



Seniors
Housing

community connections
GEF Seniors Housing Newsletter | Summer 2019



Breakfast Fundraiser

The 11th annual Building for Life Breakfast Fundraiser was held in the Blatchford Hangar at Fort Edmonton Park on May 30th. It was a tremendous event and the most successful Breakfast we've had thus far.

With a record-breaking number of attendees, we hit a record-breaking amount of donations! After countless hours of tallying up the donations, we raised over \$118,000! Because of our guests and sponsors generosity, we are going to be able to house and improve the quality of life of so many seniors!

The new Minister of Seniors and Housing, Josephine Pon was in attendance and shared some wonderful remarks on the importance of seniors housing! We also heard from GEF Board Chair, Karen Lynch, Diamond Level Sponsors; CBI Home Health, Chandos Construction and Telus, GEF's Vice Board Chair, Jacquie Eales, as well as GEF's CEO Raymond Swonek. Shanika Donalds, Community Support Manager, spoke about the Community Support Program GEF has put in place where outreach workers work one-on-one with seniors experiencing difficulties in their day-to-day lives and help them find solutions. In 2018, GEF's four-person team assisted more than 430 seniors.

With GEF being in its 60th anniversary year, our sponsors have invested in making the city a better place to live, grow and age with more than \$60,000 raised in Breakfast sponsorships alone. Thank you to all our Diamond Level Sponsors; CBI Home Health, Chandos Construction, Historical Painting, and Telus, and our Platinum Level Sponsors; Emcee Construction and Management, HHS Contracting, Kemway Builders, Nakamun Group, O'Canada Contractors, Priority Mechanical, RPK Architects, ServiceMaster Restore and Shearwall Triforce, for all your support!

Thank you to everyone who attended our Breakfast this year and who helped contribute to make it a huge success! We hope to see you all again next year!



From top to bottom:
CTV's Daryl McIntyre
welcoming guests
to the Building
for Life Breakfast



Friendly GEF
employees handing
out the delicious white
chocolate cranberry
cookies made by the
GEF chefs.



Message from the CEO



The summer is already off to an exciting start at GEF! On May 30th, we held our most successful Building for Life Breakfast Fundraiser to date. Over \$118,000 was raised in donations and sponsorships. Thank you to our donors and sponsors for making this event the huge success that it was!

For the past nine years, the MK Group of Companies, one of GEF's vendors, has hosted a golf tournament with proceeds going to a designated charity. For this year's tournament, they've chosen GEF as the designated charity. We are excited to be working with them on this initiative and will be using the funds to purchase two trishaw adaptive bicycles from the Cycling Without Age program for our residents.



One of the *Cycling Without Age* trishaw adaptive bicycles in action!

To register as a golfer or to sponsor a hole at the September 9th tournament, visit <https://mkgolftournament.eventbrite.ca> Your registration fee as a golfer includes a raffle ticket to win a one-week-all-inclusive trip for two to Punta Cana, Dominican Republic!

Tickets are now on sale for our Quality of Life Raffle. It's your opportunity to win the grand prize of \$2,000 while helping out our Community Support program address the issue of social isolation in the older adult population. Tickets are only \$5 and are available from all GEF locations.

Wishing you and your families a wonderful summer season!

Raymond Swonek, CEO

Quality of Life Raffle

\$2000 GRAND PRIZE!

TICKETS \$5 EACH
AVAILABLE AT GEF LOCATIONS

Deadline to Purchase Tickets
August 29, 2019 at 4:30 p.m.
Grand Prize Draw
September 5, 2019

Funds raised will help the Community Support program continue to address social isolation in the older adult population.

Last year, the Community Support team assisted more than 430 seniors with difficulties they experienced in their day-to-day lives.

Help us improve seniors quality of life by purchasing a raffle ticket.

2,000 tickets printed | Raffle License # 528155

Outgoing and New Board Members

We would like to thank Bernie Bolton, Dr. Catherine Cheng and Jim Murphy for their years of volunteer service on the GEF Board of Directors. Thank you for your contributions to GEF, its residents, tenants and the seniors of Edmonton.

On May 1, 2019, three new members were appointed to the GEF Board of Directors. Welcome Marny, Debbie and Paul. We look forward to working with you.

Marny Conlon

Marny Conlon is the owner of Plenum Management Consulting. Now, semi-retired, Marny is assisting small start-up companies identify their greatest potential for success. Prior to this venture, Marny spent the majority of her career in health and quasi health organizations, building high performance teams and championing innovation. Most recently, Marny was the Executive Director of one of the first Primary Care Networks to become operational. Several zonal and provincial initiatives were shaped by her leadership, innovation and the creation of high performance teams.

Marny's leadership success can be attributed to her strong sense of vision and her determination to serve those in need. She builds strong relationships and her skills as a collaborator ensure shared goals and positive outcomes. Marny has a B.A. from Trent University and certification from Grant MacEwan University in Alternative Dispute Resolution.

Family Feud Tournament

GEF held their very first site wide Family Feud Tournament. We had ten teams of residents coming from all of our portfolios. One GEF employee, Yohana Rihana, created the game back in 2017 and has been playing with the residents at each individual site. Residents and staff loved the game so much, we decided to have a tournament.

The full day event took place at Ottewell Place and each team went head to head, answering original questions made by Yohana. Some of the questions even included surveys taken at our sites. In the end, Beverly Place residents won the tournament and will hold all the bragging rights . . . until next year!

Debbie Couch

Debbie Couch is foremost a people person. Debbie has applied her professional accounting designation across numerous industries to arrive in an HR Pension and Benefits role where she created an innovative pension plan that garnered corporate accolades, and national interest. To balance Debbie's fast paced professional life, she has volunteered her expertise for nearly 20 years with corporate, not-profit and humanitarian boards. Her service ranges through the President roles, as chair of audit and finance, governance, and executive committees, at provincial and national levels. Also, having served in a Capital campaign for a significant renovation project.

Paul Nothof, Q.C.

Paul Nothof is a long time resident of the Edmonton area. He is a graduate of the University of Alberta, where he obtained both a Bachelor of Commerce degree and a Juris Doctor. Mr. Nothof is a partner at the Edmonton based law firm of Ogilvie LLP, assisting clients in Alberta, the Northwest Territories and Nunavut. His legal practice is focused on business law and real estate development. Mr. Nothof also currently serves as the Managing Partner at Ogilvie LLP.



Congratulations Beverly Place, winners of the 2019 Family Feud Tournament!

Lauderdale Community Consultation

GEF held a community consultation on Thursday, June 20, 2019 to discuss the plans for the re-development of the existing Lauderdale Homes. Around 40 attendees from the Lauderdale and Calder communities, including GEF Board members, staff and architect Jonathan Rockliff participated in the event to discuss the planning and re-building process.

The event was very positive and the community is looking forward to the new seniors-friendly, pet-friendly and environmentally-friendly development. During the meeting, GEF Seniors Housing asked attendees for their wish list of what they'd like to see in this new development and what is important to them. From this list, GEF will highlight the most relevant features the majority of attendees feel are desirable and do the best to accommodate them. This will help develop the conceptual drawings which will be available at the next community consultation set to take place in the fall. Mailers will be sent out to the communities of Lauderdale and Calder when a date has been set.



Lauderdale Homes



129 Avenue & 103 Street, Edmonton

10th Annual Charity Golf Tournament
 Monday, September 9th, 2019
 Edmonton Country Club
 6201 Country Club Road, Edmonton

GEF Seniors Housing

To register as a golfer or hole sponsor, visit <https://mkgolftournament.eventbrite.ca>

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