



SWESA News

2021 Annual Appeal tops \$33,000



Mike Bull, SWESA member and volunteer lead for the 2021 Annual Appeal, says his university latin motto has always guided his involvement in the community.

Translated it means “It’s up to you!”. Mike was first drawn to SWESA through the weekly bridge games and really enjoyed spending time with fellow players. When he heard SWESA needed help in fundraising he knew that he could bring experience to the task, having volunteered for the YMCA and many other fundraising campaigns from radio to rugby.

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SWESA Christmas Celebration



Words from SWESA Board President Josie

It’s 2022 and we are planning to party! We have so many reasons to celebrate. SWESA’s 10th Anniversary is just one of them.

The idea of a seniors centre in southwest Edmonton began in late 2011 with a small group of people who formed a steering committee. SWESA was subsequently incorporated as a non-profit under the Societies Act of Alberta on June 29, 2012.

SWESA has the designation of being one of six district seniors centres in Edmonton. Unlike the others, SWESA operates a satellite delivery model, unique in Edmonton. Working in collaboration with community partners, SWESA runs programs in community settings. One of the benefits of this arrangement is that members can access programs closer to where they live.

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“Our success this year” says Mike, “is thanks to a large gift from an anonymous donor, Friends of SWESA who donated early to match this gift, a new Cooperation Agreement with Chartwell Retirement Residences and all the SWESA members who stepped forward to donate. We are grateful to everyone who participated”.



John and Teri Ellis - Donors



Chartwell Retirement Residences present cheque to Josie Richardson. Below, Mike Bull, Annual Appeal Lead.



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President words continued from page 1

The lack of a permanent home base does provide challenges and to that end, the Board of Directors continue to work to position SWESA as a partner with others to build a Seniors Hub. The Hub would accommodate staff, offer large programming space, and allow us to expand services. Policies are in place to establish a building reserve fund.

SWESA's biggest success is in providing a place that brings seniors together. Time and again I hear stories from our members of friendships made, support received and the sense of belonging they feel. All this is possible because of our organization, including our great staff and volunteers.

The support from you is what has kept us focused on the future. By purchasing and renewing your memberships, generously donating to our Annual Appeal, and volunteering your time and talents, you are ensuring that SWESA can continue to operate and grow to meet the needs of older adults in southwest Edmonton. As we face 2022, there are still many unknowns as to the way the pandemic will play out. What we do know is that SWESA is meeting a real need for seniors in southwest Edmonton.

Planning is underway for celebrating SWESA's 10th Anniversary. An ad hoc group will be formed to plan various activities that will take place throughout the year. In addition, a Board Recruitment campaign is also underway. Currently we are looking for individuals with a background in finance and urgently need someone with secretarial skills. I invite those with a personal stake in the wellbeing of older adults in our community to please consider volunteering your time and becoming a Board Member. Applications are on our website, www.swesa.ca.

As always, I welcome your comments and suggestions. You can contact me at president@swesa.ca or call me at 780 221 1966.

Josie Richardson,
SWESA President

ASK THE BOARD

Q When will we get back to regular programming and luncheons?

A - April and the Program Committee are planning a larger array of programming for this spring. Fingers crossed the pandemic and restrictions will be background news by then.

Q Why does SWESA ask for donations from members every year through the Annual Appeal?

A-Donations help pay for instructors, rent for the buildings, equipment and supplies. We try our very best to apply successfully for extra funds through grant applications, but expenses are always rising. Thanks to our members who donate, some of those costs can be offset.

We have a winner!

Donna Rawson was the winner from the first SWESA News reader contest. Her advice for living well through a pandemic, was to break things down into smaller pieces when things get overwhelming.



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Meet SW Edmonton's new City Councillors



Tim Cartmell, City Councillor for Ward pihêsiwin.

During my first term as Councillor, I advocated for many road projects. While these provide connectivity and mobility improvements,

now we need local amenities that enhance the livability of our communities, like libraries, small scale recreation infrastructure - and a new seniors centre. Community engagement will continue to be a key focus of mine over the next four years. Contact me at 780-496-8130 or tim.cartmell@edmonton.ca.



Michael Janz, City Councillor for Ward papastew.

I'm excited to work with you to help tackle many of the challenging issues we have throughout our

city. I'm committed to building a safe, welcoming and accessible city. I'm a strong believer in "neighbour power", what can be accomplished by neighbours of all ages (especially seniors!) taking ideas and into action. Please contact me at michael.janz@edmonton.ca or 587-713-5269.



Jennifer Rice, City Councillor for Ward Ipiihkoohkanipiahtsi.

I am so honoured that you have elected me as your Councillor. I am passionate about our seniors, and how

much you have to offer our communities. My commitment to you is to ensure your voice is heard at City Hall over the next four years. My city office is open, if you have any questions or need help, our contact information is: jennifer.rice@edmonton.ca; 780-496-8132.

Membership is going up, up, up

Active membership is back up to 450 seniors and increasing each week.

If you have renewed your membership or joined for the first time - thank you! Your support keeps our programming going despite all the challenges of the pandemic.

As we expect full programming to ramp up in 2022, active membership should return to 600. The more members, the greater the range of programs we can provide.

Membership fees represent 7% of the overall operating budget. Instruction on how to renew your membership are on the website under the **Get Involved** tab.

SWESA needs more Volunteer Hosts

Volunteer Hosts enable us to run more programs at the same time and ensure everyone feels welcome. It might be a good fit for you if you can commit to a set time for a number of weeks and if you enjoy engaging people in conversation. Contact April for more information at programs@swesa.ca.



Left to right; Natalie, Lynda and Anice

You never know who you'll meet at SWESA

Natalie, Lynda and Anice all joined SWESA for different reasons and in the process of developing a friendship discovered they are also neighbours! Lynda wanted to do something more to get out of the house and yet be close to home. She started volunteering at SWESA. Natalie retired and wanted to belong to a group and start socializing. She became a member and started going to the lunches. Anice came with a friend to lunch and had such a good time she became a member on the spot.

Natalie says SWESA is "very open and friendly. Even if you are on your own, you should join." Anice says "I was so busy all the time but this (SWESA programs) is a good busy that doesn't stress you out".

Men's Den

The Volunteer Host of the new men's coffee group, SWESA member Rick Hernder, says while he thoroughly enjoys the mixed attendance at coffee groups there is nothing quite like time for the boys to talk on their own. Investments, sports, the latest happenings in Edmonton - all with a male perspective. If you are interested, please register so we can keep you informed.

Contact us at SWESA if you have any questions or suggestions for future editions of SWESA News.

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