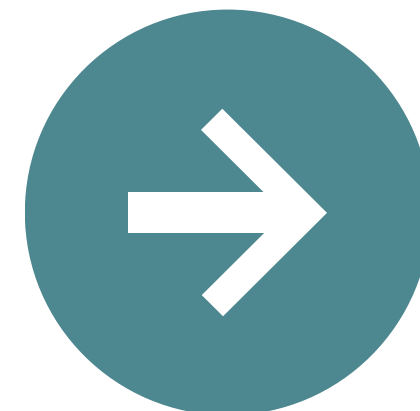


Annual Report

2023

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Foreword

Summer end is always a bittersweet time; we must bid goodbye to longer, languid days but it's also time to embrace action again. This fall at CNPEA, we're setting our sights on new strategic goals and making plans for the future. If the growing public discourse about ageism, equity, and human rights is any indication, many of us are ready for real change. Underserved, derided, neglected -older Canadians will not accept the current state of affairs anymore and refuse to be relegated to the footnotes. CNPEA is in a unique position to lead the call for a systemic shift, for age-inclusive policies and for a coordinated, national approach to the prevention of elder abuse and neglect. We can't wait to engage our new Minister for Seniors (and Labour) in this conversation and to grow the movement for an ageism- and abuse-free Canada. We hope you will join us in strengthening and promoting the wellbeing and safety of seniors across the country.

Benedicte Schoepflin

Executive Director





Sandra Hirst

CNPEA Board Chair

**To the
members and
friends of
CNPEA...**

Our annual report serves as a record of our accomplishments over the past year. It is also a reminder of the challenges that we continue to face to address elder abuse across the spectrum of settings in which it occurs.

It is incredible how much of our original intent has remained unchanged and how much progress our organization has made over the years. When we collaborate with others; when we interact with dedicated service providers and with the community; when we build relationships with funders, committed organizations, and governments, it helps us move our mission forward.

Our dynamic new Strategic Plan, and refreshed vision and mission, will lay our course for the next few years, and help us move toward the future of a country free of elder abuse. Our success and growth would not be possible without our dedicated Board, our remarkable Executive Director, and our donors who have and continue to invest in our work; from the bottom of our hearts, a deep thank you!

With respect and appreciation to all of you who are committed to the health and well-being of older Canadians.

Sandra P. Hirst

Board and membership

2022-23



Chair: Sandra Hirst (AB) – Vice Chair: Jodi Lee-White (NB)
Treasurer: Andrew Iaboni (ON) – Secretary: Sean Fitch (ON)

Marie-Ève Bédard (QC), Judy Beranger (NL), David Burnes (ON), Claire Checkland (ON), Marta Hajek (ON), Jennifer Josephson (ON), Rose Joudi (AB), Ken Kuhn (BC), Denise Lemire (ON), Lisa Manuel (ON), Michele Markham (AB), Greg Noseworthy (NL), Amy Peirone (ON).

880 Members

- Pan Canadian representation
- Individual and organizational members.
- Across sectors: Senior-serving organizations, social workers, health care professionals, government employees, law and law enforcement, retirees, academic, students etc.

Future Us

- 650 subscribers for Future Us updates.
- 60 new additions to our interactive map.
- 10,000+ views and downloads since the launch of the Roadmap.

Committee Updates

Executive

- Worked to promote effective and efficient functioning of our organization at every level.
- Works with the E.D. to identify needs and opportunities for the Network.
- Oversees the sound management of the Board. This year's introduction of a Board consent agenda provided space for expanded discussion of key topics, such as fund development, website enhancement, and strategic planning.

Communication

- Developed an actionable plan to update CNPEA's website over the next couple of years (thanks to Sean and Benedicte).
- Provided input in the strategic plan update.
- Tackled updates to three current communications related policies (Media , Privacy and Social Media policies).

Education

- Focused on expanding student placement opportunities with several universities and through Riipen, a project-based learning platform connecting students, educators and organizations.
- Working toward developing an accredited elder abuse course for health care professionals.

Fund Development

- Continues to explore funding opportunities and strategies to secure a steady financial base that will support CNPEA's mission and activities.
- The next goal is to create a new fund development plan, with a focus on diverse funding opportunities and on fostering a culture of philanthropy.

Policy

- Shifted its focus from internal policies to working toward influencing public policy. With a strong knowledge base, we can clearly know the issue and challenges of elder abuse prevention in Canada in depth, identify where Canadians stand on this issue, and make a strong, evidence-based case for change.
- The committee will be seeking a graduate student to help with this work in the coming year.

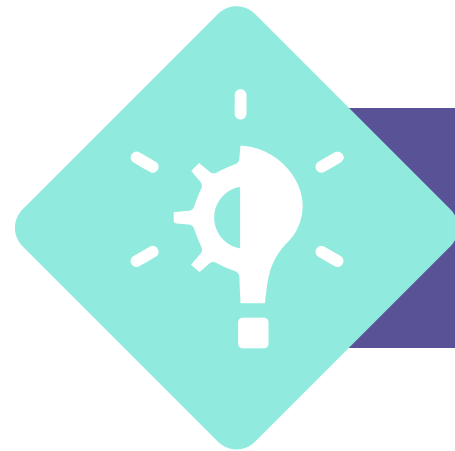
Strategic Planning

With support from the Board, the Strategic Planning Committee and Executive Director revised and updated CNPEA's mission statement and strategic plan, including key strategic goals, activities, and performance indicators. This new plan will inform our work and guide our path forward for the next three years.

Strategic Plan 2024–2027



Vision And Mission



Our Vision

All older adults in Canada have the support they need to thrive within their communities and live free from violence and neglect.



Our Mission

CNPEA builds awareness, support and capacity for a coordinated pan-Canadian approach to the prevention of elder abuse and neglect. We promote the rights of older adults through knowledge mobilization, collaboration, policy reform and education.

Future Us

A Roadmap to Elder Abuse Prevention

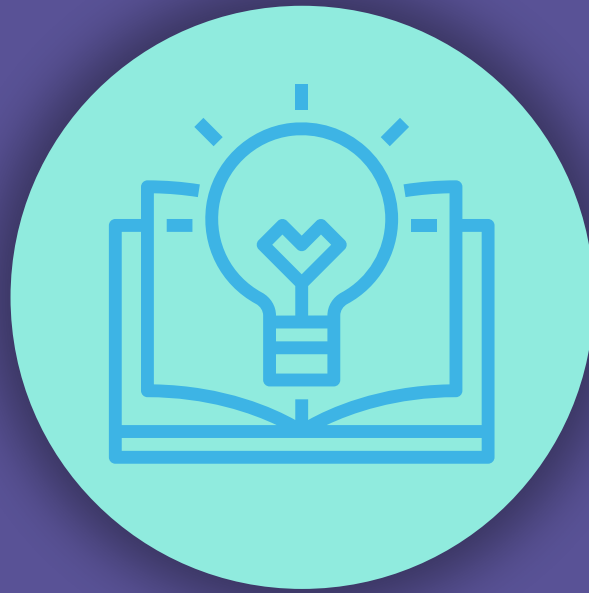


Future Us sets out three broad goals:

- 1** **Prioritize** elder abuse prevention in every community.
- 2** **Establish and support elder abuse prevention networks** at local, regional and national levels. Networks are critical infrastructure for information sharing, knowledge mobilization, research, and ongoing engagement across sectors and communities.
- 3** **Teach everyone** to recognize warning signs of abuse and neglect, how to respond safely and effectively and where to refer in the community to find help.

This project was funded by the
Department of Justice Canada
in 2021–2022

Strategic Goals 2024–2027



Awareness & Education

CNPEA acts as the national leader in elder abuse prevention, raising awareness and understanding of elder abuse through the mobilization of credible, accessible information for all.



Advocacy

CNPEA continues to advance program and policy development on issues related to preventing the abuse and neglect of older adults.



Capacity Building

CNPEA builds capacity for elder abuse prevention across sectors and jurisdictions, through knowledge-sharing and collaboration.

Values



Collaboration and Capacity Building

We work across sectors and jurisdictions to foster a coordinated approach to the systemic prevention of elder abuse and neglect.



Innovation

We seek and promote innovative approaches to expand knowledge, enrich our work and inform meaningful change to improve the lives of older adults.



Respect and Inclusion

We defend older people's human rights and autonomy, root our work in anti-ageism, and seek to amplify the diverse voices and experiences of older people. We believe that violence and inequities affecting us as we age can only be addressed through an intersectional lens.



Open-mindedness and Sensitivity

We take a "listen first" approach to our work, incorporating the diverse lived experience of older Canadians into every aspect of our work through thoughtful consultation. We consider and address the unique needs of communities across the country, without making sweeping or simplifying assumptions on the modern experience of aging.



Accountability and Credibility

We are accountable to our members and stakeholders, including all older Canadians. Transparency and integrity guide our internal and external practices. We are committed to developing, supporting and mobilizing trusted, evidence-based resources.

CNPEA at a glance

Over the past 12 months



1

Webinars

13 webinars, including 4 webinars in French.
1,872 participants

2

Website

18,650 visitors- Nearly 50,000 pageviews -
86,000 downloads of resources.

3

Educational Videos

8 videos released (4 in English, 4 in French), in
partnership with EAPO and CREVAWC.

4

Social Media

Facebook: 1.1K followers +52%
X: 2.7K followers: +4 %
Linkedin (first year): 208 followers +56%

5

Media features

8 interviews (press, web and radio)

6

Outreach & Engagement

4 consultations & submissions (Min. of Health, UNHRC,
HoC Standing Committee on Justice and Human
Rights). 4 conference presentations. 8 public
presentations & workshops.

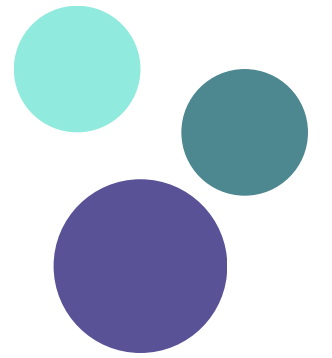
- **September 2022:** CNPEA joins the **Canadian Coalition Against Ageism** along with 12 other national organizations representing the interests of older people.
- **November 2022 :** CNPEA convenes the **Safe Spaces Group**, a national Community of Practice for shelters, transition housing and others emergency housing programs serving older adults.
- **February 2023:** CNPEA submission on elder abuse and neglect for the report of the **UN Independent Expert** on the Enjoyment of All Human Rights of Older Persons to the Human Rights Council.
- **March 2023:** Participation in McGill's Masters of Public Policy research project on the **Social Policy Implications of a Less-Cash Society** and its impact on different population groups, including older people.
- **April 2023: Future Us Phase 2 begins:** *Seniors Leading change* (funded by New Horizons for Seniors) – Development of a toolkit for network-building.

- **April 2023: Submission to the House of Commons Standing Committee on Justice and Human Rights** on addressing abuse and neglect of older adults within the Criminal Code of Canada.
- **June 2023: World Elder Abuse Awareness Day Campaign & Online Event *Rights Do Not Get Old*.** Partnership with CanAge, Elder Abuse Prevention Ontario and BC Association of Community Response Networks.
- **July 2023:** Participation in government consultation on federal long-term care legislation and standards and the **Safe LTC Act**.
- **September 2023:** CNPEA joins the COURAGE Working Group for developing **Canada's national Aging Plan**.
- **CNPEA's Francophone Table celebrates its first year.** The table brings together Francophone and Acadian stakeholders across the country to support knowledge-sharing and mobilization efforts around elder abuse prevention.

Advisory roles:

- **Gender-Based Violence in the Media** Project led by Aura Freedom International. Goal: Development of a National Network and Guidelines for reporting on GBV in the Media, along with other resources. **Launch: Early 2024**
- **Advancing Policy and Practice in Technology and Aging (APPTA) Task Force.** Led by AGE-WELL National Innovation Hub. Development of the Report *Abuse of Older Adults: the Issue, the System and Recommendations*. **Report launch: Fall 2023**
- **Jeu Sérieux visant à prévenir et contrer la maltraitance envers les personnes âgées lesbiennes, gaies, bisexuelles et trans (LGBT+).** Project led by Centre collégial d'expertise en gérontologie (CEEG) du Cegep de Drummondville. **Launched in March 2023.**

Ongoing Projects



Future Us Phase 2

2023 – 2024

This project is funded by Women
and Gender Equality Canada



Thanks to funding from the New Horizons For Seniors Community Program, CNPEA moved forward with Phase 2 of Future Us. The new project, entitled “Seniors Leading Change” brings together stakeholders and senior activists across the country in the development of a toolkit to support the creation of new elder abuse prevention networks and the participation of older adults in this process. Expected launch date: March 2024.

We concluded the second of our five-year, WAGE-funded project “Stopping Gender-Based Violence in Women 55+ Through Promising Practices”. The project aims to develop a set of promising practices rooted in Trauma and Violence Informed principles to better support older women and gender-diverse survivors across services. After carrying out and releasing a scoping review, CNPEA is currently developing a self-reflection tool for service providers to help them increase equity in their practice. Interviews with survivors and service providers will take place over the Fall and Winter and inform the work further.

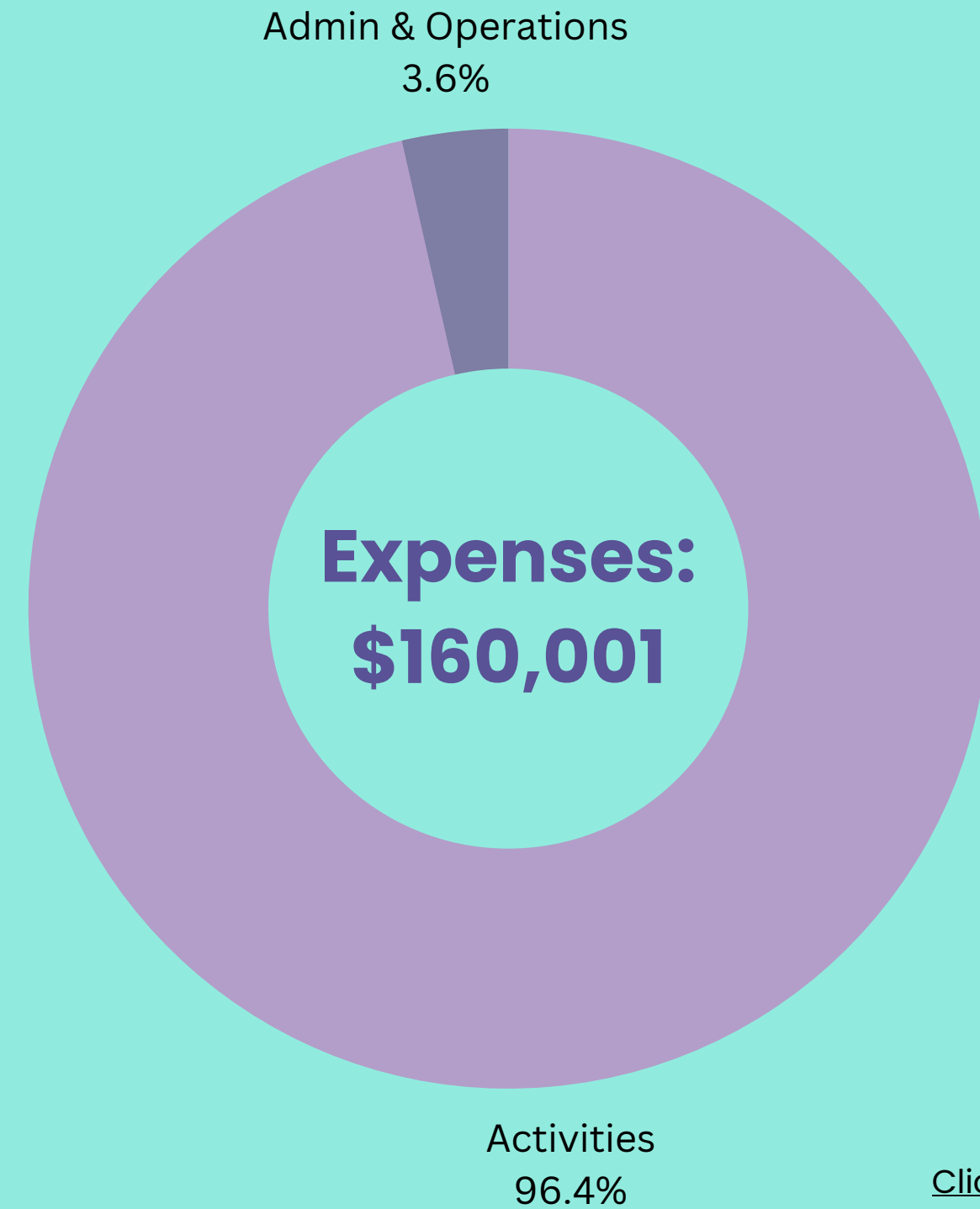
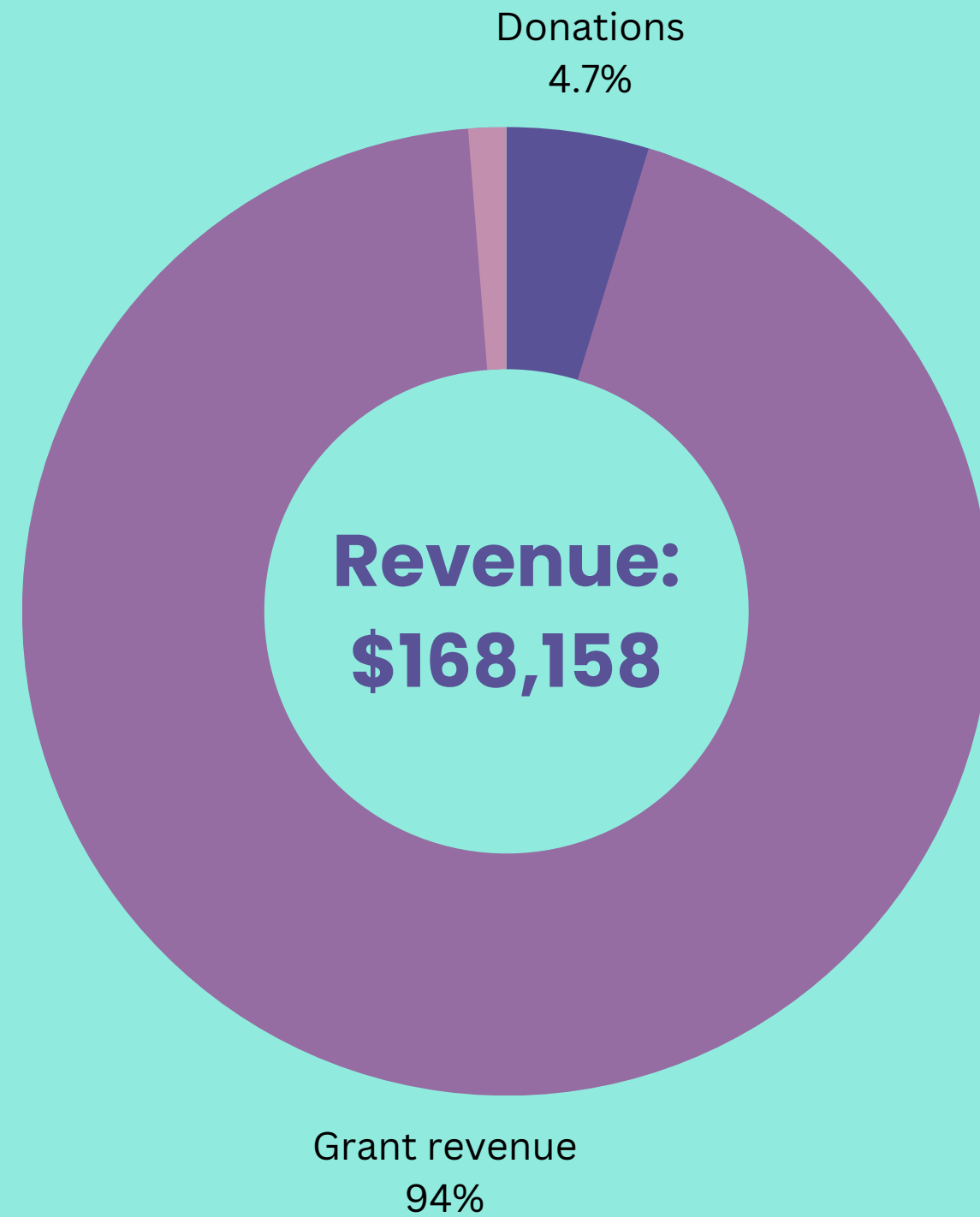
Funded by the
Government of Canada's
New Horizons for Seniors Program

Canada

Stop GBV 55+

2021–2026

Financials to March 31, 2023



Fund Development

Overall

Thanks to the Women and Gender Equality grant for the Stop GBV55+ project, as well as the New Horizons For Seniors one year grant, CNPEA is currently in steady financial standing and continues to pursue other relevant project funding regularly (6 applications in the past 12 months).

Donations

While government grants are substantial and have enabled CNPEA to do great work, a singular source of revenue presents significant risk to the growth and sustainability of any organization. Individual donations continue to provide a modest yet meaningful support for our activities. There is a strong and consistent growth in overall donations over the past few years, thanks to a budding donor base that is primed for growth and represents significant opportunity for our organization. A new fund development plan will help us steward our donors and expand our fundraising activities in the future to diversify CNPEA's revenue sources and guarantee our stability.

Gloria Gutman Fund for Elder Abuse Prevention

The Gloria Gutman Fund for Elder Abuse Prevention was established in 2020 by Dr. Gloria Gutman. It is held in trust at the Vancouver Foundation. Donations to this fund will contribute to the long-term sustainability of the Network over time. We hope to encourage and increase gifts to this fund over the next year. Dr Gutman's, generosity, vision and trust in our mission is profoundly appreciated.

Gratitude

Our work would not be possible without partnership and collaboration. We wish to thank the following individuals and organizations who support our mission:

Our departing Board member, Jennifer Josephson, who has reached the end of her two year term.

Our volunteers: Gail Zahradnitzky, Joe Bornstein, and Kathy Majowski, who, after stepping down from her Board role, stayed on as a volunteer Fund Development committee member for the past year.

Megan Creig, Bachelor of Communications student at Mount Royal University, who joined CNPEA for a summer placement and whose writing skills and contributions were greatly appreciated by us all.

Our donors, known and anonymous, whose gifts and words of encouragement make a considerable difference for a small organization like ours.

Our funders - ESDC for funding Phase 2 of Future Us through the New Horizons or Seniors Program, and Women and Gender Equality Canada who makes our *Stop GBV 55+* project possible.

Our members for supporting our cause, sharing their knowledge and stepping up for older people's safety and well-being in their communities.



Giving

Your charitable donations are critical to sustain our work. Please consider making a gift to CNPEA today.

- You can do so through our CanadaHelps donation page <https://cnpea.ca/en/donate> and make a one-time donation or set up a monthly donation easily.



- You can contribute to our long-term sustainability via the Gloria Gutman Fund, held in trust at the Vancouver Foundation. To learn more and make your gift, visit www.vancouverfoundation.ca/loriagutman



Let's stay in touch!



cnpea.ca



benedictes.cnpea@gmail.com



604.715.1007



@cnpea



Mailing Address:

1413 East 10th Avenue
Vancouver, BC V5N 1X4

Registered Address:

#208-1899 Willingdon Ave
Burnaby, BC V5C 5T1



Thank You

cnpea.ca

