



HelpAge

Canada

ANNUAL REVIEW

2020

OUR MISSION is to work in partnership with others to improve and maintain the quality of life of vulnerable older persons and their communities in Canada and around the world.

Highlights from an extraordinary year

SEE INSIDE:

Hope is being able to see that there is light within the darkness

Message from our Executive Director, Gregor Sneddon

2020 will be remembered as a year of great change and upheaval

Message from our Chairperson, Amy Westland

International and Domestic program highlights

The many ways you supported vulnerable older persons around the world!

“Hope is being able to see that there is light despite all of the darkness”

~ Desmond Tutu

For many older people in Canada and around the world 2020 was a year filled with darkness. Without exception, COVID-19 proved to have the deadliest impact on older people, and whether here or abroad, the world was not prepared. The COVID-19 pandemic brought to light the acute neglect many seniors face and revealed the chronic isolation and loneliness older people face every day.

We at HelpAge Canada acted swiftly, becoming Canada’s first national responder for older people. We raised over \$500,000 in COVID-19 emergency relief which was distributed across Canada through over 78 local partners to provide food, hygiene products and social support to isolated seniors. We launched digital literacy programs providing tablets and education programming to seniors across Canada to connect older people to their communities and the world and we are ready to deliver more - including an exciting intergenerational program in Nunavut. Internationally, we provided emergency relief to 1,000 older people in the conflict zone of Eastern Ukraine, as well as hundreds of seniors in Lebanon, India, Sri Lanka, Kenya, Haiti, Dominica and Jamaica. We continue to support HelpAge cataract eye surgery clinics in India, are ready to launch humanitarian support in cooperation with Global Affairs Canada to Ethiopia, and are actively engaging in many programs with HelpAge International.

At HelpAge Canada we are committed to not letting the light of hope disappear. The revelation of the challenges faced by older people that COVID-19 has brought to light cannot be wasted. Although painful to witness, the light magnifies the truth that older people are worthy of love and care, and deserve to live healthy, secure lives with dignity.

Fiscal 2019-2020 marked the year of a leadership transition to a new Executive Director, the launch of the Seniors Can! program and the beginning of the COVID-19 pandemic - a global emergency that has changed the world forever. This review highlights the journey HelpAge Canada has been on for calendar 2020. I am grateful to our Board, former members and new, our extraordinary staff and to all the extended HelpAge Canada family of volunteers and donors.

Your gifts and support are truly creating the world we all yearn for, a world where all people are loved and cared for to live with dignity. A world that shines through any darkness.

Best wishes for a light-filled 2021,

Gregor Sneddon
Executive Director, HelpAge Canada

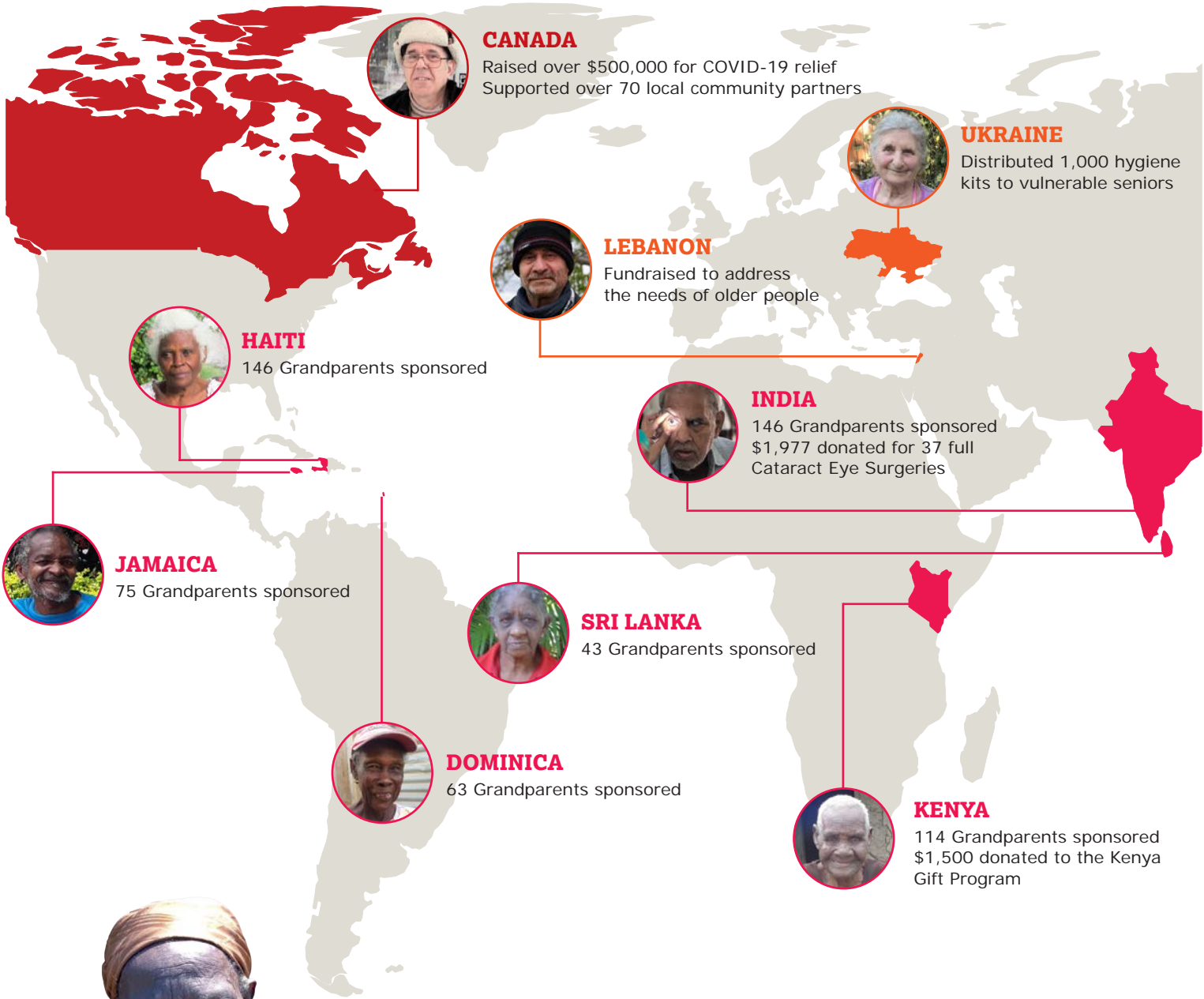


Mrs. Enid Francis
Sponsored Grandparent
JAMAICA

Mr. Choenam
Sponsored Grandparent
INDIA

You are Making a World of Difference

Your support is making a difference by feeding, clothing, sheltering and caring for vulnerable seniors, by reaching out to isolated and lonely older people, by giving voice to the aged, by helping older people connect to their communities and by confronting ageism. You are building a world where all people can grow old together with dignity.



Mrs. Benta Aoko
Sponsored Grandparent
KENYA

Calendar Year 2020:			
Regular Employees	5;	Volunteers	4;
Total Donors	3,103;		
Revenue	\$1,260,633;	Expenditures	\$1,217,481;

2020 will long be remembered as a year of great change and upheaval in Canada and around the world.

It was a year that challenged us to question our collective way of life and priorities, and called upon communities and individuals to adapt to change and uncertainty.



However, the COVID-19 pandemic also shed light on important issues that had long been hidden from public view. We began to see the flaws in the way we as a society shelter and care for older persons, and with how we treat the people who care for them. The ramifications of the pandemic's toll on the Long-Term Care Homes, and vulnerable seniors generally, reinforced that we are all connected and that allowing one segment of society to suffer creates risks for all of us.

The situation called upon us all to look for creative ways to come together with our older family members, friends, and neighbours, and I am tremendously proud that the preparation undertaken to build the Seniors Can! platform allowed HelpAge Canada to nimbly pivot and launch a COVID-19 Seniors Emergency Response in March. We were Canada's first national responders for seniors in the COVID-19 pandemic and raised over \$500,000 for emergency relief in 2020.

We achieved these results through the hard work and dedication of our small staff and generous individual and corporate donors. Gregor Sneddon, who took the helm of the organization as Executive Director in December 2019, brought a new energy and vision. Several new members of our team, including a Director of National Programs, a Communications Officer, and a Finance Assistant, provided invaluable support.

In addition to responding to COVID-19, the team implemented two new domestic programs this year (Seniors Can! and Seniors Can Connect!). Together, these programs seek to reduce social isolation and loneliness experienced by Canadian seniors by providing grants to support their increased mobility, ability to communicate, physical activity and wellbeing, and digital literacy. These programs are designed to foster connections among people and between generations, a task that will be just as important after the pandemic.

In 2020, HelpAge Canada also continued to support close to 600 sponsored grandparents and their communities abroad as it has done for decades. We also delivered 1,000 emergency hygiene kits to older women and men in Ukraine. In 2021 we expect to expand the scope of our international activities to include initiatives in Ethiopia and Lebanon. As a founding member of the HelpAge International global network, we have always firmly believed that international and cross-cultural dialogue and mutual support will help us identify solutions to problems that we share in common globally.

Your contributions are essential to all of our efforts, and I am most grateful for your incredible generosity and ongoing support for HelpAge Canada.

Amy Westland
Chair of the Board, HelpAge Canada



Mr. Malkam Outschoorn
Sponsored Grandparent
SRI LANKA

Mrs. Chenga Lhamo
Sponsored Grandparent
INDIA

We are proud to have renewed our partnership with HelpAge International.

As a founding member of HelpAge International, we were able to quickly find our place at the table and have again resumed our role as a partner with Global Affairs Canada. HelpAge International works in over 85 countries and in 2020 we re-established our working relationship with them through contributing to humanitarian relief efforts in Ukraine and Lebanon. We also have engaged with HelpAge International in advocating for the UN Convention on the Rights of Older People and anticipate a leadership role in a Global Affairs Canada funded humanitarian project in Ethiopia in 2021.



Mrs. Mariam Turki Al-Jassem
LEBANON

Mr. Cherevan
UKRAINE

Ms. Jamila Mahmoud Jafar
LEBANON



We need strong roots to make powerful change happen.

We need a UN convention on the rights of older people.

COVID-19 has affected older people disproportionately. Responses to the pandemic have led to unnecessary deaths, increased poverty and discrimination. This crisis has shown how important it is to protect our rights when we're older so that we can have equal opportunities to survive, to live with dignity and to contribute to our communities. As we redesign our societies, we need to aim for a fair world where everyone, no matter their age, is respected and treated with dignity.

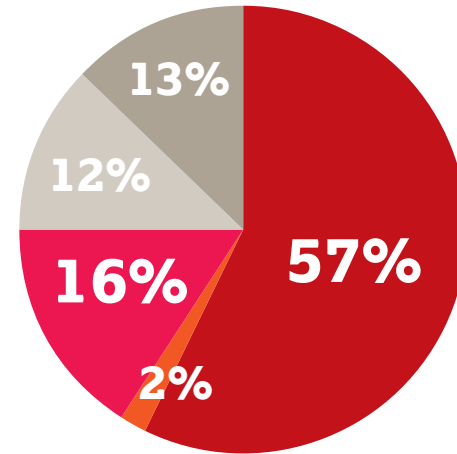
A UN convention on the rights of older people can help us build a solid foundation from which effective national laws can emerge, rather than continue to operate on shaky ground. It can help improve access to services, and change attitudes and behaviours. For more information visit: helpage.org/UNconvention.

The Canadian Charter of Rights and Freedoms does prohibit discrimination based on age; however, as COVID-19 revealed, the Charter's stated intentions do not always translate into action. We are working to advocate for the UN Convention internationally with Canadian partners like the International Longevity Centre and the Global Alliance for the Rights of Older People. We are also advocating in Canada to make structural changes to Canadian society to better uphold the rights and needs of older Canadians.

#ItsAboutRights #UNconvention

Our 2020 fiscal year end administration costs were **10.8%**.
Your donations went to the following:

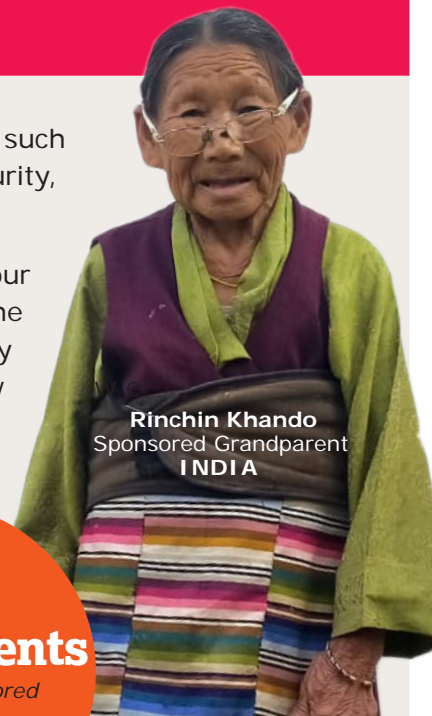
- General Donations - **13%**
- Bequests - **12%**
- Sponsor A Grandparent - **16%**
- International Programs - **2%**
(Kenyan Gift, Ukraine Hygiene Kits, India Cataract Eye Surgery, Lebanon)
- Domestic Programs - **57%**
(COVID-19 Emergency Relief, Seniors Can!, Seniors Can Connect!)



Sponsor A Grandparent Program

Your sponsorship assists in providing what is most needed for each Grandparent such as food, shelter, access to clean water, medicine, emergency relief, safety and security, and provisions for a stable and dignified life.

The key to this program is our investment in trusting relationships with our Partner Caring Organizations. They have the closest connection with the Grandparents and know what is best for each individual and for the community as a whole. COVID-19 has taught us that we need to be creative in how nurture these relationships using technology and virtual communication, especially when we cannot travel. COVID-19 also highlighted just how much our partners appreciate and rely on our connection and support.



Rinchin Khando
Sponsored Grandparent
INDIA

\$211,404

in donations from Sponsors

18

Partner Caring Organizations

423 Sponsors

supporting Grandparents

573 Grandparents

currently sponsored

India Cataract Eye Surgery

HelpAge Canada, through local partners, has been supporting eye clinics in India for older people since 1980. Ensuring that cataract surgery is available free of charge, by credible and competent professionals, and by providing transportation for seniors in remote areas, over 35,000 surgeries have been completed. In 2020 we paused a spring campaign due to COVID-19, yet have picked up where we left off and hope to provide close to 200 surgeries by the end of March 2021.

The consequences of blindness are far reaching and for older people in India it often costs their independence and their ability to provide for their families.

Bolstering support to our partners in India and enabling more of these life changing surgeries is a priority for HelpAge Canada in 2021 – look out for our campaigns throughout the year.

In India
66%

of blindness is due to cataracts

12.5 million

people in India are blind



Canadian COVID-19 Emergency Response

Thanks to the generosity of our donors and corporate funders, we have been able to support those most in need during the 2020 COVID-19 pandemic. As we enter the second wave, we will continue to find ways to keep isolated vulnerable seniors connected to loved ones and ensure access to critical external supports and needed health care, food and other supplies. We are seeking out the most marginalized communities to provide support where others cannot.



1,000

M&M gift cards provided

3,482 grocery

hampers delivered to vulnerable seniors

13,181 meals

provided to vulnerable seniors across Canada

Seniors Can! Program

Seniors Can! grants help low-income seniors across Canada avoid isolation and loneliness and engage more fully with their communities by providing accessibility equipment, wellbeing services, and access to innovative programming. Some examples of programming include a bi-weekly Farmer's Market geared towards low-income seniors and a Communi-Tea Program which will connect residents and members of the community through mutual support and appreciation for local artists and musicians. Our next award cycle for Seniors Can! grants is April 2021. In 2020:



58 seniors

received accessibility & wellbeing grants

1,488 seniors

benefitting from innovative program grants

Seniors Can Connect! Program

Digital literacy means having the skills, knowledge, and confidence to live, learn, and work in a society where communication and access to information is increasingly through digital technologies like internet platforms, social media, and mobile devices.

As Canada faces the COVID-19 pandemic and a loneliness epidemic, the power of technology has never been more relevant. We were able to offer all support and technology mentoring remotely during the pandemic.

In 2021 we are seeking to expand our digital literacy programs, including creating regional programs at the provincial and territorial level.

Seniors Can Connect! is a HelpAge Canada program, delivered by Connected Canadians.

Seniors Can Connect!

20 communities

benefitting from the Seniors Can Connect! program across Canada



The Future

Did you know that by 2050 one in six people (1.5 billion) will be over the age of 65?

Governments are not prepared to address the needs of older people, especially in economically struggling countries. Sadly, we anticipate great pressure will be placed upon healthcare, economic and security infrastructure in the Global South particularly in regions of conflict, economic and environmental disparity. HelpAge Canada will be there and, more than ever, we need your help.



Mr. Sicho

Sponsored Grandparent
INDIA

Mrs. Viella Jervier

Sponsored Grandparent
DOMINICA

We invite you to consider making a bequest or including HelpAge Canada in your will. Make HelpAge Canada part of your legacy in helping to create a world where all can grow old together with dignity. This act of thoughtfulness will make a difference in the lives of vulnerable seniors for years to come.

If you would like to build your own legacy of caring, please consider leaving a charitable bequest to HelpAge Canada in your will.

A charitable bequest is simply a gift in your will left to a registered charity like HelpAge Canada. For more information, please contact Beth at:

613-232-0727 x5

bethgordon@helpagecanada.ca

\$159,604

in Bequests were made in 2020

Board of Directors 2020-21

Chairperson: Amy Westland, Ottawa, ON

Vice-chairperson: Kahir Lalji, Vancouver, BC

Secretary: Laura Dempsey, Toronto, ON

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Director: Andrea Valentini, Toronto, ON

Director: Christine Vilcocq, Montreal, QC

Staff

Executive Director: Gregor Sneddon

Director of National Programs: Nicole Perry

Finance Manager: Beth Gordon

Program Coordinator & Communications Officer:

Wendy Barron

Finance Assistant: Cassandra Colombi

Ways to Give

- 1 Make a recurring gift.
- 2 Donate to one of our programs.
- 3 Make a donation in memory of a loved one.
- 4 Make a bequest and leave a legacy.
- 5 Donate securities.

Stay in Touch

 Email us at info@helpagecanada.ca

 Call us at **1-800-648-1111**

 Find out more at helpagecanada.ca

  @helpagecanada

 @HelpAgeCA

Statistics included in this Annual Review are from our 2020 calendar year. Financial Statements for April 2019 - March 2020 have been prepared and verified by the accounting firm Bakertilly. Reports available at helpagecanada.ca/finances.