

2023/24 ANNUAL REPORT



VICTORIA LIFELINE
Safe and independent living.

Committed to providing Manitobans
with access to products and services
that support independent living.



Mission

We are deeply committed to providing Manitobans with access to products and services that support independent living, while engaging a network of partners.

Vision

To create a connected care model that allows individuals to live their lives with as much independence as possible.

Guiding Principles

- **Client-Focused:** We make a difference in the lives of Manitobans by putting our clients' needs first and doing what is right.
- **Teamwork:** Together we collaborate with our partners to identify needs, establish shared goals and achieve milestones.
- **Trust and Integrity:** We maintain confidentiality and act with compassion.
- **Equity:** We are committed to equitable access for our clients, staff and partners while striving to identify and eliminate barriers to service and opportunity.
- **Innovation:** Where emerging needs require new solutions, we will develop partnerships and implement solutions.





Table of Contents:

- 3 Message from Victoria Lifeline
- 4 A record breaking year
- 5 Ruth's Story
- 5 PARTNER PROGRAMS
- 6 VOLUNTEER PROGRAM
- 7 SUBSIDY PROGRAM
- 7 IMPACT PROGRAMS
- 9 Community Impact
- 10 Safe Suite Program
- 10 SENIOR LIVING SOLUTIONS



VICTORIA LIFELINE
Safe and independent living.

Victoria Lifeline operates across Manitoba on the original lands of First Nations, Inuit, and on the homeland of the Métis Nation. We respect that First Nations treaties were made on these territories, acknowledge harms and mistakes, and dedicate ourselves to collaborate in partnership with First Nations, Inuit, and Métis peoples in the spirit of reconciliation.

Message from



VICTORIA LIFELINE

Safe and independent living.

In 2023, Victoria Lifeline was able to help more people live with an extra layer of safety, peace of mind, and independence than any other year in our organization's history. We are so proud of that milestone, which is underscored by the transformative power of collaboration. Incredible things can happen when organizations work together, and the impact it has on some of the most vulnerable people in our community can be life changing. In this report, we highlight that impact through our service and the programs/partnerships we are so grateful to be a part of.

Please take a moment to read through our Annual Report for 2023/24 to learn about the work being done to support independent living in communities across Manitoba.

We'd like to thank everyone who helped make this year a success, including our long-standing partners at Lifeline Canada who provide the equipment and monitoring. Their caring response associates stand on guard for our clients and answer the calls for help day or night. Lifeline Canada is also celebrating a milestone – 50 years of caring as the leading medical alert service provider in Canada.

Finally, we'd like to extend a special acknowledgment to our staff and volunteers. We are a small but mighty group and the work we accomplished together is amazing. We are looking forward to another year of collaboration and inspiration!

Sandra Duma,
Executive Director
Victoria Lifeline



Nicole Chammartin,
Chair, Board of Directors



A record-breaking year – reaching over 6,000 subscribers in Manitoba

Victoria Lifeline helps older adults and people with physical challenges and their caregivers live with greater independence and dignity in their own homes. Last May, we celebrated 35 years of supporting independence in Manitoba and our first year as an independent not-for-profit organization. Working hand in hand with our partners and healthcare professionals across the province, we reached the 6,000-subscriber mark in 2023, helping more Manitobans than ever before live safely at home.

Victoria Lifeline positively impacts the health care system, reducing the overall need for EMS and hospital visits: 36.7% of alarms requiring assistance in 2023 were resolved without EMS.

Behind each of those numbers is a cherished client - they are our parents, our friends, our neighbours, and that client may even be you. Every client comes to us with a different story, but they all have the same goal, to live life on their own terms. Victoria Lifeline supports that goal with innovative medical alert equipment and monitored medication dispensers that help subscribers remain independent.

TO OUR CLIENTS:

We would like to take this opportunity to thank you for being a Victoria Lifeline client. We consider it a privilege to be welcomed into your home and we take pride in being there for you when it matters most.

6263
clients



113,667 button presses



6,541 alarms
requiring assistance



One in three older adults falls every year. Last year our fall detection pendant detected 626 falls, which translates into over 600 potential lives saved.



Meet Ruth!

Last year we interviewed Victoria Lifeline subscriber Ruth who became a TV star in her own right through our CTV commercials. We not only provided peace of mind to her, but to her wonderful family as well.

*"Now that I have Victoria Lifeline, I'll never be without it. I wish I had gotten it sooner to keep my family from worrying about me."
- Ruth, Lifeline subscriber.*



Watch Ruth's Story.

Partner Programs

We are proud to foster that same spirit of collaboration with our 66 partners across the province who deliver the service to 350 Manitoba and First Nation communities. One third of our clients reside outside of Winnipeg, and because of those dedicated partner programs, we can provide that same caring, personalized service no matter where people live in the province.

We were thrilled to bring 3 new partners into the Victoria Lifeline family in 2023 and we would like to extend a warm welcome to Rock Lake, Cartwright and Manitou! Thank you for helping us deliver the Lifeline service in your communities.

In May of 2023 we hosted our first in-person partner program workshops since the pandemic in Morden, Minnedosa, Brandon and Beausejour. The workshops provide a perfect opportunity to thank our partners for their contributions and introduce new innovative technologies that help older adults remain in the community.

Thank you to all our partner program coordinators who are tremendous advocates for older adults in their respective communities. We could not achieve our goal of customer service excellence without your support.



Spring Workshop in Beausejour.



Volunteers are the very heart of Victoria Lifeline

Our medical alert systems are installed by a dedicated group of Home Service Volunteers in Winnipeg who are committed to the clients we serve. Whether they are empowering older adults to live independently or giving a young client the confidence to live on their own, our volunteers give back to the community in so many ways. Each interaction our volunteers have is an opportunity for a meaningful connection with someone who may be otherwise alone and isolated. It is an opportunity to show someone we care, to listen to their stories, to share a smile and hope for a brighter tomorrow.

Our wonderful office volunteers support operations from scanning and updating client files to conducting post-installation follow-up calls to make sure our clients are satisfied with the service. We also have a dedicated volunteer crew who assist with inventory.

Volunteer Program



“I volunteer because I enjoy helping people and contributing to my community. The insights I can get about a person during a brief visit to their home are remarkable. Witnessing their pride in their family and the life they’ve led, with its ups and downs, is truly a gift.”

- Volunteer Jeff R.

Last year our volunteers:



Helped 4,590 clients



Donated 4,457 hours of service



Travelled 57,588 kms



Prepared 2,264 client packages



Cleaned 781 pieces of equipment



We Love Our Volunteers

“I like to think that I grow into anything that I do and part of that growing into is the environment in which you are working. If it promotes growth and individual happiness, I thrive. The people who coordinate and support volunteers (at Victoria Lifeline) are just wonderful.” - Volunteer Brian C.



Listen to our National Volunteer week radio broadcast.

Or visit <https://www.youtube.com/watch?v=MU0dHXoZSzY>



Subsidy Program

Breaking Barriers to Safety accessing medical alarms at a subsidized rate

We are committed to equitable access for our clients, staff and partners while striving to identify and eliminate barriers to service and opportunity.

The Victoria Lifeline Subsidy Program aims to provide emergency response devices to all eligible individuals at a subsidized rate so that income is not a barrier to having this potentially life-saving service. The program was first introduced in 1994 based on the philosophy that anyone who needs the service should have access to it, regardless of age, ability, or income. Our subsidy program has helped countless Manitobans live with confidence and dignity in the comfort of their own home.

There are currently over 380 clients receiving support through the Victoria Lifeline Subsidy Program.

Victoria Hospital Foundation also provided support for our subsidy program, so we were able to help even more people access the service at a reduced rate.



Watch
Brenda's
story

Brenda Sullivan, RN
Daughter of Joyce, a grateful Victoria Lifeline subsidy client

Impact Programs – The Connected Care Program supports at-risk clients.

The **CONNECTED CARE** program stands as a shining example of what we can accomplish when we work together. Connected Care is a joint program with WRHA HomeCare, Victoria Lifeline, and Victoria Hospital Foundation. With the program, homecare staff identify clients who are at a high risk for falls and refer them to the Victoria Lifeline service. Victoria Hospital Foundation then funds the activation and monitoring cost for one year.

Victoria Lifeline can be the difference between independent living and institutional care for people who are at risk for falls or hospital readmission, and this funding has helped people live safely in their own homes while also supporting their overall health and well-being.

The program has been an overwhelming success and who better to speak to that success than one of our clients and a case coordinator:

“This button has become a part of me. I never take it off. I could not have afforded the service without the program, and I can’t thank you enough.”
- Sylvia

“This is by far one of the greatest programs that homecare has to offer!”
- Homecare Case Coordinator



Healthy Community Partnership Grant:

As a not-for-profit organization, we care deeply about our community and are committed to helping people lead healthier lives through our joint Healthy Community Partnership Grant with the Victoria Hospital Foundation. For many older adults in Manitoba, life can be a constant battle to make ends meet. Despite a lifetime of contributions to their families and communities, some older

adults find themselves struggling financially. The rising costs of living, especially the skyrocketing grocery bills are making it difficult for many older adults to maintain a healthy lifestyle. By providing funding to other senior serving organizations across the province in pursuit of their missions, we can help break down barriers to healthy living.

LAST YEAR WE PROUDLY AWARDED GRANTS TO THREE PROJECTS:



Good Neighbours Active Living Centre

in support of a much-needed free food pantry to address food insecurity for older adults.

Pantry user Scott Paling. "It's great to be able to have things that I don't normally have because of choices on a small budget."

Services to Seniors Program Supervisor Megan Wallace. "Pantry users report feeling less stressed, more supported, and grateful for the kindness and acceptance."



Seniors Independent Services from the RM of Prairie Lakes

The grant helped fund equipment for a short-term loan program, specifically catering to those recovering from knee and hip replacement surgeries. This program is a lifesaver for seniors on a fixed income who would not otherwise be able to afford temporary medical equipment.

"We are so appreciative for the funding, and to be able to make these items available for residents within our R.M." - Senior Resource Coordinator Myra Jonsson



Bridgepark Manor Senior Living Community

The grant funded a Wi-Fi Assisted Listening System to address a critical need for residents who are experiencing hearing loss. This innovative system allows them to connect to the sound system in their multi-purpose room, ensuring they can participate in activities and programs. Through this investment in technology, Bridgepark Manor can provide equal access to programming for all residents, regardless of their hearing capabilities.



Bridgepark Manor resident Betty Falk, "I could hear much better now and more clearly." That smile really says it all!

Community Impact Healthy Living Presentations



Vicki Russenholt,
Education Facilitator Victoria Lifeline

The Victoria Lifeline education team does over 100 presentations a year across the province to both community dwelling older adults and healthcare professionals. Falls continue to be a serious public health issue as one in three adults aged 65+ will fall each year. Certified in the Canadian Falls Prevention Curriculum, our team can provide education and resources on how to reduce the risk of falling, which in turn can help clients remain at home longer.

“As everyone was leaving (after the presentation) someone said, ‘Well I’m going home to have a nap,’ and another lady spoke up and said, ‘I’m going home to do my new exercises from my book!’”

- Senior Resource Coordinator

For older adults, these free healthy living presentations provide vital information on the importance of staying active, the benefits of proper nutrition, fall prevention tips and so much more. Each attendee is given a take home package filled with helpful resources that can support their goal of aging in place. Understanding the link between exercise and fall prevention is a key component of the presentations and when we hear that someone was inspired to make a change, it makes everything worthwhile!

Educators also regularly present to healthcare professionals and even university students who are planning a career in healthcare or aging research. After working with clients and their families for so many years, sharing our experiences and the benefits of our service can be very impactful.



Tina Plett,
Education Facilitator, Victoria Lifeline

“I wanted to express my gratitude for your fantastic presentation. I’ve received overwhelmingly positive feedback from the students, who found immense value in the insights you shared. It’s evident that your expertise left a lasting impression, and we’re truly grateful for the knowledge you imparted.”

- Students Targeting Aging Research (STAR)



Scan for more information on this program

Or visit <https://www.aosupportservices.ca/our-three-pillars/safety-security/safe-suite/>

Supporting other non-profit organizations in the spirit of collaboration is a tenet of our guiding principles and we are incredibly grateful to work alongside A&O: Support Service for Seniors. The work they do to support older adults in the community fills a critical need, including their Safe Suite Program. This Program provides temporary housing for individuals 55+, regardless of gender, who are in need of a safe place to stay due to abuse or neglect. Victoria Lifeline provides a personal alert button and communicator unit at no cost for each suite to ensure there is immediate access to help around the clock. In the 2023/24, Safe Suite program worked with 64 older adults needing to leave situations of abuse and three clients entered a Safe Suite during that period.

Senior Living Solutions

For many older adults, healthy aging is about staying independent and living life to the fullest, but as people age, they have an increased risk of falling and of developing chronic health conditions. Because most falls happen at home, older adults are also at risk for long lie times after a fall and worsening injuries.

That's where Victoria Lifeline can play a crucial role in helping senior living residents remain safe and independent for as long as possible. It can also provide families with much needed peace of mind knowing their loved one is protected around the clock. Victoria Lifeline is a value-added feature that can differentiate a building from other senior living facilities.

Victoria Lifeline has building-wide contracts throughout Manitoba. In 2023 we added a new building to our senior housing portfolio - welcome to the Victoria Lifeline family!



Concordia Village in Winnipeg, MB

“We love that our residents utilize Victoria Lifeline, it gives them, their families and staff, peace of mind that in the event of an emergency they have immediate help at the push of a button!”

*- Mandy Tremblay,
Director of Tenant Resource
Service, Concordia Village*

Our small but mighty group!

Thank you to all our Volunteers and Staff! We look forward to another year of collaboration and inspiration!



Victoria Lifeline has 66 proud partnerships across Manitoba serving 350 communities:

- Baldur
- Beausejour
- Belmont
- Binscarth
- Birtle
- Black River First Nation
- Boissevain
- Brandon
- Carberry
- Cartwright
- Cross Lake First Nation
- Deloraine
- Elie
- Elkhorn
- Erickson
- Fisher Branch
- Fisher River Cree Nation
- Foxwarren
- Gladstone
- Glenboro
- Hamiota
- Hartney
- Holland
- Kenton
- Killarney
- Lac Du Bonnet
- Lundar
- MacGregor
- Manitou
- Melita
- Miniota
- Minnedosa
- Montcalm
- Morden
- Morris
- Neepawa
- Niverville
- Notre Dame
- Oak Lake
- Peguis First Nation
- Pinawa
- Pine Falls
- Reston
- Ritchot
- Rivers
- Rock lake
- Rossburn
- Russell
- Shoal Lake
- Sioux Valley Dakota Nation
- Souris
- Springfield
- St. Laurent
- St. Lazare
- St. Malo
- St. Pierre
- Stonewall
- Strathclair
- Swan Lake
- Teulon
- Victoria Beach
- Virden
- Waskada
- Wawanesa
- Whitemouth
- Winkler/Altona

Unit 1-756 Pembina Highway R3M 2M7
Tel: (204) 956-6779
or toll free: 1-888-722-5222
or visit: VictoriaLifeline.ca

   @VictoriaLifeline



VICTORIA LIFELINE
Safe and independent living.