



SSN IMPACT REPORT:

FROM ISOLATION TO INCLUSION: EMPOWERING SENIOR WELL-BEING

YESTERDAY. TODAY. TOMORROW.

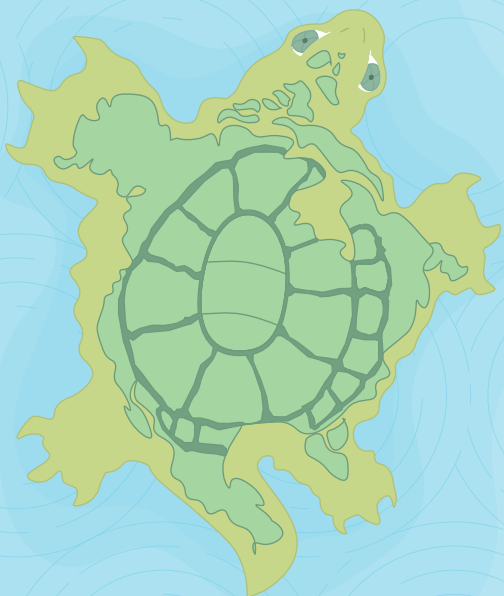
FROM CRISIS TO GROWTH

Land Acknowledgement

We acknowledge with humility and respect that the community work of Seniors Services Network is situated on the ancestral territory of the Anishinaabe, Mississauga, Haudenosaunee and Wendat peoples.

As uninvited settler-guests, we are grateful every day for the opportunity to live and work in the region. In full understanding of harm to Indigenous lands and communities, we strive each day to continue to learn about and appropriately meet our responsibilities to the lands and its peoples.

As it relates to our work with the aging community, we must consider both indigenous and diverse settler perspectives to fully realize the impacts we aspire to achieve both as individuals and as an organization.



Over the past five years, SSN has experienced remarkable growth—expanding programs, strengthening partnerships, and deepening our impact on seniors, caregivers, and communities across the GTA. What began as a temporary virtual response has grown into a comprehensive, hybrid service model, significantly expanding accessibility and reach.

KEY GROWTH STATISTICS

YEAR	TOTAL UNIQUE CLIENTS	VIRTUAL	IN-PERSON	PROGRAM PARTNERS
2020-2021	25	0	25	1
2021-2022	480	108	588	1
2022-2023	535	226	761	6
2023-2024	590	365	955	4
2024-2025	620	393	1,013	11

An illustration at the bottom of the table showing two elderly people, a woman and a man, sitting in armchairs and talking. They are in a cozy living room setting with a coffee table, potted plants, and a large window in the background.



At Seniors Services Network (SSN), we are guided by a fundamental belief: every senior deserves to age with dignity, purpose, and connection—never in isolation.

Yesterday, Today, Tomorrow reflects both our growth and our vision.

Yesterday, SSN began as a community-driven initiative, steadily evolving to meet the changing needs of seniors and caregivers. Through periods of uncertainty, including the pandemic, we adapted quickly and transformed challenges into opportunities to better serve seniors and caregivers.

Today, SSN stands as a dynamic and growing organization, reaching over 1,000 unique clients annually through a hybrid model of virtual and in-person programming. Our continued growth is a testament to the strength of our partnerships and the trust placed in us by the community. At the heart of this work is our unwavering mission: to reduce isolation and empower seniors to live independently, supported, and connected.

Our impact is best reflected in the voices of those we serve. From seniors who have found renewed purpose and friendships, to caregivers who experience much needed respite and peace of mind: these testimonials remind us that our work goes far beyond programs. It is about transforming lives, strengthening families, and building inclusive communities.

Tomorrow, we look ahead with clarity and ambition. We are committed to expanding our reach, deepening the quality of our services, and innovating new ways to support both seniors and caregivers. As we continue to grow, we will remain grounded in our core purpose: fostering a future where every senior can age with dignity, connection, and belonging.

*Thank you to our partners, supporters, and community members for being part of this journey.
Together, we are shaping a more compassionate and inclusive future for seniors.*



OUR IMPACT IN ACTION

Reducing Isolation And Social Exclusion (RISE)

RISE is a virtual program created to reduce isolation among older adults and help them stay active and engaged — during the COVID-19 pandemic and beyond. It takes a holistic approach to health and well-being, addressing social, emotional, physical, and spiritual needs with a strong focus on mental health. Offered five days a week, it includes daily physical fitness sessions, educational workshops, and engaging activities. RISE in the Community is an integrated in-person wellness program supporting older adults in their neighbourhoods.

KEY METRICS & OUTCOMES



PROGRAM PARTNERS

Willowdale Drop-In Centre, Unionville Drop-In Centre, East York Drop-In Centre, Arya Samaj Markham, Carefirst, Island Breeze Seniors, Aaniin Community Centre, Senior East Indian Men Club, AWIC Community & Social Services, Markham Senior Zumba Group, Salvation Army, Richmond Hill Drop-In Centre, Armadale School

"It's been four years since I joined the SSN virtual programs... Since then, my health has improved tremendously. I've learned so much, stayed motivated, and made wonderful new friends along the way."
– RISE Participant

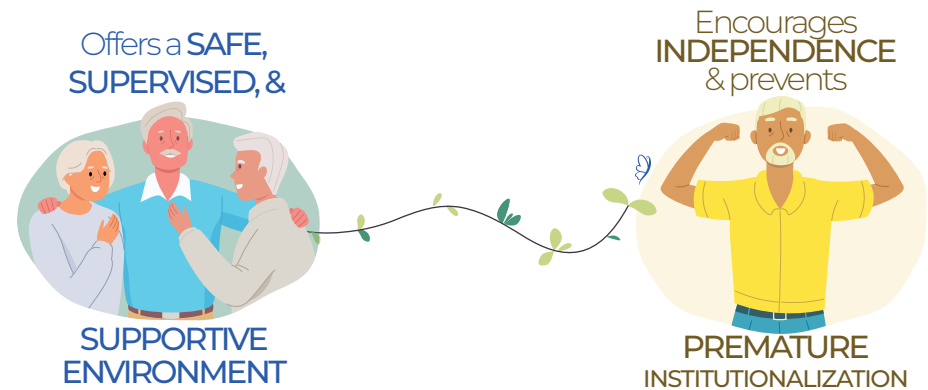


South Asian Adult Day Program (SAADP)

SAADP provides an integrated, ethno-specific service meeting the cultural and linguistic needs of frail seniors, including those living with medium to late stage dementia. It offers a welcoming space for physical health, emotional well-being, and social connection, featuring yoga, gentle mobility, health education, and recreational sessions. It encourages independence, enhances cognitive and physical functioning, and provides caregiver respite.



KEY METRICS & OUTCOMES



PROGRAM PARTNERS

Unionville Home Society

"Mum absolutely LOVES to spend her Saturdays with you, and the team. We have noticed an improvement in her mood and energy levels since she began attending. The level of attention, the social connection, and care she receives each Saturday mean so much to her and to us. The work you all do is priceless. Please never stop."
- SAADP Participant



OUR IMPACT IN ACTION

Expressions Across Ages (EAA)

EAA is an arts-based program promoting arts through a health and wellness lens. Seniors explore creative expression to enhance cognitive health and reduce social isolation, fostering a sense of belonging. SSN collaborates with Next Generation Arts (NGA). Activities include painting, pottery, photography, and quilting, with workshops, field trips to galleries, and exhibitions.

KEY METRICS & OUTCOMES



PROGRAM PARTNERS

Next Generation Arts (NGA), City of Markham

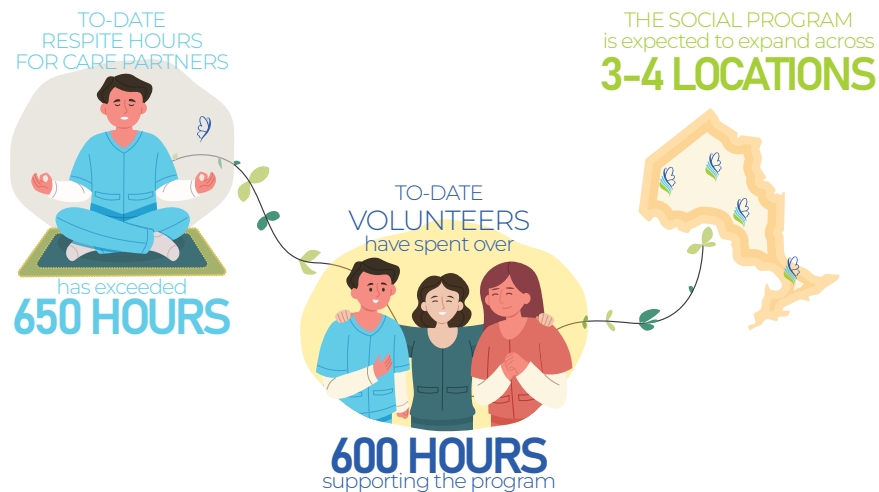


"This program was really amazing and different from others where you make something and leave. More than just art and creation it was a great social place for us to connect with other people and make friends."
- EAA Participant

The Social

The Social is a group-based, in-person recreation program designed for individuals who are at a high-risk of dementia. The program offers structured three-hour sessions that promote social connection, emotional and cognitive stimulation, and culturally responsive activities. Originally established in 2021 through the Alzheimer Society Southwest Partners, the program expanded in 2024 through a provincial partnership with the Alzheimer Society of Ontario and The Barrett Family Foundation, allowing it to reach more communities across Ontario. Delivered in partnership with the Alzheimer Society of York Region at Aaniin Community Centre, The Social supports underserved communities, provides meaningful activities for participants, offers respite for care partners, and takes a holistic approach to mind, body, and spirit to help members age with dignity in the community.

KEY METRICS & OUTCOMES



PROGRAM PARTNERS

Alzheimer's Society of Ontario, City of Markham

"The Social is an incredibly rewarding volunteer experience. As a student who rarely interacts with older adult populations in my day-to-day life, I find it very rewarding to connect with community members who are often underrepresented and underserved. The community at The Social is incredibly positive, and I feel incredibly supported, even as a new volunteer. I look forward to continue making a positive impact and creating a safe space for older adults in my local community."

- Volunteer at The Social



INNOVATION & ADAPTATION SINCE 2020

Mitigation, Mobilization, Momentum

During COVID-19, SSN rapidly adapted by launching virtual programming to combat isolation among seniors. This shift evolved into today's hybrid service model, significantly expanding accessibility and reach. SSN continues to respond to emerging needs through innovation, including new cognitive health and caregiver support programs, and exploration of social prescribing models. The organization formalized its long-term vision in 2018 towards a senior-focused model, and a new strategic plan in 2024 outlined further growth, partnerships, and modernized programs.

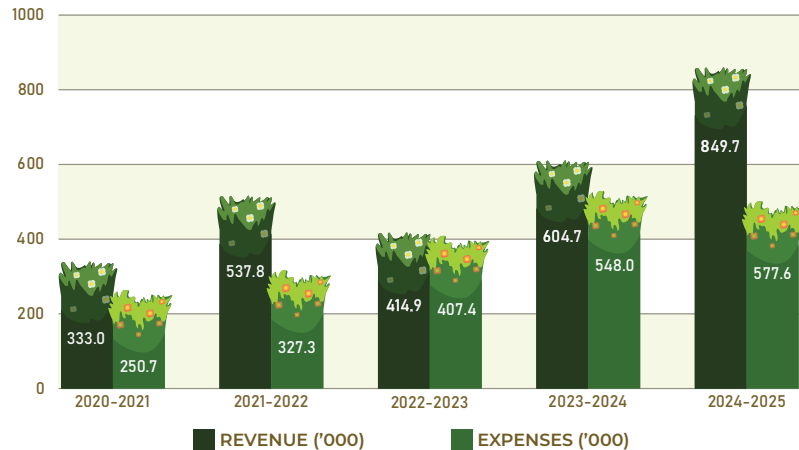
SSN MILESTONES & GROWTH



FINANCIAL HIGHLIGHTS

Financial Transparency

FINANCIAL GROWTH (2020-2025)



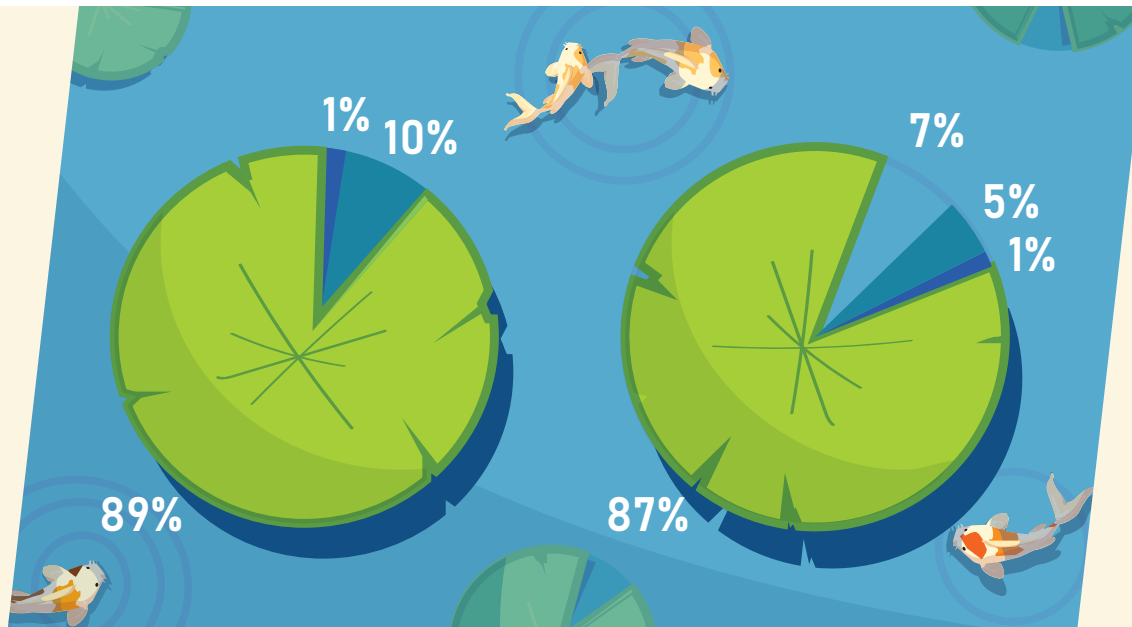
WHAT THIS TELLS US

Our drive is to increase our impact of work on the community through constant growth of financial resources to support evolving programs while trying to sustain this work by further diversifying our financial support.

Our goal is to continue building presence in the community with programs / services and wrap around supports through both direct service delivery, referrals to program partners completing the work we do, and collaborating with partners to have greatest collective impact. All while reducing risk by evolving our funding to sustain the work by diversifying revenue sources.

Maintaining low operational / admin cost (your \$ at work) – over the 5 years (averages)

- Targeted to meeting our mission - direct service delivery
- Administrative & Management Expenses
- Fundraising & Donor Engagement



Our revenue sources based on history till today (Financial support from funding partners)

- From government sources across – federal, provincial & municipal
- Through foundations & private entities
- Individual Donations
- Other

COMMUNITY VOICES & SUPPORTERS

Community Testimonials

"As the painting instructor... I had the privilege of watching participants' creativity and confidence blossom through Expressions Across Ages (EAA)... It's been an honour to be part of a program that reminds us that creativity—and community—have no age limits."
- EAA Painting Facilitator/Partner

"I look forward to coming to The Social program every Tuesday. Living alone can be very lonely and isolating."
- Member of The Social

"Our network offers a supportive hub for meaningful engagement through Wellness Programs, Social & Cultural Activities, Information & Referral. We strive to create an age-friendly, inclusive environment where every senior can thrive with dignity and respect."
- SSN Staff

Our Valued Partners

Funding Partners:

United Way of Greater Toronto and York Region, Ontario Trillium Foundation (OTF), Local Health Integration Network (LHIN), Ministry of Seniors and Accessibility, New Horizons for Seniors Program (NHSP), York Region, City of Markham, Pyrali Nanji Foundation, Alzheimer's Society of York Region.

Program Partners:

Willowdale Drop-In Centre, Unionville Drop-In Centre, East York Drop-In Centre, Arya Samaj Markham - Vedic Cultural Centre, Carefirst, Island Breeze Seniors, Aaniin Community Centre, Senior East Indian Men Club, AWIC Community & Social Services, Markham Senior Zumba Group, Salvation Army, Richmond Hill Drop-In Centre, Armadale School, Next Generation Arts, Alzheimer's Society of York Region.

Thank You

Our dedicated staff and volunteers are the heart of SSN's mission. Their compassion and tireless efforts empower seniors and strengthen our community every day. We are deeply grateful for their invaluable contributions.

Ways You Can Help



DONATE

Your gift of any amount helps us continue our vital work.



VOLUNTEER

Join our team to support the aging community.



PARTNER

Collaborate with us to create lasting change in our community.



LONG TERM VISION & CALL TO ACTION

Our Future Vision



Expanding Reach & Innovation:

Continue growing in-person & virtual programs, adding new partnership sites each year and scaling initiatives like The Social. Laying groundwork for forward-thinking service pathways such as social prescribing & caregiver support models.



Deepening Quality & Evaluation:

Investing in robust quality assurance frameworks, data-informed practices, and standardized program evaluations across major initiatives.



Strengthening Community Presence:

With a growing network of program sites and partnerships, SSN is increasing its visibility and accessibility across Toronto and York Region.



Leading System-Level Advocacy:

SSN continues to play a leadership role at regional tables, advocating for mental wellness, aging in place, and the fight against ageism.



Empowering Seniors Through Navigation:

Developing SSN Connect+, a multilingual mobile platform, seniors and caregivers will soon be able to navigate programs, resources, and wrap-around supports with confidence.



Sustaining Long-Term Financial Health:

Continuing strong financial growth while diversifying our funding mix to reduce reliance on government sources.



Strengthening Internal Capacity:

To support our next phase of growth, we will continue modernizing our governance, staff training, technology, and internal systems.

Call to Action

We call on our partners, funders, donors, and community advocates to join us in building a future where all seniors can thrive. Your support enables us to:

- Expand programs that promote mental well-being and reduce isolation.
- Bring services closer to underserved neighbourhoods.
- Strengthen caregiver supports and create new pathways of care.
- Advocate for aging-in-place, equitable access, and system-level change.
- Invest in the tools, staff, and technology needed to serve our growing population.

**Make a difference today
and help us build a
more connected, caring
community for seniors.**





Senior Services
Network



CONNECT WITH US



55 Albert Street, Suite 100
Markham, Ontario L3P 2T4, Canada



905-554-9033



naz@ssnon.com



ssnon.com



billy