



Let's assure Calgary seniors together:

There will be an
affordable home
with proper service
support for you.



SILVERA
FOR SENIORS



The trends are astounding

Today, one in 10 people in Alberta is 65 or older. The same is true in Calgary. In the 2030s, it will be one in five.

Seniors are living longer and developing more complex health- and service-support needs. A growing number are living on low incomes.



Urgent need: more seniors' living units and increased service support across the province.



The reality is stark

Nearly one million more Albertans are expected to become seniors in the next decade alone. This translates into an urgent need for 50,000 more seniors' living units across the province during that time.

Even today, there isn't enough affordable housing with appropriate service support for seniors.

Unless we act together, this gap will widen beyond repair.

“Will there be a safe place to live, and will I have enough money?”

We are living longer than any generation before us. It’s a new fact of our lives. Recognizing this, many people are trying to save for more years to come.

Yet, for people of modest means, even the near-term path forward is hardly predictable, including whether they’ll be able to secure a safe and affordable place to live out their longer lives, and if there will be enough service support for them.

To build certainty, we need to collaborate as a community—governments, non-profits, partners and community leaders—to build enough new suites and set affordable rents for them.



83

Average age of residents in Silvera communities with additional services (dining, housekeeping and Active Aging programs)

57

Age of youngest resident

\$322

Minimum monthly amount residents must be left with after paying their income-based rent

Despite best efforts...

Many Calgarians have come up short, even though they have worked hard and saved all their lives. This happens for a variety of reasons. They might have:

- worked in low-paying jobs without pensions;
- lost a spouse and the financial contribution he or she made;
- been forced into early retirement or experienced a financial crisis late in life with no time to recover;
- been faced with chronic illness or received an unexpected diagnosis preventing them from working; and/or
- already outlived their modest savings and made do with little or no family support.

\$1,764

Average monthly **income** of residents in Silvera Independent Living communities with **Basic Support**

\$551

Average monthly **rent** in Silvera Independent Living communities with **Basic Support**

\$1,925

Average monthly **income** of residents in Silvera Independent Living communities with **Enhanced Support**

\$1,434

Average monthly **rent** in Silvera Independent Living communities with **Enhanced Support**

We meet a range of needs

With more than 55 years of service in Calgary, Silvera for Seniors is a trusted leader in providing safe, affordable housing and services to seniors with a range of differing incomes.

We offer several housing and service options:

- Independent Living with Basic Support (secure housing with the services of a resident support social work team, and 24-hour maintenance on call)
- Independent Living with Enhanced Support (all basic services plus daily dining, weekly housekeeping, regular Active Aging programs and 24-hour non-medical staff on site)
- A mobility-friendly wing at one of our Enhanced-support communities
- A memory-care community for people with early-stage dementia

Pricing options range from rents geared to low incomes through to near-market rates.

1,442

Silvera residents Dec. 31, 2018

25

Silvera communities
(in 18 Calgary neighbourhoods)

92%

Resident satisfaction rating

380

Number of Silvera employees

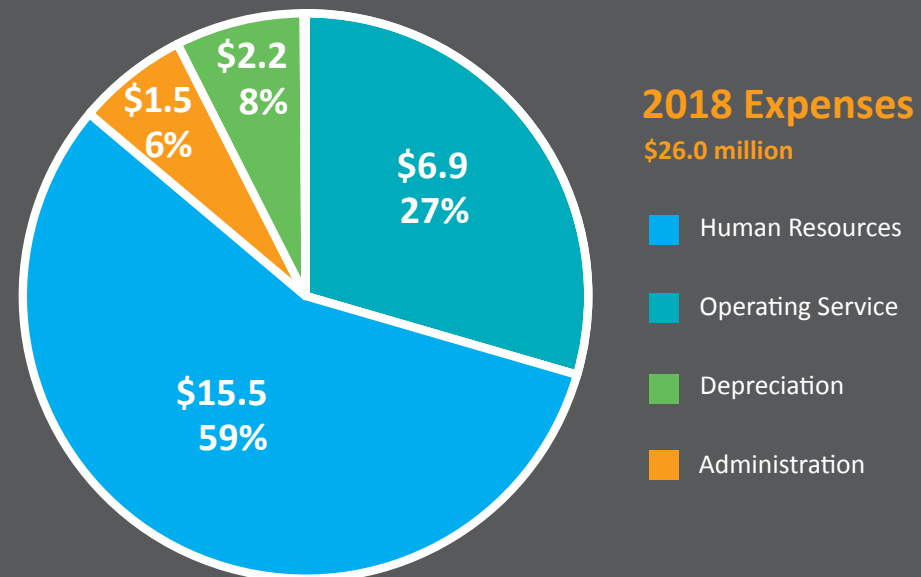
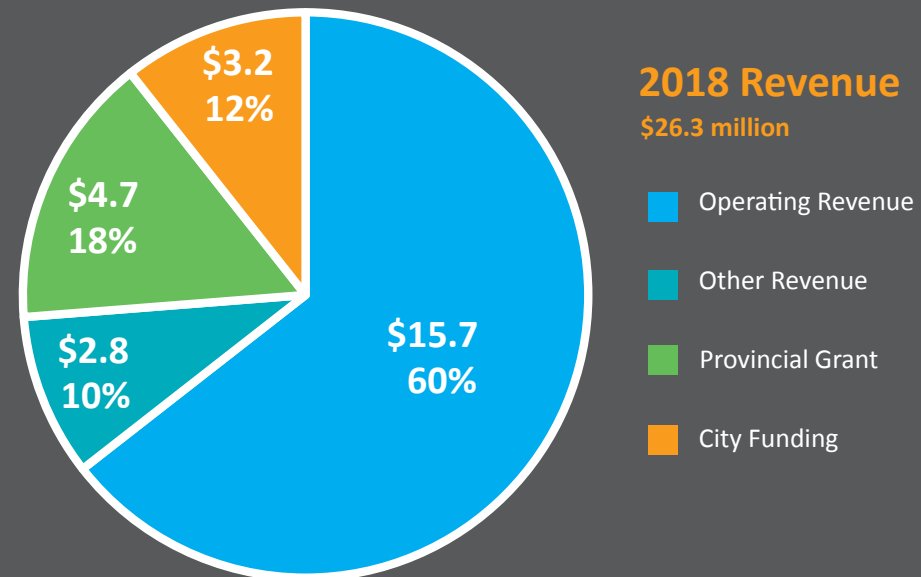
We are a trusted steward

Silvera makes the most effective use of limited human and financial resources. We are prudent and highly efficient in our day-to-day operations, and bold and visionary in our future planning.

Our financial health is critically reliant on resident rents and service fees; nearly 60 per cent of revenue comes from this source. Yet, seniors' incomes are not rising at the same rate as the costs to provide housing and services. We are broadening our revenue base, welcoming interested people to some of our communities at near-market rates.

We also have crucial funding arrangements with the Government of Alberta and the City of Calgary, and our efforts and expenditures are continuously scrutinized by both levels of government.

We recognize we are stewards of other people's money. We hold ourselves accountable to invest it wisely. You can hold us accountable too.



Our advocacy with governments

With the importance of government funding in mind, we have encouraged Calgarians and Albertans to make their voices louder and more powerful as advocates for the immediate and future needs of seniors.

We have stepped up direct advocacy with all levels of government for greater investment in seniors. Specifically, we have asked them to:

- fund new developments to meet demand;
- reinvest in existing buildings to maintain and repurpose them to accommodate seniors' changing needs;
- invest in basic health supports in lodges, a less costly option than hospitals or other facilities with higher levels of care; and
- coordinate priorities between the provincial ministries of Health and Seniors & Housing.



Leadership as partnership

Obviously, Silvera cannot do the critical work we do alone.

We rely on the leadership, wisdom, commitment and generosity of many people.

In addition to rent and government funding, and the wisdom and expertise of partners, we rely on community leaders such as yourself.



Imagine, with your contribution...

- **there is enough safe, affordable housing and life-enriching services** for all Calgary seniors of modest means.
- you not only help avert an affordable housing crisis, but **you help make it possible to create enriching, supportive services to help seniors live their best lives.**
- **what this would mean to a senior** you know, or one you have yet to meet.



Walking the path together..let's chat

There are several ways you can contribute to meaningful, enduring solutions. We'd love to begin a conversation about your own vision for a positive impact on Calgary seniors and the people who care about them.

Join us for some compelling conversation over lunch or coffee.

Please contact

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