



Hello Community Member,

Here at Mill Woods Seniors Association (MWSA), our mission is to enhance the quality of life of seniors in Mill Woods and surrounding communities by providing programs and services that meet their recreational, social, health, physical, intellectual, and emotional needs.

Friendly phone calls, outreach referrals, curbside meals, and online programs are just some of examples of services we provided during the pandemic. COVID-19 hit all non-profit organizations hard, including MWSA. We are now taking extra efforts to increase our revenues to provide the most outstanding programs and services to the pre-COVID-19 level and beyond.

During COVID-19, MWSA membership drastically decreased to 320 members from 957 members. At the time of writing, the membership is at 958 members, thanks to the hard work of the staff developing and expanding programs, with the support of MWSA's volunteers. MWSA has not increased membership fees in several years, remaining at \$30.00 per year, though the cost of operations has increased significantly.

From now until **October 30, 2022**, MWSA is hoping to raise **\$20,000** to cover the operational costs of running our Centre, paying lease costs, running programs, maintaining and purchasing equipment, and other expenses.

We are asking for your help in helping MWSA cover the costs of running a non-profit seniors' organization. We rely on community support from donors, volunteers, and community members to succeed. We do receive some grants from all levels of government, but grants are not guaranteed each year.

Did you know? MWSA's seven full-time, and two part-time employees are NOT employees of the City of Edmonton and are not paid union rates or industry standards. There are two full time employees who are paid through special grants, but MWSA subsidizes these grants. MWSA office employees also volunteer many hours for the association, in which the membership greatly benefits.

We fundraise throughout the year by soliciting donations, participating in bingos and casinos (but there are often restrictions on how the funds can be used), membership fees, program registrations, craft sales from MWSA groups, rummage sales, fundraising gala, and other events. But this only covers **35%** of the total budget for the year.

MWSA licenses the second floor from the City of Edmonton for all our activities monthly. Drop-in and program fees help pay for the rental of the room. If outside organizations rent the second-floor facilities in the evenings or the weekends, the rental fee goes directly to the City of Edmonton, not to MWSA.

If you are looking to donate to a registered non-profit organization for your 2022 Taxation Year, please consider the Mill Woods Seniors Association as your first choice. A tax receipt will be issued for donations **\$25 or more**. All support is greatly appreciated.

If you would like to make a gift, please visit our safe and secure donation page at www.mwsac.ca/support-us, donate in person during regular business hours at 2nd Floor, 2610 Hewes Way NW, or over the phone at **780-496-2933**.

Thank you for your time and consideration.

Sincerely,

Deb Cautley
Executive Director

