

1975-2025

Celebrating 50 Years

Report to the Community

2024-2025



Celebrating 50 Years of Impact

Since 1975, The Brenda Strafford Foundation (BSF) has been dedicated to enriching lives and optimizing well-being through care, innovation, and social impact.

This year, BSF marks 50 years of making a difference. From delivering exceptional seniors care and community programs in Alberta to pioneering international healthcare initiatives in the Caribbean, we have proudly built a legacy of compassion, innovation, and social impact.

Our Founding Purpose

1975 - BSF was established on August 15, 1975 by Dr. Barrie Strafford in memory of his late wife, Brenda. The organization was founded out of compassion, under the guiding principle to cater to humanity, creating a legacy in Brenda's name that would perpetuate her desire to give back to the community in a meaningful way.



Laying the Foundation

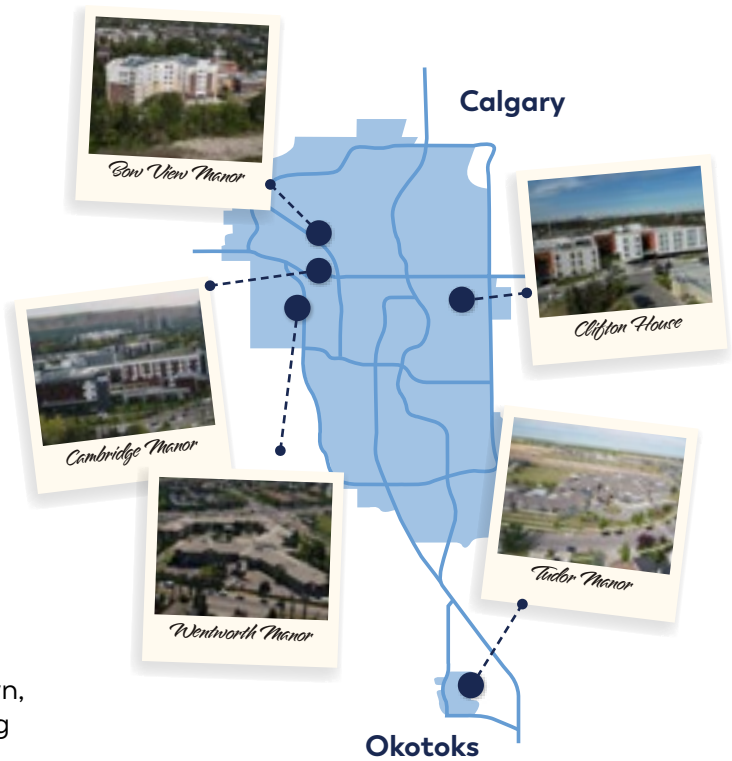
1982 - BSF's first aging care communities were Riverview Nursing Home in Medicine Hat and Bow View Nursing Home in Calgary. Riverview Nursing Home was sold in 1982 to support BSF's charitable work, and Bow View Nursing Home, now known as Bow View Manor, became the foundation's base in Calgary.

50 Years of Care

A Legacy of Growth

From our base at Bow View Manor, we have expanded our seniors care operations to now also own and operate:

- **1996** - Wentworth Manor opened in Christie Park, SW Calgary.
- **2010** - BSF acquired Clifton Manor (formerly the Forest Grove Nursing Home) in Forest Lawn, SE Calgary.
- **2012** - Tudor Manor opened in Okotoks.
- **2020** - Cambridge Manor opened in University District, NW Calgary.
- **2022** - Clifton House opened in Forest Lawn, SE Calgary (decommissioning and replacing



Supporting Our Communities

Empowering Women and Families

1996 - The Brenda Strafford Society for the Prevention of Domestic Violence was founded and opened a second-stage shelter for women and children leaving emergency shelters. In 2010, the Centre relocated and expanded to include progressive housing services.

In 2022, it merged with BSF and is now known as Heart Home Network. With 32 Second-Stage Shelter and 51 Progressive Housing units, it's one of Canada's largest post-emergency women's shelters.

Helping Families Thrive

2008 - BSF supported the opening of Brenda's House with the Children's Cottage Society, offering emergency shelter for families experiencing homelessness. As of March 2025, these family shelter services transitioned from Children's Cottage Society at Brenda's House to Inn from the Cold.



Driving Innovation and Enhancing Quality



Advancing Research

BSF supported the Brenda Strafford Centre on Aging, a cross-faculty hub at the University of Calgary focused on improving health and well-being of older adults through research and education. In addition, BSF established three academic chairs at the University of Calgary:

- **1987** - The Brenda Strafford Chair in Geriatric Medicine
- **1997** - The Brenda Strafford Chair in Alzheimer Research
- **2007** - The Brenda Strafford Chair in the Prevention of Domestic Violence

Shaping the Future

2018 - BSF was recognized as the Alberta Continuing Care Association's Innovator of the Year in both 2018 and 2020.

2023 - The Dr. Barrie Strafford Centre for Learning, Innovation, and Quality (CLIQ), opened in 2023 and is dedicated to driving excellence in seniors care, community support, and international healthcare.

Building Stronger Communities

2019 - BSF launched *A Guide to Creating Dementia Friendly Communities in Alberta*, a resource developed over a two-and-a-half-year pilot project in partnership with the Government of Alberta, Alberta Innovates, and Alberta Health Services to help communities better support individuals living with dementia.

2024 - BSF's *Rhythms of Life Drum Circles* bring residents, staff, and families together through the power of drumming. With benefits like boosting mood, reducing stress, and fostering connection, the program has been a success across BSF sites, leading our CLIQ team to create a toolkit to help other organizations launch their own drum circles.

2025 - CLIQ launched our *Driving Innovation in Continuing Care: A Guide for Innovators*, which provides practical strategies and resources to support innovators and organizations in implementing technologies and practices that enhance care and quality of life in aging care.



Making an International Impact



Establishing Local Services

1984 - BSF established our first international charitable healthcare program, The Institut Brenda Strafford, in Haiti, providing Ophthalmology services and later expanding to include Ear, Nose, and Throat services.

1985 - An eye care program commenced in Dominica, and between 1985-2000, BSF established four health clinics.

1985 - BSF established services in Jamaica, including a hospice, teaching orphanage, and medical centre. This marked the beginning of an evolving campus of care designed to meet local community needs.

2022 - A new Brenda Strafford Eye Centre opened in Dominica. Now, the eye centre and four health clinics are operated by the Government of Dominica.

2024 - BSF launched Livwell by BSF in Montego Bay, Jamaica. Our Jamaica campus now includes a small care home, adult day program, and eye centre.

Enhancing Access to Vision Care

2023 - BSF became a founding member and co-chair of the Caribbean Eye Health Alliance, collaborating with regional partners to improve access to vision care in the Caribbean.

Honouring Our Past, Creating a Brighter Future

As we celebrate five decades of making an impact, we look forward to continue driving innovation, providing compassionate care, and strengthening our communities.

BSF remains steadfast in our vision to create a future where people can live life to the fullest, with dignity, hope and happiness — in caring and supportive communities.

Happy 50th, BSF!



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Pursuit 2028: Strategies & Goals

Our Mission

As a charitable organization we are an innovative force, providing high quality person-centred care and services to optimize well-being and enrich people's lives.

Our Vision

Create a future where people can live life to the fullest, with dignity, hope and happiness — in caring and supportive communities.

Our Philosophy

The Preservation of Dignity and The Pursuit of Happiness

Message from the CEO

As we reflect on the past year, I want to sincerely thank each of you for your support. This year has been especially meaningful as we celebrate The Brenda Strafford Foundation's 50th anniversary, a testament to the strength of our community and shared purpose. Reaching this milestone is no small feat, and it inspires us to dream even bigger for the future.

One of our significant accomplishments this past year was the successful completion of our three-year strategic plan, Pursuit 2025. This plan, shaped by input from residents, clients, staff, families, and partners, has been a roadmap for growth, progress, and innovation. Together, we achieved an outstanding 90.4% success rate across our strategic objectives, a reflection of the dedication and collective effort of our entire community.

Through Pursuit 2025, we introduced initiatives like The BSF Way Neighbourhood Model, enhancing resident experiences and quality of life. We also launched the myBSF Portal, streamlining our operations and processes, and making it easier for employees to access their information.

We also expanded our social impact globally, with the launch of our Livwell campus of care in Montego Bay, Jamaica, which includes our new Adult Day Program Pilot Project, exemplifying our commitment to improving care in under served communities and making a difference where it is needed.

Looking ahead, we are eager to build on this success with the launch of our Pursuit 2028 Strategic Plan. This next phase of our strategic roadmap will drive forward our unwavering commitment to innovation, sustainability, and care.

Together, we will continue to evolve, finding new ways to grow our social impact and deliver exceptional care.



Tony Weeks
President & CEO



“BSF does diverse work, but what moves us all together is the desire and goal to create social impact and improve people’s lives. Our workforce is dedicated, loyal, and they bring forward such passion and energy.”

Message from the Board Chair

This year marks an extraordinary milestone as we celebrate The Brenda Strafford Foundation's 50th anniversary.

For half a century, the foundation has been committed to enriching lives, fostering compassionate care, and driving meaningful change. Reaching this impressive milestone is not only a testament to the strength and resilience of the organization but also a profound reminder of the positive impact we continue to create for those we serve.

Over the years, the foundation's impact has grown tremendously, enriching lives through innovative care and fostering vital connections within our communities. While we honour this legacy, we also look to the future, confident in our ability to continue driving progress and delivering exceptional outcomes for those who rely on us.

On behalf of the Board, thank you for your dedication and commitment to our shared mission. Together, we celebrate 50 years of excellence and look forward to building on this legacy for many years to come.



Clayton Sissons
Board Chair



“

The number of people that the foundation has helped is tremendous and it's growing. You couldn't do what we do, as well as we do it, without great people.



Photo taken May, 2025

Our Board of Directors

Clayton Sissons BA, LLB

Gary Duke C.Tech

Rajesh Ghosh MBA, CPA, CMA, CIA, CISA, CRMA, CGEIT, CDPSE

Norma Jackson RN, BN

Noreen Linton

Dilpriya Mangat MD, FRCPC, MBA

Hilary McMeekin

Fazilah Shariff MSW, MHA, RSW (to January 15, 2025)

Roxanne Sissons RN, BN

Tim Stauff PEng, MBA

Joel Vorra CPA, CA

Message from the Strafford Family

Our family is deeply honoured to reflect on the incredible legacy our father, Dr. Barrie Strafford, began half a century ago. His unwavering vision to make a meaningful difference in the lives of others has continued to inspire and guide the foundation through five remarkable decades of care, compassion, and innovation.

We are very proud of the foundation's impact over these years, which has enriched countless lives and strengthened communities near and far. From investing in person-centred care, to forging pathways for innovation and advancing our social impact, the values instilled by our father remain at the heart of every accomplishment.

Reaching this incredible milestone is not only a celebration of the past but also a testament to the strong future being built. This would not be possible without the collective dedication of the Board, the leadership team, the employees who embody our mission every day, and the unwavering support of our community.

On behalf of our family, we want to express our heartfelt gratitude to all who have contributed to The Brenda Strafford Foundation's success. Celebrating 50 years of impact is a once-in-a-lifetime moment, and we are excited to be part of this inspiring legacy as we look ahead to many more years dedicated to improving lives and strengthening communities.

Thank you for sharing in this extraordinary milestone with us.

“

To do good in the world, that was my Dad's life work. We've accomplished a lot in 50 years, and hope to continue as long as we can.

- Roxanne Sissons



Miles Strafford



Lisa Strafford



Roxanne Sissons

Aging Care & Senior Living

1,121

PEOPLE CALLED BSF
HOME LAST YEAR

330

PARTICIPANTS IN
OUR ADULT DAY
PROGRAMS

SOCIAL IMPACT: WELL-BEING
FOR RESIDENTS, CLIENTS AND
THEIR LOVED ONES¹

4.5/5

RESIDENTS FEEL SAFE AND SECURE
AT BSF, AND TREATED WITH RESPECT
BY STAFF*

4.6/5

RESIDENTS FEEL THEIR CULTURE AND
SPIRITUAL BELIEFS ARE RESPECTED*

4.5/5

RESIDENTS FEEL THAT OUR
BUILDINGS ARE CLEAN,
INVITING, AND ACCESSIBLE*

4.3/5

FAMILIES FEEL THAT THEIR LOVED ONE HAS
THE CHANCE TO BE SOCIALLY ENGAGED AND
PARTICIPATE IN SOCIAL ACTIVITIES

*Based on February 2025 Resident & Family Pulse Survey results



Partnership with the Canadian Alliance for Intergenerational Living

In September 2024, BSF officially launched our partnership with the Canadian Alliance for Intergenerational Living.

Through this partnership, Chris, a post-secondary student, resided with us at our Wentworth Manor location for the 2024/25 school year, receiving subsidized rent in exchange for volunteering his time with our residents.

Some of his volunteer activities included running a bingo night, helping out Therapeutic Recreation team with events and activities — including our Halloween mystery play and costume contest — and spending quality time with fellow residents.



A key benefit of the intergenerational program is emotional support, and it goes both ways. I know I can walk into the hallway and spark up a conversation with anyone. The residents have changed my perspective on a couple things already. I'm hoping I can help them too.

- Chris



Optimizing Well-being Through Walking

Physical activity is important for all stages in life. For older adults and our residents, being active can help improve quality of life.

Staff can benefit from having active residents too. Mobile residents can reduce physical demands on staff, and residents with increased independence can help to improve efficiency and safety in the workplace.

This year, refreshed nursing walking programs, supported by CLIQ, started at our aging care sites. This program will provide another opportunity for movement during the resident's day and an option for residents transitioning from active rehabilitation programs. The program is currently undergoing evaluation to determine its long-term impact on clinical indicators.



Key Benefits of Increased Movement for Older Adults:

- Reduced risk of pressure ulcers
- Prevents decline of physical function (such as preventing a decline from a two-person assist to a full-body lift)
- Lowered risk of bone loss which may reduce risk of fracture from falls
- Provides meaningful opportunities for movement that our residents value and have requested

¹World Health Organization, <https://www.who.int/europe/news-room/questions-and-answers/item/long-term-care>

Community Supports

Heart Home Network

312

SURVIVORS OF GENDER-BASED VIOLENCE SUPPORTED LAST YEAR

8,631

HOURS OF SUPPORT PROVIDED IN OUR CHILD DEVELOPMENT CENTRE

4,190

HOURS OF TRAUMA-INFORMED COUNSELING PROVIDED

SOCIAL IMPACT: INCREASED INDEPENDENCE FOR SURVIVORS OF DOMESTIC VIOLENCE^{1,2}

61

CLIENTS TRANSITIONED BACK TO THE COMMUNITY

91%

OF CLIENTS EXITING THE PROGRAM WERE REFERRED TO COMMUNITY-BASED PROGRAMS



Music for the Soul Flood Relief Concert

On March 3, 2025, Heart Home Network (HHN) faced significant flooding caused by a damaged sprinkler head, impacting resident suites, community spaces, and personal belongings.

Our community rallied together at the Music for the Soul Benefit Concert, raising over \$5,000 to support those directly impacted, so they could purchase immediate necessities like food, clothing, and other essential items.

Thank you to our attendees and sponsors, including Dom & Kathy Saliani, Margaret Warren, and University of Calgary Properties Group.



Meet Swell!

Swell is a 2020 graduate of the Pacific Assistance Dog Society (PADS). Trained to support community care providers, he now works at Heart Home Network as our Accredited Facility Dog, offering comfort and emotional support to those we serve.

In March 2025, students from Bow Valley College partnered with us to create an educational video as a tool to highlight Swell's purpose and presence in our facility. The video helps raise awareness about his training, how he supports our community, and how to interact with him respectfully and effectively.

HeartHomeNetwork.ca/Swell



Brenda's House

Since 2008, Brenda's House has provided temporary shelter for homeless families, helping them move back into housing quickly while offering support with basic needs, referrals, and child development services.

Brenda's House, operated by Children's Cottage Society with support from the Government of Alberta and BSF, has been a cornerstone of care for families in crisis.

In March 2025, Brenda's House transitioned to Inn from the Cold at Neoma, a purpose-built facility owned and operated by HomeSpace Society.



From 2009-2025, Brenda's House served a total of **1,331 families** who were experiencing homelessness, creating a safe place to rebuild and get a fresh start.

This year, an average of **88%** of clients moved into stable housing.

SOCIAL IMPACT: INCREASED STABILITY AND INDEPENDENCE^{1,2}

¹Canadian Women's Foundation, <https://canadianwomen.org/the-facts/gender-based-violence/>

²CaringWorks, www.caringworksinc.org/our-impact/community-impact/

International Healthcare

127

EYE SURGERIES
PERFORMED AT THE
BSF EYE CLINIC IN
DOMINICA LAST YEAR

57,463

CONSULTATIONS
AT THE INSTITUT
BRENDA STRAFFORD
IN HAITI LAST YEAR

2,333

SURGERIES PERFORMED
BY THE INSTITUT BRENDA
STRAFFORD IN HAITI
LAST YEAR

WITH **86%**
IMPROVED
VISION AND **0**
POST-OPERATION
INFECTIONS

SOCIAL IMPACT:
IMPROVED QUALITY OF LIFE¹

99%

OF PATIENTS SURVEYED AT INSTITUT BRENDA
STRAFFORD IN HAITI WERE SATISFIED WITH
THE SERVICE THEY RECEIVED*

84%

OF PATIENTS CHOOSE INSTITUT BRENDA
STRAFFORD FOR THE QUALITY OF CARE*

4.7/5

PATIENTS FEEL THEY ARE TREATED WITH
RESPECT AT INSTITUT BRENDA STRAFFORD*

*501 Patients Surveyed



Introducing Livwell by BSF

In October 2024, BSF proudly launched Livwell by BSF, our campus of care in Montego Bay, Jamaica.

Dedicated to exceptional aging and eye care services, Livwell reflects our commitment to optimizing well-being and enriching the lives of those we serve in Montego Bay.

This launch included the addition of a new Adult Day Centre Pilot Project in collaboration with the University of West Indies Mona Aging and Wellness Centre, and with funding support from the Inter-American Development Bank. The Adult Day Centre provides programming to older adults, including physical exercise, social activities, cognitive games, and more to help improve quality of life and reduce social isolation.

Also located on our Livwell campus is a small care home for older adults, as well as an eye centre that provides consultations, surgeries, and eye glasses.



Livwell is all about making a positive impact in our community. We're creating a place where people can optimize their health and well-being.

*- Angella Graham,
Executive Director of
Livwell*



Sustainable Energy in Haiti

Two years ago, we embarked on a transformative journey to bring sustainable energy to the Institut Brenda Strafford in Les Cayes, Haiti. In December, 2024, we celebrated the completion of phase one of this project.

With 400 solar panels already installed and around 290 days of sunshine each year, this project is doing more than just reducing costs and lowering our carbon footprint. It's powering our capacity to deliver stable and quality healthcare to 250 patients each day and aligns with our mission to optimize well-being and enrich lives.

Over six months, our solar battery system contributed to a **60% reduction** in fuel costs.



¹International Agency for the Prevention of Blindness, <https://www.iapb.org/learn/vision-atlas/>

Innovation & Research



Dr. Barrie Strafford Centre for Learning, Innovation & Quality

SOCIAL IMPACT: SHAPING THE FUTURE



12

INNOVATION ACTIVITIES
SUPPORTED BY CLIQ
LAST YEAR

15

RESEARCH PROJECTS
SUPPORTED BY CLIQ
LAST YEAR



Enhancing Memory Care with Zinnia TV

Over the past year, we trialled an exciting new innovation to improve quality of life for residents in our memory care neighbourhoods.

At our Tudor Manor and Wentworth Manor communities, we participated in a three-month trial of Zinnia TV, an on-demand streaming service designed for individuals with dementia. It offers engaging, visually rich, and calming content that fosters connection, promotes a sense of identity, and supports cognitive and emotional well-being. This tool provides meaningful experiences for residents, families, and staff alike.

“ [Zinnia TV] was able to engage residents with an interest that they had in their past. It has left staff able to reminisce with residents and residents reminiscing between each other.

- Kim W, Program Manager at Tudor Manor

SPARQ-ing Change

In October 2024, we officially launched our Supportive Program for Advancing & Rethinking Quality (SPARQ)!

SPARQ is a new Quality Improvement Committee at BSF supported by CLIQ, bringing together residents, families, front-line staff, and corporate team members to make a real difference and influence change in the places they live and work.



Innovation in Aging Symposium

In March 2025, CLIQ held our very first Innovation in Aging Symposium. It was a great afternoon of thought-provoking speakers, insightful ideas, and meaningful conversations about innovation in aging.

Dr. Samir Sinha, Geriatrician and Clinician Scientist at Sinai Health and the University Health Network, delivered an inspiring keynote, discussing the national and global ecosystem of aging care. Tim Murphy, Vice President of Alberta Innovates, also shared a compelling presentation, exploring innovative approaches to enhancing aging care in Alberta.

A dynamic panel discussion brought together thought-leaders, including Dr. Samir Sinha, Tim Murphy, Patty Wickson, and Dr. Dilpriya Mangat, offering their insights and perspectives on how innovation can drive meaningful change. The day concluded with a networking reception, where these vital discussions continued and new connections were made.

Guide for Innovators



At our Innovation in Aging Symposium, we also launched our Guide for Innovators.

Continuing care in Canada is a complex system. Although innovation is critical, solutions often face challenges like poor alignment, usability, and integration. This guide

equips innovators with the tools to address these issues and drive meaningful change.

We are sincerely grateful to Alberta Innovates, AGE-WELL, Bruyère Health, and the Centre for Aging + Brain Health Innovation for their invaluable support in creating this guide.

[Download the Guide:](#)



Partnering with Bow Valley College

This year, BSF proudly began a partnership with Bow Valley College through CLIQ.

Through collaboration, we will leverage the collective strengths of both organizations, fostering research that addresses and solves local challenges in healthcare, as well as creating opportunities for students to engage in hands-on training experiences.

Together, we are currently exploring a research study focused on dining to enhance the mealtime experience for our residents.



Philanthropy

Thank you for helping us make a difference.

Because of the generosity and support of our community, we are able to make a bigger impact. Together, we are providing **high-quality care** and services for **older adults**, **supporting families** who have **faced domestic violence**, expanding access to **quality healthcare in the Caribbean**, and **driving innovation** to improve the areas we serve. All of our accomplishments are a reflection of the people who have helped us along the way, and we are deeply grateful for your partnership in creating a brighter future.

771

DONATIONS
RECIEVED

OVER
4,600

VOLUNTEER HOURS
LAST YEAR

OVER
\$667K

IN DONATIONS
RECIEVED LAST YEAR

Featured Charity Partner: Circle K - Western Canada BU

Over the past 15 years, Circle K - Western Canada Business Unit has donated **over \$1,500,000** to support Heart Home Network’s services and clients.

At the 2024 Circle K Golf Tournament, they raised \$65,000 for HHN, and after our building experienced a significant flooding event in March 2025, they once again jumped into action, putting together bins of food and hygiene items for each of our clients and families. We are deeply grateful to Circle K for their partnership, kindness and generosity!



BSF Golf Classic 2024

With your help, our 8th Annual BSF Golf Classic raised over \$80,000 to help support our programs and services. Thank you to all of our sponsors!

GOLD LEVEL SPONSORS



AUCTION SPONSOR



EVEN IF YOU DON'T GOLF SPONSOR

Aramark
Remedy Engineering
Rosewood College
Titan Contracting and Demolition Ltd.

BRONZE LEVEL SPONSORS



CART SPONSOR



HOLE SPONSORS

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S2 Architecture
Servpro

BREAKFAST SPONSOR

Medline Canada

BSF TEAM SPONSOR

HomeCare Professionals

HOLE IN ONE SPONSOR

DXN Developments Ltd.

TEE GIFT SPONSOR

Bellwether Family Wealth

Investing in Our People

Employee Education Fund

The Employee Education Fund supports employees' professional and personal growth, fostering learning, building capacity and career development. BSF encourages employees to learn, enhance their skills, build competencies, and excel within their professions.

In addition to our Employee Education Fund, we proudly offer the BSF Kids' Education Fund, an annual award to support the children of our employees in their post-secondary education. We also offer a Professional Development Learning Fund, which supports shorter learning opportunities for our staff, such as conferences, seminars, webinars, and workshops.

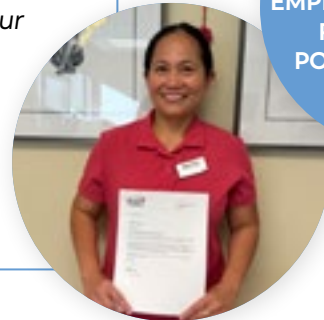
Meet Madonna!

Madonna P., a Health Care Aide at Bow View Manor, chose her career to help care for people in need. She finds the most rewarding part of her role to be ensuring residents never feel alone and offering reassurance to our residents and their families.

"Being a health care aide is something that I cherish, because it is not only helping other people, but also helping your own self to be more kind and helpful. Receiving the reimbursement helps me a lot when it comes to achieving my goals."

OVER
\$55,000
IN EMPLOYEE
EDUCATION FUNDING
PROVIDED LAST YEAR

24
EMPLOYEES RECEIVED
FUNDING FOR
POST-SECONDARY
EDUCATION



Optimizing Our Operations

Streamlining Care with Modernized Systems

BSF proudly partnered with VistaVu Solutions to modernize our operations through the adoption of SAP S/4HANA Cloud Public Edition, MakeShift, and SAP SuccessFactors. This project, called Project Ascend, has streamlined financial management, improved decision-making, and enhanced the employee experience, allowing BSF to focus on delivering person-centred care and optimizing well-being.

The integration of these new solutions has provided real-time data, accelerated processes, and improved financial reporting, empowering us to make informed decisions and deliver better services. This modernization reflects our commitment to innovation and impactful care, creating a strong foundation for continued growth.



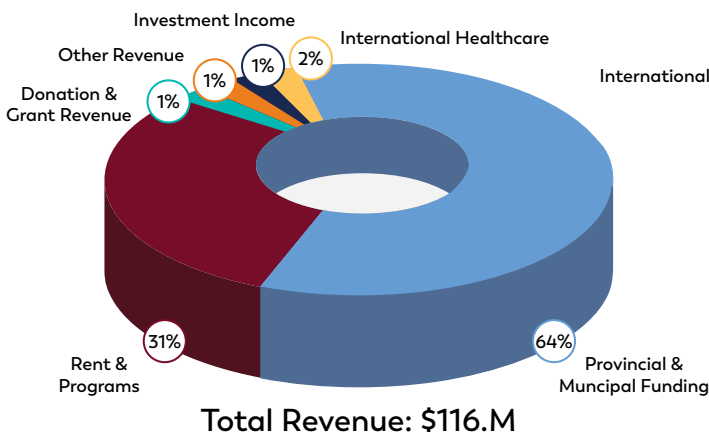
Watch our video to learn more about how we modernized our operations with SAP:



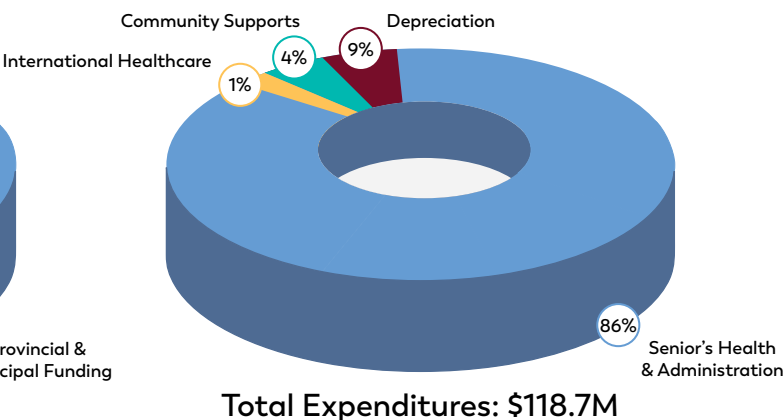
theBSF.ca/SAP

Board Committee Reports

2024-25 Sources of Revenue



2024-25 Expenditures



Finance Committee

Committee Members:

Joel Vorra (Committee Chair)
Rajesh Ghosh
Dilpriya Mangat
Clayton Sissons

Committee Purpose:

The Finance Committee shall oversee and report to the Board of Directors concerning the accounting and financial reporting processes and the internal controls of The Brenda Strafford Foundation. In its governance role, the committee is responsible for the audit, financial reporting, risk management and investment portfolio management.



This year, the finance committee has successfully guided BSF towards greater efficacy and engagement with our workforce through the completion of Project Ascend and the rollout of the myBSF Portal. This transformational implementation will leave long-lasting positive impacts on BSF and position our organization as a leader in business operations and technology. We are incredibly proud of the finance committee's work in responsibly stewarding our resources to maximize impact for our clients, residents, and community.

Governance Committee

Committee Members:

Gary Duke (Committee Chair)
Rajesh Ghosh
Hilary McMeekin
Clayton Sissons

Committee Purpose:

The Governance Committee provides strategic leadership by setting direction, making policy and strategy decisions, overseeing and monitoring organizational performance, reviewing overall accountability and providing recommendations to the Board.



This past year, the Governance Committee continued to strengthen our foundation of principled leadership. With a clear focus on transparency, accountability, and continuous improvement, we support BSF's pursuit of quality and excellence in all lines of service. Additionally, BSF has launched Pursuit 2028, our new three-year strategic plan, which offers many exciting opportunities to expand our impact even further. As we look ahead, we remain committed to collaborative governance and driving meaningful impact for those we serve.

BSF Cares Committee

Committee Members:

Roxanne Sissons (Committee Chair)
Norma Jackson
Tim Stauff

Committee Purpose:

The BSF Cares Committee will ensure that the foundation has a comprehensive approach to governing and managing activities and services the foundation identifies as 'BSF Cares' operations including international healthcare and local community supports. The committee assists the Board in the fulfillment of its responsibilities by ensuring that policies, systems and processes governing BSF Cares activities are implemented.



The BSF Cares Committee continued successful oversight of the foundation's international operations and local community supports. In Haiti, BSF maintained successful operations and made key capital investments, including a solar-battery power system. In Jamaica, the Village of Hope rebranded to Livwell by the BSF. In Dominica, BSF supported strategic progression of the Dominica-China Friendship Hospital, which houses The Brenda Strafford Foundation Eye Centre. BSF continued its role as a co-chair of the Caribbean Eye Health Alliance, supporting two optometry scholarships in Jamaica. Locally, Heart Home Network continued to support survivors of domestic violence.

Health Quality and Safety Committee

Committee Members:

Noreen Linton (Committee Chair)
Norma Jackson
Dilpriya Mangat
Roxanne Sissons
Tim Stauff

Resident and Family Advisory Representatives:

Debbie Ricalton (Co-Chair)
David Severson (Vice-Chair)

Committee Purpose:

The Health Quality and Safety Committee assures the Board that processes are in place to continuously monitor and improve the quality and safety of health and health care for residents, clients, and families, including the quality of life and care processes and outcomes.



In 2024-25, the Health Quality and Safety Committee provided strategic oversight to quality and safety initiatives, emphasizing our data-driven approach to care by modernizing data use and evidence-informed decision-making. Through targeted quality improvement initiatives, we enhanced both the quality of care and quality of life for those we serve.

Human Resources Committee

Committee Members:

Hilary McMeekin (Committee Chair)
Gary Duke
Noreen Linton
Joel Vorra

Committee Purpose:

The Human Resources Committee oversees and advises the Board on matters related to human resources strategy, compensation, workforce engagement, and succession planning.



The Human Resource Committee continued to provide oversight and support through another year of transformation at BSF. This year was focused on launching a number of new systems, including: the myBSF employee portal, an online Learning Management System, and a streamlined recruiting and onboarding platform. BSF also introduced a new mental health support app and a Professional Development Fund to further invest in learning and growth. Recognition remains an important priority with a revamped employee recognition program and the launch of site-level Fun Squads. The Inclusion, Diversity, Equity, and Accessibility (IDEA) Committee was established, along with a working group focused on actionable improvement plans. The Committee was also proud to celebrate BSF's highest-ever Partners in Injury Reduction audit score of 97%.

Get Involved with BSF!



Donate

Your gift helps us make a bigger impact. Every contribution, big or small, makes a difference.

Donate: theBSF.ca/donate



Volunteer

Lend a hand, share a smile, and make meaningful connections. Your time can make a big difference.

Learn more: theBSF.ca/volunteer



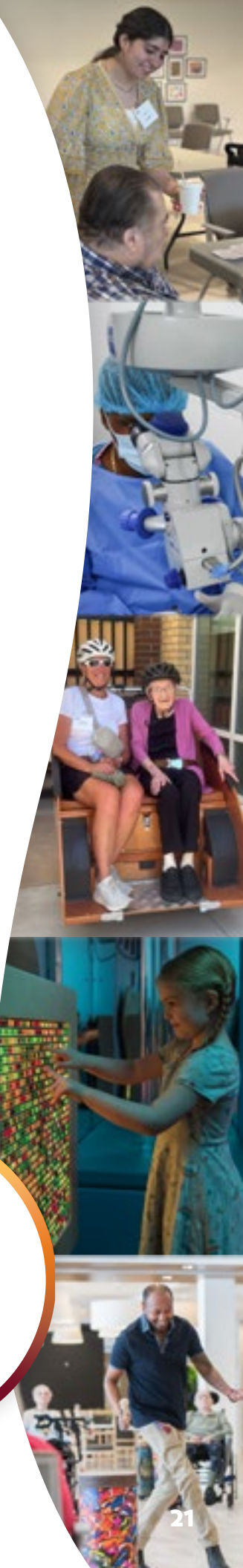
Subscribe

Stay connected with BSF to learn more about our work and ways you can help.

Subscribe: theBSF.ca/stayconnected

Have another idea for how you can support us? We'd love to connect with you!

Email us at:
philanthropy@theBSF.ca



Pursuit 2028:

Strategic Priorities & Goals



ADAPT

to the evolving needs of older adults with diverse, inclusive, personalized services

1. Create vibrant communities with enhanced choice for our residents and clients
2. Champion safety, accessibility, and efficiency to provide outstanding care for our residents and clients



COLLABORATE

to improve sustainable access to health and aging services in the Caribbean

3. Enable broader access to high-quality specialized services to achieve better health outcomes in the Caribbean
4. Play a pivotal role in shaping a regional approach to eye health in the Eastern Caribbean



EMPOWER

safe, thriving, and sustainable communities through preventative and supportive services

5. Engage in leading-edge practices to support survivors of domestic violence
6. Contribute to healthy communities through sustainable infrastructure investments and strong community relationships

The BSF Way is our foundational person-centered approach to care, services, and environments that are personalized, enabling, support positive interactions and relationships, and encourage a sense of belonging. This is woven into everything we do — The BSF Way!

At The Brenda Strafford Foundation, putting people first isn't just an idea — it is embedded in our mission and values and is central to our daily operations.

The BSF Way

EXPLORE

to drive innovation,
lead change, and
create value

7. Build a high-performance culture by streamlining processes and optimizing efficiency of our systems

8. Advance knowledge and awareness in support of the populations we serve to influence system-wide change, locally, nationally, and internationally

CULTIVATE

an inclusive, future-ready workplace focused on engagement and well-being

9. Invest in and develop our people enabling them to reach their highest potential

10. Create a thriving, resilient workforce by prioritizing employee well-being

DO LITTLE THINGS
THAT CAN MAKE
A DIFFERENCE

DELIVER “WOW”
SERVICE

GET TO KNOW WHAT
MAKES A PERSON
UNIQUE

BE PRESENT IN
THE MOMENT

ENABLE AND
RESPECT CHOICES

MAKE PEOPLE
FEEL AT HOME

CHAMPION EVERYONE'S
ABILITIES, INTERESTS
& ASPIRATIONS

BE THE REASON
SOMEONE SMILES

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