



Annual Report 2023- 2024



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01 About Us

ASK began as a grass-roots organization spawned by committed volunteers to address a growing social need in their own communities. One of the first Adult Day Programs (ADPs) in Vancouver, ASK has almost **50 years of experience** providing a constantly evolving range of services to seniors.

While our scope and reach has continually increased over the years, we strive to retain the values and ethos of our founders: compassion, respect, honesty, integrity and accountability to individuals and to the community.

Our Mission

Our mission is to continue enriching the lives of older adults and their caregivers by delivering high-quality community-based programs and services.

Our Vision

Our long-term vision is to provide community supports to older adults as they age at home.

Our Strategic Plan 2022-2025



Our Mission
Enriching the lives of older adults and their caregivers by delivering high-quality, community-based programs and service

Priority #1

Continue to deliver high quality programs and services

Objectives

1. Maintain a quality program delivery both online and in-person including transition to new Dogwood centre
2. Continue evaluation processes for quality monitoring and improvement
3. Identify needs and seek support for program changes to serve a wider variety of clients

Outcomes

- We have successfully transitioned existing programs to Dogwood and continue to deliver quality programs that...
- Reflect best practice
 - Serve more people and a wider variety of clients (e.g. diverse cultures, languages and intellectual needs)
 - Are delivered both online and in-person
 - Are fully funded under VCH contract

Priority #2

Prepare and implement future plans for expansion

Objectives

1. Plan for future expansion including transitional programming and more services for caregivers
2. Conduct research and plan for new program delivery
3. Implement a multi-year HR plan for staff and volunteers
4. Complete operating cost projections through 2026

Outcomes

- We have...
- Planned for new and transitional programs by year end 2023
 - Completed planning for Arbutus Centre transition and operations 2025
 - Expanded services offered for caregivers
 - Operating cost projections through 2026 completed by 2024

Priority #3

Secure sustainable funding

Objectives

1. Complete and implement a multi-year funding plan to meet operating costs through 2026
2. Negotiate multi-year funding for core programs at Arbutus
3. Expand non-VCH funding sources including through fee for service options

Outcomes

- We have...
- Increased and diversified revenues from philanthropy
 - Secured multi-year funding for core programs at Arbutus
 - Expanded non-VCH funding including funding for fee for service programming from non-VCH sources

Priority #4

Maintain a strong organizational foundation

Objectives

1. Implement a marketing communications plan to enhance awareness and support fundraising
2. Ensure effective staff and Board succession
3. Continue to pursue governance excellence
4. Review and enhance core systems and processes

Outcomes

- We have...
- Enhanced awareness and appreciation of ASK with key stakeholders and partners
 - Increased staffing to support opening Arbutus
 - Implemented an internal structure that aligns with expansion
 - Increased governance excellence and enhanced Board processes

Our Vision

Community supports older adults as they age at home

02 Message from the Executive Director

The ASK Friendship Society has successfully continued its mission to enrich the lives of older adults and their caregivers through high-quality, community-based programs and services. Having joined the team just a month ago, it's been humbling to see the significant growth and development in ASK's initiatives, helping better serve our community and expand our impact.



I am privileged to join the organization during an exciting time – joining the team at the Dogwood location in partnership with Vancouver Coastal Health (VCH). I look forward to working with VCH and deepening our partnership as the year progresses.

Also on the horizon is expansion into our Community Amenity space within the Arbutus Re-development. As we embark on increasing community engagement, please watch for invitations to our Open House and Community Café's. We are eager to engage community members as we embrace this exciting new venture.

In response to the growing needs of the community, we look forward to expanding our programming and resources through grants, donations and community support. We remain committed to supporting older adults in aging well within their communities and look forward to another year of growth and impact.

The successes of the past year are a testament to the dedication of our staff, volunteers, partners, the Board of Directors and the broader community. Together, we are making a meaningful difference in the lives of older adults and their caregivers. We are excited to build on our progress and continue our work in the year ahead.

Respectfully Submitted by:
Meena Amlani, PhD
Executive Director, ASK Friendship Society

03 Message from the Board of Directors, Chair



Welcome and thank you for coming to the 2024 Annual General Meeting of the ASK Friendship Society.

Our Mission

Enriching the lives of older adults and their caregivers by delivering high-quality, community-based programs and services.

Our Vision

Community supports older adults as they age at home.

Another Excellent Year

ASK's commitment to our clients and caregivers was taken to another level in 2023-2024. We focused on moving past the COVID-19 pandemic by improving our relationship with VCH and realigning internal operational processes and procedures through better care coordination and access to services for all our clients.

As of October 2023, ASK moved into the new Dogwood Centre, which is a new facility with improved services and evolving needs for our clients. The Dogwood Centre includes dedicated spaces for specialized activities, improving accessibility and incorporating a sensory-friendly environment.

Like the previous fiscal year, inflationary pressures continue to impact our main program, which includes food costs and other operational issues. We continue to forge meaningful relationships with VCH and are working together to monitor and control these costs. Working with VCH, we have successfully negotiated wage increases and increased revenue for new programs.

03 Message from the Board of Directors, Chair continued

Executive Director

We are pleased to announce the appointment of Meena Amlani as the new Executive Director of ASK. Meena brings a wealth of experience and a strong track record of leadership in various capacities of the healthcare industry, ranging from radiology to COVID-19 vaccines. Her vision and dedication aligns very well with our mission, and we are confident that she will guide us to new heights.

Please join me in welcoming Meena to our team. We look forward to her leadership and the exciting future that lies ahead for ASK.

Board Members

Since our last AGM meeting, we introduced four (4) new board members:

- Amberlea Schaab
- Sara Hamelin
- Olivia Phua; and
- Winsie Tsang

I want to thank our newest members for their passion and their inspiring energy. Lastly, I wish to thank all the Board members who were with us through another challenging year: Pouya Jafari, Atul Gadhia, Lana McGarry, Vishal Mittal, Veronica Wong. Your contribution helped the Society continue to steer clear of these challenging times.

Volunteers

Volunteers are essential to our organization. We would not be able to provide the levels of services that we do without their help. Last fiscal year of 2023/2024, the volunteers provided over 3400 hours of support helping our clients. We cannot thank them enough for their continued service.

03 Message from the Board of Directors, Chair continued

Strategic Thinking, Planning, Delivering

The three-year strategic plan of 2022 continues to elevate ASK's mission and vision's presence. Since the launch of this plan, we delivered the following objectives from the four (4) priorities outlined in the plan:

1. Priority 1: Continue to deliver high quality programs and services (VCH-Dogwood)

- The opening of Dogwood Centre of last October 2023. As of last July 2024, we are back to pre-pandemic levels which means that our capacity is now at 95%.

2. Priority 2: Future Expansion of Arbutus Centre

- We are committed to raise awareness about the about the importance of senior care and the benefits of our Adult Day Care program. We have received confirmation from the City of Vancouver that the new centre will be ready for opening in Spring 2026.
- Also, we are launching an Open House event for Arbutus Centre on October 29, 2024. For the remainder of this fiscal year, there will be several social events (online and in-person) to raise awareness of the Arbutus centre.

3. Priority 3: Secure sustainable funding (New programming)

- We have been diligently seeking grants and donations to sustain and expand our services, ensuring that every client receives the care they deserve. A few notable grants received this year were the following:
 - Red Cross Grant – Donor System Implementation
 - United Way Grant – Bus Rental Program
 - New Horizons Grant - Java Music Club - Research-based peer support activity group program designed for older adults

4. Priority 4: Maintain a strong organizational foundation

- We have overhauled the Human Resource Policy Manual to reflect new and updated provincial guidelines, processes, and procedures.
- Continue to pursue governance excellence.

03 Message from the Board of Directors, Chair continued

Moving Forward of Year 2024-2025

For over 45 years, ASK has been strong, stable and consistent support to our clients and their families and it is immense pride that we led our organization through challenging times. Given that the pandemic is behind us, we are now at 95% capacity (pre-pandemic levels).

This year, our plans include the following:

- Continue to work with VCH to enhance program delivery;
- Continue to work with the City of Vancouver for the implementation of the new centre of Arbutus;
- With the assistance of Sue Griffin, community engagement and funding strategist, we are now developing community engagement and consultation plans and developing funding strategies. From these plans, we have started to deliver on these plans. These objectives are all in alignment with the capacity building of the Arbutus Centre.
- Building on the lessons learned during the pandemic, we aim further to integrate technology into our programs. This includes donor relationship building using Keela, the client relationship management system and digital marketing services.

Thank You ASK Leadership and Staff Team

Last but certainly not least, the ASK Board thanks to Kara Turner, our former Executive Director and all our brave and valuable staff. Your performance during 2023-2024 has been nothing less than remarkable. Also, on behalf of the Board, I extend my heartfelt gratitude to our volunteers, caregivers and VCH. Your unwavering commitment and contributions have been instrumental in the success of our Adult Day Care Program.

Respectfully Submitted by:
Dimo Panagiotakos
Chair, ASK Friendship Society

Message from the Board of Directors, Treasurer



The Financial Review found in your package was completed by Walsh King LLP, A Chartered Professional Accounting firm in Vancouver. The auditors concluded that based on their review the financial statements present fairly, in all material respects, the ASK financial statements as at March 31st 2024.

Key figures and insights are outlined below.

Financial Overview:

- **Beginning Balances:**

◦ Cash:	\$ 304,762
◦ Short-term Investments:	\$ 346,349
◦ Long-term Investments:	<u>\$ 580,903</u>
Total Cash & Investments:	<u>\$ 1,232,014</u>

- **Year-end Balances:**

◦ Cash:	\$ 198,770
◦ Short-term Investments:	\$ 553,101
◦ Long-term Investments:	<u>\$ 635,676</u>
Total Cash & Investments:	<u>\$ 1,387,547</u>

This represents a commendable 12.6% growth in our financial resources.

Receipts Insights:

- Our total receipts decreased by 12% this year, totaling \$ 909,725. It should be mentioned that the society had received generous donations in 2022-23 which were not matched in 2023-24 causing the decrease in receipts of the society (2023-24: \$37,417 vs 2022-23: \$200,408).
- It is essential to highlight that the Vancouver Coastal Health Authority (VCH) remains our primary source of receipts, contributing 74%. Receipts from VCH rose by 1.5% to \$676,993. As the centre moved to a new location we had the discontinuation of the sub-lease rental receipt, but on the other hand the society saw increases of daily fees, private clients and the bus rental program.

Message from the Board of Directors, Treasurer Continued

Disbursement Overview:

- The disbursements rose by 4.1% to \$858,285 compared to last year
- Salaries and wages rose by 20.3% or \$105,222 from the previous year while receipts for VCH services only rose by \$39,068, the factors contributing to this increase include:
 - utilizing staff in the transition to the new centre
 - supporting the increase in private clients and transportation
 - adjusting staff salaries (~\$30K) to match the comparable union rates to be able to retain our dedicated staff
 - hiring sub-contractors to strategize and plan for the future Arbutus expansion

Year-end Position:

- Concluding the fiscal year, ASK had a great year with a net gain of \$95,413 over expenditures in a balanced budget year (2022-23: \$258,137).
- As of March 2023, our total assets amounted to \$1,438,703, with liabilities at \$121,523. This positions ASK firmly on a robust and sustainable financial foundation.

Acknowledgment: We extend our deepest gratitude to VCH for providing ASK with a permanent home and to our donors for their unwavering trust and support in our vision which empowers us to continually serve our community with dedication.

In conclusion, the financial status of ASK is not merely a reflection of numbers but a testament to our collective commitment, our stakeholders' trust, and our forward-looking vision for a more inclusive future. Let's maintain this momentum and aspire for even greater community impact in the ensuing years.

Warm regards,
Pouya Jafari, CPA, CMA
Board Treasurer

05 Program Impact

Adult Day Program: Year in Review

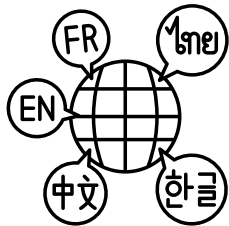
Demographics



Average age
85 years old



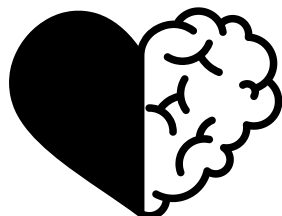
Gender
Female: 67%
Male: 23%



Languages
58% Chinese
32% English
10% Other



Mobility Aids
70% use a mobility aid



Dementia
75% have Dementia

05 Program Impact

4893

spots were
utilized at
the centre

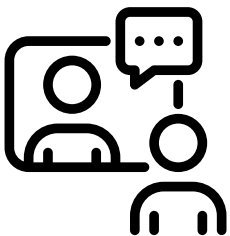
Programs at a Glance

Mahjong, Scenic Drives, Table Games, Bingo, Zumba, Music Therapy, Exercise, Arts & Crafts, Java Music Program



Clients

130 clients throughout the year.
50% from South Community Health Centre
50% from Pacific Spirit Community Health Centre



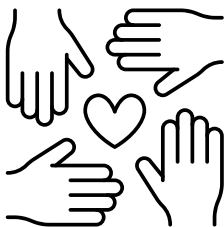
Virtual

Provided **228 Zoom programs** (Exercise, etc.)
Average of **10 clients** attended **249 times**.



Meals

4,893 meals provided at Centre
660 additional take-home and delivery meals to clients and people in the community



Volunteers

70+ Volunteers
3,411 volunteer hours in the program (not including Board members)

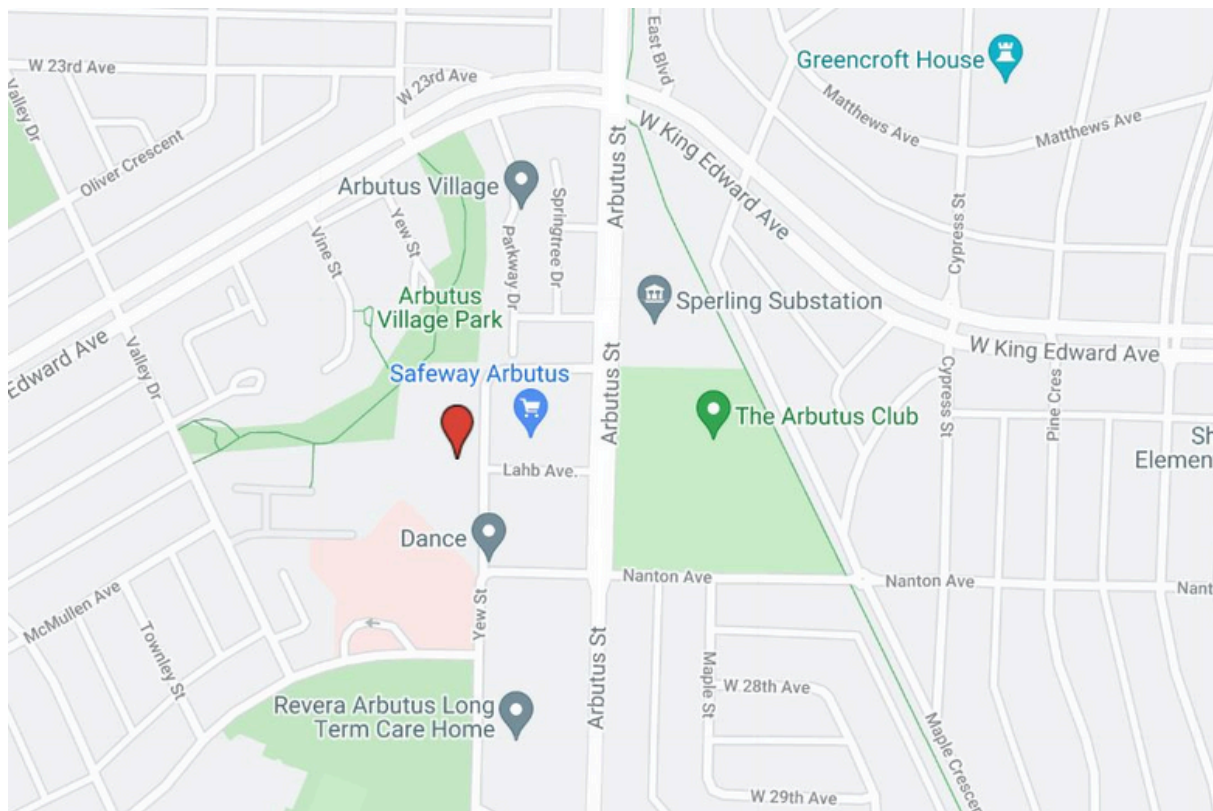
06 Future of ASK

Arbutus Centre Development Update

The ASK Friendship Society is excited as we come closer to the expansion into the Arbutus Centre. We are looking forward to 9,000 square feet of purpose built space designed to enhance our older adult programs. The anticipated move in date is late 2025 or early 2026.

Stay tuned for updates on calls for action during our community engagement including surveys, community consultation cafes and more as we approach this exciting milestone. Follow us for the latest news.

Location of Arbutus Centre



07 Legacy Giving

ASK is grateful for estate donations this year:

Estate of Marian Susannah Pocock

Benefits to leaving a gift in your will include:

1. Making a difference in the lives of the next generation of older adults.
2. Your income today is not affected so you can still ensure your loved ones are taken care of first.
3. Mitigating tax burdens on family members
4. Making a significant donation without spending current assets
5. Receiving a charitable tax receipt for your estate

A legacy gift -whether large or small- in your will can be generous, impactful, and simple. Gifts of life insurance, securities, TFSA, RRSP, RRIF will provide tax savings and with all donations you will receive a tax receipt.

Contact us to plan your legacy gift or see our website for more details

08 ASK Friendship Society Membership

Become a member and receive:

1. Notice of an annual, general, special or extraordinary meetings of the Society fourteen days before such meeting.
2. Voting rights at all annual, general, special, or extraordinary meetings if in attendance (attendance not mandatory).
3. Included on ASK Friendship Society's mailing list to receive monthly newsletters and special announcements.
4. Ability to seek membership on the Board of Directors
5. Participate in the strategic direction and goals of the Society by electing the Board of Directors at the Annual General Meeting.
6. Meet other community members who care about the same cause.

How to become a member

- <https://askcentre.ca/more-about-us/become-a-member/>
- E-transfer to caring@askcentre.ca
- Mail or drop off cheque to ASK Friendship Society to 7405 Paulson Street, Vancouver BC, V6P 0J4

09 Contact Information

We thank you for your ongoing support
of our program

Ways to Donate

- Online: <https://askcentre.ca/donate-online/>
- Cheque: payable to ASK Friendship Society
- E-Transfer: to caring@askcentre.ca
- Credit Card: call 604-263-7333

Acknowledgements

Thank you to everyone who supports our mission to enrich the lives of older adults and their caregivers by delivering high-quality, community-based programs and services.



7405 Paulson Street, Vancouver BC, V6P 0J4

caring@askcentre.ca

www.askcentre.ca

Phone: 604-263-7333

Fax: 604-263-6511