



# **PEMBINA ACTIVE LIVING (55+) 2024-2025 ANNUAL REPORT**

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**Celebrating PAL (55+) 15<sup>th</sup> anniversary**

**April 1, 2024 – March 31, 2025**



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## 2024-2025 PAL (55+) Board of Directors

- President Fred Pennell
- Vice President Mohamed Ismath
- Treasurer Dr. Sandra Sukhan
- Secretary Suni Matthews
- Director-at-Large Pat Opalko
- Director-at-Large Bob Newman
- Director-at-Large Tony Zienkiewicz
- Director-at-Large Janice Butcher

## PAL (55+) Staff 2024-2025

Executive Director	Susan Fletcher	April 1, 2024 – November 20, 2024
Program Coordinator	Renée Vincent	April 1, 2024 – November 18, 2024
Operations Manager	Renée Vincent	November 19, 2024 – March 31, 2025
Administrative. Assistant	Tenille Wilson	April 1, 2024 – July 26, 2024
Office/Admin. Assistant	Wendy Memryk	August 12, 2024 – March 31, 2025
Bookkeeper	Wendy Memryk	April 1, 2024 – March 31, 2025

## Contact information for Pal (55+)

**Physical Address:** Trinity United Church, 933 Summerside Ave., Winnipeg, MB

**Mailing Address:** P.O. Box 34034, Ft. Richmond P.O., Winnipeg, MB R3T 5T5

**Telephone:** 204-946-0839

**Email:** [office@pal55plus.ca](mailto:office@pal55plus.ca)

**Website:** [www.pal55plus.ca](http://www.pal55plus.ca)

**Facebook:** <https://www.facebook.com/pembinaactive.living>

**Instagram:** <https://www.instagram.com/pal55plus/>

## Minutes of the 2024 Annual General Meeting

June 27, 2024

Whyte Ridge Community Centre  
170 Fleetwood Road, Winnipeg

**Board Members Present:** Fred Pennell, Mohamed Ismath, Wendy Memryk, Suni Matthews, Sandra Sukhan, Janice Butcher, Bob Newman, Pat Opalko, Tony Zienkiewicz  
PAL (55+) Members present - 51

**Regrets:** Mariciel Nuyda

**Guest:** Sandra Faulkner (The Waverley)

Subject	Summary	Decision
Welcome & reading of Declaration	The President, Fred Pennell, called the meeting to order, welcomed everyone, and read the Land Declaration	
Approval of Agenda	Moved by Bob Newman and seconded by Maryann Koop	Carried
Approval of Minutes of 2023 AGM	Moved by Mohamed Ismath and seconded by Sandra Sukhan. There was no business arising from the minutes.	Carried
In Memoriam	Wayne Bunney, Jerry Jerrett, Bob Thompson and Larry Yeske were remembered	
President's Report	The written report was highlighted by Fred Pennell. He thanked Janice Butcher and Sandra Sukhan for their work on completing the Annual Report.	Accepted as printed and reported.
Executive Director's Report		Accepted as printed and reported.
Treasurer's Report	Wendy Memryk distributed the 2023-2024 Financial Statements.	Moved by Val Fraser; seconded by Louise Moore. Carried.
Governance Report	<ul style="list-style-type: none"> <li>• VP Mohamed Ismath, Chair of the Governance Committee, spoke on the proposed by-law change as printed in the Annual Report.</li> </ul> That the following committees be deleted:	Moved by Wendy Memryk. Seconded by Tony Zienkiewicz. Motion be carried with 2 opposed.

	<ul style="list-style-type: none"> <li>• Programming, Communications and Membership</li> <li>• Discussion and questions were entertained.</li> </ul>	
Nominations Committee Report	<ul style="list-style-type: none"> <li>• Chair, Wendy Memryk reported that Linda Brown had previously stepped down from the Board of Directors and that she (Wendy) will be stepping down.</li> <li>• She presented the list of nominees for 2024-25: Fred Pennell, Mohamed Ismath, Suni Matthews, Sandra Sukhan, Janice Butcher, Bob Newman, Mariciel Nuyda, Pat Opalko, Tony Zienkiewicz</li> </ul>	The nominees were elected by acclamation
New Business: Relocation Committee	Chair Wendy Memryk provided an update. Presently we have had responses from three churches off Pembina Highway.	The Relocation Committee's goal is to have a new facility secured for the fall of 2024
Adjournment	Moved by Dale Shantz that the meeting be adjourned by the President at 2:16pm.	Carried
Addendum	The new Board of Directors for 2024-25 met immediately following the adjournment of the AGM. The sole agenda for this meeting was the election of the Executive Committee of PAL (55+).	Executive Committee: President: Fred Pennell Vice President: Mohamed Ismath Treasurer: Sandra Sukhan Secretary: Suni Matthews

### **PAL (55+) 15th Anniversary – A Brief History**

The idea for a formal seniors' serving organization in Fort Garry (now South Winnipeg) surfaced in 2009 when two community seniors (Lynn Arnott and Lois Abraham) recognized a lack of such an organization in the area. They approached the Manitoba Association of Senior Centres (MASC) to pursue the matter. At a meeting in August 2009 there was agreement that Fort Garry did indeed need a seniors' centre. The organization was named the "Fort Garry Centre for Active Living".

The first community meeting was held at the Richmond Kings Community Centre on October 6, 2009, with almost 100 people in attendance. The first program of the new organization was a Drop-in Program where tabletop games were played, and light refreshments served. The second program was the Garden Club which met for the first time in January 2010. In April 2010, the group voted to change the name to Pembina Active Living (55+). The first AGM was held in May 2010. Members adopted By-laws and elected the first Board of Directors with President Bob Thompson.

2011 saw the development of a formalized membership structure, the inaugural “Zing into Spring”, “Membership Drive / Picnic”, and Christmas gathering. We expanded into the St. Norbert Community Centre to accommodate our rapid growth, as well as several new programs.

In 2012, PAL (55+) moved again to rent space at Grace Christian Church at Barnes Street which allowed us to continue to grow our programming to meet the needs of our membership. This arrangement continued for nine years when the Church made other plans.

A committee worked very hard to find a new suitable facility and finally came to an agreement with Whyte Ridge Community Centre. PAL (55+) moved into WRCC on September 7, 2021. They also changed their plans in September 2024, so our latest move has been to Trinity United Church, close to Pembina Highway. We have had many homes in our 15-year history, but PAL (55+) is still “a home away from home” for our many members.

A more detailed history of PAL (55+) can found be on our website under the menu heading “About Us”.

## President’s Report

**WOW** what an incredible year PAL (55+) has had! From losing our home of many years to finding a wonderful option with Trinity United Church. They took us in and treated us like family. We have had an easier transition because of Trinity United, and I cannot thank them enough for their support.

Our Executive Director, Susan Fletcher, retired just after our move and it sparked a reassessment at PAL (55+). We directed our focus to financial sustainability, and promoted Renée Vincent to Operations Manager, with a focus on developing our programs and building relationships with our members.

PAL (55+) is very fortunate to have great staff. Renée is making a positive impact on the membership with her enthusiasm and commitment. Wendy Memryk has been employed as the bookkeeper for the last year, and our new volunteer administrative assistant,

Sina Parmar has assisted in the office. The Board actively worked and supported the staff, creating more hands doing work.

The current Strategic Plan ends June 30<sup>th</sup>, 2025. The Plan for 2025-2028 will be developed by the incoming Board. We welcome input from PAL (55+) members. The Plan will be coordinated with the annual budget.

The Take 5 program continues to be a much-needed program to help engage those who have limitations getting out. This is a program that will have lasting effects in the community. Participants come together for entertainment, learning, crafts, and overall comradery. They share stories, engage in discussion, break bread together, and listen to presentations from the community. I was thrilled to be one of the presenters. This program grew in 2024-25, so we had to cap our attendance until we grow our resources.

Thank you is extended to our Board of Directors A special callout to Mohamed, for your continued support, Sandra for your gifted grant proposals, Suni as our board Secretary, and Bob, Pat, Tony and Janice as Directors at Large.

We are nowhere without our Volunteers who are the bedrock that PAL (55+) is built on. Thank you very much to each and every one of you. You are appreciated every time a group meets, an activity is planned, or a celebration is orchestrated. Without you there is no PAL (55+).

PAL (55+) continues to provide programming for Older Adults that South Winnipeg needs. We cannot achieve this without the support of the Winnipeg Regional Health Authority, City of Winnipeg, and The Winnipeg Foundation. Thanks to Deputy Mayor Janice Lukes who is a strong and dedicated advocate for PAL (55+) plus City Councillor Markus Chambers. I also appreciate the support of south Winnipeg Members of the Legislative Assembly, David Pankratz, Jennifer Chen, Obby Khan, and Mark Wasyliw. Special thanks to Member of Parliament Terry Duguid.

As the President of the PAL (55+) Board of Directors for the past three years, I am privileged and humbled to be part of an organization that strives to enrich the lives of South Winnipeg Older Adults. As we move into the 2025-26 year, we are establishing key focuses for our organization:

- Financial Sustainability
- Membership building
- Solidifying a permanent home

More changes are ahead as we move with the times, adapt to changing political landscapes and continuing to focus on the needs of older adults. We need to partner with other senior-serving groups in South Winnipeg to ensure that all seniors have an opportunity to be welcomed by their community. We are looking for a new home to move into and be operational by September 2026. We will need assistance to build on a

strong foundation of supporting seniors in South Winnipeg. So, when you are tapped on the shoulder, we hope you will heed the call. We must remember PAL (55+) is not defined by the space we inhabit but by who we gather with.

You started this organization, you watched it grow, you saw it shrink during Covid, and you're watching as it is growing again. You faithfully attend and participate in the many activities. We have seen surges in attendance at our special events (remember the holiday lunch and Zing into Spring). The attendance was incredible!

The Board is made up of Members of PAL (55+) and we thank you for your trust as we govern the organization. What I love about PAL (55+) is that it is not one person or group of people. It is the collective of all of us. We are successful when we work together and find solutions. It is positivity that will help us grow.

Thank you for allowing me to be the President of this group for the past three years. I share with everyone I know the pride I have for the Board, the Staff, volunteers and members and what we have accomplished. I wish the new Board the very best in continuing such amazing work. I will be rooting for you!

P.S. If you are interested in joining the Board, we are always looking for Members to be a part of this great organization. Contact the office and let us know. Help us in the leading of this organization.

***Respectfully submitted by Fred Pennell President***

## **Operations Manager's Report**

I am Renée Vincent; it has been my honour to have been appointed as the Operations Manager this past year with Pembina Active Living (55+). I have been with PAL (55+) since 2022, formerly as the Program Coordinator, with 10 years of previous experience working with older adults. I am grateful to work with such a deeply committed team to enhance the lives of older adults in our community, as this has always been my passion.

This report outlines recent updates, highlights from the past year, and areas of focus going forward. I am committed to growing PAL (55+) and supporting our dedicated board members and volunteers who are the backbone of our organization. I want to ensure we continue to provide quality programs for our members, while also gaining new ones!

I have had the opportunity to observe firsthand the meaningful impact our programs have on our members: social connection to fight isolation, good health promotion with fitness programs, and support that fosters independence and dignity for our members.

Firstly, I would like to extend a big thank you to all those who have made this year successful:

**Board Members:** Thank you to our wonderful volunteer board members for their continued guidance, patience, and support towards me over the past year. I am incredibly grateful to work with each individual board member, as everyone brings different strengths together, making our vision stronger to serve older adults in the community.

**Volunteers:** Thank you to our incredibly dedicated and compassionate volunteers! Your hard work significantly impacts the programs we offer at PAL (55+) - being program conveners, assisting in the office, communications, committees, and events. It brings me joy to work with such a giving group of people, striving to serve the older adults in our community.

Thanks to all your efforts, here is a summary of what we have accomplished this year from **April 2024 – March 2025:**

- **643** Programs offered through PAL (55+)
- **10,118** Member and Non-Members participated in PAL (55+) Programs
- **4193** Interactions or Services provided by PAL (55+)
- **3600** VOLUNTEER HOURS worked
- **298** Members of PAL (55+)

***On the Horizon:***

- **Membership:** Growing our membership by targeting older adults in the community and providing outreach services to gain more members.
- **Program Sustainability:** Receiving feedback from our members and older adults in the community to increase participation in current PAL Programs and to implement new programs.
- **New Location Home for PAL (55+):** PAL will be at 933 Summerside Ave. (Trinity United Church) for another year (until June 2026). We are exploring options for a permanent home.
- **Community Ties:** Strengthening our partnerships and relationships with organizations, businesses, and government entities to enhance our resources to better serve and support our older adults in the community. We are stronger if we all work together.

I want to express my gratitude to all involved. We have had a successful year and have overcome some challenges. I look forward to the year ahead of us. I am confident that with your continued support PAL (55+) will continue to strive and grow as an organization serving older adults in South Winnipeg. We want everyone to be our PALs!

***Respectfully submitted Renée Vincent, Operations Manager***

## Membership Report

This membership report covers the period from April 1, 2024, to March 31, 2025, compared to the previous four years.

Year	2024-25	2023-24	2022-23	2021-22	2020-21
Total	298	315	299	247	98

### Membership Statistics for 2024-25

**Renewals / New:**

Eighty-nine percent of members renewed their membership in 2024-25 and 11% of members were new.

This is a positive statistic indicating that most members were satisfied with their PAL (55+) experience. Our goal is to retain current members and recruit new members.

**Type of membership:**

80 % of members were individual members and 20% were family members living in the same household.

**Gender:**

Eighty-one percent of members were female and 19% were males.

**Membership Registration:**

Membership registration tables were set up for the three special events, staffed by volunteers: Annual Picnic and Membership Drive in August 2024, Holiday Tea in December 2024, and Zing into Spring in March 2025.

## Programming Report

PAL (55+) offers four programming sessions per year with a wide variety of activities and events.

- Spring: April to June (indoor, outdoor and off-site programming)
- Summer: July and August – outdoor programs
- Fall: September to December (indoor, outdoor and off-site programming)
- Winter: January to March (indoor and off-site programming)

This year we offered a wide variety of programs and events in each session:

- Weekly classes / activities
- Monthly clubs

- Social opportunities
- Outreach activities
- Presentations
- Special events

### **Weekly Classes/ Activities (2024-2025)**

#### ***Spring, Fall & Winter Sessions***

##### **Fitness Classes**

- Variety Fitness
- Older Adult Weight Training (online twice weekly)
- Seniors Fitness
- Restorative Therapy Yoga

##### **Sports**

- Mixed Pickleball
  - Learn to Play Clinic
  - Recreational
  - Intermediate level (3.0 skill level and above)
- Five-pin Bowling

##### **Creative Activities**

- Always Write (online)
- PAL Painters (biweekly)

##### **Drop-in Activities**

- Bridge – Learn to Play
- ESL Conversation Circle

#### ***Summer Session***

- PAL Putters – 9-hole golf
- PAL Pedalers – cycling
- PAL walking / hiking group
- Yoga in the Park
- Urban pole walking
- Special Outings
  - Folklorama VIP tour
  - Winnipeg Trolley tour,
  - Lunch PALs day trips: Fossil Discovery Centre Morden, McLeod Tea House  
Stonewall, Sculpture Garden Altona

### **Monthly Clubs**

- Still Bloomin' Garden Club

- PAL Book Club

### **Social Opportunities**

#### **Weekly**

- Men's Casual Breakfast – local restaurant
- PAL Café and Games – coffee and snacks, games, scrabble, conversation with PALs

#### **Monthly**

- Movie & Dinner PALS – afternoon movie and dinner at a restaurant
- Lunch PALS – various restaurants

### **Outreach Activities**

- Take Five - Adult Day Program
  - Tuesdays 9:30 am – 2:30 pm:
  - Exercises, snacks, crafts, lunch, conversation, presentations/ music (at PAL Presents).
  - Transportation provided.
  - Fee charged.
- PAL Cares
- Volunteer outreach group helped with special events in the community:
  - Southeast Personal Care Home
  - Siloam Mission
  - Winnipeg Harvest
  - Willow's Place Women's Shelter
- Alzheimer's Support Group for Care Partners
- Death Café: January - March 2025
- Seniors Grieve (6 weeks) jointly with Palliative Care MB, hosted at the Waverley

### **Presentations**

- PAL Presents Presentations alternated between:
  - Guest speakers
  - Musical entertainment

### **Annual Special Events**

- Zing into Spring (March)
- Volunteer Appreciation Lunch (June)
- Picnic and Membership Drive (August)
- Holiday Event (December)
- Valentine's Tea (February)

## **Communications Report**

The following activities and accomplishments were part of PAL (55+)’s communication and marketing plan from April 1, 2024, to March 31, 2025.

- Weekly E-blast – included notices of upcoming PAL Programs and Events, Community News, and Sponsorship recognition
- Quarterly newsletter – June, September, December, March
- Online – PAL (55+) website, Facebook, Instagram
- Posters
- PAL (55+) booths at Community events
  - Pros Knows
  - Riverview Health Centre
  - St. Norbert Farmers' Market
  - River Park South Wellbeing Expo.
  - Winnipeg 150<sup>th</sup> Anniversary Celebration
  - St. Paul's Anglican Church
- Monthly notice in Senior Scope publication

Thank you to:

- The volunteers who worked at community events booths.
- The volunteers who assisted with our online presence: Anne Crosby Smith for the E-blast and newsletters and Marla Olynyk for the website, Facebook and Instagram
- Photography:
- Volunteer photographers and staff took photos of PAL (55+) events to record our visual history in the website Gallery, and to display on social media.

## **Fundraising Report**

PAL (55+) organized several fundraising events throughout the year:

- Silent auction raffles and 50/50 draws – at all annual events (Picnic, Holiday party, Valentine party, Zing into Spring).
- Bingo Fundraisers – April 29, 2024; February 27, 2025; March 27, 2025
- Painting Fundraiser – May 23, 2024
- Pancake Breakfast Fundraiser – June 11, 2024
- Fall Gala – October 17, 2024

This major fundraising activity for the 2024-25 year was held at The Waverley and Rosewood. It followed the same format as the 2023-24 Fall Gala which was very successful. We would like to express our gratitude to the staff at the Waverley and Rosewood for providing the location and sponsoring the event. The venue was amazing, the food and wine were delicious, and the ambiance was stellar! The event generated \$3,702 which will help support our programs and services.

## **Donations**

We continue to receive pre-arranged monthly donations (PAR) from members as well as individual donations totaling \$1,535.00. In addition, we receive a yearly donation from CN Rail in the amount of \$2,245, in support of Bob Newman, a former employee.

All of our fundraising events require planning, execution and clean-up by the PAL (55+) staff and volunteers to make them enjoyable for guests and worthwhile for the organization. We want to thank them for the time, commitment and dedication to making our fundraising events successful!!

***Respectfully submitted by Dr. Sandra Sukhan, Treasurer***

## **2024-25 Financial Statements**

Financial statement will be distributed at the Annual General Meeting.

***Respectfully submitted by Dr. Sandra Sukhan, Treasurer***

## **Statement from Financial Reviewer**

A statement from the Financial Reviewer was not ready at the time of preparation of this annual report. It will be provided at the Annual General Meeting or as soon as it is received.

## **Sponsors**

PAL (55+)’s sponsorship program has three levels, each with different benefits:

- Executive \$1500 annual commitment
- Patron \$1000 annual commitment
- Friends \$500 annual commitment

The following organizations were PAL (55+) sponsors during parts of our 2024 - 2025 fiscal year:

- Executive Level: The Waverley and Rosewood
- Friend Level: Senior Scope

## **Grants Received**

- Winnipeg Regional Health Authority (WRHA) Operating Grant
  - Amount received: \$50,421
  - Purpose: Assist with operating costs
- Winnipeg Foundation 15<sup>th</sup> anniversary celebrations
  - Amount received: \$25,000

- Purpose: To help fund celebrations for our social events including:
  - Volunteer Appreciation Lunch
  - PAL picnic and Membership Drive
  - Holiday Party
  - Zing into Spring
- New Horizons for Seniors mobile outreach
  - Amount received: 23,600
  - Purpose: To provide mobile opportunities to older adults for socialization and learning. Programs were held at the current PAL (55+) location (Take 5) and to several apartment blocks: Summerland, Delta Manor, Hillgrove Point, Fort Garry Rotary Villa, Pembina Woods, and Bridgewater.

## Volunteers

A total of 61 different PAL (55+) members (not including the Board of Directors) volunteered in at least one way during this year. Some members volunteered in several different ways. This resulted in a total of 3600 hours of volunteer time. The financial equivalent at \$15.80 per hour (minimum wage) is \$56,880.00.

Here is a list of some of the ways that PAL (55+) members (and some non-members) volunteered:

- Program conveners and leaders for many of our activities
- Picnic committee
- Assist with membership and program registration at Special Annual Events
- Set-up and lunch preparation at Special events
- Fundraising – Silent auction raffles and 50/50 draws, Gala, etc.
- Photography at programs and events
- Communications – E-blast, newsletter, website, social media
- Administrative duties: Front desk reception at Trinity, data entry, collecting membership and program fees
- Staffing PAL (55+) booths at community outreach events
- Assistance with relocation move – packing, sorting, etc.

We could not operate our organization without our dedicated group of volunteers. We have thanked you throughout this report, but it bears saying again - THANK YOU!!