



CANADIAN NETWORK *for*
the PREVENTION of ELDER ABUSE

RÉSEAU CANADIEN *pour la* PRÉVENTION
du MAUVAIS TRAITEMENT des AÎNÉS

Community Led, Canada Wide

SEPTEMBER 2025

ANNUAL IMPACT REPORT



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A MESSAGE FROM OUR EXECUTIVE DIRECTOR



September is always an exciting time for our organization, as we take a moment to review and share the impact of our work over the past 12 months. The axiom that “many hands make light work” holds true. I am forever astonished and grateful when I consider everything we accomplish while still operating as a lean organization, under tight deadlines and ever-shifting circumstances. This is all thanks to the active members and supporters of our network, the tireless champions of CNPEA.

This year, Canada welcomed a new government and a new Secretary of State for Seniors, the Honourable Stephanie McLean. The electoral season was an opportunity to remind our decision makers that a comprehensive vision for Canada must include older adults at every level, to ensure that the voices and needs of older people are heard and shape critical policy decisions for years to come.

CNPEA’s work is driven by our pan-Canadian Roadmap to Elder Abuse Prevention in Canada, Future Us, and its three goals:

- Prioritize elder abuse prevention in every community.
- Establish and support elder abuse prevention networks at local, regional and national levels.
- Teach everyone to recognize warning signs of abuse and neglect, how to respond safely and effectively and where to refer in the community to find help.

These are ambitious but nonnegotiable goals if Canada intends to build a strong economy and help all of us thrive across the life course.

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

While our society has never felt more divided, these are non-partisan goals that we can all agree on. We are all getting older and we deserve safety, stability, and dignity at every stage of our lives. Human rights, as the saying goes, do not have an expiry date.

As tangible progress continues toward a U.N Convention on the Rights of Older People, as the Community-Based Seniors Services Sector starts to coalesce across the country, there is still much to be done, but also so much to feel hopeful about.

I would be remiss if I didn't thank the many people and organizations who provide encouragement, expertise, and solidarity on our shared path to social change. I want to especially thank CNPEA's Board members and our departing Board Chair, Sandra Hirst, who move us forward with great passion and dedication. Many thanks as well to the donors, funders and partners who have contributed to the work and successes highlighted in this report.

With all my gratitude,



Benedicte Schoepflin
Executive Director, CNPEA

A MESSAGE FROM OUR CHAIR



To Members and Friends of CNPEA,

CNPEA's annual report provides you, our stakeholders, with a comprehensive overview of our performance and activities over the past year. We are excited to highlight our key achievements, outline our strategic direction, and recognize the supporters, partners and funders who are making this possible.

Communication is core to our work and helps us move our mission forward, whether it is by sharing information and promoting knowledge dissemination, collaborating with other like-minded organizations, interacting with committed service providers through our webinars and newsletter, or engaging with the community during landmark events like WEAAD.

We have moved into year two of our three-year strategic plan. While it is ambitious, we are moving forward in accomplishing our goals. This is thanks to our dedicated Board of Directors, an exceptional Executive Director, and our donors who have and continue to invest in our work; we are so blessed to have you walk this path with us.

Together we will eliminate the abuse of older adults in Canada.

A handwritten signature in dark ink that reads "Sandi P. Hirst".

SANDI HIRST BSCN, PHD
CNPEA BOARD CHAIR

OUR ANNUAL IMPACT

15

Webinars
hosted

3

Online Conferences /
Trainings

4,173

People attended
our online events (+24%)

4

Consultations with Provincial and
Federal Government

7

Consultations/Advisory Roles

15

Media interviews /
Speaking engagements

1,324

CNPEA Members
Across Canada

4,519

Social media followers
across platforms

30K

Hub
Users (+11%)

COMMITTEES UPDATES



ADVOCACY

This committee works with all levels of government, and with NGO partners to:

- Strengthen relationships with decision makers and advance initiatives that inform legislation and policy on elder abuse prevention.
- Develop awareness of emerging issues.
- Ensure that addressing elder abuse and neglect is a priority of government and that older adults' voices are represented in public policy.

AWARENESS AND EDUCATION

With the help of this committee, CNPEA is:

- Engaging with the Canada School of Public Service about co-developing an ageism curriculum for public servants.
- Providing EA expertise for a project between St. Clair College, the University of Windsor and the VAW Coordinating Committee Windsor-Essex on training modules specific to GBV/IPV.
- Preparing to develop short multilingual videos on financial abuse. Advisory Committee recruitment will begin Fall-Winter 2025.
- Contributing to the cnpea.ca website redesign project. The Committee oversaw a critical review of resources and materials currently housed on cnpea.ca.

CAPACITY BUILDING

This committee's mission is to support Goal 2 of Future Us: Establish and support elder abuse prevention networks at local, regional and national levels. It also works to foster collaboration with multi-sectoral organizations to mobilize over key initiatives in support of elder abuse prevention.

FUND DEVELOPMENT

- Supports and monitors CNPEA's fundraising efforts, across various avenues (grants, sponsorships, donations).
- In Spring 2025 the Committee assisted with the hiring of a Fund Development Manager, Brooke Eby, who will develop and implement a multi-pronged Fund Development Plan.

GOVERNANCE

The Governance Committee oversees our Board of Directors and staff in their role and responsibilities. It is responsible for overseeing board policies and ensuring good governance and HR practices, adherence to legal and financial requirements, and alignment with CNPEA's Strategic Plan.

THE YEAR IN REVIEW



SEPTEMBER 2024

- CNPEA co-hosts the webinar *Disclosure and reporting of elder abuse*, and records one of its largest registration ever (935 registrants)

NOVEMBER 2024

- CNPEA participates in the British Columbia 2024 Provincial Summit on Aging

JANUARY 2025

- Presentation on Elder Abuse and *Future Us* Strategy for the Aga Khan Foundation Canada.
- CNPEA hosts two training workshops on Cultural Competency for elder abuse prevention and senior services professionals, with Dr. Rose Joudi (CARYA) (334 participants)

OCTOBER 2024

- CNPEA participates in a special webinar for National Seniors' Day, organized by MP Julie Dabrusin.
- Presentations at Canadian Association of Gerontology Conference.

DECEMBER 2024

- Website update project begins with a review and reorganizing of all current materials available on cnpea.ca.

FEBRUARY 2025

- CNPEA joins the Dementia Coalition led by the Brainwell Institute
- CNPEA contributes to community discussions in support of the *Help Us Remain* project (enhancing care of 2SLGBTQ people living with dementia) led by Egale Canada.
- CNPEA contributes to the PEI Government Advisory on sexual violence prevention and response for older people

THE YEAR IN REVIEW



MARCH 2025

- Submission to the Standing Senate Committee on Legal and Constitutional Affairs re: Bill C-332 on coercive control by intimate partners, recommending that the proposed coercive control offence extends beyond intimate partners and protects elder abuse victims.

MAY 2025

- Hosts the **online symposium Collaborate for Change: Dementia-Aware Responses to Abuse in Later Life** with partner EAPO.
- Contributes to a national study on Preventing Financial Abuse of Older Adults held by F/P/T Forum of Ministers Responsible for Seniors.
- Key Informant Interview with the Registered Nurses' Association of Ontario for the update of their Best Practice Guidelines on Preventing and Addressing Abuse and Neglect of Older Adults.

JULY 2025

- Contributes to a study on Elder Abuse Data Collection and Sharing held by F/P/T Forum of Ministers Responsible for Seniors.

APRIL 2025

- **Historic decision:** Governments decide to start drafting an **international convention on the human rights of older persons**.
- Participates in “Vieillir en force: briser les tabous et s’épanouir”, hosted by RTOERO and FARFO.
- **2025 Federal Election:** CNPEA’s call for action *A Canada for All Ages* and Open Joint Letter to Political Parties.

JUNE 2025

- **WEAAD Event - Age With Attitude**, with the Hon. Stephanie MacLean (461 registrants).
- **CNPEA receives HelpAge Canada’s Aging Boldly grant** to develop a new ageism module for the *It’s Not Right* programme.

ADVISORY ROLES

- Canadian Coalition Against Ageism led by ILC Canada
- Dementia Coalition led by Brainwell Institute
- EAPO Aging Boldly Podcast
- Trafficking of Older Persons Study, Lakehead University
- Kokum: Building Resilience through Communities of Older Indigenous Women with Disabilities, led by DAWN
- *Stranger than Family*: Consent, capacity, and decision-making for people who are facing dementia, Dr. Celeste Pang (Mount Royal U.)



SPOTLIGHT:

Collaborate for Change: Dementia-Aware Responses to Abuse in Later Life

Summary

An online symposium focused on enhancing coordinated support of older victims of elder abuse, family violence, and gender-based violence, particularly when they are living with dementia or experiencing cognitive impairment.

This symposium aimed to:

- raise awareness of successful collaborative intervention team models across sectors to assist older adults who have experienced violence, abuse or neglect;
- illustrate the roles that support services and law enforcement can play in assisting older victims by being trained to detect ageism, avoid ableism, and understand seniors' needs better;
- Examine best practices to provide safe, respectful, trauma -and violence- informed services and appropriate support.

Release and Reach

Hosted in May 2025 in partnership with EAPO.
4 sessions, 268 participants across Canada.
All sessions recorded and [available on YouTube](#)

Materials

Download the infographics:

- [Resources List](#) (ENG)
- [Sessions Highlights](#) (ENG)
- [Leçons des sessions](#) (FR)

Thank you

To our partner Elder Abuse Prevention Ontario and to presenters:

- **Margaret MacPherson**, Research Associate, Centre for Research and Education on Violence Against Women and Children
- **April Tucker**, Indigenous Resource Liaison (South), Alberta Elder Abuse Awareness Council
- **Meaghan Westlund**, Team Leader for Outreach Services, Unison Alberta Elder Abuse Shelter
- **Gifty Asare**, PhD, Director of Research and Community Impact, WomenatthecentrE
- **Amanda Bitter**, Detective Constable, Major Crimes Bureau, Intimate Partner Violence, York Regional Police
- **Josh Wyman**, PhD, Assistant Professor, Department of Psychology, King's University College at Western University

This event was possible thanks to the support of the Department of Justice Canada for Victims and Survivors of Crime Week.

COMING
FALL 2025:

THE WILDFLOWER WAY

Learn more at our special
launch webinar:
November 26, 2025
at 10 AM Pacific /
1 PM Eastern

Save the date!

What is the Wildflower Way?

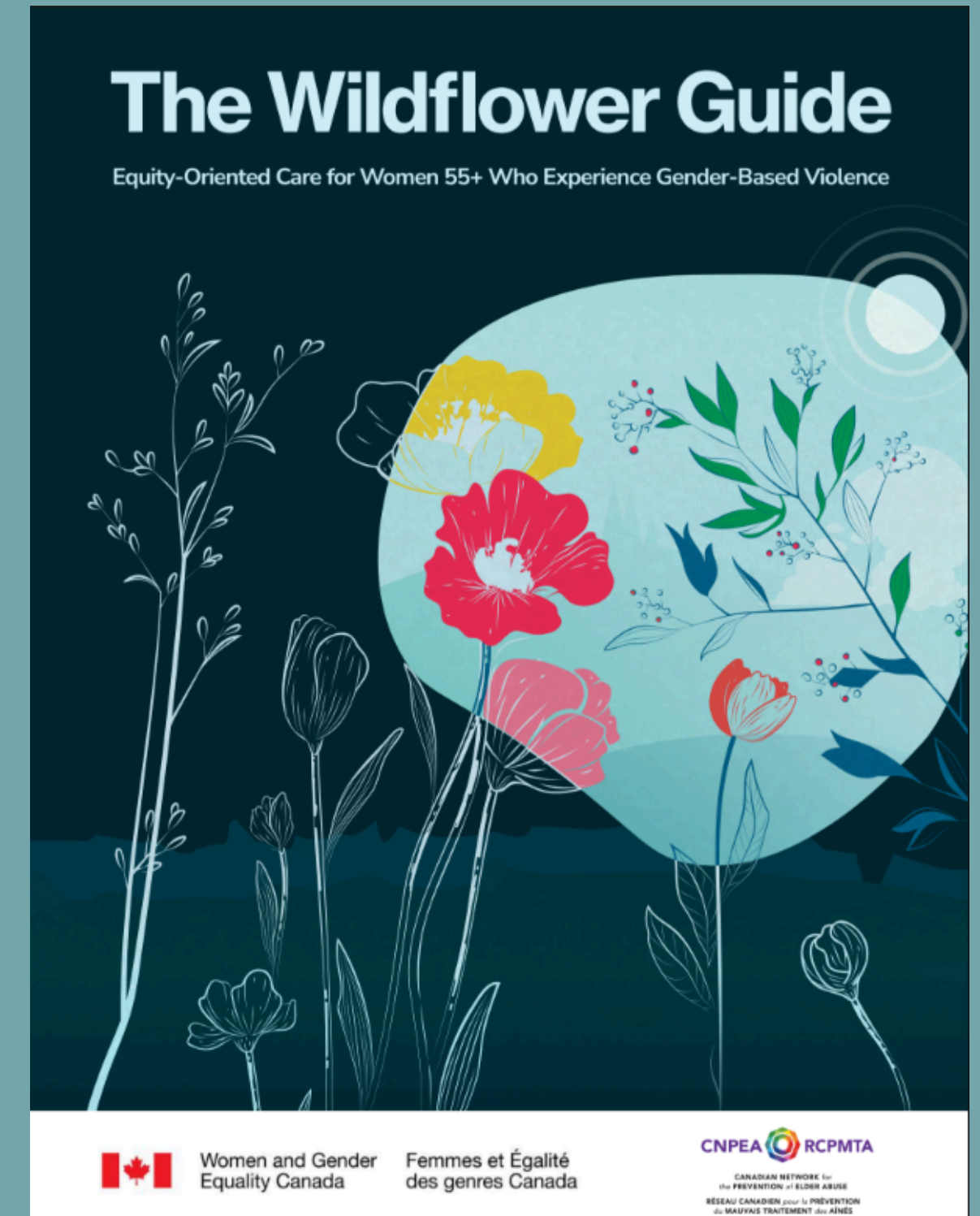
The Wildflower Way is a suite of tools designed to support professionals and leaders in human services to integrate services for older women who have experienced gender-based violence (GBV) into broader equity efforts through relational, trauma -and violence- informed policy and practice.

The Wildflower Way is both a narrative strategy and a practical guide for nurturing this growth, offering a path toward sustainability, healing, and genuine systemic change in human services.

Upcoming: Framework and Tools:

The Wildflower guide will provide context and strategy to support implementation of the following tools:

- **An Organizational Assessment** to assess current state of response and priority areas
- **A Self-Reflection Tool** to support integration of trauma -and violence- informed (TVI) principles into practice.
- **A GBV Primer:** a knowledge check for professionals
- **Infographics** that expand on concepts introduced in the guide.



- The WAGE Canada grant that funds the Stop GBV55+ project (now *Wildflower Way*), and a smaller grant from Justice Canada for Victims and Survivors of Crime Week, allowed CNPEA to pursue exciting, meaningful work again this year.
- A generous donation from Home Equity Bank will help CNPEA develop a new project focused on financial abuse prevention this coming year.
- Since our revenue exceeded \$200,000 this year, for the first time, CNPEA completed a full audit of our financials, carried out by accounting firm Reid Hurst Nagy.
- Given our excess cash position, \$50,000 were invested in a high interest fixed term deposit as a reserve fund.

CNPEA is currently in steady financial standing. We continue to regularly pursue relevant project funding while also expanding and strengthening our fund development efforts to diversify CNPEA's revenue sources and guarantee our stability and longevity.

[View the audited financial statements to March 31, 2025](#)

FINANCIAL REPORT

FUNDING SUMMARY

Donations	\$ 249,240
Grants	\$ 276,323
Fees for service	\$ 1,500
Interest Income	(\$ 679)

FINANCIAL SUMMARY

CURRENT ASSETS

Funds	\$ 280,098
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LIABILITIES

Accounts Payable	\$ 16,566
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FUND BALANCE

Operating Fund	\$ 280,098
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Thank you to all our donors, funders and volunteers!



Our work would not be possible without the support and collaboration of countless individuals and organizations. We wish to thank all of you who championed our mission again this year:

Our departing Board members: Marta Hajek and Judy Beranger for their dedication, knowledge and generosity over the years. Much gratitude to our exceptional Board Chair, Sandra Hirst PhD. , for boldly leading our Board onward and upward, always.

Our members for supporting our cause, and for their daily commitment to older people's well-being across Canada.

Provincial, Territorial and local prevention networks and organizations in the aging sphere across the country, for carrying out critical work and for sharing their informed perspectives and expertise with us.

Our donors, known and anonymous, whose gifts and words of encouragement make a considerable difference for our organization. Special thanks to:

- **Dr. Gloria Gutman** for her advocacy for CNPEA and for establishing the Gloria Gutman Fund for Elder Abuse Prevention at the Vancouver Foundation.
- **Home Equity Bank** for their donation in support of an upcoming project on Financial Abuse prevention.
- **The RBC Foundation and Anonymous at the Edmonton Community Foundation** for their donations in support of our organization's mission.

Our funders

- The Department of Justice Canada who funded our Symposium Collaborate for Change: Dementia-Aware Responses to Abuse in Later Life during Victims and Survivors of Crime Week.
- HelpAgeCanada who is funding our ongoing project *It's Not Right, Neighbours, Friends and Families Respond to Ageism*.
- Women and Gender Equality Canada who is generously funding our 5-year Stop GBV 55+ project.



**SUPPORT
CNPEA!**

**Your charitable donations are critical to sustain our work.
Please consider making a gift to CNPEA today.**

Immediate impact

You can donate to CNPEA through our secure CanadaHelps donation form at:
<https://cnpea.ca/en/donate>

Long-Term Impact

You can contribute to our long-term sustainability through the **Gloria Gutman Fund**, held in trust at the Vancouver Foundation:
www.vancouverfoundation.ca/gloriagutman

Monthly donations are an easy way to make a significant difference for CNPEA with limited impact on your budget. You can set up a monthly donation easily through CanadaHelps and through the Gloria Gutman Fund page.

All donations are eligible for tax receipts.

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For any questions about charitable giving, contact our Fund Development Manager, Brooke Eby, at brooke.cnpea@gmail.com

**STAY IN
TOUCH
WITH US!**



**Canadian
Network for
the Prevention
of Elder Abuse**

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CNPEA Executive Director surrounded by partners and collaborators at the Provincial Summit on Aging, Richmond, BC, November 2024.

**Sign up to become a member and
receive our e- newsletters:**
<https://cnpea.ca/en/get-involved>

Follow us: @cnpea on FB, X,
LinkedIn

We look forward to
making even more of an
impact with you next
year!

