



Calgary is no ordinary city.

Yet, along with our spirit and enviable sense of community,  
there is a serious lack of affordable housing  
and services for seniors.



We want to assure Calgary seniors they will have a safe, affordable home with the appropriate services and supports, now and in the future.

### The trends are startling

Today, the population of seniors in Alberta continues to rise faster than any other age group. As of September 2022, more than 725,000 Albertans were over the age of 65. That number is expected to double within the next two decades.

*Source: Government of Alberta*

In 2020, Albertans aged 65 or older accounted for 13.8 per cent of the total population. According to projections, that proportion will reach 18.8 per cent by 2040.

*Source: Fraser Institute*

### The current reality

While supporting people to age successfully is complex, it is simple to understand that investing in our aging population today benefits us all.

When people are properly housed, with quality nutrition, cognitive engagement and a connected community of people around them, they are healthier, happier, safer and more engaged. This helps ease the burden on our healthcare system.

Silvera believes it makes good sense – financially and socially – to invest in and develop homes where older individuals can age well, living their best lives.



**Given that available public funding is limited and the rising number of seniors in need, we must rely more and more each year on cost containment, economies of scale, and the generosity of philanthropic community leaders such as you.**

## **Where Silvera helps**

Silvera meets the essential needs of housing and support services for Calgary seniors with different levels of income. We house 1,799 independent seniors in 27 communities throughout Calgary.

We have 60 years under our belts... and we're just getting started.

## **Our pledge is caring, driven and positive**

We are committed to helping seniors add life to their years.

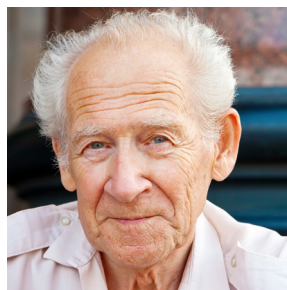
We believe feeling safe at home is fundamental to well-being and healthy aging.

We offer housing, service and lifestyle options for older adults and seniors who value a strong sense of community.

Silvera is the leading choice for people who have limited financial capacity.

Our affordable housing options include rents that are indexed to 30 per cent of an individual's income and a range of rents that are fixed at below market rates.

With good governance, high-performing employees and fiscal responsibility, Silvera will honour our commitment to current and prospective residents and their families – and by extension to our other stakeholders – including you.



Silvera works hard to ensure older Calgarians are able to access appropriate housing that is affordable with the right supports to help them age successfully. We are looking to community leaders to support our efforts and those of our government partners to provide more housing with services and support for seniors.

This support can be directed to our following priorities:

## Silvera Cares Fund

The Silvera Cares Fund supports programs that ensure residents have what they need when their finances can't quite stretch to cover unexpected expenses. The fund also supports initiatives that celebrate our residents and promote positive mental well-being. Programs include:

### **Comfort Closets**

Every Silvera supportive living community has a Comfort Closet residents may access when they are running low on personal hygiene items and can't afford any or get to the store.

This program also provides taxi chits so residents can attend important appointments if they don't have the funds to get there.

Comfort Closets also provide clothing, coats, boots, shoes and warm winter accessories for residents who simply don't have the money to buy these necessary items.

### **Transitions**

Transition is a program that helps residents with moving or cleaning when they are moving into or between Silvera communities. This program supports residents who don't have a network of their own to help them.

### **Milestones**

Turning 100 is a significant milestone! This program provides special wishes and a party for residents who turn 100 while living with us.

### **Medication Assistance**

This program helps residents who cannot afford their medication or other supplies, such as compression stockings, hearing aid batteries, or syringes for insulin.

## Innovation Fund

Silvera is one of the few seniors housing providers with a dedicated research program. We strive to break from any conventional thought or practice that is not helpful to us, and continually seek new ways of doing things. Innovation is one of our organizational values!

This fund supports Silvera's Life, Learning, and Leisure programs, research initiatives, and other innovative programming piloted by our Service & Operations team.

### **Life, Learning, and Leisure Programs**

Silvera's Life, Learning, and Leisure programs encourage residents to be curious, keep learning, try new things, continue doing what they love, stay active and engaged. Programs include:

- Silvera Athlete (physical activities),
- Silvera Artist (dance, music and visual arts programming), and
- Silvera Scholar (mind-challenging activities).

## Community Building Fund

Silvera works with all orders of government to ensure our buildings are maintained and safe and that we are growing our affordable housing portfolio for seniors to meet the need in our community. Community contributions to our capital priorities allow Silvera to strategically allocate and maximize available government funding.

### **Property Enhancement Program**

This program provides the "extras" that are not typically funded through our government partners.

### **Affordable Housing Capital Program**

Silvera is committed to increasing the number of affordable housing units available to seniors in Calgary. Government programs that fund the construction of affordable housing typically require community investment and contribution to projects. Silvera strategically leverages its available internal funds to partner with all orders of government to get projects built. This program enhances Silvera's ability to access the necessary funding to move forward its Capital Growth Plan.

Your pledge will be powerful. Please join us.



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