

NEWS RELEASE

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Celebrating 65 years of supporting low-income seniors in Edmonton to thrive

At a time of rising living costs for everyone, an Edmonton housing provider is proving collaboration, compassion, and a commitment to well-being work to keep vulnerable people safely and affordably housed. GEF Seniors Housing, Alberta largest non-profit social housing operator for seniors, is gathering with its partners in the community to mark 65 years of supporting low-income seniors to thrive in their Golden Years.

“Supporting seniors to remain safely and affordably housed is of utmost importance, especially in these times of rising cost. GEF’s successful model emphasizing affordability, safety, community engagement and commitment to seniors’ well-being is an example of the creative housing initiatives needed to provide stable homes for the growing number of seniors entering their later years.”

Bernadette DeSantis, GEF Director of Communications and Engagement

“For 65 years, GEF Seniors Housing has ensured seniors on fixed incomes have access to safe and affordable housing. Throughout its rich history, they have been a source of comfort, and a symbol of resilience for countless seniors. I look forward to continuing to build on our partnership - and to celebrate many more years of great work in supporting Alberta's seniors.”

Jason Nixon, Minister of Seniors, Community and Social Services

“The seniors housing sector in Alberta is constantly changing and shifting to best respond to the needs and expectations of today’s seniors. GEF is a leader in innovation – from intergenerational programming, supporting low income community members, extraordinary dining experiences and sustainable capital and operational models.”

Irene Martin-Lindsay, Executive Director, Alberta Seniors & Community Housing Association (ASCHA)

“GEF is often at the forefront of developing responsive service delivery models and programs that meet the needs of older Edmontonians, and Sage thanks you for your partnership, your positive impact on our community, and your leadership.”

Bernice Sewell, Director of Operations, Sage Seniors Association

QUICK FACTS

- Census data from 2021 reveals that seniors aged 85 and older constitute the fastest-growing demographic in Canada.
- In 2023, the average annual income among GEF clients was \$26,120, with an average monthly rent of \$648 for clients living in the Seniors Self-Contained (SSC) Apartments Program where rent is geared to income.
- GEF’s occupancy rate as of April 2024 is 97% on average across its three housing programs (Lodge, Seniors Self Contained Apartment, Affordable Apartment).

RELATED INFORMATION

- For more on our story read, [Coming of Age, Changing Perspectives](#) in Business Elite Canada magazine.

MEDIA INQUIRIES

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GEF Director of Communications and Engagement

GEF Seniors Housing is the largest social housing provider for seniors in Alberta and operates 41 buildings totaling 3,779 units in Edmonton. For 65 years, we have operated under the belief that every senior deserves a home that meets their needs and enhances their well-being, especially for those living on limited incomes. For more information, visit www.gef.org.