



Annual Report 2024- 2025



ASK Friendship Society respectfully acknowledges that our centre, located at 7405 Paulson Street in Vancouver, is situated on the traditional, ancestral, and unceded territories of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.



We are grateful to live, work, and build community on these lands, and we recognize the ongoing stewardship, knowledge, and resilience of the Indigenous peoples who have cared for this place since time immemorial.

At ASK, we are committed to advancing reconciliation by fostering meaningful relationships, learning from Indigenous knowledge and traditions, and ensuring our programs and services are inclusive and respectful of all communities. We recognize this as an ongoing journey and are dedicated to walking it with humility, openness, and respect.

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01 About Us

ASK was founded nearly fifty years ago as a grassroots initiative led by committed volunteers who saw the need for meaningful support for seniors in their community. As one of Vancouver's first Adult Day Programs (ADPs), ASK has continued to grow, adapt, and innovate, offering an ever-evolving range of services to meet the changing needs of older adults and their caregivers.

While our scope and impact have expanded, our foundation remains unchanged. We continue to be guided by the values of compassion, respect, honesty, integrity, and accountability that inspired our founders. These principles shape not only how we serve today, but also how we envision the future—embracing new approaches, technologies, and partnerships to ensure seniors can thrive and age well in their communities for generations to come.



01 About Us continued

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 programing 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



As I reflect on my first year as Executive Director of the ASK Friendship Society, I am filled with deep gratitude and optimism for the future. This past year has been one of meaningful connection, innovation, and growth as we continue our commitment to supporting older adults to age with dignity, purpose, and joy.

The ASK Friendship Society is proud to have a strong and collaborative relationship with Vancouver Coastal Health. Through their ongoing support and partnership, we are able to deliver high-quality Adult Day Programs (ADP) and essential services that enhance the health and well-being of older adults in our community. VCH's commitment to person-centered care and community-based health aligns closely with our mission, and together we ensure that clients and their caregivers have access to the programs, resources, and supports they need to thrive. Our ADP remains the heart of our work—offering essential social, therapeutic, and health services to older adults and their caregivers. We've welcomed new clients, strengthened programming, and continued to prioritize culturally responsive, person-centered care that honours the diverse needs of our community. This year, we have been able to explore new services and such as luxury spa days, lunch outings, picnics, and caregiver centered events. We have also increased our educational endeavours at the centre. We welcomed the Vancouver Police Fraud Division, Concerts in Care, Ears to You, and Proof of Care who delivered education related to foot care and falls prevention.

02 Message from the Executive Director, continued

A major milestone this year has been our involvement in the planning and upcoming launch of the Arbutus Centre. This new hub will be a vibrant community space offering expanded services and new opportunities for engagement, learning, and intergenerational connection. It represents a powerful step forward in creating accessible, inclusive spaces for older adults in Vancouver. We are also very excited to be in partnership with the First Baptist Church to explore ADP opportunities in the downtown core.

We've also invested in new technologies to strengthen the way we serve our community. A client management software was introduced to improve the security and sustainability of client records, and we are moving toward full automation of our bus booking system to make transportation more efficient and user-friendly. In addition, we have implemented a volunteer management platform to better support and engage our dedicated volunteers—both new and long-standing.

This year also marked a renewed commitment to community engagement. We proudly participated in the Tour de Marpole, BC Day Celebrations and other community events, connecting with neighbours, raising awareness, and building stronger partnerships that will carry us into the future.

Our Bus Program also saw renewed investment and appreciation this year. Transportation remains a vital lifeline for many of our clients, and our dedicated drivers continue to go above and beyond—ensuring every ride is not just safe and reliable, but also warm and welcoming. ASK's partnership with the United Way remains key in enabling safe and sustainable transportation services are available to the community.

02 Message from the Executive Director, continued

I am incredibly proud of what we have accomplished together in just one year. These achievements would not have been possible without the dedication and vision of our Board of Directors, the creativity and compassion of our staff, and the tireless generosity of our volunteers and Donors. Thank you for your trust, your partnership, and your belief in the mission of ASK.

Our vision is to continue reimagining seniors' programming in Vancouver: programs that not only support daily needs, but also spark joy, build friendships, and foster a sense of belonging. With the dedication of our staff, the generosity of our volunteers, and the guidance of our Board, ASK is ready to move boldly into the future—creating a society where every individual feels valued, connected, and supported as they age.

Respectfully Submitted by:

Meena Amlani, PhD

Executive Director, ASK Friendship Society

03 Message from the Board of Directors, Chair



Thank you for joining us at the 2025 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

A community that supports older adults to age with dignity and independence in their homes.

2025: An Exceptional Year

This past year has been remarkable for ASK. Our new Dogwood Centre has become a vibrant hub, enhancing services and elevating the quality of care for clients and caregivers alike.

In October 2024, we proudly hosted the Open House for the new Arbutus Centre, which is scheduled to open in Spring 2026. The event drew over 75 attendees, including donors, clients, and representatives from the City of Vancouver, Association of BC Neighborhood Houses, Vancouver Coastal Health, and other partners. It was a celebration of community commitment and future growth.

Aligned with our Mission, Vision, and Strategic Plan, the Arbutus Centre remains central to our expansion. In January 2025, we launched a series of six-month “Community Cafés” at the Dogwood Centre to gather insights from community members, health professionals, and donors. Their feedback informed a comprehensive report, now available on our website, shaping the Adult Day Program services to be offered in our new centres.

03 Message from the Board of Directors, Chair continued

Executive Director

It has been one year since the appointment of Meena Amlani as our Executive Director. Meena has shown strong leadership, aligning her vision with ASK's mission and guiding the organization through both strategic opportunities and operational challenges. The Board has supported Meena's initiatives in strengthening ASK's financial foundation, expanding programming, and building organizational resilience. Her contributions position ASK for sustainable growth and greater impact in the years ahead.

Board Members

Since the last AGM, two valued Board members resigned:

- Vishal Mittal
- Olivia Phua

On behalf of the Society, I thank them for their contributions.

I also extend gratitude to current Board members: Pouya Jafari, Winsie Tsang, Atul Gadhia, Lana McGarry, Veronica Wong, Amberlea Schaab, and Sara Hamelin, whose commitment and guidance have been essential to ASK's continued success.

Volunteers

Our volunteers are the backbone of ASK. In fiscal year 2024/25, they contributed over 3000 hours in support of our clients. Their generosity of time and spirit makes it possible to deliver programs at the scale and quality we do. We remain deeply grateful for their dedication.

03 Message from the Board of Directors, Chair continued

Strategic Thinking, Planning, Delivering

The three-year Strategic Plan launched in 2022 continues to guide our work across four priority areas:

Priority 1: High-Quality Programs and Services

- As of April 2025, ASK has returned to 95% capacity—on par with pre-pandemic levels.

Priority 2: Expansion – Arbutus Centre

- The City of Vancouver has confirmed that the new centre will be ready for opening in Spring 2026.
- ASK has also entered into a new service agreement with the First Baptist Church to deliver Adult Day Program services starting Early 2026.

Priority 3: Sustainable Funding

- Through active fundraising and grant applications, ASK continues to secure support for programs and services.
- Notably, the United Way Grant was awarded to support our Bus Rental Program.

Priority 4: Organizational Strength

We have modernized our operations through the adoption of:

- Keela (donor management system)
- Jane App (electronic client care personnel records)
- RISE People (payroll and HR management)
- Better Impact (volunteer management)

We remain committed to governance excellence, strengthening policies, accountability, and Board practices.

03 Message from the Board of Directors, Chair continued

Moving Forward of Year 2025-2026

For over 45 years, ASK has provided stable and compassionate support to older adults and their families. Looking ahead, we will:

- Continue collaborating with Vancouver Coastal Health to enhance program delivery.
- Partnership with the City of Vancouver to prepare for the opening of the Arbutus Centre.
- Upgrade ASK's financial systems; namely, conversion from Sage to QuickBooks Online, to support growth in programs, services, and facilities.
- Address governance, human resources, and business advisory priorities as outlined for the coming year.
- Update the ASK Society's Manuals and ensure alignment with governance and nomination process.
- For our staff, an RRSP matching program will be introduced and health benefits will transition to Manulife.

Thank You ASK Leadership and Staff Team

On behalf of the Board, I extend heartfelt gratitude to ASK's staff, volunteers, caregivers, Vancouver Coastal Health, and all community partners. Your dedication and collaboration remain the driving force behind the success of our Adult Day Program and our mission to enrich lives.

Respectfully Submitted by:

Dimo Panagiotakos
Chair, ASK Friendship Society

04 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 of March 31st, 2025.



Key figures and insights are outlined below.

Financial Overview:

- **Beginning Balances:**

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

- **Year-end Balances:**

- Cash: \$ 137,960
- Short-term Investments: \$ 577,489
- Long-term Investments: \$ 681,195
- Total Cash & Investments: \$ 1,396,644

Overall position is a \$9.1K (1%) growth from prior year. Cash decreased by \$60.8K, offset by an increase in Short-term and Long-term investments of \$69.9K.

04 Message from the Board of Directors, Treasurer Continued

Receipts Insights:

- ASK's total receipts increased by 10% this year, totaling \$ 967,233. The main source of growth was in received grants (2024-25: \$133,965 vs 2023-24: \$35,112), of which a notable United Way grant was received to support the Arbutus Bus Program. ASK is also grateful for the continued support in donations from members and the community (2024-25: \$62,571 vs 2023-24: \$37,417).
- It is essential to highlight that the Vancouver Coastal Health Authority (VCH) remains our primary source of receipts, contributing 69%. Receipts from VCH decreased by 1% to \$667,286. 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, bus rental program, and meal program.

Disbursement Overview:

- Total disbursements rose by 17% to \$996,961 compared to prior year.
- Contracted Services to support strategy, planning, and community engagement in preparation for the future Arbutus expansion ramped up and was completed this fiscal year (2024-25: \$145,331 vs 2023-24: \$23,918).
- Salaries and wages rose by 19% or \$116,289 from prior year; 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 for inflation to be able to retain and attract dedicated staff
 - ASK no longer incurs property charges and utilities due to facility relocation.

Software Changes:

- To align with industry standards, ASK implemented RISE People payroll system in Q1 2025, and made its first successful payroll run in April 2025.

04 Message from the Board of Directors, Treasurer Continued

Year-end Position:

- Concluding the fiscal year, ASK had a great year with a net gain of \$40,322 over expenditures.
- As of March 31, 2025, total assets amounted to \$1,451,245, with liabilities at \$93,743. This is a good financial foundation to support ASK's ongoing operations and future growth aspirations in alignment with its strategy.

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.

With the start of the new fiscal year, Pouya Jafari has transitioned out of ASK's Treasurer role and into general board member position. We extend our sincere gratitude for Pouya's contributions, and Winsie Tang has succeeded the Treasurer position.

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,
Winsie Tang, CPA, CMA
Board Treasurer

05 Program Statistics

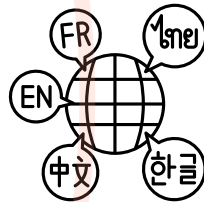
Demographics



Average age 85 years old



Mobility Aids
75% use a mobility aid



Languages
58% Mandarin/Cantonese
32% English
10% Other



Gender
Female: 65%
Male: 35%



Memory Challenges
75% have cognitive decline

Community supports for older adults as they age at home.



\$63K

in total donations received



6050

client days



86%

attendance rate

130+

individuals participated in programs

50+

new referrals received

31

discharges

32

influenza vaccinations provided

312

fitness and health assessments performed

6050

hot and healthy meals served

40+

current volunteers

3411

volunteer hours

06 Future of ASK

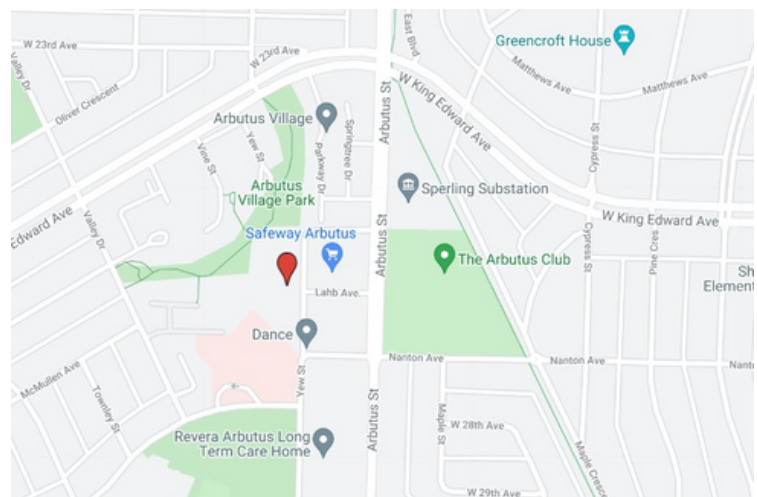
Arbutus Centre Development Update

This past year, ASK has made significant progress in the development of the Arbutus Centre, our new community hub designed to expand programming and supports for older adults. The Centre is envisioned as a welcoming space that will offer Adult Day Program services, social and recreational activities, caregiver supports, and broader community programming beyond standard operating hours.

Key milestones include:

- Planning and Design: Finalizing program plans and service models to ensure a person-centered approach that meets the diverse needs of seniors and caregivers.
- Infrastructure Readiness: Preparing the facility with accessible, modern, and flexible spaces that can be adapted for multiple uses.
- Community Engagement: Consulting with participants, families, volunteers, and partners to ensure the Centre reflects community priorities.
- Future Vision: The Arbutus Centre will not only provide high-quality day services, but also generate sustainability through evening and weekend community use, with proceeds reinvested into subsidized meals, programming, and expanded services.

We are excited about the Arbutus Centre's role in strengthening ASK's mission to help seniors live well at home and stay connected to their communities. The opening of the Centre marks a major step forward in our long-standing commitment to innovation, inclusivity, and care.



07 Legacy Giving

ASK is grateful for estate donations this year:

In Memory of Mr. William Lok

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

