



**Community
Impact Report**
2024





Sage Seniors Association (Sage) is a community-based seniors serving organization that provides a comprehensive spectrum of supports and services with and for seniors in the greater Edmonton area and beyond.

Sage Seniors Association

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Edmonton, AB T5J 2E5
Treaty No. 6 Territory

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info@mysage.ca
mysage.ca

Charitable Registration Number: 119154839 RR 0001

Sage proudly operates from the ancestral lands of the Plains Cree, Blackfoot, Métis, Nakota Sioux, Iroquois Dene, Ojibway, Sauteaux, Anishinaabe, Inuit, and numerous other Indigenous Peoples. It is with respect and humility that we acknowledge the land and the responsibilities that come with it.

To effectively serve Edmonton's senior population, it is important to acknowledge the unique experiences and realities of their lives, including the ways in which they may be impacted by systems of oppression.

We are committed to taking action towards reconciliation by creating space and offering opportunities for reflection, as well as expanding our knowledge and understanding as a team. Part of this commitment is recognizing that de-colonization is a journey that requires constantly challenging how we see things, unlearning and re-learning, and engaging in conversation together.

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Our Purpose

Sage’s mission to inspire and support seniors to be the best they can be is grounded in our vision of a community where all seniors are valued and have the opportunity to live according to their beliefs, abilities, and aspirations.

Sage offers programs and services that:

- Support seniors in times of difficulty
- Provide opportunities for seniors to share their gifts with community
- Help seniors to stay connected

Our Approach

ASSET BASED

We listen for, celebrate, and help mobilize the unique gifts, aspirations, and strengths of seniors.

RELATIONAL

We take the time to deeply understand seniors as holistic, complex, and multifaceted individuals who have a spectrum of needs and strengths.

CO-CREATIVE

We work with seniors in a reciprocal and co-creative manner that recognizes and draws upon the shared wisdom and expertise of both staff and seniors.

SELF-DETERMINING

We ask seniors themselves when, how, why, and what it means to create positive changes in their communities.



2024 Snapshot

11,000 seniors accessed Sage programs and services



79,000 community connections made

45,000 navigation resources distributed



60 organizations engaged through almost 30 different program partnerships



Message From the Executive Director

2024 was a year of milestones, growth and resilience as we continued to navigate change and build momentum for Sage and the communities we serve.

Our role in the social prescribing movement expanded through new partnerships and funding, allowing us to grow our team and help more older adults connect to the supports they need. We launched the first phase of our Naturally Occurring Retirement Communities (NORC) initiative and updated the Plan Now to Age in Place Toolkit in collaboration with MPH students, ensuring timely, practical resources for seniors and caregivers.

We deepened our policy work, engaging all levels of government to ensure seniors' voices are heard. From national conferences to local roundtables, we brought attention to urgent issues like food security, affordable housing, and sustainable funding for seniors' services.

Operationally, we strengthened our foundation—launching a new client database, advancing equity practices, and securing key grants to support long-term impact.

Through all of this our commitment to community remained steadfast. We were thrilled to open our doors for an open house, welcoming familiar faces and new friends. Our partners, the Edmonton Pride Seniors group, continued its important work, hosting dignitaries and affirming the vibrant diversity of our community.

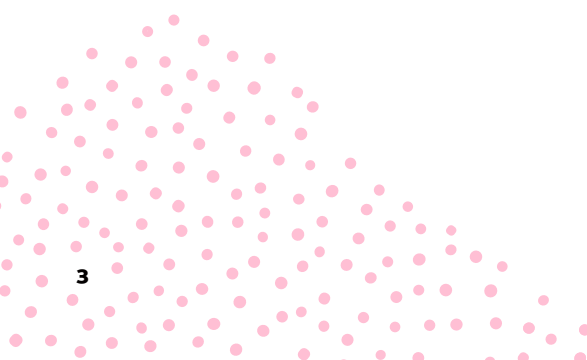
While challenges persist—rising service demand, social disorder, and funding uncertainty—we continue forward with purpose, powered by a committed team and the support of people like you.

Thank you for believing in this work and in the strength of older adults. Together, we are building a more connected, caring future.

With gratitude,

Karen McDonald

Executive Director, Sage Seniors Association





“I am seeing the light at the end of the tunnel after connecting with [a social worker] at Sage.”

— Client

Programs & Services

Trends We Saw in 2024

Increased Need for Critical Assistance

Despite the fact that Sage is not a crisis centre, more clients are seeking help for essential needs such as financial security, housing, food access, and mental health. Mental health issues are increasingly linked to financial and housing stress, and food insecurity is on the rise.



Housing Challenges

Increasing numbers of seniors facing difficulties finding affordable, safe, and suitable housing due to housing shortages, rent increases, and financial instability. There's also a lack of barrier-free housing options, including accommodations for pets. Evictions and safety concerns from hoarding behaviours remain prevalent, and a shortage of resources to address these issues persists.

Rising Homelessness Among Older Adults

Our team saw an increase in perpetual homelessness. Shelters in Edmonton remain inaccessible to seniors with health needs, mobility issues, or oxygen requirements, generally offering only mats on the floor.



Impact of Online Forms

The shift to digital platforms is challenging for seniors, requiring significant time from Outreach Coordinators to assist with online forms and account setups, further straining resources.

Reduction in front-facing services

Funding reductions across the social service sector have limited in-person service options for low resourced individuals. Other agencies that at one time offered drop-in support have discontinued offering those services which has increased demand at Sage.



Outreach, Assessment & Support Services

As part of the Coordinated Seniors Outreach Program, Sage’s team of social workers and Outreach Coordinators provide personalized assistance to older adults, helping them navigate complex systems and connect to critical resources—both at Sage and in the wider community.

This diverse and skilled team supports seniors facing multiple barriers, including low income, isolation, disability, and marginalization. The Team’s deep sector knowledge and community relationships allow them to co-develop creative, practical solutions with each individual.

Seniors, families, government, and community agencies continued to turn to Sage first for information and support.

2500 seniors received case management supports through Sage’s Outreach program.

Funding support for this program: Family and Community Support Services (FCSS) Edmonton

In 2024, Sage’s outreach program triaged:

6855 CALLS

an average of 26 calls a day

2640 WALK-INS

an average of 15 walk-ins a day



“...so happy Sage is able to support seniors in the community. There are many things that cannot be done in the short interactions that happen in the hospital setting.”

— Hospital Social Worker

Supports for Hoarding

Sage continued to address the need for hoarding supports—a critical, underfunded service for a condition affecting 2 – 6% of the population.

In 2024, despite no funding for hoarding case management supports, Sage continued to offer resource navigation and information by:

- Chairing the Edmonton Hoarding Coalition
- Providing educational presentations on Hoarding
- Offering a regular drop-in support group for older adults to share and connect with others who experience hoarding
- Responding to 93 calls through our intake line requesting hoarding support

Sharing Expertise

Sage's Outreach Program worked with Edmonton Seniors Coordinating Council to develop a coordinated response to ensure older adults who evacuated from wildfires (Jasper and others) had access to supports.

Human Support in a Complex System

Outreach Coordinators help seniors navigate complex systems with dignity, reducing isolation, and creating pathways to long-term stability.

After the sudden passing of their spouse, a 64-year-old senior reached out to Sage, overwhelmed by grief and unsure how to manage daily life, finances, or housing. Their spouse had handled everything — from household bills to government supports like AISH.

With the help of an Outreach Coordinator, the senior transitioned from AISH to pensions and secured a temporary extension of benefits during the waiting period. The Coordinator also helped them apply for CPP Survivor's benefits, even arranging an affidavit when the marriage certificate couldn't be found.

Housing was another worry. Unsure if they could afford to stay in their apartment, the Outreach Coordinator helped negotiate a payment plan with the landlord to bridge the income gap. This eased the senior's anxiety and prevented housing instability.

Once immediate needs were addressed, Sage connected the senior with financial literacy training, grief counselling, and social connection opportunities — providing not just resources, but compassionate, consistent support.





Partnering for Inclusion

Supporting Immigrant, Newcomer and Refugee Seniors

Sage continued its longstanding partnership with the Multicultural Health Brokers Cooperative (MCHB) to support the holistic wellbeing of immigrant, refugee, and newcomer (IRN) seniors.

For 20 years, Sage has learned from and worked with MCHB to help address the severe social isolation and complex vulnerability of IRN seniors. This long relationship has benefited both organizations: MCHB have played a role in Sage's growth around Diversity, Equity and Inclusion, and Sage in turn has helped MCHB bridge system gaps for the seniors they work with.

Building the capacity of IRN seniors to overcome isolation and become engaged in mutual support and joint leadership with other seniors is the central focus of our partnership.

In addition to providing supports in system navigation and overcoming complex challenges, our partnership works to assist IRN seniors in recognizing and leveraging their strengths to support others in the community, and enhance their own mental health and wellbeing.

IRN Seniors who participated in community animation activities reported that it brought “connection and meaning to their Canadian life.”

579 SENIORS

from 12+ different
ethnocultural communities
actively participated in
Seniors Outreach

Expanding Safety and Support for Seniors

The Seniors Safe House program expanded its capacity to meet the increased demand for services and reduce extended waiting times for access.

The Seniors Safe House offers shelter, support, and assistance for older persons needing safety from abuse. Pressures from the housing crisis impacts program participants accessing housing in a timely manner, in particular those who are waiting for subsidized housing. With new funding from the Government of Alberta, in 2024, Sage operationalized four new transition suites in addition to the existing seven furnished living units at the Safe House that offer temporary accommodation.

In addition to temporary accommodation the Safe House program provides holistic case management, peer support, professional and practical assistance, and connection to resources that help residents deal with all areas of their lives that have been impacted by abuse.

241 CRISIS CALLS

were received by the Safe House intake line requesting information, admission, or crisis support

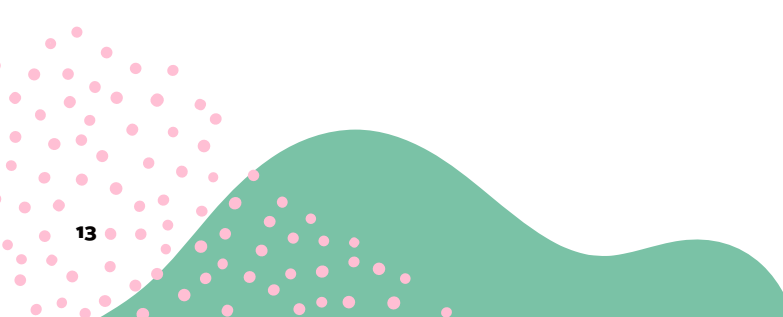
32 INDIVIDUALS

were admitted as temporary residents in the Safe House and transition suites

124 INDIVIDUALS

received support from Intensive Case Management coordinators

*Funding Support for this program from:
Government of Alberta, Seniors and Community & Social Services, City of Edmonton, Social Development Branch (via ACWS), Women's Shelter Canada*





In addition to supporting seniors who have experienced elder abuse, Sage also provides education and awareness initiatives in the Edmonton area to enhance the community's understanding and response to elder abuse.

In 2024, more than 868 individuals were engaged with on the topic of elder abuse.



Social Prescribing: Supporting Seniors Beyond Healthcare

Sage continued to connect older adults with the non-medical supports they need to age well in the community.

In 2024, Sage continued to facilitate the central intake for the Social Prescribing program for older adults in Edmonton, acting as the central hub for referrals from healthcare providers to community-based supports.

Social Prescribing is an internationally recognized model in which healthcare professionals can make a social prescription for non-medical, health-related needs. Through this innovative model, Link Workers and social workers at Sage helped connect seniors to vital non-medical resources that support aging well—from housing and transportation to food security, financial navigation, and opportunities for social connection.

A Housing Navigation Specialist was added to the Social Prescribing network to identify and address housing gaps and barriers being experienced by older adults.

Sage actively participates in the provincial social prescribing network and collaborates closely with Edmonton partners in the program including the Multicultural Health Brokers, Jewish Family Services Edmonton, Drive Happiness, and Edmonton Meals on Wheels to ensure seniors receive the right support, at the right time, in the right way.

- The central Intake at Sage received **872 referrals** into the program
- Of those, **347 individuals** were enrolled in Social Rx program at Sage and the others were referred through to other community partners.

Funding Support for this program: Government of Alberta, Waltons Trust, with backbone support by the Edmonton Seniors Coordinating Council and Healthy Aging Alberta.





Seniors Income Tax Clinic

Connecting Seniors to Financial Stability

Sage’s free Income Tax Clinic is often a critical first step in helping low-income seniors access benefits and improve financial stability. In 2024, 20 dedicated volunteers—many seniors themselves—filed 4,131 returns.

Offered in person and by phone, the clinic is accessible to those with mobility or transportation barriers. Social workers, hospitals, and long-term care facilities frequently refer clients to the program, as do CRA and 211. Sage also helps seniors catch up on multiple years of filings, which can lead to life-changing access to missed benefits. Demand continues to grow, with an increase of about 500 filings per year since 2021.

Program Funding support: Canada Revenue Agency: Community Income Tax Volunteer Program

“Thank you for the excellent service. Such a big help.”

— Client



Community Animation

Sowing seeds of social connection

Sage’s team of five Community Animators connected with seniors across the city reducing the health risks of social isolation.

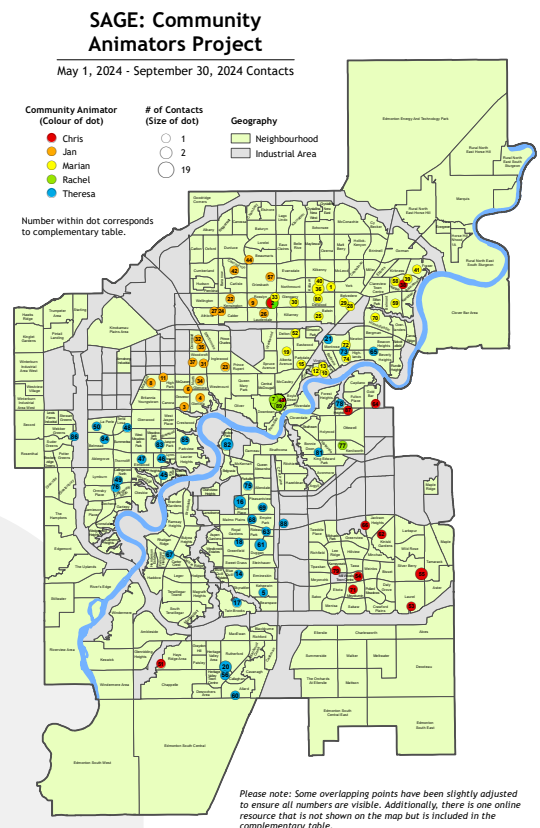
Community Animators aim to build sustainable support networks by helping seniors connect to local activities, opportunities, and resources and helping them share their skills, knowledge, and experiences with their community.

Sage’s Community Animators have become catalysts of inclusive, neighbourly, and anti-ageist activities and relationships that promote healthy and vibrant communities that reduce social isolation, improve mental health and wellbeing, support aging in place, and lead to the creation of new community groups.

Funding support for this program: Family and Community Support Services (FCSS) Edmonton

Sage worked with M.A.P.S. to illustrate the growing reach of connections made by Community Animators throughout the city. Supported activities ranged from a senior’s fashion show to wellness fairs at community leagues and libraries to talent shares and coffee groups.

In 2024, 17,854 contacts were made in 106 neighbourhoods including connections with 13,819 seniors



A Downtown Community Space for Seniors

A place to belong

Sage's downtown location offers welcoming spaces where seniors gather daily to connect, learn, and lead.

The auditorium, classrooms, and meeting rooms host a wide range of activities—led by seniors and for seniors—including exercise, dance, arts, peer support, and special interest group meetings.

Many seniors generously volunteer their time and talents to lead groups or share knowledge, contributing to a Life Enrichment Calendar that is co-created with the community. Alongside these peer-led activities, Sage offers informative programs and special events that support wellness and lifelong learning.

Those who visit Sage for support are often introduced to new opportunities for connection, both in person and online. With hybrid programming available through livestreamed Zoom sessions, even seniors who are home-based remain part of our community.

Funded in part by: City of Edmonton: Senior Centre Operating Program, In Motion Network: Women in Motion , Servus Credit Union

On any given day, Sage hosted 8 – 10 different senior-led or senior-focused groups.

Sage welcomed over 200 attendees at its first Open House since before the pandemic. A feature on CBC Radioactive the day before helped rally an enthusiastic response from the community.

Renovations to improve accessibility of the main floor washrooms and create an all-gender washroom were finally completed.



to age in place.
Beyond care living Inc
where love begins

COMMUNITY
&
connection

It's a
wonderful
Place to me.

Support
+
Community

Our seniors Deserves
Bug free coeloche
free low income

Friendship

GREAT
PLACE
SEN

SAG
helps us to
as we m

SHARE WHAT SAGE MEANS TO YOU

A place to
have fun!

GREAT
PEOPLE

Communication
friendship
exercise
Have a lot of fun!

A place
to hang out
and chat

Helpful!

Celebrating Seniors on Churchill Square

Edmonton Arts Council and Sage partnered again for a Seniors' Week edition of Live at Lunch on Churchill Square with The Parklanders.





Directory of Senior Services

A Trusted Roadmap to Resources

Sage’s Directory of Senior Services is a comprehensive, annually updated resource guide supporting seniors, caregivers, and senior-serving professionals in Edmonton and surrounding areas.

Over 200 pages featuring updated listings for government contacts, health supports, housing options, checklists, and more makes the Directory a trusted tool for navigating senior services.

Distributing the Directory free of charge through community networks and making it available online helps ensure that seniors have easy access to essential information.

The 2025 edition was released at our Open House in November, featuring a cover that celebrates the diverse seniors at Sage and in the community.

When Jen’s parents (80+) started to need help, she had no idea where to start. She happened to see a Sage Directory in the stand at the grocery store: “I took that book to bed with me, to coffee, everywhere – it was such a help... [the Sage Directory] saved me!”



Program Funding support for this program: Sage Seniors Association, CN, Revenue from advertising

Through the Lens of Community

John, an occasional participant in a NE seniors drop-in group, gradually opened up through regular interactions with the Community Animator.

After sharing his passion for kayaking and photography, he was encouraged to present his work at the group's May 2024 Talent Showcase. The event was a success, with John enthusiastically sharing stories and photos from his adventures. His involvement led to an opportunity to photograph seniors at Sage for the cover of the 2025 *Directory of Seniors Services*, showcasing his talent to the wider Edmonton community.





Volunteers at the Heart of Sage

Supporting Programs, Reducing Isolation, Building Community

In 2024, 94 dedicated volunteers contributed over 9,100 hours to Sage, supporting everything from program delivery to advisory roles. Volunteers are essential to our mission of providing holistic support with and for seniors. More than just helping hands, they help reduce social isolation, create opportunities for skill-sharing, and foster long-lasting connections. For some, volunteering begins after receiving support at Sage, making the program a meaningful bridge into deeper social wellness. Reflecting the diversity of the seniors we serve, our volunteer program is by community, for community.

Seniors Shaping Services: Seniors Advisory Committee

Launched in 2024, the Seniors Advisory Committee brings together a diverse group of older adults to integrate the voices and experiences of seniors into the development, execution, and evaluation of services that influence their well-being. Drawing on their insights and firsthand knowledge, members have provided valuable guidance on a variety of initiatives, helping shape more inclusive and effective programs.

Where Learning Meets Impact: Students at Sage

Sage is proud to be a learning space for emerging professionals. Each year, we welcome students through placements, practicums, and special projects that contribute meaningfully to our mission. In 2024, 13 students collaborated with Sage across a wide range of areas, including Life Enrichment programming, outreach work, the Seniors Safe House, and research projects. These opportunities allow students to gain real-world experience while bringing fresh ideas, energy, and insight to our work with seniors.







Innovating Together: Building a Stronger Seniors Sector

Healthy Aging Alberta

In 2024, Sage continued to support Healthy Aging Alberta and the development of the community-based seniors' services sector. Sage staff contributed to the Community Leadership Council, attended and presented at the Provincial CBSS Summit, attended Regional Gatherings, and engaged and learned through CORE Alberta.

Advancing Healthy Aging with the HAAI

Sage continued to work with U of A Faculty of Nursing, Athabasca University, and funders Max Bell and the Canadian Frailty Network, to support the research, evaluation, and rollout of the **Healthy Aging Asset Index** tool (HAAI). This new tool allows seniors to identify areas to strengthen their independence, and receive resources and supports tailored to their specific healthy aging goals.

In 2024 the HAAI was evaluated, validated, copywrote, and activated at the community level through trainings for members of Social Prescribing teams throughout the province. HAAI trainings helped 141 participants to improve knowledge of protective and risk factors for frailty. This project was nominated for a Community-Based Research Canada Excellence Award.

Reimagining Aging in Community

Sage began investigating how Naturally Occurring Retirement Communities (NORCs) can support healthy aging in place. A University of Alberta Public Health student researched how common NORCs are in Edmonton and how Sage can align this innovative model with its programs and goals. Next, Sage will pilot NORC programming in an Edmonton community, leveraging Sage's Community Animation approach. This project aims to show how NORCs can be a cost-effective, scalable way to support the city's growing senior population.

Funding Support from: Stollery Charitable Foundation



Power in Partnership: Expanding Impact, Reaching More Seniors

In 2024, Sage participated in nearly 30 partnerships, collaborating with over 60 organizations.

At the heart of our work is a deep commitment to collaboration. Through partnerships, we extend our reach and deepen impact. This approach brings complementary services to Sage, helps us work and learn more efficiently, and is essential to how we support equity-denied older adults.

By working alongside organizations that serve immigrant, refugee, newcomer, and LGBTQ2S+ seniors, we help expand reach and build community-driven solutions that are rooted in trusted relationships. Often, Sage acts as a fiscal intermediary, enabling grassroots partners to serve their communities directly, while we provide added capacity, complementary services, and organizational support. Equity, inclusion, and community guide everything we do.

Some of our key collaborations and partnerships include:

Alberta Council of Women's Shelters	Community Leagues	Jewish Family Services Edmonton
Alberta Elder Abuse Awareness Council	Drive Happiness	Healthy Aging Alberta
Bissell	Edmonton Hoarding Coalition	Edmonton Meals on Wheels
C5 Hub	Newcomer Centre	Men's Shed Edmonton
Canadian Mental Health Association	Edmonton Seniors Coordinating Council	Seniors Protection Partnership
Caregivers Alberta	Edmonton Seniors Pride Group	The Family Centre
Catholic Social Services	GEF Seniors Housing	



Funding

Sage’s impact is a result of a combination of community, corporate and government support. We believe that building a strong network of support, including funders, volunteers, members, donors, advocates, allies, and community groups, is essential to sustain the local social supports required for healthy aging in the community.

Government Grants

City of Edmonton

Seniors Community Investment Program

Family and Community Support Services (FCSS)

Transit Access Grant

Government of Alberta

Seniors, Community and Social Services Ministry

Community and Facility Enhancement Program

Government of Canada

Canada Summer Jobs

Community Volunteer Income Tax Program

New Horizons for Seniors Program



The Silver Threads of Sage

Members

Membership is not required to participate in Sage programs and services yet over 500 individuals choose to stay actively connected with Sage as members.

Corporate Community

We thank the businesses and organizations that advertise in the quarterly Sage Link newsletter and the annual Directory of Senior Services – without whom these publications would not be possible.

We acknowledge the generous responses from businesses to emergent needs and in-kind requests. We especially recognize those who give their support year-after-year, bringing consistency and stability to resource-strained programs. Thank you.

Planned Giving

We are deeply grateful to those who have included Sage in their will and designated gifts from family foundations. Legacy donors provide vital, lasting support—meeting urgent needs and ensuring stability for the future.

Sage Donors & Champions

We thank all community members who contribute donations year-round to support special needs and the annual Resilience Fund. Your gifts fill gaps and strengthen services and supports.

Non-Government Support

AspireCare Home Care Services
ATCO EPIC
Belmont Sobeyes
Butler Family Foundation
Canadian Frailty Network
Charities Aid Foundation Canada
CN
Edmonton Community Foundation
Edmonton Seniors Coordinating Council
Elder Abuse Awareness Council
Elder Move Inc
Emery Jamieson LLP
Evercare Furnishings
GDI – Edmonton Office
Heritage Seniors Stop-In Centre
Homeward Trust
Hosanna Lutheran Church Quilting Group
InMotion Network
Imperial Sovereign Court of the
Wild Rose Social Association
M & M Food Market
(Lakeland Ridge, Sherwood Park)
Max Bell Foundation
Pioneer House Club 50
Reynolds Mirth Richards & Farmer LLP

Rotary Club of Edmonton Downtown
Rotary Club of Edmonton East
Servus Credit Union
Stollery Charitable Foundation
Suncor Social Club (Edmonton)
United Way - Alberta Capital Region
The Waltons Trust
Women's Shelter Canada

Gifts from Funds Held at the Edmonton Community Foundation

Barbara G Blackley Fund
Cable Family Fund
Douglas Milton Campbell Estate Fund
Sair & Ying Lo Memorial Fund

See our complete list of 2024 donors [here](#)





Financials

Sage Seniors Association
Summarized Statement of Financial Position
December 31, 2024

	2024	2023
ASSETS (\$)		
Current		
Cash	894,410	637,169
Accounts receivable	54,060	139,924
Prepaid expenses	25,272	17,229
	973,742	794,322
Long-term portfolio investments, at market value	591,592	532,808
Property and equipment	417,733	518,605
TOTAL ASSETS (\$)	1,983,067	1,845,735

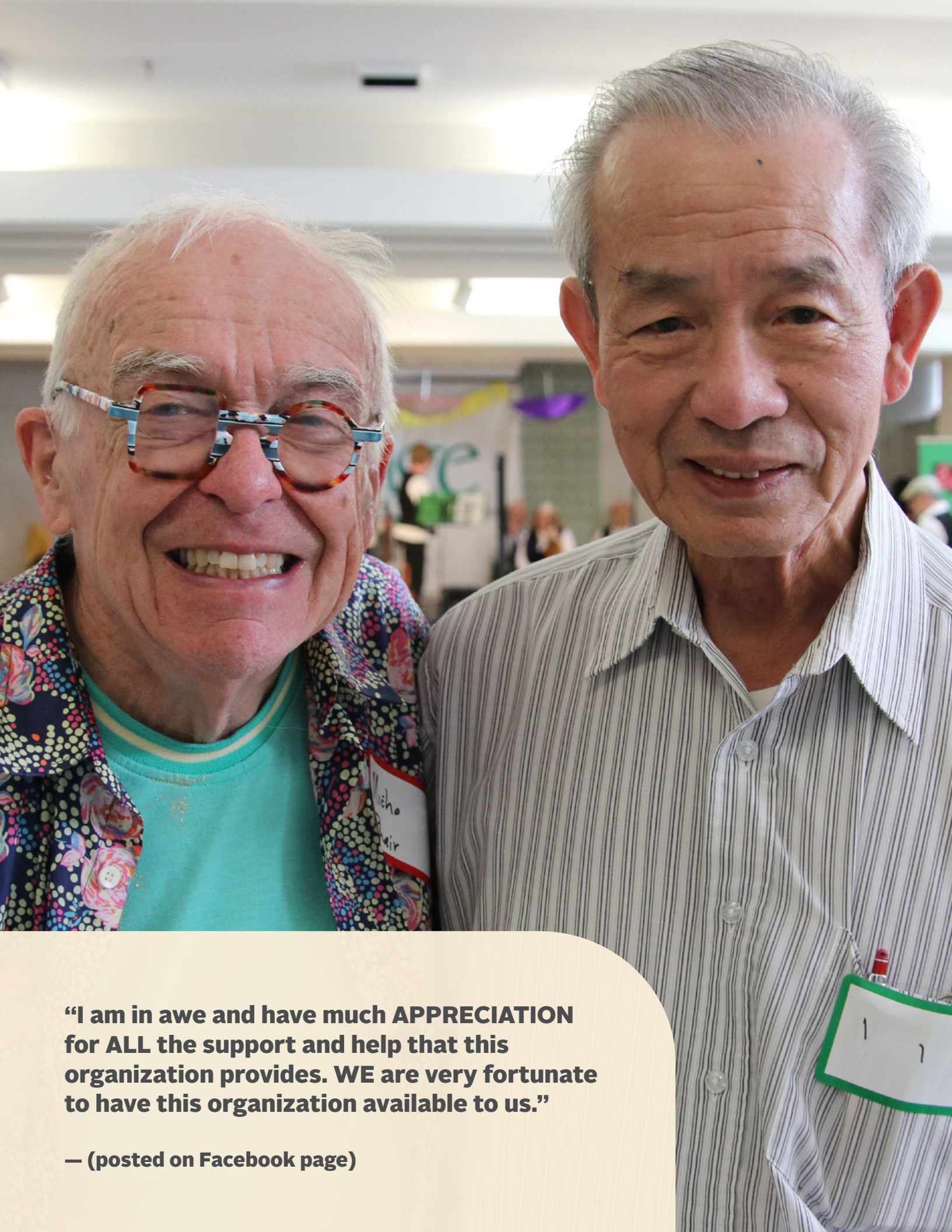
LIABILITIES (\$)		
Current		
Accounts payable	155,302	92,145
Deferred contributions	775,628	676,811
	930,930	768,956
Deferred contributions related to capital assets	406,066	504,275
	1,336,996	1,273,231

NET ASSETS (\$)		
Unrestricted	42,812	25,364
Invested in capital assets	11,667	14,333
Contingency Fund	125,924	122,950
Investment Fund	465,668	409,857
	646,071	572,504
TOTAL LIABILITIES & NET ASSETS (\$)	1,983,067	1,845,735

Sage Seniors Association
Summarized Statement of Operations
For the year ended December 31, 2024

	2024	2023
REVENUE (\$)		
Government Grants	2,520,551	2,234,012
Other Grants	877,636	667,884
Self Generated Revenue	272,571	248,230
Donations and Fundraising	80,739	155,666
Investment Income	51,921	19,864
	3,803,418	3,325,656
EXPENSES (\$)		
Wages and Benefits	2,403,473	2,024,341
Program Expenses	765,977	692,516
Office Operations	113,264	84,059
Occupancy	195,653	185,939
Amortization	111,123	130,767
Other Expenses	157,735	105,763
	3,747,225	3,223,385
EXCESS OF REVENUE OVER EXPENSES BEFORE OTHER ITEM (\$)	56,193	102,271
Change in unrealized gain on portfolio investments	17,374	24,082
EXCESS OF REVENUE OVER EXPENSES (\$)	73,567	126,353

**The complete financial statements are posted
on our website or available upon request.**



“I am in awe and have much APPRECIATION for ALL the support and help that this organization provides. WE are very fortunate to have this organization available to us.”

— (posted on Facebook page)

Sage 2024 Board of Directors

President

Michael Solowan

President Elect

Arielle Whitham

Past President

Kathleen Thurber

Secretary

Anne Smith

Treasurer

Anne Smith

Joanna Cave

Diana Elniski

Cathy Giblin

Danielle Perreault

Fayaz Rajabali

Marisa Redmond

Edwin Ryan

Paul Taylor

Members of Sage's Board of Directors are elected for two-year terms at Sage's spring AGM.



Accredited
IMAGINE CANADA





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Connect with us!    

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