



## FEATURED WORKS

“ I have worked with Studio 2 Designs (Susie) on many projects in the tourism industry with the destination marketing organizations of Explore Gold Country, and most recently Tourism Valemount. Her professionalism, thoughtfulness and creativity makes for a great working relationship. She is prompt with tasks, and can take an idea and make it a reality. She provides great feedback and always ensures the customer is completely satisfied with the end results. ”

Marcie Down  
EXECUTIVE DIRECTOR  
**TOURISM VALEMOUNT**



## WELCOME TO VALEMOUNT

Surrounded by majestic mountains this vibrant village welcomes you to experience all our seasons! Valemount is situated in a corridor leading to seemingly unlimited outdoor recreation and local cultural experiences. Explore the diverse trail network, discover natural gems, and quiet serene locations where you can relax and enjoy scenic views year-round. Those who enjoy the adrenaline rush of white-water rafting, hiking and downhill biking will find many reasons to keep coming back. Prefer the gentler activities like hiking, paddling, and fishing? We have that too. Visit Valemount, explore our seasons, our culture and our wild side. Experience for yourself why Valemount is the middle of everywhere.

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## SPRING ITINERARIES

### Spring

**1-DAY**

**Day 1:**

With the warmer days of Spring, comes the annual glacial melt. Visit one of the nearby waterfalls to see them in their most glorious, roaring state.

**3-DAY**

**Day 2:**

The RR Stewart Wildlife Area (also known as Cranberry Marsh) has a 6km loop trail that will give you ample opportunities to see the various birds and wildlife of the area. Two viewing towers (not accessible during) take you high above the marsh for an all-encompassing view.

**Day 3:**

Embrace your Wild West tendencies and book a guided horseback ride. 1 hour, 2 hour, and multi day options available.

**5-DAY**

**Day 4:**

The cross-country mountain bike network on Swift Mountain lends to get the early Spring sun, and as a result, is one of the first areas to melt in the Spring. Get a good start to your new fitness by pedaling one of the many various bike trails.

**Day 5:**

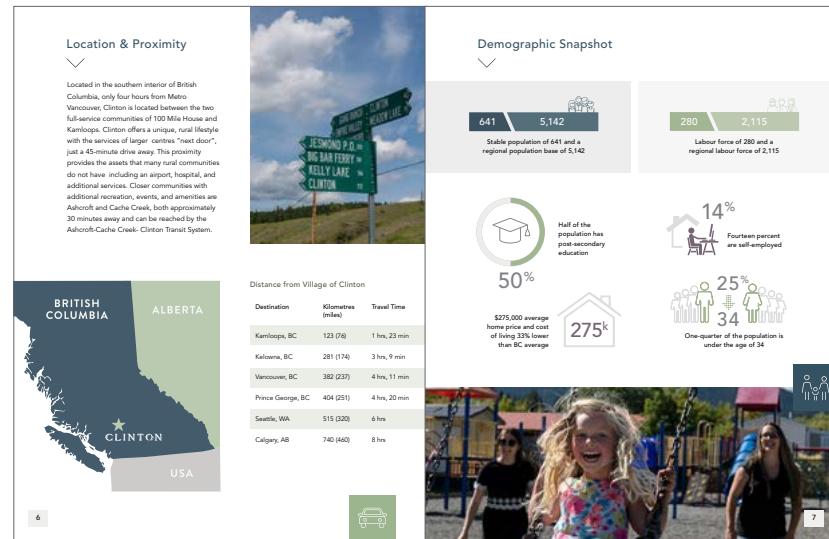
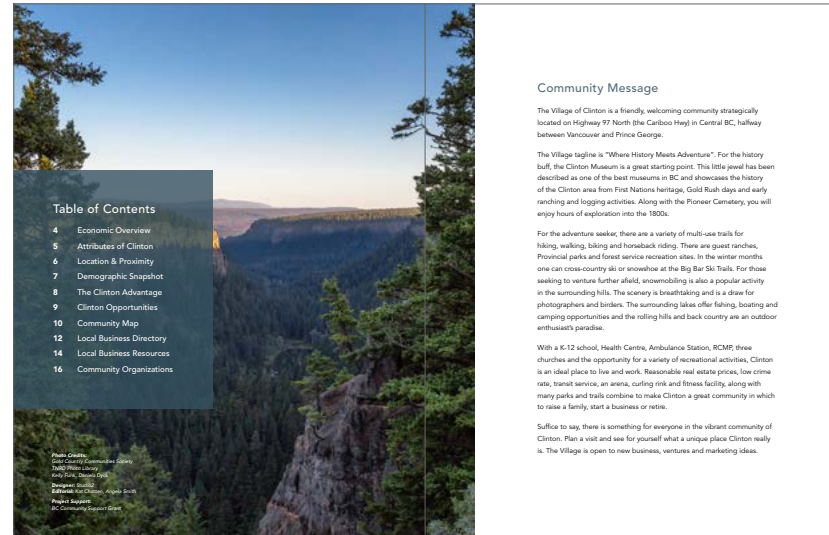
After all of that hard work, take care of yourself with a massage & facial. Locally created skin-care products are available for purchase, so you can be reminded of the mountains year-round.

“ I have had the privilege of working with Susie and Studio2 on more projects that I can count from tourism guides, investment materials, websites, and advertisements. The work is always beyond my wildest expectations and their flexibility should qualify Studio2 Design for sainthood. They been my go-to for almost 10 years now. Always impeccable work and great communication. They are guaranteed to make your ideas look amazing! ”

Kat Chatten

COMMUNITY DEVELOPMENT COORDINATOR  
**VILLAGE OF CLINTON**

# Municipal Design COMMUNITY PROFILE







Our Mission

The Lake Country Art Gallery informs and builds community through enriching and sometimes challenging exhibitions. It offers diverse and inclusive programming and gives space to artists in varied artistic practices. It is accessible, engages the local community and beyond, and fulfills its role with a strong, contemporary voice.



Our Values

**COMMUNITY-** Build and support a local art audience and encourage cultural citizenship. **COLLABORATION-** Seek out and initiate collaborations with other community groups. **CULTURAL VITALITY-** Ensure the inclusion of the unique voices, artists, ethnicities, heritages and interests of the Lake Country community. **INCLUSION-** Create a welcoming and supportive atmosphere in the gallery that encourages and fosters intersection and dialogue with art. **INTEGRITY-** Operate with integrity, professionalism and transparency within the scope of available financial and human resources.



CONNECT “Inclusive, friendly and creative.” 2022 Community Survey ”

We reach out and engage our community through highly accessible, diverse and responsive programming.

EXHIBITIONS

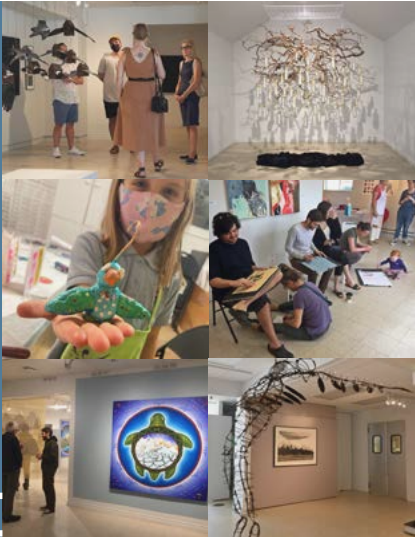
We present artwork that demonstrates a high level of excellence; that engages, challenges and enriches our community by bringing new artists and artwork into the gallery from other regions, as well as by supporting and showcasing the work of artists that live and work within our community and beyond.

PROGRAMS

We offer innovative, educational and accessible public programming that may integrate with our exhibitions, or stand alone. We present classes, workshops, events and gatherings that inspire, engage and appeal to a broad range of interests, age groups and skill levels.

“Provides a welcoming space for people to meet and explore art.” 2022 Community Survey ”

INNOVATE



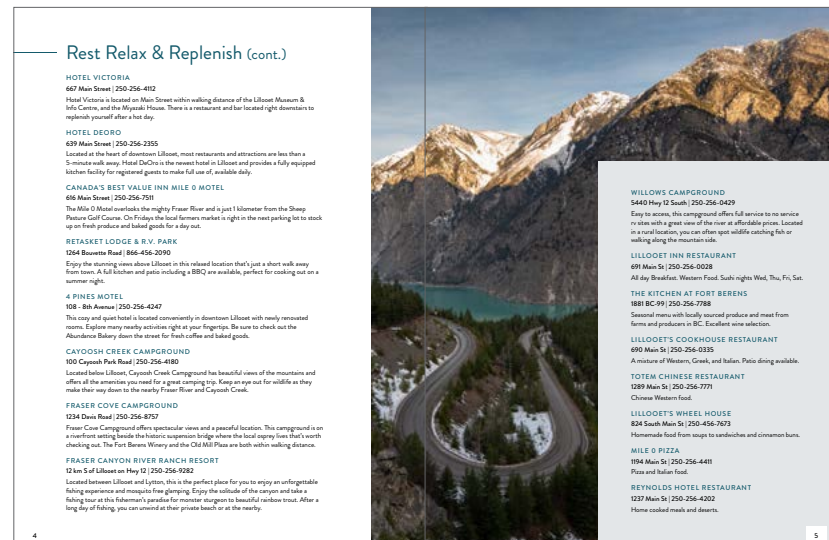
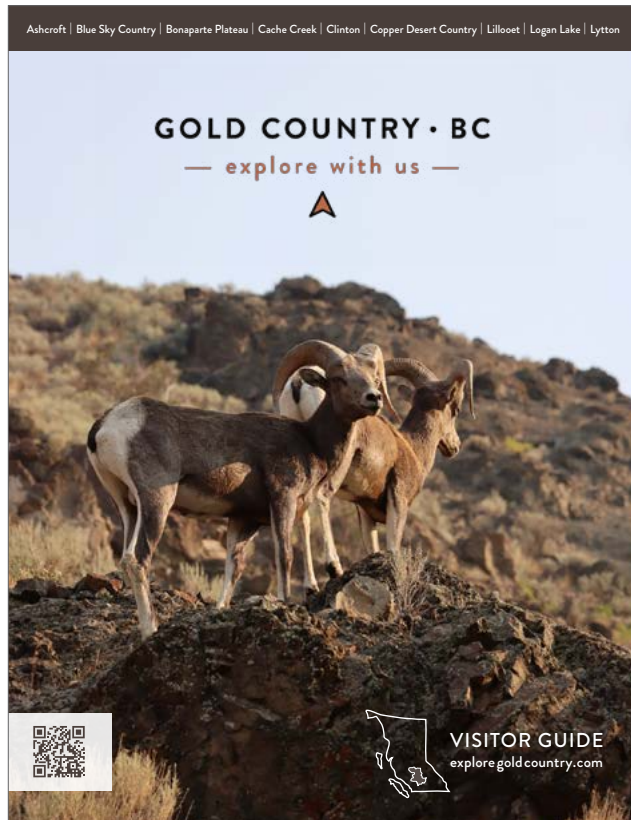
“

We are a non-profit destination marketing organization that has worked with Susie and her team for many years. Their team has provided design services for our popular Visitor Guides, Trail Guides and our website. Studio2 is consistent with their turnaround time and continually wows us with their graphic design. They are great at understanding our concepts and executing the design. We enjoy their flexible nature and competitive rates. Working with Susie is a pleasure and I look forward to working with her and her team whenever the opportunity arises.

”

Brandy Cooper Chardon

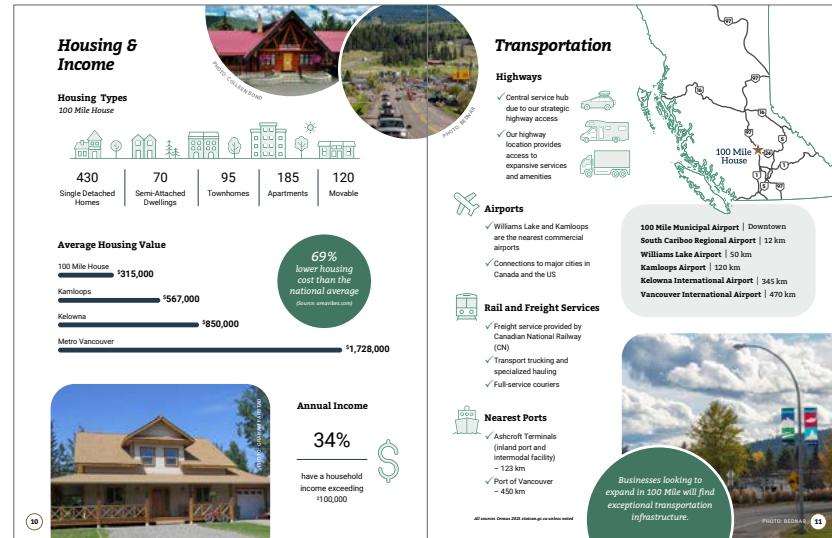
MARKETING MANAGER  
GOLD COUNTRY COMMUNITIES SOCIETY





# Municipal Design

## COMMUNITY PROFILE



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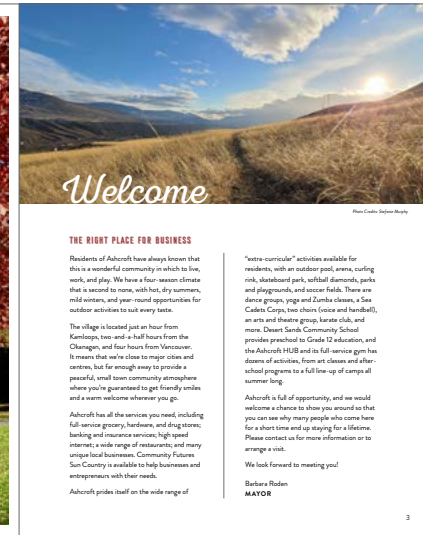
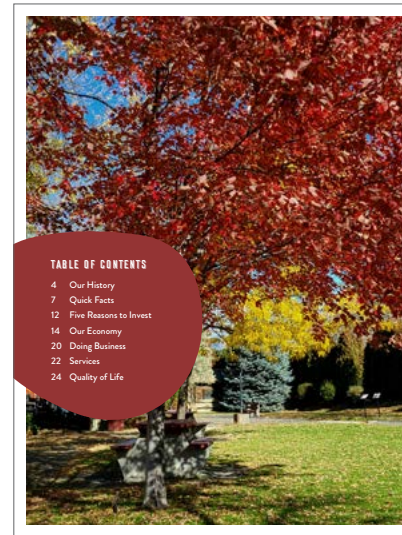
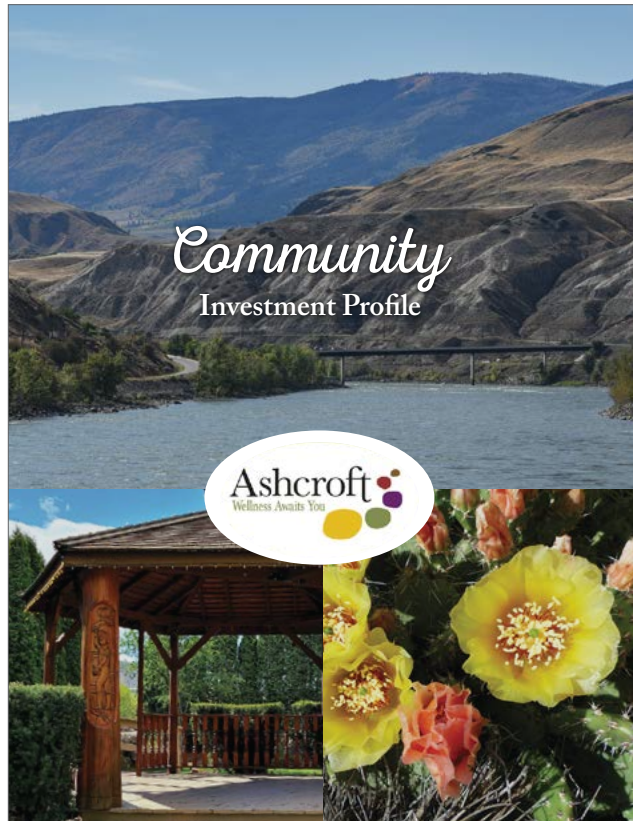
I have worked with Susie on multiple projects, including municipal key economic development foundational pieces for 100 Mile and Ashcroft. She is highly skilled and very creative. Always quick to respond to requests and consistently delivers high-quality work. I am pleased to recommend her and look forward to our next project together.

”

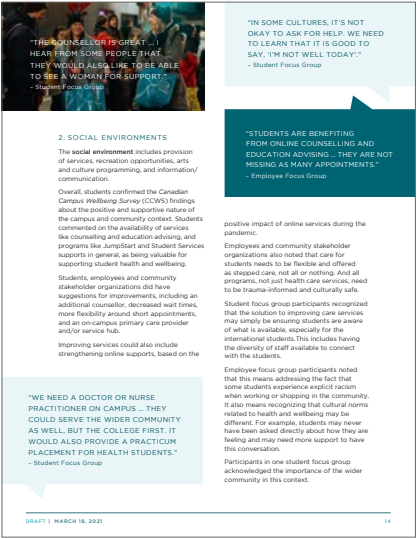
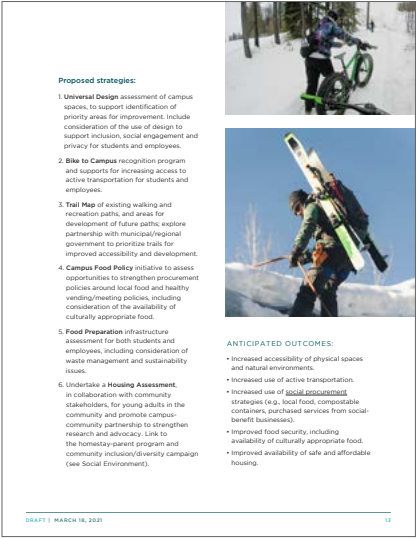
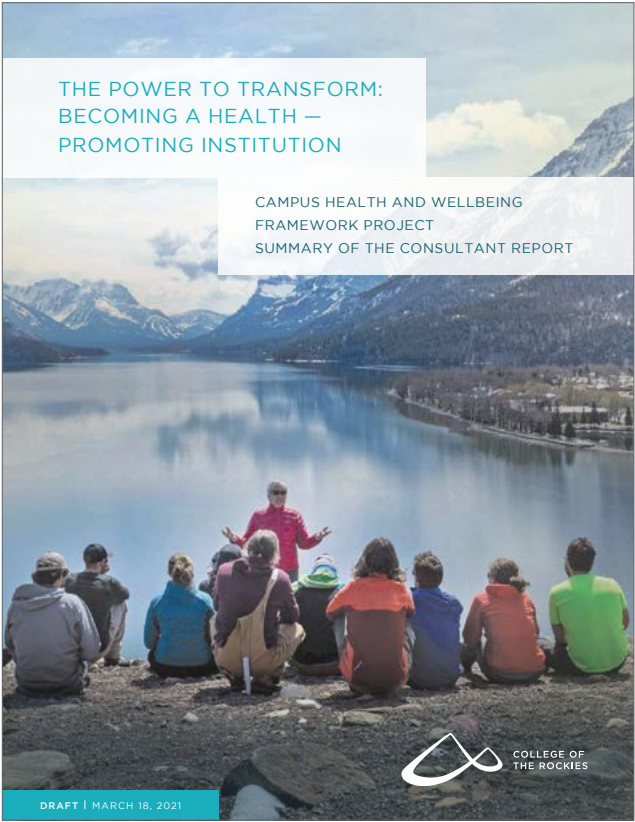
Colleen Bond

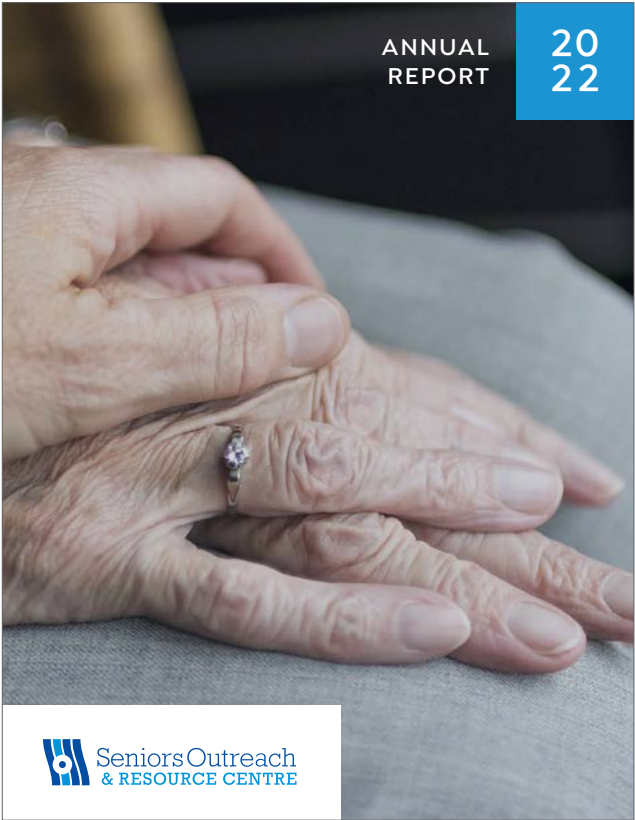
PARTNER  
**EDCD CONSULTING**

# Municipal Design INVESTMENT PROFILE









### Our Impact

In 2022, our caring staff worked with community partners and 111 volunteers to improve the lives of 1,907 seniors.

<b>LIGHT HOUSEKEEPING</b> 2,476 services	<b>YARD WORK</b> 508 services	<b>SNOW REMOVAL</b> 378 services	<b>TRANSPORTATION</b> 1,440 services	<b>FRIENDLY VISITING</b> 2,820 services
<b>GROCERY SERVICES</b> 718 services	<b>SeniorsOutreach &amp; RESOURCE CENTRE</b>			<b>MEALS &amp; BANQUETS</b> 1,237 services
<b>INCOME TAX RETURNS</b> 512 services	<b>HOUSING SUPPORTS</b> 1,379 services	<b>SENIORS SAFETY CALLS</b> 3,080 services	<b>LINKED TOGETHER SUPPORTS</b> 2,092 services	<b>SENIORS CENTRE WITHOUT WALLS</b> 5,362 services

### IMPACT STORY

Every week, our oldest community members remind us how much we can learn from their wisdom and resiliency. Their stories also demonstrate the difference that timely social supports can make to help people bounce back from what life throws their way. People like Donna, who we met in the summer. At the time she was living in her car, as she was evicted from her rental suite when the owner sold the property. Donna spent a career helping others as a Care Aide, but the wages from her work in the caring economy were modest. Like many people who walk in our door, she learned that BC Housing had a wait list of 2-3 years for social housing.

Our region's very low vacancy rate and rising rental costs posed challenges for a retiree on a fixed income. Living in a car also impacted her movement and hydration, and eventually she developed blood clots that needed hospitalization. Over the next five months, our Link Worker and Housing Navigator supported Donna to find a way forward, navigating medical services, emergency shelters, nutritional supports, and social services. We also assisted Donna with her search for housing and completing applications. In November, she secured a new home operated by another nonprofit organization that operates affordable rental housing. For someone who spent a lifetime caring for others, Donna observed a system of social care to help her when it was needed.

“We are grateful to have the support of government funders, community foundations, charitable partners, service providers, friends, family caregivers, and more than 100 outstanding volunteers.”

We all know that 2022 was another challenging year for all of us, and especially older adults in Kelowna and region. On the heels of the pandemic, came global inflation that made it very challenging for seniors on a fixed income to pay for rent, food and medications. While our services are open to all seniors, we have a strong focus on reaching isolated and low-income seniors who are too often struggling in silence.

Our staff, volunteers and partners were asked, yet again, to rise to the challenge to keep our seniors safe and connected. Our mandate to keep seniors healthy and independent is never easy, but for myself and for all of those listed on the pages of our Annual Report, the work of helping others to live more fulfilling lives makes it all worthwhile.

We are grateful to have the support of government funders, community foundations, charitable partners, service providers, friends, family caregivers, and more than 100 outstanding volunteers. Our social programs and outreach efforts would not be possible without your impactful contributions.

As we reflect on all that was accomplished in 2022, we are left feeling thankful and encouraged to press on to strengthen vital connections and social services for older adults and family caregivers in the year ahead. Our Board and staff will be developing a new strategic plan to guide our priorities, partnerships, and projects. We look forward to hearing your feedback on what matters to you, and where we may be needed the most. Thank you for making this work, and all that is to come possible.

Brenda Josepha, Chairperson

Seniors Outreach & Resource Centre delivers a range of social programs that provide essential quality of life benefits to seniors in Kelowna and region. By providing social services and linking seniors to needed supports, we help vulnerable older adults to maintain their dignity, independence, and social connections. We have served older adults for 35 years as a community-based nonprofit agency and registered charity: 1079676/22 RR0001

#### BOARD OF DIRECTORS

Brenda Josepha, Chairperson  
Allan D. Taylor, Vice Chairperson  
Dave McInerney, Treasurer  
Rodrigo Lima, Secretary  
Janine Karlson, Director  
Karen MacIntyre, Director  
Jennifer Ann Scheurens, Director

#### STAFF

Don Gerbhardt, Executive Director  
Shawna Farrel, Programs Manager  
Thas Wood, Volunteers  
Lorena Grange, Linked Together  
Rowanne Friesen, Seniors Centre Without Walls  
Bobby Williams, Housing Navigator

#### BETTER AT HOME SERVICE DELIVERY PARTNERS

Westside Health Network Society  
Lake Country Health Planning Society  
Healthy at Home Senior Care  
Optimum Home Care

MD Home Support  
TLC Home Support  
Aria Housing  
Okanagan Mental Health Services Society

#### CONTACT US

Phone: 250-861-6380  
Email: [info@seniorsoutreach.ca](mailto:info@seniorsoutreach.ca)  
Hours: 9:00am to 4:00pm, M-F

#### ADDRESS

Seniors Outreach & Resource Centre  
115-2065 Bannockburn Court  
Kelowna, BC V1W 0A5

#### FOLLOW US

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[seniorsoutreach.ca](http://seniorsoutreach.ca)



“ We have worked with Susie for the last five years on various print and digital design projects, including the website development for our Aging Well Penticton initiative, and subsequent reporting documents. We are always impressed with her, and her teams', work and find them to be professional, reliable and creative. We highly recommend Susie and the team at Studio2 to those looking for print and website design. ”

Ian Gerbrandt

PREVIOUS DIRECTOR OF COMMUNITY SERVICES  
**ONESKY COMMUNITY RESOURCES**

CURRENT EXECUTIVE DIRECTOR  
**SENIORS OUTREACH & RESOURCE CENTRE**

Non-Profit Organization  
BRAND + PRINT DESIGN



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Common Agenda & Mutually Reinforcing Activities

Aging Well Penticton is guided by a common mandate and strategic priorities. After a series of monthly meetings and consulting with research, seniors, and caregivers - the Leadership Advisory developed a shared vision and defined strategic activities to help local seniors overcome different barriers that inhibit social connections. Key barriers to social inclusion that the initiative is striving to overcome include seniors' challenges with awareness of services, personal mobility, physical health issues, mental health struggles, ageism, cultural safety, limited income, complexity in our healthcare system and diminishing social networks.

Each collaborating partner undertakes specific activities at which it excels. The power of collective action comes from the coordination of these differentiated activities through a mutually reinforcing plan of action. Each partner's efforts fit into an overarching plan since the multiple causes of isolation and loneliness, and the components of their solutions, are interdependent.

Through a facilitated planning process, the collaborative partners determined that our common agenda - also described as our "north star" - is to work towards creating a community where every senior feels connected and a sense of belonging.

To realize this vision for our community, the project identified five strategic pillars to focus our actions, investments and collaboration:



FOCUS STORY

Volunteers Helping Seniors through the Pandemic

During the health crisis, Better of Home set out to mobilize volunteers to help seniors meet their essential needs for food security and social connections. Ninety volunteers answered the call to support older community members who live in their own homes. More specifically, the project strove to reach isolated seniors who were facing challenges leaving home, by picking up and delivering groceries, delivering hot meals, and running errands for essential items.

David Percy was one of those volunteers. He joined his wife Margaret Sack, to deliver groceries and hot meals each week to local seniors. They were already volunteering as pilots with the Cycling Without Age program when they heard of the need for volunteers to help seniors with groceries and meals.

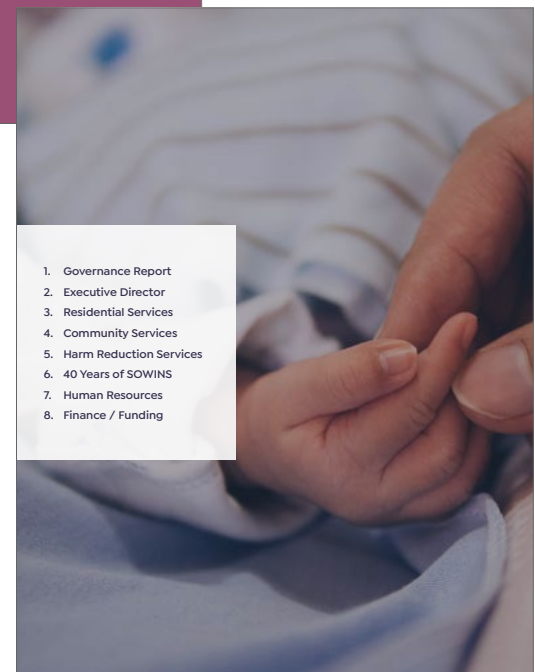
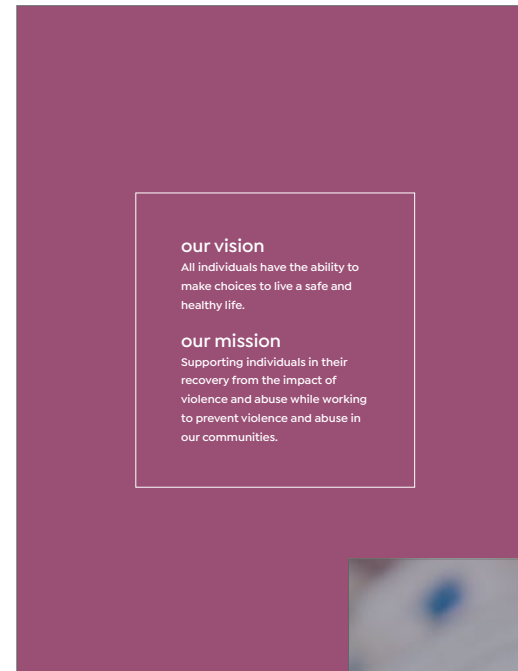
"We feel it is important to pay it back," David explains. "We feel fortunate to live in this country and a beautiful place like Penticton, and to help seniors whose contributions helped make our community possible, is especially rewarding. I joke with people - I am selfish, because I get more in return with all the smiles, thank you's and the warm and cozy feelings from helping others."

The couple deliver hot nutritious meals prepared by the Penticton Seniors Drop-In Centre to a list of different people on Tuesdays and Thursdays, and then also deliver groceries 1-2 days a week. For some people we visit, it's clear why this program is so wonderful for them. You see a person take a very long time to just hobble to the door to meet us, and they smile and say stuff like "Thank you Mr. David for your kind service. Say hello to Mr. Margaret from me."

"Others are not so obvious, but you never know the barriers people face. I was struck recently with a woman who lived in a nice house. I could see a car in the driveway. And after a couple of visits and short conversations on the doorstep, I learned that she has major depression and is losing her sight. She lives to get out on the bus and do some errands in community, but she really appreciates the extra support with hot, nutritious meals."

Other volunteers with the initiative focus on calling people at home to see how they're doing. As needed, the program also provided transportation to medical appointments and links to other community resources like grief counselling or arts programs.

Some is one of the many participants who has benefited from the program. "I still love to cook. I just miss me longer being that I am 90 years old and use a walker. I must thank the staff and volunteers who make sure my groceries are bought and delivered to my home. It's a wonderful project at a time when the coronavirus is in charge of our lives, curbing visits of family members and friends, and keeping us from so many other things we used to enjoy. The program is a lifeline for me."



“

Susie refreshed our logo, website and created campaign materials that align with our values, vision and programs. We appreciate Susie's professional skills, her quick turn around and her willingness to support SOWINS.

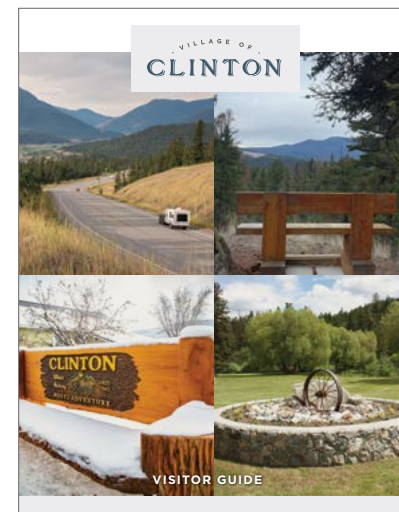
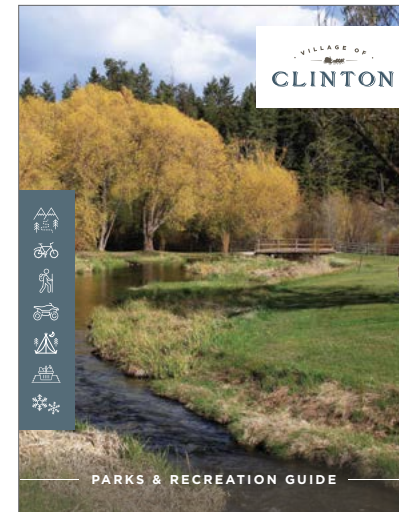
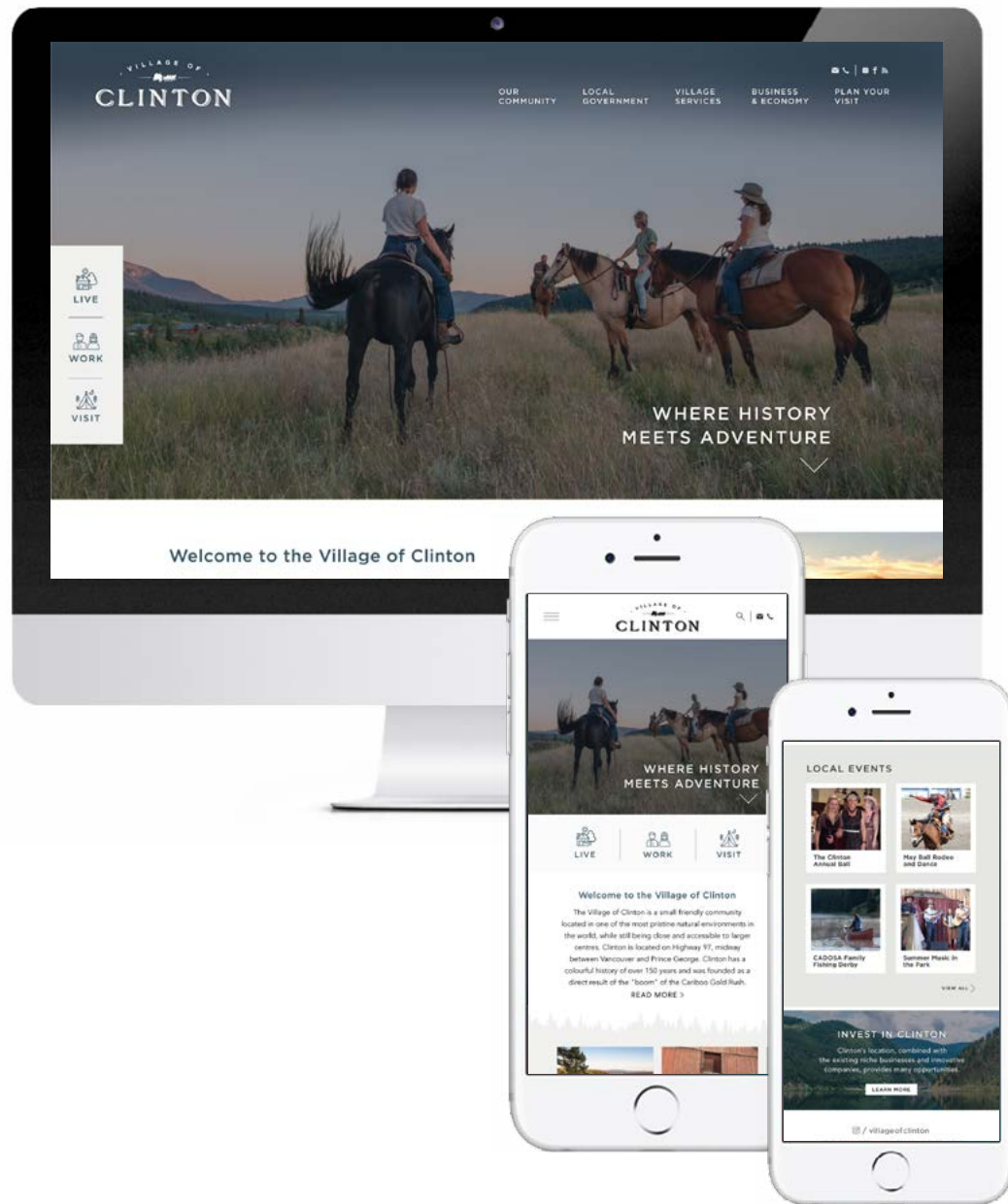
”

Liz Wilson

BOARD CHAIR

**SOUTH OKANAGAN WOMEN  
IN NEED SOCIETY**

Municipal Design  
VARIOUS PRINT + DIGITAL





“

Susie and Studio2 are truly a dream to work with! Susie always takes the time to understand the background of each and every project she works on to display all the details through beautiful, clean design. I worked with her to create various marketing and investment materials for the Village of Clinton, and she fully refreshed and modernized the community's brand while encapsulating all components of the Village's rich history and nature. The results were attractive, enticing websites and related materials that both attract new businesses, residents, visitors, as well as impress long time locals, all while conveying the exact message we want to convey. On top of her stunning designs, Susie is extremely friendly, patient, organized and reliable. She always met deadlines and was clear on timelines, and is always available to help answer questions.

I highly recommend Susie and Studio2 Design.

”

Meghan Burrage

PREVIOUS COMMUNITY DEVELOPMENT COORDINATOR  
**VILLAGE OF CLINTON**