

# CYBER- SENIORS

Connecting Generations

OUR COVID JOURNEY:  
MARCH 2020 TO  
DECEMBER 2022





# A Message from Our President



Dear Friends and Supporters of Cyber-Seniors,

Let me first say how very proud I am of our dedicated staff and volunteers for their tireless efforts to enrich the lives of older adults throughout North America. It has been an absolute joy to watch our intergenerational community flourish over the past 8 years, and to witness the extraordinary outcomes of enabling older individuals to stay digitally connected to their friends, families, and communities.

Since COVID hit in March 2020, our organization has demonstrated an incredible ability to respond to a changing world and to the changing needs of the individuals and organizations we serve. We have continued to expand into new regions, while continuing our commitment to serve an increasingly diverse population.

In 2022, Cyber-Seniors USA and Cyber-Seniors Canada were established as district entities with a shared mission. These two organizations will continue to collaborate and share resources, while addressing the specific needs of the communities they serve.

The COVID pandemic changed the way in which Cyber-Seniors delivers services and identified the need for us to play an even larger role in addressing the health and wellness of older adults. As a result, several new programs have been developed and we have a clear vision of our work ahead.

Cyber-Seniors has come out of the pandemic a stronger organization, prepared to play a more significant role in bridging the digital divide and addressing

social isolation amongst the elderly. We also recognize the opportunity our organization has to provide meaningful experiences to young people that will help them in establishing successful career paths. We are committed to ensuring a smooth transition as we move from our COVID virtual model to a new hybrid model that will reflect the best of both virtual and in-person programming.

These new challenges are exciting, and we look forward to playing a larger role in the non-profit world, both in Canada and the USA.

With Gratitude,

**Brenda Rusnak**

Managing Director, Cyber-Seniors

416-388-0310

[Brenda@cyberseniors.org](mailto:Brenda@cyberseniors.org)



# | Who We Are

## Our Mission

To bridge the digital divide by connecting generations through technology.

## Our Vision

Cyber-Seniors envisions a world with digital equality, where everyone has access to technology and the skills to use it.

## Cyber-Seniors goals are to:



Deliver multilingual tech training and support to senior citizens so they can remain socially connected and self-sufficient while aging in place.



Support the growth and development of strong intergenerational relationships and communities to support North America's aging population and their unpaid caregivers.



Provide meaningful volunteer work for young people to prepare them for jobs of the future.

# | Our COVID Journey

## COVID impacted all of us.

During these challenging times we at Cyber-Seniors remained true to our mission and committed to our vision by creating new ways of serving seniors and youth. Here is a snapshot of our journey.

**Jan-Feb 2020**

Launched programs in Spanish and French.

**March 2020**

Established Telephone Tech-Support Line for seniors.

**April 2020**

Recruited young people throughout North America to volunteer virtually.

**April 2020**

Launched daily Technology Training Webinars and Online One-on-One Training Sessions for seniors.

**May 2020**

Launched the first Cyber-Seniors Connected Communities program to train seniors how to connect virtually with resources in their community.

**June 2020**

Launched Virtual Experiential Work Programs for High-School and College Students.

**July 2020**

Launched Technology Training programs for Foster Grandparent volunteers enabling them to continue volunteering virtually.

**December 2020**

Launched Virtual Technology Training programs for first time technology users.

**February 2021**

Launched new Web Platform to optimize delivery of virtual programming.

**August 2021**

Began development of Dementia Awareness Program.

**January 2022**

Established Cyber-Seniors USA and Canada as separate entities with a common mission and shared resources.

**May 2022**

Launched virtual programs for LGBTQ2+ seniors.

**June 2022**

Launched programs for visually impaired older adults and teen volunteers.

**July 2022**

Began transitioning back to In-Person programs and development of a new Hybrid Model.

**September 2022**

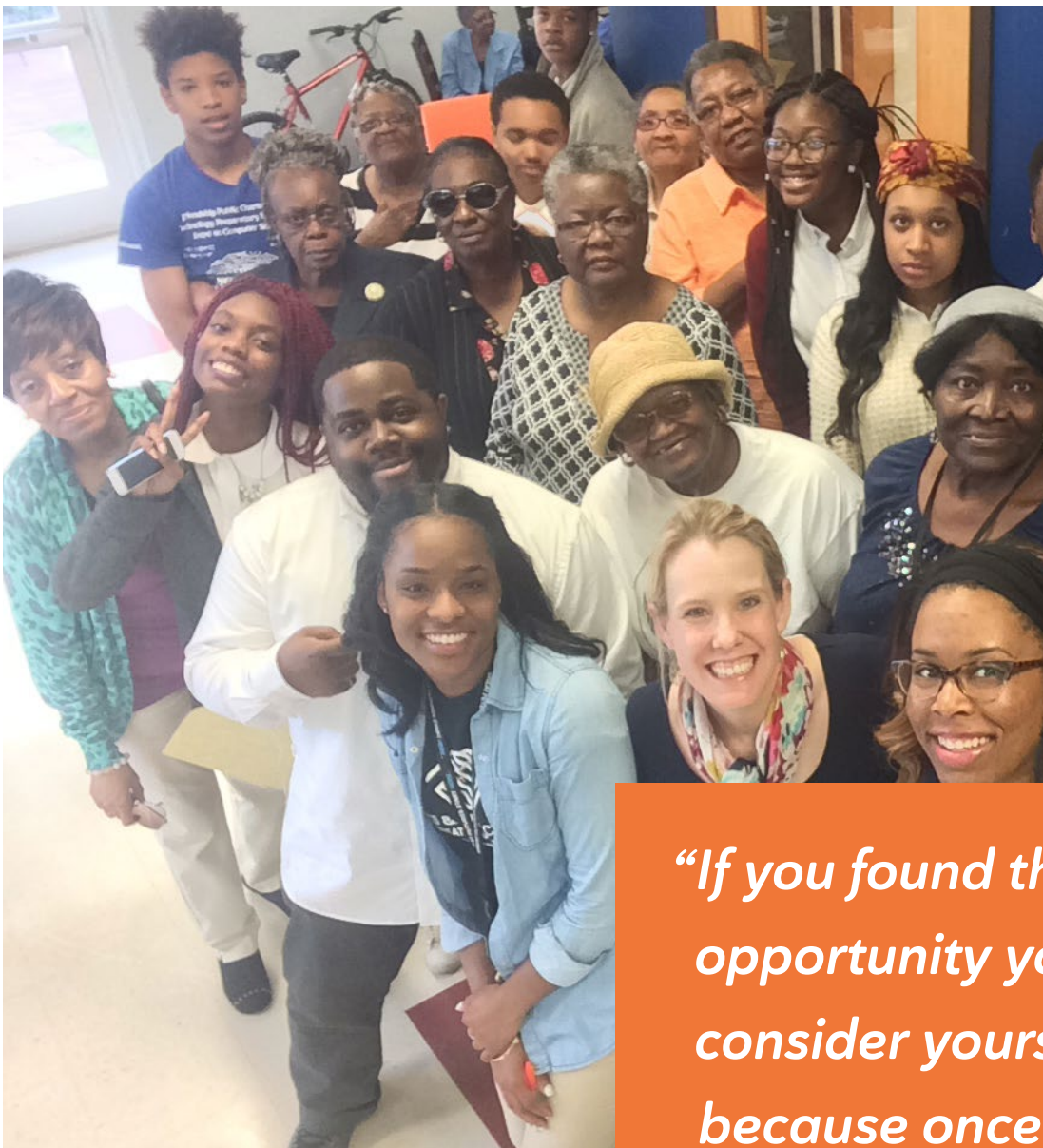
Launched Dementia Awareness Program.

**December 2022**

Established Cyber-Security Online Resource Center.



# Our Volunteers are the Backbone of our Organization



*“If you found this opportunity you should consider yourself lucky because once you get into it you will find out that it’s worth it”*

[Click here to watch video!](#)

# We're Making a Real Difference in the Lives of Senior Citizens



*“I’m learning so much...  
That was great... We  
have a good teacher...  
It was wonderful  
working with you...  
Thank you so much!”*

[Click here to watch video!](#)



# Building Intergenerational Communities Throughout North America



*“When I’m working with these younger people I feel invigorated... It keeps my mind more alert and active and it keeps me a bit more in touch with what they think of when they see what’s going on in the world.”*

[Click here to watch video!](#)

# | The Lives We Have Impacted

**Cyber-Seniors has demonstrated significant impact on**

**520,838**

**Seniors Served in Live Webinars, One-on-One Virtual Sessions & Video Instructions**

**Seniors' Daily use of technology and social connectedness by Seniors**

**Youths' attitudes towards aging and development of work readiness skills**

**3853 Cyber-Seniors Youth Mentors volunteered 20,438 hours**

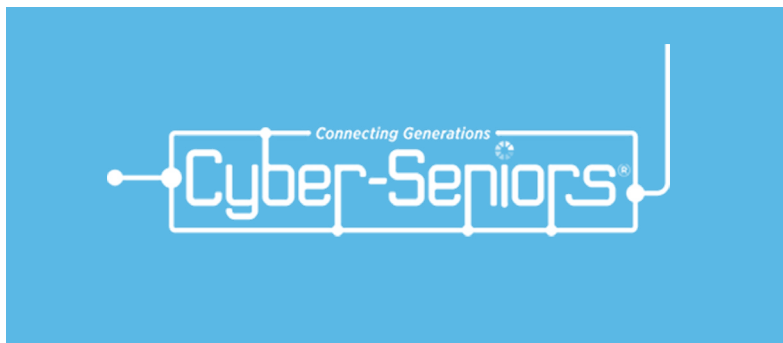
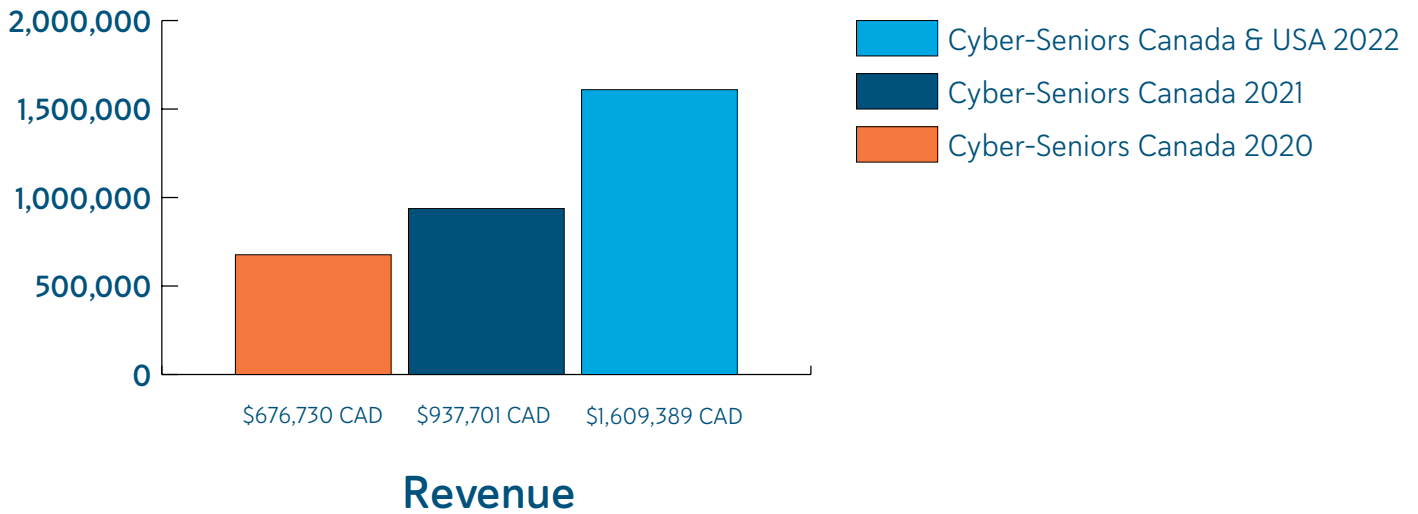
# | It Takes a Village

**Thank you to our generous Donors, Partners and Volunteers who supported us through our COVID Journey.**

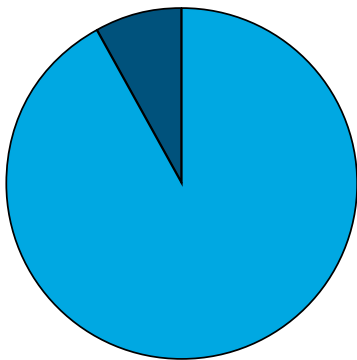
- *Best Buy Foundation*
- *Consumer Technology Association Foundation*
- *Niagara United Way*
- *Government of Canada*
- *Niagara Prosperity Initiative - United Way*
- *Canadian Red Cross*
- *Spark Niagara*
- *AARP*
- *Public Health Agency of Canada*
- *Hew Horizons Fund*
- *Retirement Research Foundation*
- *Spectrum*
- *Catholic Charities Dioceses of San Diego*
- *Boston ABCE*
- *Gerwin Jewish Nursing and Rehabilitation Center*
- *Canadian Frailty Network*
- *California Department of Aging*
- *Los Angeles Department of Aging*
- *DC Department of Aging and Community Living*
- *Baystate Health*
- *Four River Outreach*
- *Angelino Corps*
- *City of St. Catharines*
- *Age Friendly Thunder Bay*
- *NYC Department of Aging*
- *Breezeline*
- *Aura*
- *University of Rhode Island*
- *University of Toronto*
- *Moncton University*
- *Niagara College*
- *Brock University*
- *George Brown College*
- *United Way of Central Massachusetts*
- *Foster Grandparent & RSVP Programs*
- *High School Boards, University and Colleges across North America*
- *Senior Centres, Organizations and Government Agencies on Aging across North America*
- *Individual Donors – you know who you are! And an extra special thanks to the thousands of volunteers who generously donated their time and expertise. We couldn't have done it without you!*

# Financial Summary

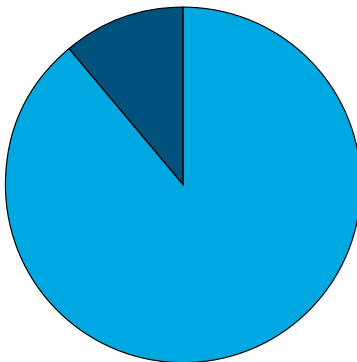
## Revenue



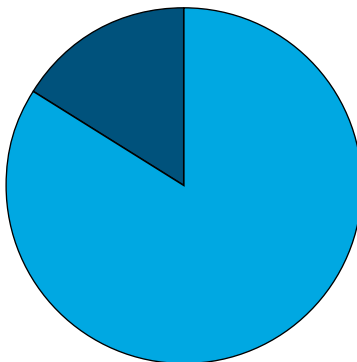
# Operating Expenses



■ Cyber-Seniors Canada 2020 Management & General 8%  
■ Cyber-Seniors Canada 2020 Program Services 92%



■ Cyber-Seniors Canada 2021 Management & General 11%  
■ Cyber-Seniors Canada 2021 Program Services 89%



■ Cyber-Seniors Canada 2022 Management & General 16%  
■ Cyber-Seniors Canada 2022 Program Services 84%



# | Our Governance

Thank you to our Board of Directors and Advisory Board for their support and guidance during our COVID journey.

## | Board of Directors, Cyber-Seniors Canada

**Tess Finlay**, President Cyber-Seniors Board of Directors Canada

**Liz Snelgrove**, Secretary Cyber-Seniors Canada,  
General Manager Interface Surgical Centres

**Michael Lake**, Treasurer Cyber-Seniors Canada,  
Senior Manager Systems Design for Bayshore, Specialty Rx, CareRX

**Tina Bishai**, Board Member Cyber-Seniors Canada,  
President, Dextra Healthcare Consulting Inc.

**Brenda Rusnak**, Board Member Cyber-Seniors Canada,  
Managing Director, Cyber-Seniors

## | Board of Directors, Cyber-Seniors USA

**Brenda Rusnak**, President Cyber-Seniors USA,  
Managing Director, Cyber-Seniors

**Laura DeBruce**, Secretary Cyber-Seniors USA,  
Partner, DeBruce Blackman PLLC

**Heidi Kotzian**, Treasurer Cyber-Seniors USA,  
Communications, Business Development Executive

**Christine Calderon Caruso**, Board Member Cyber-Seniors USA,  
Director of Development, St. Vincent Meals on Wheels

# | Advisory Board

**Luke Zukowski**, Research Director, Founding Partner, Reveal Research; Managing Consultant, Partner, RevealMax

**Josh Will**, SVP and Consumer Sales Officer for Best Buy Health

**Kimberly Rodriguez**, Project Development Coordinator, Jefferson Franklin Community Action Corporation

**Aralynn McMane**, CEO, Aralynn A. A. McMane Connections (international advisory service on youth & news media), founder, Global Youth & News Media Prize.

**Greg Phelps**, Professor of Communication, Lindsey Wilson College

**Maureen Feldman**, Director, Social Isolation Impact Project at The Motion Picture & Television Fund; Adjunct Assistant Professor, Los Angeles Pierce College

**Matthew Krieger**, VP of Technology, Cober Inc.

**Denise Corson**, Program Coordinator, Rhode Island Department of Human Services' Adaptive Telephone Equipment Loan (ATEL) Program

**Scott Code**, Associate Director, LeadingAge CAST

*Thank you to Ravi Bala, Co-Founder, HealthSignals, LLC, who recently retired after serving on our Advisory Board for three years.*

Participation is free  
Open to boys and girls ages 8-14

