



# CYBER- SENIORS

2020  
AND  
BEYOND

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# President's Message

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Dear Friends and Supporters of Cyber-Seniors,

Let me first say how very proud I am of our dedicated staff and volunteers for making, what could have been a horrific year, one of the most rewarding experiences I have ever served. It is so inspiring to watch our intergenerational community flourish at a time when everyone is in some way being impacted by the COVID 19 pandemic.

Prior to March of last year, Cyber-Seniors' focus was to develop and disseminate resources that enabled hundreds of organizations (throughout North America and the world) to provide tech-training for senior citizens using an intergenerational, youth volunteer model.

When COVID-19 restrictions were imposed, Cyber-Seniors responded by adapting our existing service delivery model to a virtual format with the following goals:

- **To deliver tech-training and support to senior citizens, such that they are able to remain socially connected and self-sufficient during the COVID-19 pandemic and beyond.**
- **To provide meaningful volunteer work for young people whose education has been interrupted as a result of the COVID-19 pandemic.**
- **To provide support to our community partners who are facing challenges in continuing to carry on their important work in light of the COVID-19 pandemic.**

Seniors are able to access telephone tech-support in English, Spanish, French (as well as a number of other languages), and participate in daily tech-training webinars – all free of charge. High school, university and college students who are looking for a fulfilling experience, can take the online Cyber-Seniors Mentor Training Program and volunteer as a virtual tech-mentor.

Cyber-Seniors is also supporting community organizations that serve senior citizens by giving them access to hundreds of resources, including trained volunteers, to enable them to set up and manage virtual tech-training programs in their own communities. With COVID-19, hundreds of senior citizens have been furloughed from their volunteer positions and Cyber-Seniors is being called upon to provide focused technology training for senior citizens who wish to continue volunteering in an online capacity. In addition, many organizations who have provided tablets to seniors, require Cyber-Seniors to orchestrate training to first-time users.

The online Cyber-Seniors Mentor Training Program is also being used by many high school and post-secondary school teachers who are in need of virtual options for course curriculums and service-learning programs.

Cyber-Seniors has invested in state-of-the-art technology to ensure security, confidentiality and quality assurance. We plan to continue expanding our programming to directly impact the intergenerational communities we serve and enable our community partners to do the same.

With Gratitude,

**Brenda Rusnak**

President and Executive Manager

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

To keep senior citizens socially connected and valued members of our society, to help ensure our youth are prepared for jobs of the future, and to restore intergenerational communities and the wealth benefits they afford us.

## Our Programs



### One-on-One Tech Support for Senior Citizens

Immediate or advance booking of one-on-one technology support and training for senior citizens in a variety of languages.



### Tech-Training Webinars for Senior Citizens

Daily webinars on a variety of technology topics followed by small group Q & A.



### On-Line Educational & Social Programs for Senior Citizens

Daily health & wellness, fitness, social and educational programs.



### Career Pathways Program for Teens and Young Adults

Training, volunteer and internship opportunities for students.



### Building Intergenerational Communities

Support in co-ordinating entire communities to establish intergenerational programs & services.



### Support for Our Community Partners

Assistance in establishing Cyber-Seniors programs in communities across North America.

# The Difference We Make

Over multiple years, the Cyber-Seniors program has demonstrated significant impact on



## Senior Citizens'

daily use of  
technology and social  
connectedness



## Youths'

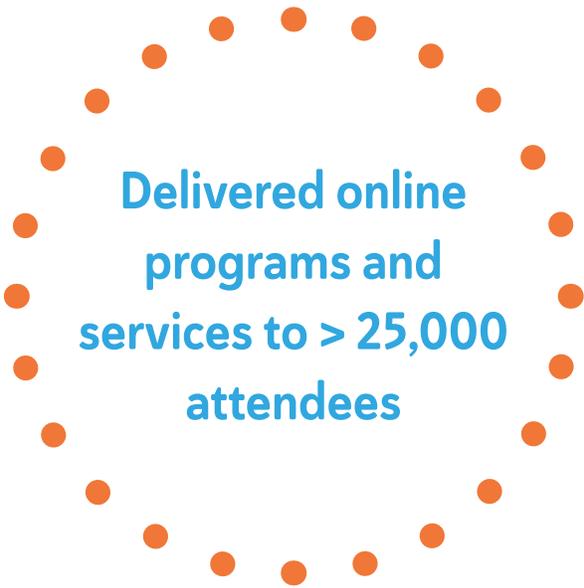
attitudes toward  
older people and  
development of work  
readiness skills



# | 2020 at a Glance



Provided > 8,500 senior citizens with tech-training and support



Delivered online programs and services to > 25,000 attendees

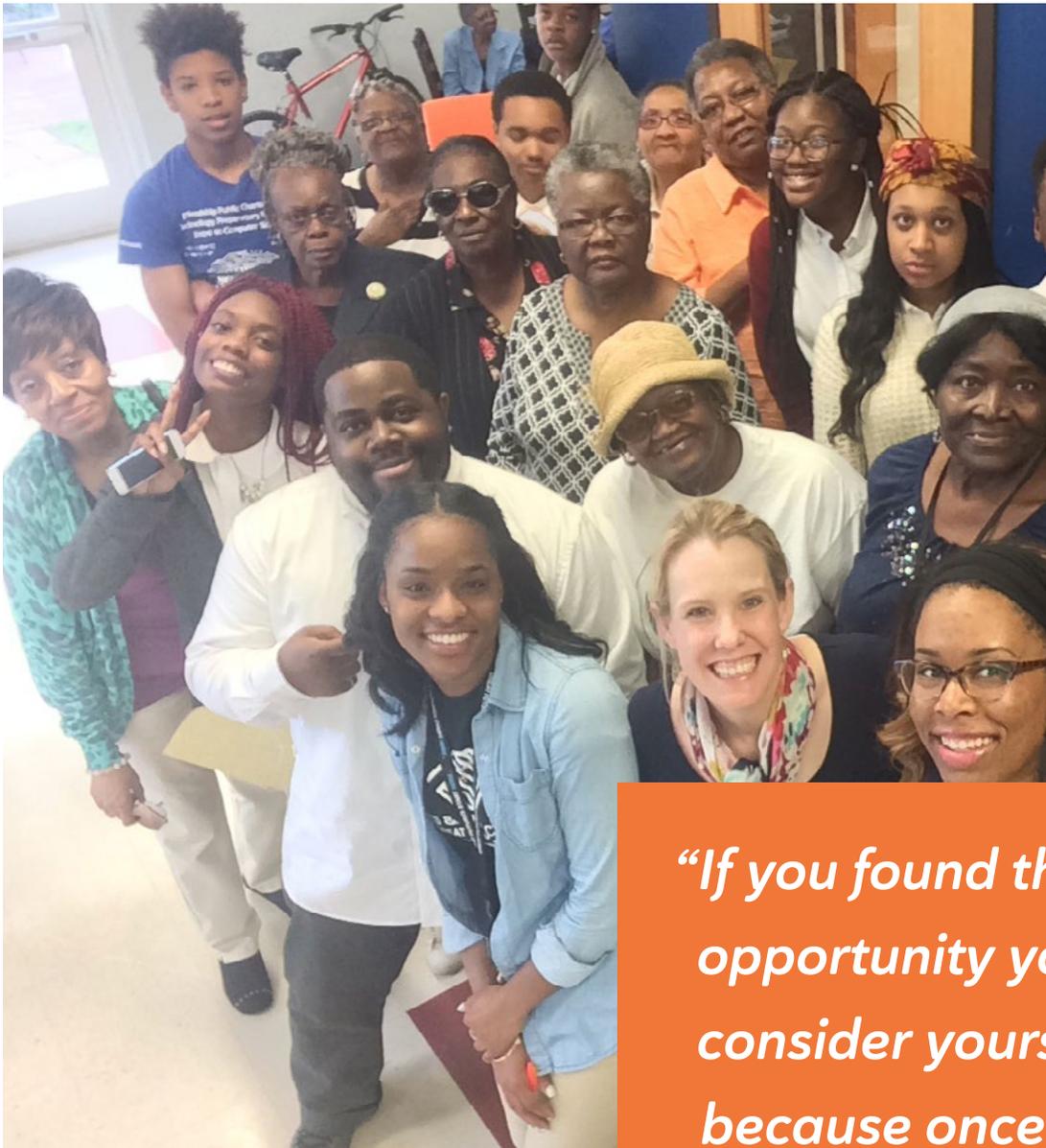


Engaged > 1,500 student volunteers



Secured > 5,000 volunteer hours

# 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!](#)

# | We Couldn't Have Done It Alone!

**Thank you to our generous Donors, Partners and Volunteers who supported us throughout 2020.**

- *Best Buy Foundation*
- *Consumer Technology Association Foundation*
- *Niagara United Way*
- *Government of Canada*
- *Niagara Prosperity Initiative - United Way*
- *Canadian Red Cross*
- *Spark Niagara*
- *AARP*
- *Foster Grandparent & RSVP Programs*
- *High School Boards, University and Colleges across North America*
- *Senior Centers, Organizations and Government Agencies on Aging across North America*

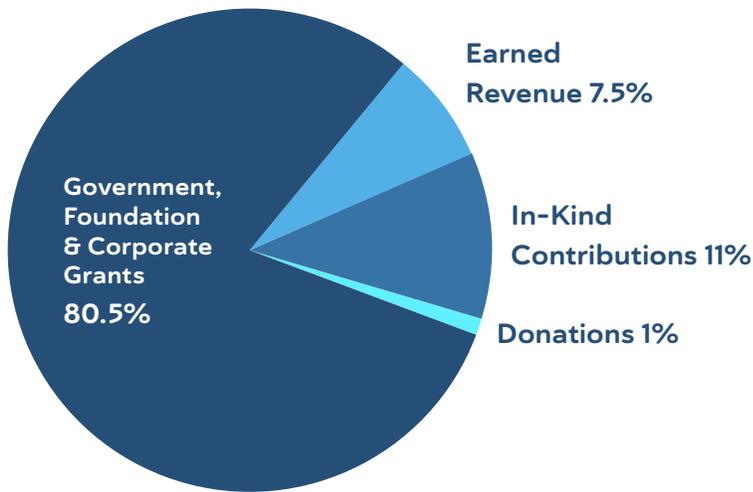
## **Individual Donors – you know who you are!**

And an extra special thanks to the hundreds of volunteers who generously donated their time and expertise. We couldn't have done it without you!

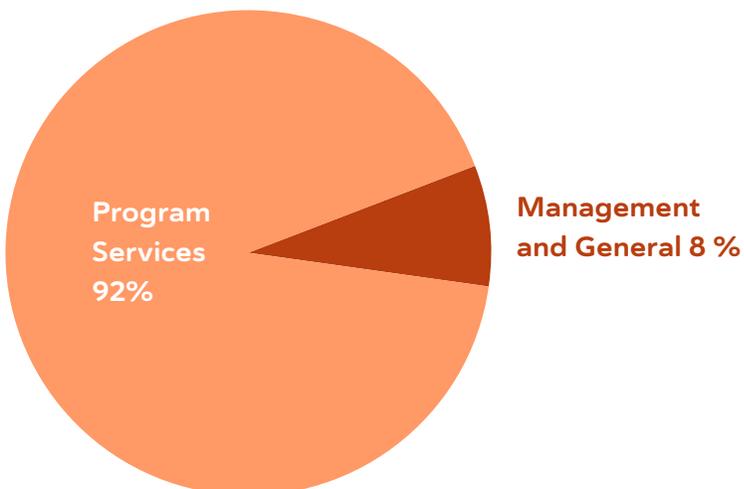
**Please support us!** With your support we can ensure our senior citizens remain socially connected and valued members of society, prepare our youth for jobs of the future, and restore intergenerational communities and the wealth of benefits they afford.

# | 2020 Financial Summary

## | Operating Support & Revenue



## | Operating Expenses



# | Our Governance

Thank you to our Board of Directors and Advisory Board for their support and guidance during these transitional times.

## | Our Board of Directors

**Brenda Rusnak**, Co-Founder, President and Managing Director, Cyber-Seniors

**Tina Bishai**, President, Dextra Healthcare Consulting Inc.

**Liz Snelgrove**, General Manager, Interface Surgical Centres

**Tess Finlay**, HR Director, Cyber-Seniors

**Michael Lake**, Senior Manager, Systems Design for Bayshore Specialty Rx, CareRX



# Our Advisory Board

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

**Jeff Hoffman**, Vice President, Head of Digital & Technology,  
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.

**Ravi Bala**, Co-Founder, HealthSignals, LLC

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

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



Participation is free  
Open to boys and girls ages 6-14