



Kerby Centre

KERBY CENTRE ANNUAL REPORT

2020



Presidents Message



2020 was the most challenging year Kerby Centre has ever faced. The COVID-19 pandemic forced us to close the Centre twice for extended periods, the first from March to July and again from November into 2021.

However, closing the doors did not stop us. Instead, we were spurred into action to find innovative and creative ways to provide services and activities for older adults. Our team of staff and volunteers quickly identified the programs that would have the most impact and reimagined them both using technology (Zoom) and by taking services out

to people's homes- including delivering over 12,000 frozen meals to "locked down" seniors.

In our annual report you will find inspiring stories and photos of Kerby Centre's work in the community. Years from now, we will look back on this time and know that our staff, volunteers and supporters can be very proud of the work they did in their community during this crisis.

On behalf of the Board, I thank our staff and volunteers for their tireless efforts during the pandemic. We want to express heartfelt gratitude and appreciation for the over 200 new volunteers who stepped forward to help with programs, like our meal deliveries, and the way many of our existing volunteers took on new roles such as phoning isolated seniors, who tell us they really appreciated hearing a friendly voice from Kerby. Now more than ever, Kerby Centre is seen as an incredibly important resource and a means of connection among older adults, especially in a time of crisis.

Closing the Kerby Centre not only meant we could not provide in-person services, but it also impacted our revenues. Our teams were also quick to react in this regard and had great success accessing new revenue sources. We received assistance

from Government programs at The City, Provincial and Federal levels. We also had exceptional support from our personal and corporate donors, both existing and new. This meant we did not need to access our reserve funds and were still able to end the year with a positive surplus.

As we move forward, we are hopeful of continued support from the many donors who helped us in 2020 and plan to attract new donors through upcoming activities, such as a Golf tournament.

Another significant event in 2020 was the arrival of Larry Mathieson as our new Chief Executive Officer. Larry joined us in January having previously been in leadership roles with both Ronald McDonald House and Easter Seals. We are very pleased to have Larry in our organisation and particularly appreciated his guidance and leadership during the past 12 very challenging months.

As we move forward from the pandemic, we see new opportunities ahead. Many of the programs and innovations we introduced in the past year will continue and will grow. We also can't wait to reopen the Centre and welcome both old and new friends and supporters. We continue looking for opportunities

to improve our services such as the new food security programs and our revitalization of the Kerby Café.

We recently completed a review of our Strategic Plan. In so doing we adopted a new vision statement envisioning Kerby Centre as "A community of engaged older adults." This community takes many forms including those who come into the building, participate in Zoom programs, volunteer their time, and donate funds to support us.

Our community is also expanding. In early 2021 we were asked to take over the operations of two seniors' facilities in Medicine Hat. While we will not be taking over the physical facilities until later in the year, we are already welcoming older adults from Medicine Hat to our Zoom programs.

Thank you to everyone who has helped us through the last year. As staff, volunteers and supporters you have all helped Kerby Centre overcome many challenges. As we move into 2021 we know you will continue to help us ensure that Kerby Centre continues as a dynamic and forward looking organisation.

Richard Parker, President

CEO Message



January 6, 2020 I arrived at Kerby Centre for my first day of work. I had all sorts of ideas about what my priorities would be as the new CEO for my first 90 days on the job. In less than two months everything I thought would be important had become irrelevant.

The day the pandemic was declared, our team was meeting to plan how we would meet the needs of Calgary's seniors. When we closed our doors a few days later, we had already begun the work that would change our organization forever.

For nearly 50 years, Kerby Centre has been a place where seniors made friends, built community, learned, exercised, and sought resources. An organization built around

programs in one building shifted to outreach and online programs.

In the 111 days we were fully closed, we delivered 7,000 meals to isolated seniors, filed more than 1,000 tax forms by phone, and made more than 700 grocery deliveries to homebound seniors. In addition, our staff made an astounding 17,000 phone calls to members, volunteers, and clients to reduce social isolation.

The time the Centre was closed pushed us to find new ways to connect with Calgary's seniors. Through phone outreach, food delivery, and programming on Zoom, we have connected with thousands of isolated seniors. To ensure that seniors who are still self-isolating are supported, these programs will continue.

There was been incredible support from the community throughout 2020. From government funding to individuals donating \$20 on our website, every dollar helped us support seniors during this crisis. In addition to financial support, hundreds of Calgarians connected with us to volunteer, to share our stories, and even hold their own fundraisers.

2020 was also a year of unconventional partnerships. Along with wonderful organizations like Kids Up Front and Calgary Reads, we have created new intergenerational programs,

reducing social isolation not only for older adults, but for children as well.

With funding from the Calgary Foundation, we launched a brand new website for Kerby News (kerbynews.ca) and completely revamped kerbycentre.com. This fresh new look and improved design helped us stay up-to-date with rapidly-changing program and service information. As well as expanding the content we can share online, the Kerby News site also adds value to our advertisers.

In a way, you could say that every way that we communicate with seniors or build community has changed, been enhanced or improved in some fashion. This year for Kerby Centre has been a year of incredible challenge but even more, it has been a year of incredible innovation. I could not be more proud of the way our staff and our volunteers found new and creative ways to connect with seniors during a year where they needed us to most. I think 2020 was the year when we found out Kerby Centre wasn't really a place after all. I suppose Kerby Centre was always really about the people and the relationships much more than it is a building.

Larry Mathieson, CEO

Kerby Centre Board

Richard Parker,
President

Stephanie Sterling,
Vice President

Hank Heerema,
Past President

Kenneth Lin,
Treasurer

Tara Weber,
Secretary

Russ Altman,
Director

Deborah Durda,
Director

Peter Molzan,
Director

Jacquelyn Poetker,
Director

Adult Day Program

445

One-on-one Zoom sessions to support our clients



Education and Recreation

Within three days of our closure, we had our first Zoom class up and running and by the end of the year:

394

Zoom Classes
ran in 2020

5,500

Participants

The courses consisted of our most popular in person classes, classes we were able to adapt to small home spaces and used supplies/equipment in one's home, classes that took into account a diverse clientele, educational/community classes, and classes that placed an emphasis on social contact and intergenerational connections.

Zoom programs include:

Fitness with Dan, Tai Chi, Gentle Seated Yoga, Zumba, Expressive Art; Feldenkrais, Muscle Strength & Core Balance, Ski Fit, Yoga for You, ESL, Men's Shed, LGBTeAQ2S+, Storytelling, Spanish Conversation, Indigenous Studies, Media Literacy, and Zoom Pals.

Events

30

Online presentations
(March-December)

“I was happy for the ‘company’ I live alone and it felt like being with people. I learned things or confirmed things I already knew.

I'm planning my life around online sessions these days because the television isn't hooked up. Thanks for offering these sessions online!”

3,900

Online Registrants

Information

30%

more clients served in 2020 as older adults and their families sought information and resources related to the pandemic.

Zumba Group

Kerby Shelter

99%

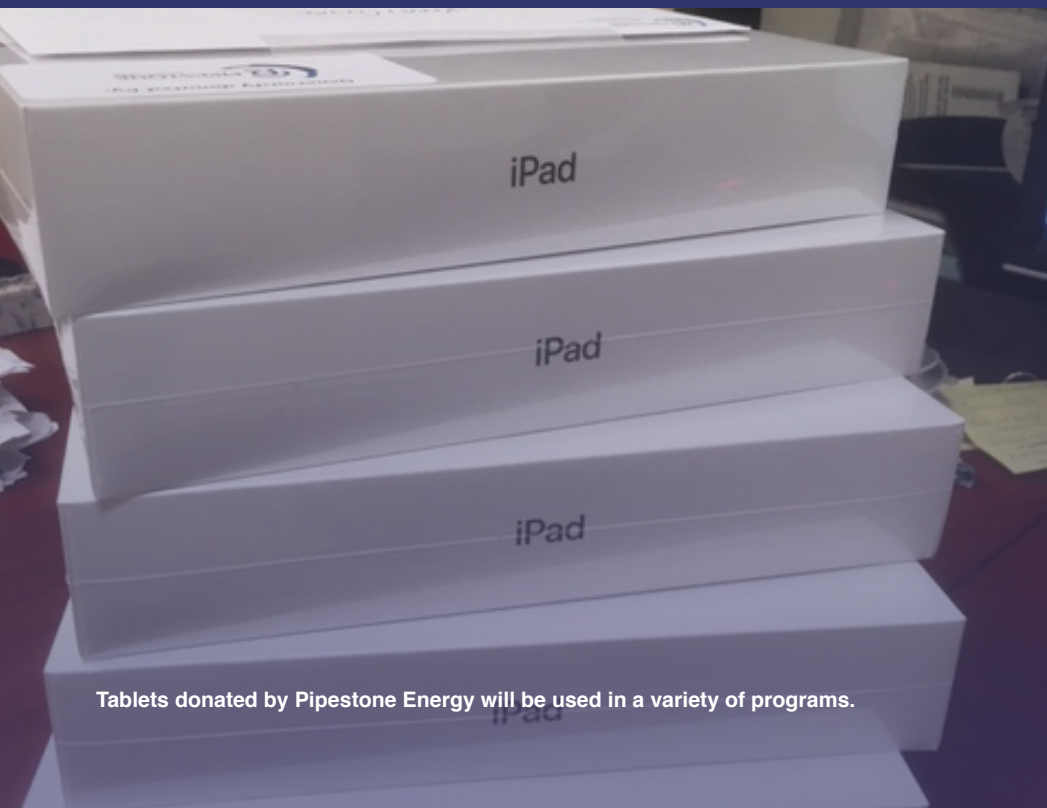
Total occupancy
for the year

370

Older adults could
not be served at the
shelter due to capacity

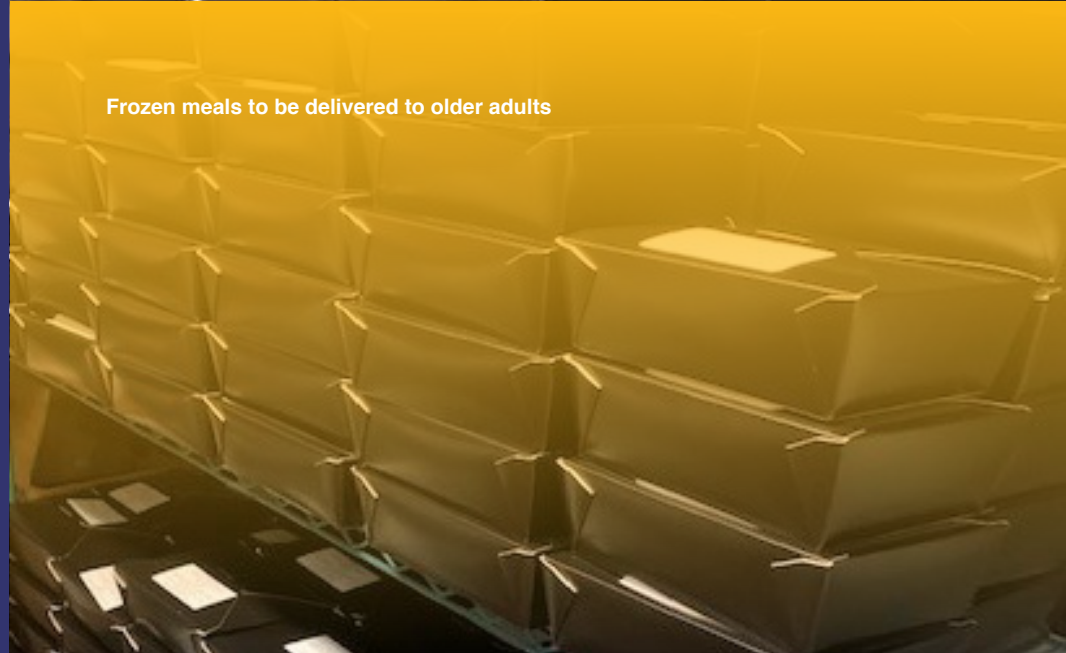
10

Tablets were donated by the public to help residents
at the shelter stay connected to family and supports



Tablets donated by Pipestone Energy will be used in a variety of programs.

Frozen meals to be delivered to older adults



Food Rescue

1,083

People came to our free
bread markets

Launched in
September to address
food insecurity
among older adults.

Food Services

11,910

Frozen meals
delivered to vulnerable
older adults

Frozen meals created
awareness, donations/
funding, and volunteer
interest in Kerby
Centre Food Services.

Volunteers

“Initially I volunteered for the home meal delivery program. Kerby recognized elderly community members were finding it challenging, unsafe and expensive to get groceries. I was worried for these folks too. As a new retiree with a car, I knew this was where I could provide value during a very difficult time.

...The clients are wonderful. I get the biggest pleasure visiting and talking with them. The staff are a joy. Everyone is positive, kind, organized and considerate. My fellow volunteers are also good, caring people. It's like a second family.”

28,428

Volunteer hours

1 in 4

Volunteers in 2020 were volunteering for Kerby Centre for the first time



Thrive

1,858

Grocery deliveries

220%

Increase in deliveries from 2019

Quick Stats

92,500+

Masks received to be distributed to seniors.

7,582+

People screened for COVID-19 symptoms at our front doors upon entry, in 2020.

189 L

of hand sanitizer has been donated for use. Visitors can fill up their hand sanitizer bottles here for free.

77

Tablets donated



Financials

	2020	2019
Assets		
Current		
Cash	\$ 1,478,977	\$ 523,575
Short-term investments (Note 3)	2,357,073	2,683,245
Accounts receivable (Note 5)	65,544	251,075
Inventory	7,713	7,493
Prepaid expenses	49,047	59,827
Remainder trust (Note 6)	105,000	225,000
	4,063,354	3,750,215
Capital Assets (Note 7)		
	1,532,008	1,539,639
	\$ 5,595,362	\$ 5,289,854

Liabilities

Current		
Accounts payable and accrued liabilities (Note 8)	\$ 206,002	\$ 293,260
Deferred revenue (Note 9)	467,207	578,792
Remainder trust (Note 6)	105,000	225,000
	778,209	1,097,052

Net Assets

Restricted fund	1,553,646	1,566,006
Unrestricted fund	1,999,413	1,389,467
Invested in capital assets	1,264,094	1,237,329
	4,817,153	4,192,802
	\$ 5,595,362	\$ 5,289,854

Extraordinary event (Note 13)

	2020	2019
Revenues		
Government grants	\$ 2,350,686	\$ 1,766,076
Donations	1,037,262	318,987
Services	840,880	1,522,862
Investment revenue (loss) (Note 4)	(24,789)	304,910
	4,204,039	3,912,835
Expenses		
Salaries and wages	2,396,348	2,584,501
Administration	575,434	654,337
Services	482,992	645,769
Investment expense	34,044	36,742
Amortization	90,871	95,710
	3,579,689	4,017,059
Excess (deficiency) of revenues over expenses	\$ 624,350	\$ (104,224)



Fund Development

The big hearted team at TELUS stepped up to deliver more than 200 ready-made meals to vulnerable seniors in May. TELUS volunteers also delivered meals courtesy of the ATCO Blue Flame Kitchen to isolated seniors from August — October. The delicious meals and the volunteers' friendly faces were greatly appreciated by all!



Lil Heming and Shelly Halsted, representing the dynamic ladies of Elevate, a charter group of the Canadian Progress Club, stopped by Kerby Centre with a lovely surprise.

Long-time supporters of Kerby Centre, Lil and Shelly delivered “Wish List” Christmas gifts for the Kerby Shelter and presented CEO Larry Mathieson with a generous donation to help make it a very Merry Christmas.



Donations and Funding

CORPORATE

Agriteam
ARC Financial Corporation
CN Railroaders in the Community Grant Program
Doodle Dogs
Ecclesiastical Insurance: Western Region
Enmax Corporation
First Calgary
Oxford Properties
Richmond Holdings Ltd.
Sanofi
Servus Credit Union
Storm Resources Ltd.
Swordfern Management Ltd.
TD Bank
TELUS
Westend Pharmacy
Westman Village, The Journey Club

FOUNDATIONS

Aqueduct Foundation
Calgary Foundation
Calgary Foundation Funds:
 Anonymous Family Legacy Fund
 Hicks Memorial Fund (Scholarships & Other)
 Colin and Margaret MacDonald Family Fund
 Graydon and Dorothy Morrison Flow Through Fund
Gandhi Foundation of Edmonton
Maunder McNeil Foundation Inc.
RBC Foundation
The Rosebridge Fund

GROUPS

Alberta Union of Provincial Employees Local 095
Associated Canadian Travelers Calgary Club
Calgary Filipino Lions Club
Chinatown Seniors Association
German Ladies Choir of Calgary
Rotary Club of Calgary Chinook
Rotary District 5360 Fund
Samaritan Club of Calgary
Spiders Hockey Club
United Nurses of Alberta

NON-PROFIT ORGANIZATIONS

Alberta Council of Women's Shelters
Canada Helps
HelpAge Canada
Strathcona-Tweedsmuir School
United Way of Calgary & Area

MAJOR DONORS

Anonymous Donors
Ron Abernethy
Susan Allen
Barbara Beaton
James C. Blackhall
Robert S. Bolton
John L. Brandt
Lucinda (Lou) E E. Broadbent
Judy Cochran
Don Cook
Malcolm P. Cullen
Edna Einsiedel

Jerry Fedun
Donna Fraser
Shawn Freeman
Walli Haase
Jacques G. Hebert
Hendrik Heerema
Frieda Herrington
Robert Hindley
Kuen M. Ho
Bob Holmes
Robert Holmes
Sandra Hope
Daphne Joseph
Elizabeth J. Kruhlak
Peter Lam
Jean Lockhart
Louis W. MacEachern
Darrell J. MacRae
Michael Man
Ferdie Massiah
Frederick H. McClelland
Signe McIntosh
Leslie Morris
Gary Nissen
Marilyn Olsen
Patricia Paras
Richard & Shirley Parker
Fergus Parkinson
Leana Patience
Scott Pattison
Roger Prior
Roland Reeves
Dianne Rinaldi
Peter Ripley
Verna G. Senger
Shalinder Kaur Singh
Claus Sitzler
Ann Smyth
Joan C. Snyder

Terry Stevens
Stephanie Sterling
Diana Tierney
Phill Vincent
Patricia Watson
William Watson
Shirley Weir
Mark Whiteman
June Wilson
Roy & Emma Wilson
Lillian Wong

ESTATE

Estate of Murray Leon Lipsey
Charles Wallace Drew Trust
Estate of Frank Marx
Braden Parkinson /Estate of Jane Marian Parkinson
Estate of Noel Watson

IN KIND

Guy Audet
Calgary Fasteners & Tools Ltd.
Isabella Doyle
Pipestone Energy Corporation
Shauna Wilson-Wipond

GOVERNMENT FUNDERS

Alberta Community and Social Services
Alberta Health Services
Alberta Senior and Housing
Alberta office of Public Guardian
FCSS
Canadian Heritage Grant
Canada Women's Shelter
Government of Canada- Wage subsidy



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