



# ANNUAL REPORT

## 2019





# MESSAGE FROM THE CHAIR

As I reflect on 2019, I see it as a year of growth and achievement for the AEAAC. The Council's Board of Directors undertook several planning processes to lay a solid foundation and clear direction for the future. The Board became very focused on the goals laid out in our strategic plan, which we are in the second year of our four year plan. In this year we have been able to accomplish so many goals, the Council will be looking to update and set new goals in 2020, 2 years ahead of our original plan!

The AEAAC is committed to supporting communities and service providers as they raise awareness and address elder abuse throughout the province.

I am very grateful to be able to serve on a board that is committed to meeting its goals and providing governance and guidance for the Council. Thank you to the Board of Directors for your time, effort, knowledge, and passion. It has been my honour to learn from each of you and to work alongside you. The Council continues to grow and evolve and the board is working hard to make sure it continues to support that growth and provide leadership.

A heartfelt thanks to all our members who continue to work in their communities and support their networks to provide education and support to older adults in Alberta.

We also owe a huge debt of gratitude to our funders – the Ministry of Alberta Seniors and Housing for providing us with funding these last three years and for believing in our work.

A few of the Council's achievements I'd like to highlight from this past year have been:

- Co-hosting a Pre-conference day at Diverse Voices
- Hiring an It's Not Right: Neighbours, Friends, and Family Coordinator, and growing that initiative throughout the province
- Having an evaluation, marketing, sustainable funding, and business execution plan developed

As we move forward into 2020, adjusting to the new reality this pandemic has created, it will be more important than ever to find ways to connect and support one another, and to keep our vision focused on supporting and protecting older adults in Alberta from abuse. I hope you will join me in this noble cause. Together we can grow the conversation about elder abuse across Alberta and support older adults in your community.



**Shantel Ottenbreit**

Chair

# Our Story

The AEAAC was first formed in 2002, since that time we have undergone a name change, developed a new logo, developed resources, hosted several learning events, and became a non-profit society. What has never changed in that time is our dedication to raising awareness and addressing elder abuse.

**Our Vision:** Alberta's older adults are valued and live free from abuse.

**Our Mission:** We are a council of Albertans dedicated to increasing awareness and supporting community responses to elder abuse.

## History

- 2002** Alberta Elder Abuse Awareness Network (AEAAN) forms
- 2003** First commercial developed and elder abuse police orientation video created
- 2005** Community Resource Kit launched
- 2006** "Face it" posters and bookmarks printed and distributed
- 2006** 1st World Elder Abuse Awareness Day public service announcements and events across Alberta hosted by AEAAN members
- 2007** Website launch [www.albertaelderabuse.ca](http://www.albertaelderabuse.ca)
- 2009/** Partner with Alberta Seniors and Community Supports in: Financial Abuse Fact Sheet,
- 2010** Financial Abuse Rack Card, Service Provider Screening Guide, A Guide to Supported Decision-Making, and a province-wide elder abuse tracking form
- 2011** First Alberta Elder Abuse Conference (Edmonton)
- 2015** Second Alberta Elder Abuse Conference (Calgary)
- 2016** Registered as a Non-Profit Society in Alberta and changed our name from Alberta Elder Abuse Awareness Network (AEAAN) to Alberta Elder Abuse Awareness Council (AEAAC)
- 2017** Updated logo, secured 3-year grant from the Government of Alberta's Ministry of Seniors, hired a Council Development Specialist, opened up for membership, and launched It's Not Right: Neighbours, Friends and Family (INR) as an on-going program of the AEAAC
- 2018** Created a communications plan, hosted a conference (Edmonton) and begun our newsletter
- 2019** Co-hosted a pre-conference day at Diverse Voices (Edmonton) focused on Elder Abuse, hired a temporary INR coordinator, developed a sustainable funding plan, business execution plan, and evaluation plan



It's Not Right: Neighbours, Friends, and Family (INR) has grown rapidly over the last year. The community of practice has strengthened the movement of this program throughout the province. The INR Coordinator, hired for 2019, made a significant impact in pulling presenters together to form the community of practice, through personal connection and bi-monthly conference calls.

The group was able to identify additional resources for development and shared some member developed resources. Through the connection and additional resources, as well as the passion and the dedication of this group they were able increase awareness of this initiative and host presentations across the province. The website was also updated with presenter information, a presenters interactive map, and additional advertising banners about INR.

The INR Coordinator was actively seeking funding opportunities to apply for funds to help grow and sustain the INR initiative. To date, we have unfortunately not received any sustainable funds for this initiative. However, the AEAAC continues to see the value and need for this program and will continue to look for funding. The initiatives main messages of empowering everyone to take a role in addressing and ending elder abuse through "You Power" and supportive conversations is completely in-line with the values of the AEAAC and the role we play in the province of supporting communities to respond to elder abuse.

The INR initiative was highlighted in the September newsletter and will continue to be highlighted regularly in the Council's upcoming newsletters and on our website and social media pages.

Moving forward the INR group is working on a promotional video for the initiative. The group has noted a trend of increasing requests for presentations on areas of ageism, isolation and loneliness, and elder abuse.



# AEAAC Board of Directors

The Board of Directors represents communities and regions across the province. Their passion and expertise provide input and direction to the important work of the AEAAC.



Photo taken in late 2018



**Shantel Ottenbreit**  
Senior Services  
(City of Medicine Hat)  
**Chair**



**Pam Burns**  
St. Aidan's Society  
(Fort McMurray)  
**Vice Chair**



**Monica Morrison**  
Golden Circle Seniors  
Resource Centre  
(Red Deer)  
**Treasurer**



**Sarah Ramsey**  
Senior Protection  
Partnership  
(City of Edmonton)  
**Secretary**



**Eva Chan**  
City of Calgary  
(Calgary)



**Joanne Blinco**  
Lethbridge Elder  
Abuse Response  
Network  
(Lethbridge)



**Steve Andrejiw**  
Family and  
Community Support  
Services  
(Fort McMurray)



**Sherry Dennis**  
Seniors Outreach  
(Grand Prairie)



**Nicole Dowling**  
Carya  
(Calgary)



**Lori Therrien**  
Alberta Seniors and  
Housing  
(Edmonton)  
**Ex-Officio**



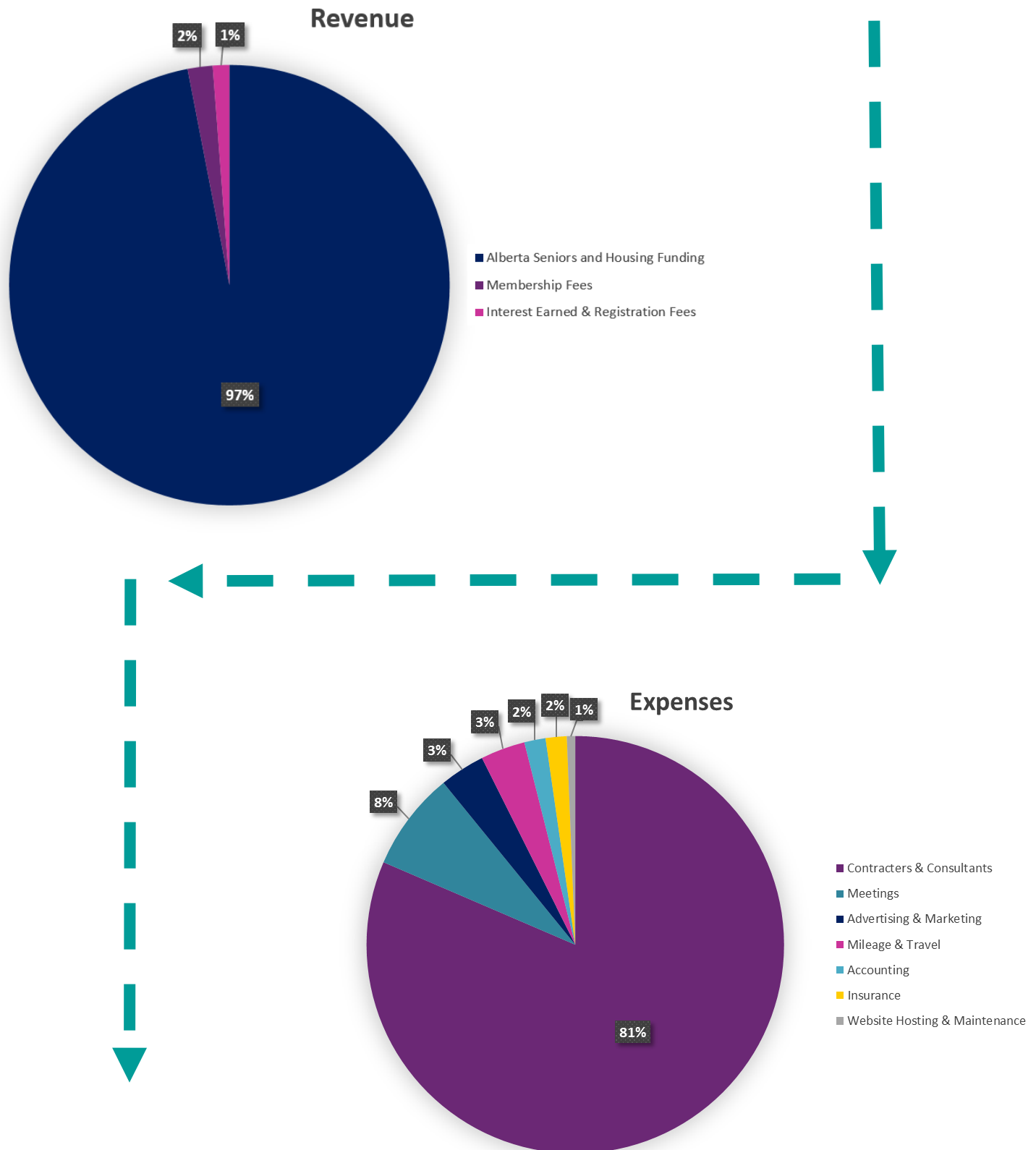
**Alison Whittmire**  
Alberta Justice and  
Solicitor General  
(Edmonton)  
**Ex-Officio**



**Michelle LaRue**  
Council Development  
Specialist  
(Edmonton)  
**Contract Staff**

# Financial Snapshot

This financial snapshot provides an overview on the AEAAC's revenue and expenses for 2019.





# Financial Statement

Statement of Operations - Year Ending December 31, 2019

	2019	2018
<b>Revenues</b>		
Alberta Seniors and Housing Grant	97,311	86,406
2018 Conference Grant and Fees	150	89,416
Membership	1,839	2,387
Interest Earned	638	82
Training Day Registration	431	-
	<b>100,369</b>	<b>178,291</b>
<b>Expenses</b>		
Contract work -Administration	66,150	66,150
Subcontract - Consultants	13,125	-
Meetings	7,454	1,253
Advertising and Marketing	3,407	7,928
Mileage and Travel	3,357	1,683
Accounting	1,600	1,600
Directors' Liability Insurance	1,588	1,527
Website Hosting	630	5,292
2018 Conference	150	89,416
Face It Conference Fees	-	339
Computer Support	-	308
Staff/Volunteer Recognition	-	263
Bank Fees and Charges	-	48
Postage and Courier	-	15
	<b>97,461</b>	<b>175,822</b>
Excess revenues over expenses	2,908	2,469
Net Assets, beginning of year	9,176	6,707
Net Assets, end of year	12,084	9,176

# Alberta Elder Abuse Awareness Council

## Strategic Plan 2018-2021

### GOAL 1

The AEAAC has a strong marketing and communications strategy that will reach all Albertans

- Develop and implement a communication plan about the work of the Council
- Develop & implement a social marketing plan

**Update:** Created a Communications and Marketing Plan that is currently being implemented.

### GOAL 2

The AEAAC is a knowledge broker that informs, educates and connects communities to better respond to elder abuse

- Host an elder abuse conference 2019/2020
- Be a leader with World Elder Abuse Awareness Day in AB
- Be the hub for provincial resources

**Update:** Hosted pre-conference day at Diverse Voices and working with CORE Alberta to host resources for service providers.

### GOAL 3

Albertans are well-equipped to recognize, refer, respond and reconnect when dealing with elder abuse situations

- Maintain and grow It's Not Right: Neighbours, Friends and Family (INR)

**Update:** Funded a 1 year INR coordinator and hosting INR community of practice conference calls bi-monthly.

## AEAAC at a Glance - 2019



22 Members representing approximately 20 communities



150 Diverse Voices pre-conference attendees



122 Facebook followers



135 E-newsletter Subscribers

# Alberta Elder Abuse Awareness Council

## Strategic Plan 2018-2021

### GOAL 4

The AEAAC will address staffing needs, board development, and membership

- To determine staffing needs
- Maintain/continue board development
- To grow/develop the membership component

**Update:** Developed a Business Execution Plan and a Sustainable Funding Plan to provide future direction for the Council.

### GOAL 5

AEAAC is positioned and works closely with government and/or other partners to strategically address current and emerging elder abuse issues

- Identify and link to family violence groups and build connections
- Strengthening the relationship with government of Alberta and develop relationships with other levels of government
- Identify and develop relationships with other potential partners and corporate sponsors

**Update:** The AEAAC has joined the Collective Impact Project to address domestic & sexual violence and are actively involved in their initiatives (Data2Action, Clare's Law, etc.). The Council continues to develop relationships with the Alberta and Federal governments.

## Stay connected with the AEAAC



Facebook: AB Elder Abuse



Instagram

Instagram: alberta\_elder\_abuse

Website: [www.albertaelderabuse.ca](http://www.albertaelderabuse.ca)



