

1975-2025

Celebrating 50 Years

Social Impact Report

2024-2025



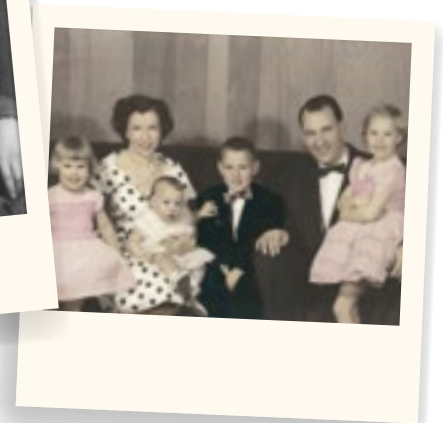
Celebrating 50 Years of Impact

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

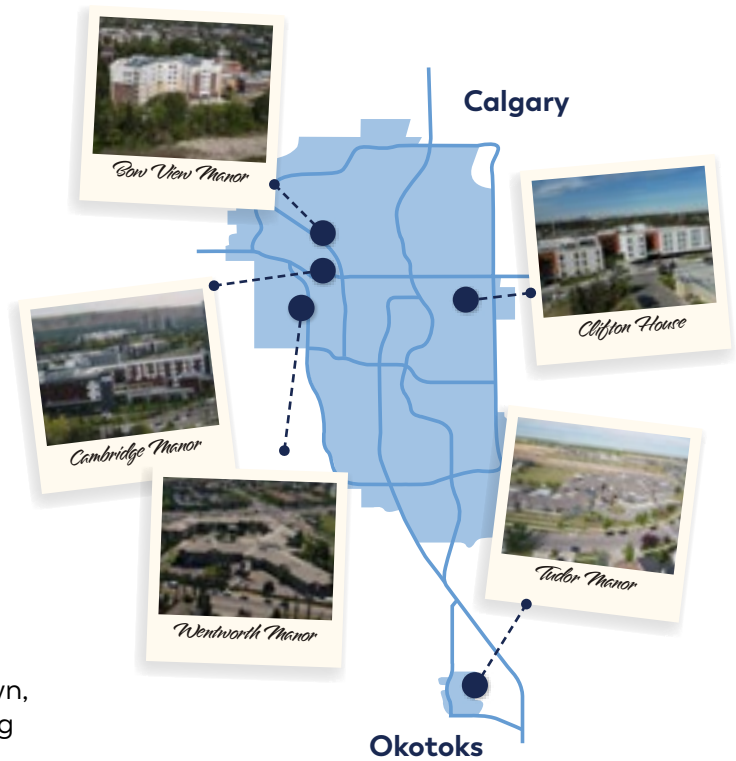
1982 - BSF's first aging care communities were Riverview Nursing Home in Medicine Hat and Bow View Nursing Home in Calgary. Riverview Nursing Home was sold in 1982 to support BSF's charitable work, and Bow View Nursing Home, now known as Bow View Manor, became the foundation's base in Calgary.

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!



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

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



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



The
**Brenda
Strafford**
Foundation

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