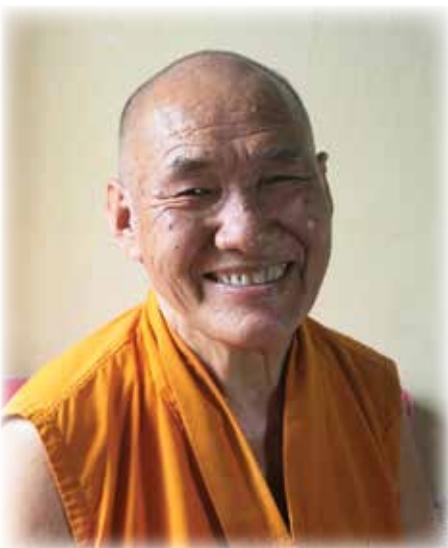
age helps

R I S E

REACH ISOLATED
SENIORS EVERYWHERE



Why help seniors?



Because the needs of older people are often made light of or ignored, both in Canada and abroad.

Because far too many older Canadians are put aside and become socially isolated and lonely. Together, we can change that.

Because too many older persons around the world are in need of help, and thanks to donors like you, we can help to protect the most vulnerable.

Because
it's a wonderful cause.



A member of

HelpAge
International

age helps

Local solutions on an international scale

Amy Westland
Chairperson

The impact of rapidly aging populations on society, the economy, and family structures are among the most significant social and public policy issues facing the international community. Ensuring that older persons can live fulfilling, dignified lives, while also contributing to society and the well-being of their families, requires a multi-faceted response. This course of action must be tailored to particular communities and driven by time-tested traditions and the innovative thinking of communities, governments, and organizations like HelpAge Canada.

We are one of the six founding organizations of HelpAge International, a global network helping thousands of older persons every day. This network creates opportunities to share innovations and best practices that address the challenge of aging populations. It also facilitates collective action on some issues, such as advocating for the rights of older persons. Engaging in this international discourse is one of our areas of focus going forward.



HelpAge Canada is well positioned to make meaningful contributions to the discourse on aging. In addition to the our work here at home, such as the RISE campaign, which tackles the pressing issue of social isolation and loneliness, our international

programs address a wide range of equally important issues. Our Sponsor a Grandparent program assists older persons struggling with poverty and access to basic needs. We work with SOFEPADI, our Congolese partner, to raise awareness of sexual violence during war and its aftermath. Our income-generating projects in Kenya and the Congo provide older primary caregivers with the means to look after their families.

We often see effective solutions to the most complex problems come from individuals and communities. Thanks to your generous donations, we are able to empower older persons and give them the chance to build secure and fulfilling lives for themselves and their loved ones.

Thank you for your support of this meaningful work.

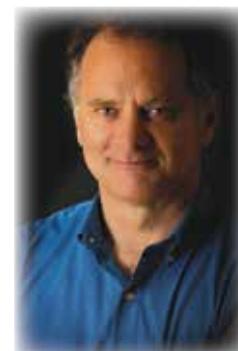
Easing the suffering of others

Jacques Bertrand
Executive Director

If you've called the office and spoken with me, I've undoubtedly peppered you with some of my favourite questions for donors. First of all, "How long have you been with us?" More often than not,

the answers astound me: 1997, 1987, 1982, even 1976! Many of our donors have been supporting us since our foundation in 1975. Their stories frequently inspire me. For example, Ms. Vivian Patriquen of Norton, NB, turned one hundred in the spring and has been sponsoring seniors since 1987 (p. 4)! There's no doubting the dedication of our donors to the cause of helping vulnerable seniors.

Knowing that they are spoiled for choice, I can rarely refrain from following up by asking, "And what drives your support for us?" Evidently, the cause itself is the main reason. "I find that vulnerable seniors are often neglected," I'm often told. "Few organisations do what you do." What's more, people feel that HelpAge, with only four regular



employees and four extremely dedicated volunteers (p. 6), accomplishes a great deal for a charity its size. Whatever our role, we are surely united in our desire to make a difference. Just recently, a donor expressed this sentiment beautifully.

"Now that the bulk of my life is behind me," she said, "my main concern is simple. I want to help ease the suffering of others where I can. My only regret is not having started sooner."

She explained that HelpAge is the bridge between her will to do good and her concrete and positive impact on the lives of the most vulnerable. We then discussed different ways through which she could use her means to increase her support for projects in Africa that are near and dear to her heart. I feel privileged to be able to take part in the kinds of discussion that can improve the lives of hundreds of people in need throughout seven countries.

Thank you for supporting HelpAge Canada!

Collaborations

Thank you to everyone who contributed to the production of this annual review:

Gabriel Mayost, Eilis Grant, Beth Gordon, Jacques Bertrand

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**HelpAge
Canada**

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Registration Number: 11895 5921 RR0001

Board of Directors 2017-2018

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Seniors need our help

Our sponsorship program is one of the cornerstones of our work. For decades, we have supported vulnerable older persons across the world living in poverty. Often neglected and abandoned, these seniors have no one else to turn to.

Our donors sponsor more than 650 seniors in seven countries: Haiti, Jamaica, Dominica, India, Sri Lanka, Kenya, and the Democratic Republic of the Congo. Our program specifically targets vulnerable grandparents, victims of sexual violence, retired advocates, and members of marginalized communities.

However, our waitlist is growing. The unfortunate reality is that too many older persons are looking for a sponsor so that they can live a safe and dignified life.

They need your help.
And we need yours.

For \$34 a month, you can make a difference in the life of a senior. This monthly donation helps provide them with essentials like food, clothing, shelter, and medicine. Just as importantly, knowing that someone somewhere cares enough about them to help gives them hope.

Spread the word of the program to your friends and family. If you know someone who might be interested in giving or is looking to make a charitable gift, please tell them about it. If you are already sponsoring someone and have the means to take on another, please consider doing so.



Together, we can help give seniors a better life.

Your gift will change a life
www.helpagecanada.ca
1-800-648-1111

DIFFERENT WAYS TO DONATE

Regular Sponsorship — Monthly general donation — Bequests

Please contact us for more information:

1-800-648-1111 — www.helpagecanada.ca

Bequests

Are you considering leaving a bequest to HelpAge Canada?



Are you looking to leave a legacy that will make a significant difference in the lives of others? Do you want to give a helping hand to those in need, be they older persons living in poverty in Africa or isolated seniors in Canada?

If so, you may wish to consider leaving a charitable bequest in your will. This act of thoughtfulness will improve the lives of vulnerable older people for years to come.

A charitable bequest is simply a gift in your will left to a registered charity, such as HelpAge Canada. Bequests can take many forms, including:

- A net sum of money
- Securities
- Real estate
- A set percentage of the value of your estate
- A residuary gift (the amount remaining after other payments, debts, and gifts have been distributed)

In addition to the satisfaction of knowing that your gift will help those in need, leaving a bequest offers a number of tax advantages both to your estate and to the beneficiary. A bequest entitles the estate to a charitable gift receipt for its full value, which can significantly reduce the amount of tax payable on your estate.

If you are preparing or amending your will, creating a bequest is a simple matter. Your lawyer can assist you with the wording in order to ensure that your wishes are successfully carried out.

HelpAge Canada needs your support to continue assisting vulnerable older people. Please consider leaving a bequest as your legacy of caring.

Helping older women in the Congo

HelpAge Canada donors continue to help vulnerable older women living in the Democratic Republic of the Congo. Despite the widespread violence afflicting the eastern part of the country, we were able to build on our efforts and grow our programs to help Congolese seniors.

Our long-standing partner SOFEPADI (www.sofepadi.org) operates out of Beni, a town located in the remote eastern province of North Kivu. In this troubled region, they bring help to victims of sexual violence and lend support to the prosecution of prisoners being held on charges of sexual assault, a crime that too often goes unpunished there.

Over the past few years, the conflict has claimed thousands of lives. In June 2017, rebel militias attacked the town of Beni in broad daylight, killing 13 people. That same month, an unidentified armed group attacked the nearby Kangbaya prison and freed virtually all of its 966 inmates. Because SOFEPADI was advocating for the prosecution of several now-



SOFEPADI president Julienne Lusenge and UN Secretary-General António Guterres.

escaped prisoners, the prison break could potentially threaten the well-being of the victims and their defenders.

Despite all this instability, SOFEPADI perseveres to advocate for justice and take care of women of all ages. Their courage in the face of terrible violence is nothing short of inspiring.

In 2017, we did not waver in our support of activists Jacqueline Bakambu, 52, and Marie Pacurieme, 65. We are now also

supporting two more retired activists: Néri Masika, 58, and Élise Kavugho, 59. These brave women dedicated their lives to helping others and advocating for peace and justice. Now that they have retired, our donors are helping them live with dignity. In a country without a pension system, your help is invaluable.

Furthermore, we maintained the sponsorship of victims of sexual violence such as Maseka, 76.

Abandoned by her family due to her age, she uses some of the money she receives to buy and sell palm oil in order to maintain her independence. Another senior we sponsor is Léonie, 55, a grandmother who uses the money to feed her grandchildren, send them to school and grow a little plot of rice and cacao.

Finally, Canadians continue to help women of the Twa (pygmy) community in Upende, a village that has been deeply affected by

the instability. Thanks to their communal lifestyle, 12 older women have benefitted from the food, clothes, supplies and medical care they receive. On top of that, all these women take care of their grandchildren, and they share with the rest of their family as well. Your donations not only improve their lives, but those of their loved ones as well.

The brave people at SOFEPADI need our support now more than ever. With HelpAge, you can make a difference and bring light into the lives of those who need it most.



Jacqueline Bakambu

After Ebola

Glynnis Cummings-John moved from the UK to Sierra Leone after the Ebola crisis to work for HelpAge International. She has been instrumental in developing Sierra Leone's first National Ageing Policy.

Older people are overlooked in Sierra Leone.

They aren't even mentioned in the constitution, which is sad, considering how much they have contributed to society. It's groundbreaking for the government to recognize that there is a gap in the legal framework. All seniors want is to age with dignity, and this policy will help them to do that.

The Ebola virus had a devastating impact on seniors, but recovery is underway. One older person said the crisis was worse than the civil war. Back then, you could at least see the bullets, but with Ebola, you didn't know if the person next to you was infected.

We saw many seniors who were



Glynnis Cummings-John

left to care for their grandchildren, so we decided to run a program to help older people regenerate their businesses and support their families. The people we've worked with have found a renewed sense of purpose.

The older people I've met here have inspired me. They don't see age as a barrier. Seeing a 60-year-old start a business for the first time is inspirational!

100 years old and still giving



We think she is our oldest sponsor. Ms. Vivian Patriquen of Norton, New Brunswick, turned 100 years young in March. Ms. Patriquen has been part of our Sponsor a Grandparent program for 30 years, which is quite an accomplishment! Her heartfelt support and thoughtful concern have brightened the lives of three vulnerable seniors over the years. She has just taken on her fourth "Gran," who lives in Dominica, in the Caribbean. Her name is Meredith James, and she is 17 years her junior! Ms. Patriquen is pictured above with her daughter Sandra and her son Wayne. Thank you so very much for your support!

Speaking out about age discrimination at the UN

HelpAge International strives to provide platforms to make older people's voices heard. The Open-ended Working Group on Ageing (OEWG) takes place every year at the United Nations, where it is the only body focused exclusively on older people's rights. Established in 2010, its purpose is to strengthen the protection of seniors and uphold their rights.

In order to engage with this process, HelpAge supports older people to take part in the OEWG and submits evidence from its programs to demonstrate why their rights need protecting.

In 2017, HelpAge International sent Miroslava Matic from Serbia and Ruth Rodriguez from Chile to speak about the discrimination seniors face in their countries.

Miroslava, a former representative of the Red Cross of Serbia to the UN and a retired interpreter

and teacher, spoke about the discrimination older people in Serbia face from insurance providers and highlighted the importance of empowering seniors to live their lives the way they see fit.

Ruth, who works with the Catholic Church organising volunteers to work with older people's community groups, talked about the lack of opportunities for seniors to contribute in her country and touched on the economic difficulties facing older women whose unpaid domestic labour does not entitle them to large pensions.

By helping make the voices of committed advocates like Miroslava and Ruth heard, HelpAge International hopes to bring to light the various issues facing older persons and help them live with dignity.



Miroslava Matic and Ruth Rodriguez at the United Nations.

Brighten a senior's day on RISE Sunday

HelpAge Canada and its many partners continue to grow the RISE campaign—Reach Isolated Seniors Everywhere. From coast to coast to coast, we are raising awareness about how social isolation and loneliness put seniors at risk.

These risks can be both mental and physical. The more isolated someone becomes, the more difficult it is for them to take care of themselves, particularly as age takes its toll. Interacting with others becomes a challenge, as does eating well and exercising regularly.

Social isolation and loneliness also increase the risk of premature death, depression, and dementia. These factors can reduce a person's quality of life, cause more falls, and burn out primary caretakers. One study shows that social isolation among seniors is more likely to cause premature death than obesity or a sedentary lifestyle. Another study likens its effects to those of smoking fifteen cigarettes a day. Suffice it to say, social isolation and loneliness are pervasive problems that affect far too many Canadian seniors.

Luckily, there are ways to combat isolation. First, it's important to know how to recognize its risk factors and indicators. There are many: the death of a close one, a lack of emotional support,



depression, the absence of friends and family, as well as mental or physical challenges such as an injury, incontinence, and difficulty with personal hygiene. Other indicators to look out for are a lack of transportation options, the loss of a driver's licence, or insufficient access to health services.

There are many ways to reach out, whether it's to prevent the deterioration of someone's health or to intervene before it gets any worse. Calling someone regularly to keep in touch is an excellent measure to take, as are inviting them out and helping them find programs and activities in their community. For practical advice

on how to take action, visit www.rise-cisa.ca.

Of course, looking after vulnerable seniors is a year-round responsibility. However, in order to shine the spotlight on social isolation and loneliness, HelpAge Canada and its partners call on Canadians to rise to the occasion on two days in particular: the beginning and end of daylight saving time. These RISE Sundays fall on November 5, 2017, and March 11, 2018.

When you adjust your clocks on RISE Sundays, reach out to a senior you know. Give them a call, drop in for a visit, offer them your help. It doesn't have to be a big gesture, because small acts of kindness can make a difference in the lives of seniors. What matters is showing them that you care.

Let's brighten a senior's day!

rise-cisa.ca

Autumn
RISE Sunday
November 5, 2017

Winter
RISE Sunday
March 11, 2018



Send a gift to a senior in need

As well as being a time to celebrate and treasure our loved ones, the holiday season is a time to give hope to the less fortunate.

Too many older persons across the world have no one to turn to for help and lack the means to take care of themselves. But by coming together, we can offer them some much-needed support.

For years, HelpAge Canada's Kenyan Gift Program has been providing essentials to vulnerable seniors in the Nyando district in western Kenya. This can mean anything from household items, such as a mattress or a mosquito net, to chickens, goats, cows, or even a new home. We collaborate with our local partner to ensure that every gift is delivered.

A donation in someone else's name is a wonderful gift in itself. You can also pitch in with your family, friends, or colleagues for a larger gift to get in the spirit of the season.

Every year for the past 10 years, Mr. and Mrs. Orm and Joan Tye of Nepean, Ontario, have made a gift of two goats to the program. They always take the time to give them names they hold near and dear to their hearts: last year, they named the goats Ben, in memory of their beloved dog, and Bambi, after one of their granddaughter's favourite stories.



These animals can be bred and help seniors increase their sources of income. They can also provide better nutrition to the community. But, perhaps just as importantly, they also highlight the wonder of the gift of giving.

You can consult the list of available gifts below, or visit <http://helpagecanada.ca/what-we-do/kenyan-gift-program/> for more information.

| | |
|--------------|-------|
| New home | \$640 |
| Cow | \$400 |
| Goat | \$75 |
| Chicken | \$45 |
| Mattress | \$26 |
| Mosquito Net | \$20 |
| Table | \$16 |
| Chair | \$8 |

Donor profile



Marg Wooley has donated to HelpAge Canada's sponsorship program for 35 years—almost from the beginning. This year, she started volunteering at our main office. We asked Marg to share her story.

I have recently retired from working as a speech-language pathologist and am thrilled to be volunteering at HelpAge Canada. I come from a family that has always placed a lot of emphasis on charitable giving and volunteerism. I cannot remember how I first heard of HelpAge (which at the time was called Help the Aged Canada), but I do know that I had graduated fairly recently from university and was working at Wascana Hospital, a rehabilitation centre in Regina, at the time.

Although I like children—and worked with them for most of my life—I have always had a soft spot for seniors. They are still worthy of our attention and support.

I started sponsoring my first gran, Mehtu Dolkar, from India, in 1982. As my gran for 22 years, she was near and dear to my heart. Over the years, I have been privileged to sponsor several other grans, as well. I now live in the National Capital Region, not far from HelpAge's office in Ottawa.

As I approached retirement, I knew that I would need something to do. I was ecstatic when I contacted HelpAge and they welcomed my help. I am very much enjoying working with the staff and other volunteers at my favourite charity!

With \$20 a month you can support cataract surgeries for older people in need.

www.helpagecanada.ca

1-800-648-1111



Our numbers

**HelpAge
Canada**

age helps



HelpAge Canada 2017

We operate in: 7 countries
HelpAge sponsors*: 804
Partner organizations: 21
Sponsored Grandparents: 681
Democratic Republic of the Congo: 8
Dominica: 59
Haiti: 164
India: 174
Jamaica: 79
Kenya: 125
Sri Lanka: 72
Regular employees: 4
Office volunteers: 4
Helping older persons for: 42 years



*Instead of directly sponsoring seniors, some donors give to the homes that care for them.

HelpAge Canada financial data as of March 31, 2017

Percentage of revenue used for HA administration: 21.2%

Percentage of revenue used for fundraising: 3.15%

Revenue: \$516,693

Expenditures: \$619,400

Financial statements for 2017 prepared and verified by the accounting firm Collins Barrow.
Reports available at: www.helpagecanada.ca



**HelpAge
International**

age helps



Through HelpAge International's work

850 000 of the world's poorest older people received essential services

1.4 million people accessed health and HIV services in 29 countries

25 governments delivered better pensions, benefits, and livelihoods programs for seniors

90,067 people signed the petition for a UN convention on the rights of older people