



July 7, 2020

Dear SWESA Member:

We are seeing small glimmers of hope that our centre may open soon, although with limited capacity.

The Chief Medical Officer of Health has issued specific orders detailing the restrictions and precautions necessary to safely resume activities. Jennifer and Melissa are currently completing this Relaunch Document. We may be able to offer programming such as exercise, dance, painting and crafts at our Blue Quill site in the next two to three weeks. Yellowbird hopes to be operating in late August. SWESA has applied for a grant to help cover the additional costs of adapting classes to fewer participants.

In the past, Board meetings were not scheduled for July and August; but, with the current situation, the Board unanimously supported meeting throughout the summer. In addition to monitoring the Covid-19 situation, our main objective is to develop and implement SWESA's 5-year Strategic Plan.

SWESA's goals include developing charitable giving, sponsorship and fundraising campaigns and instituting strategies to attract and retain Board members. We are also working on ways to foster relationships and garner support from city and provincial governments and stakeholders that would result in SWESA attaining a facility large enough to accommodate our administrative and programming needs.

Currently there are two vacant Board positions as well as a need for volunteers to be part of the Communication and Marketing committee and the Fund Development committee. Individuals with experience and/or an interest in these areas are encouraged to contact me directly at 780-221-1966 or [tempestfire@shaw.ca](mailto:tempestfire@shaw.ca) as soon as possible.

Your help is needed for SWESA to continue to offer programming, support and services to the 55+ community in Southwest Edmonton.

Sincerely,

A handwritten signature in black ink, appearing to read 'Josie Richardson', is written over a yellow highlight.

Josie Richardson  
President