




AEAAC

Alberta Elder Abuse
Awareness Council

ANNUAL REPORT 2020



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Message from the Chair

This year has been an extremely difficult year for all of us. It has brought challenges to how we work, how we connect, and how we function daily. What fills me with hope is how I see our communities coming together to respond to the needs of others.

If there is a silver-lining to this pandemic, I would say that it has been the spotlight that has been put on older adults, social isolation, and elder abuse. This has led to an increase of opportunities to work with all levels of government, new technology options to connect us as service providers across the province, and new funding opportunities. I am hopeful that we can come out of this stronger and take better care of those in need.

While this year has been incredibly busy, the Council has adapted, grown, and been able to accomplish a significant amount of work - which you will see highlighted in this Annual Report.

The Council was grateful to have received funding from both the Red Cross COVID-19 Fund, as well as the Mental Health and Addiction COVID-19 Fund. Through this funding the AEAAC was able to provide:

- Training to service providers and older adults
- Increase awareness and knowledge about elder abuse through our enhanced social media presence and newsletter
- To develop resources to assist those experiencing elder abuse and build capacity among communities who are responding to these situations

I want to acknowledge our wonderful Board of Directors who have adapted to meeting and working in a new way, which was primarily on-line. They haven't let the many changes this year has brought slow them down at all. They worked tirelessly to provide direction to the Council and champion the cause of elder abuse in Alberta.

I would also like to extend my gratitude to our Members who have grown throughout this year. Your membership shows commitment and support to this important issue. Thank you for taking the time to join the Council and stand against this important social issue.

As we look ahead, we look forward to continuing to collaborate and work together to address and end elder abuse.



Shantel Ottenbreit
Chair

AEAAC Board of Directors



Shantel Ottenbreit
City of Medicine Hat
(Medicine Hat)
Chair



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



Kelly Wong
Kuckertz & Wong
Barristers and Solicitors
(Edmonton)
Secretary



Michele Markham
Sage Seniors
Association
(Edmonton)
Board Member



Dean Syniak
Lakeshore Regional
Police Service
(Driftpile)
Board Member



Lisa Stebbins
CARYA *(Calgary)*
Board Member

AEAAC Board of Directors



Brittney Wells
Town of Sylvan
(Sylvan Lake)
Board Member



Christina Rehmann
S.O.S Program
(Camrose)
Board Member



Sherry Dennis
Seniors Outreach
(Grand Prairie)
Board Member



Shona Dick
Senior Protection
Partnership with the
City of Edmonton
(Edmonton)
Board Member
(covering off for Sarah Ramsey)



Alison Whittmire
Alberta Justice &
Solicitor General,
Government of Alberta
(Edmonton)
Ex-Officio



Lori Therrien
Alberta Seniors and
Housing, Government
of Alberta
(Edmonton)
Ex-Officio

Some Stats from Last Year to This Year



22 members to **68** members of the AEAAC



Members represented over **20** different communities across Alberta – this year, from over **33** different communities across Alberta (and a few from across Canada)



122 Facebook Followers – now **226** Facebook Followers



135 E-Newsletter subscribers – this year **201** subscribers

Training This Year

The Council presented 5 Taking Action Against Elder Abuse (TAAEA) workshops and 1 Taking Action Against Elder Abuse Train-the-Trainer to a total of 68 participants. This training was updated and presented with permission from the Government of Alberta who originally developed and facilitated this training. The Council is pleased to now be able to offer this training to service providers working in the area of elder abuse.

The AEAAC also partnered on presentations through CORE Alberta (www.corealberta.ca), that had over 126 attendees join on topics such as:

- Introduction to the 4 Shelter Models in Alberta
- Compassion Fatigue Training
- Where to Turn: A Panel Discussion on Elder Abuse Response in Alberta
- Restorative Justice and Elder Abuse

Taking Action Against Elder Abuse training attendees – **68**
(ran 5 sessions, and one train-the-trainer)

Presentations we partnered on – **126** attendees
(at 5 presentations)

World Elder Abuse Awareness Day

For World Elder Abuse Awareness Day (WEAAD) on June 15, 2020 the AEAAC developed materials, hosted events and encouraged communities to participate in WEAAD. It collaborated with the Government of Alberta to develop WEAAD messaging and products that can be used throughout the province to build awareness of this social issue.

The Council created a promotional kit with:

- graphics
- web banners
- social media promotion
- a celebration guide, and
- additional posters around the theme “Grow The Conversation.”



These tools provide all regions of the province the required materials to participate in WEAAD without needing additional funding to create a kit themselves. It also allows consistency and a common theme in the province to #GrowTheConversation to further build awareness and start conversations related to elder abuse and elder abuse prevention. The kit was promoted through the E-Newsletter and was available on the AEAAC website.

Financial Statements

Alberta Elder Abuse Awareness Council
Statement of Operations and Net Assets
For the Year Ended December 31, 2020
Unaudited

	2020	2019
Assets		
Current		
Cash	\$ 68,475	\$ 55,253
Short-term investments (Schedule 1)	61	60,254
Interest receivable on short-term investments	-	157
	\$ 68,536	\$ 115,664
Liabilities & Net Assets		
Current		
Accrued liabilities	\$ 1,600	\$ -
Deferred Revenue - Alberta Seniors and Housing Grant (Schedule 2)	-	86,482
Internally Restricted funds from 2018 Conference Grant (Schedule 3)	15,252	17,098
Deferred Revenue - Red Cross Grant (Schedule 4)	38,148	-
	55,000	103,580
Net Assets		
Net assets	13,536	12,084
	\$ 68,536	\$ 115,664

Financial Statements

Alberta Elder Abuse Awareness Council
Schedules to the Financial Statements
December 31, 2020
Unaudited

	2020	2019
Revenue		\$ -
Alberta Seniors and Housing Grant	86,482	97,311
2018 Conference grant and fees	1,846	150
Red Cross Grant	51,123	-
Membership	1,162	1,839
Interest earned	136	638
Training day registration	-	431
	140,749	100,369
Expenses		
Subcontract - consultants	81,261	13,125
Contract work - administration	42,000	66,150
Meetings	6,210	7,454
2018 Conference	1,846	150
Website hosting	1,733	630
Mileage and travel	1,712	3,357
Director liability insurance	1,659	1,588
Accounting	1,600	1,600
Advertising and marketing	1,136	3,407
Bank fees and charges	140	-
	139,297	97,461
Excess revenues over expenses	\$ 1,452	2,908
Net Assets, beginning of year	12,084	9,176
Net Assets, end of year	\$ 13,536	\$ 12,084

Financial Statements

Alberta Elder Abuse Awareness Council
Schedules to the Financial Statements
December 31, 2020
Unaudited

Schedule 1

	2020
High Yield Savings Account	\$ 61
Short-term investments	\$ 61

Schedule 2

	2020
Alberta Seniors Housing Grant 2017	\$ 100,000
Alberta Seniors Housing Grant 2018	100,000
Alberta Seniors Housing Grant 2019	100,000
	300,000
less expenses incurred in 2017 year	29,801
less expenses incurred in 2018 year	86,407
less expenses incurred in 2019 year	97,311
less expenses incurred for the current 2020 year:	
Contract work - administration	42,000
Subcontract - consultants	31,694
Website hosting	1,733
Mileage and travel	1,712
Director liability insurance	1,659
Accounting	1,600
Meetings	4,887
Advertising and marketing	1,056
Bank fees and charges	140
	300,000
Deferred Revenue - Alberta Seniors and Housing Grant	\$ -

Financial Statements

Alberta Elder Abuse Awareness Council
Schedules to the Financial Statements
December 31, 2020
Unaudited

Schedule 3

	2020
2018 Conference Grant received in 2017	\$ 50,000
2018 Conference Grant - attendee fees received 2018	61,469
	111,469
less expenses incurred to date:	
2018 Conference expenses incurred in 2018	94,221
2018 Conference expenses incurred in 2019	150
2018 Conference expenses incurred in 2020	1,846
Internally Restricted funds from 2018 Conference Grant	\$ 15,252

Schedule 4

	2020
Red Cross Grant 2020	89,271
less expenses incurred to date:	
Subcontract - consultants	49,567
Advertising and marketing	80
Meeting costs	1,476
Deferred Revenue - Red Cross Grant	\$ 38,148

Alberta Elder Abuse Awareness Council Strategic Plan 2021-2023

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.

GOAL 1

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

- Develop and implement an awareness campaign about:
 - The work of the Council
 - Elder abuse
 - It's Not Right: Neighbours, Friends, and Family (NFF) by-stander training
 - Resources available to address elder abuse in communities

GOAL 2

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

- Be a leader with WEAAD in Alberta
- Be the go-to organization for elder abuse information and messaging
- Use the website to promote access to and support providing resources through CORE Alberta, CNPEA (Canadian Network for the Prevention of Elder Abuse) website, and others

GOAL 3

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

- Maintain and grow NFF
- Provide training opportunities for service providers through the CORE Alberta platform (including webinars and Taking Action Against Elder Abuse training)
- Take the lead in developing standards of practice for elder abuse case management



Stay connected with the AEAAC



Facebook: [AB Elder Abuse](#)



Instagram: [alberta_elder_abuse](#)



Website: [albertaelderabuse.ca](#)