Knowing and not doing is the same as not knowing -

3 terms that non-profit organizations know but do not do:

PARTNERSHIPS, SUSTAINABILITY & ENGAGEMENT

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WE Seniors
Westend Seniors Activity Centre
Mary’s Story

We all know Mary.

- She is a member of your family.
- She is in your workplace.
- She lives in your community.
KNOWING
Aging Population

1 seniors ticket for me and 3 more for the kids.
Aging Population in Canada

2016 Census
5.9 million

2016
Older Adults > Children

MORE SENIORS THAN CHILDREN

In 2016, for the first time, the share of seniors (16.9%) exceeded the share of children (16.6%).

PERCENTAGE OF THE TOTAL POPULATION

SOURCE: STATISTICS CANADA
The population of seniors in Edmonton continues to grow. The 2019 Census recorded over 130,000 (13%) Edmontonians who were over the age of 65 (City of Edmonton, 2019).
Resources/Services for Seniors

- Government
- Business
- Non-Profit Organizations
- Healthcare
- School
Unique Position of Non-Profit Organizations
Everything is Great
somthin
is
missing
Regardless of Our Effort, the REALITY is

Seniors are telling us:

- **lack of awareness** of or access to community services and programs;
- **fear, stigma or ageist attitudes** (internal and external) that prevent seniors from accessing community services/programs or being socially active in their community;
- **lack of accessible and affordable transportation options**;
- **lack of affordable and suitable housing and care options** to meet the varied needs of older adults;
- **loss of sense of community**;
- **challenges relating to technology**; and,
- **life transitions** (death of a spouse, move to long term care facilities or other residence, loss of driver’s license, etc.).
KNOWING
(Are we sure about what we know?)
&
NOT DOING
(Are we sure about how we are doing things?)
How do YOU define Partnership?

Wikipedia:

A partnership is an arrangement where parties, known as business partners, agree to cooperate to advance their mutual interests. The partners in a partnership may be individuals, businesses, interest-based organizations, schools, governments or combinations. Organizations may partner to increase the likelihood of each achieving their mission and to amplify their reach. A partnership may result in issuing and holding equity or may be only governed by a contract.

Establishing Win-Win Partnership
Three Reasons or Excuses of NOT Forming Win-Win Partnership

- Superficial Reasons
- Common Excuses
- Deny
How do YOU define Engagement?

Collins Dictionary:

- If you engage in an activity, you do it or are actively involved with it.
- If something engages you or your attention or interest, it keeps you interested in it and thinking about it.
- If you engage someone in conversation, you have a conversation with them.
- If you engage with something or with a group of people, you get involved with that thing or group and feel that you are connected with it or have real contact with it.
We Have All the Tools to Engage Seniors & Our Partners!

BUT, why don’t they work???
What is your perception about Seniors?
The Truth is... Our Stereotypes are alienating our seniors!

Negative VS Positive
Economic Sustainability

- Economic sustainability refers to practices that support long-term economic growth without negatively impacting social, environmental, and cultural aspects of the community (University of Mary Washington).
Common Scenarios Facing Non-Profit Organizations

- Funding ends = program stops.
- Funding ends = partnership ends.

Common Reasons (Excuses)

- “We’re non-profit organizations, we have limited funding and resources”.
KNOWING & NOT DOING = NOT KNOWING
KNOWING & DOING
Begin with an Entrepreneurial Mindset
NON-PROFIT

≠

NO PROFIT
Embrace Entrepreneur Mindset to Form Win-Win Partnership
You can’t have ENGAGEMENT or SUSTAINABILITY without a true win-win PARTNERSHIP!
Embrace Entrepreneur Mindset to Engage Seniors & Partners and Achieve Sustainability

- Successful Example – **Community Connectors Program**
Knowing & Doing = “Complete” Collaboration
IF we have complete collaboration with our partners, this is what we are going to achieve.
One day I was reading our Community Newspaper

I found out about a yoga class that was happening at the Community League.
Thank you!
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