



SENIORS
CONNECT

Abbotsford SERVICE DIRECTORY

FOR SENIORS AND THEIR CAREGIVERS





Introduction

We have created this directory as a free resource for seniors in our community. We are passionate about supporting this sector and giving some structure and direction amidst the sea of questions and unknowns. We hope to help seniors to have *confidence to*

Live Fully in the Third Act of Life

and we hope to assist caregivers to better navigate the various options and resources that Abbotsford has to offer.





History of the Directory

- Began as a CMBC grant project through New Horizons for Seniors Program November 2021
- Research and Resources were gathered
- A third person brought in for design
- Needs: Clean, larger print, easy to read and navigate for seniors - ads at the back
- 1st Draft printed at CMBC and feedback requested
- Issue 1/2nd Draft printed 260 copies at CMBC with further feedback and revisions
- Fine tuning revisions and preparing for official launch in December 2023



You matter because you are you, and you matter to the end of your life. We will do all we can not only to help you die peacefully, but also to live until you die.

Dame Cicely Saunders

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Walk Through Directory PDF

Key Qualities:

- Collaborative product
- Partnering with our city - working in harmony
- Long-Term Sustainability
- Clean / Clear Senior Friendly
- No cost regular listing
- Advertisements at the back



*Living
fully in the
Third Act
of Life*



Issue 2:

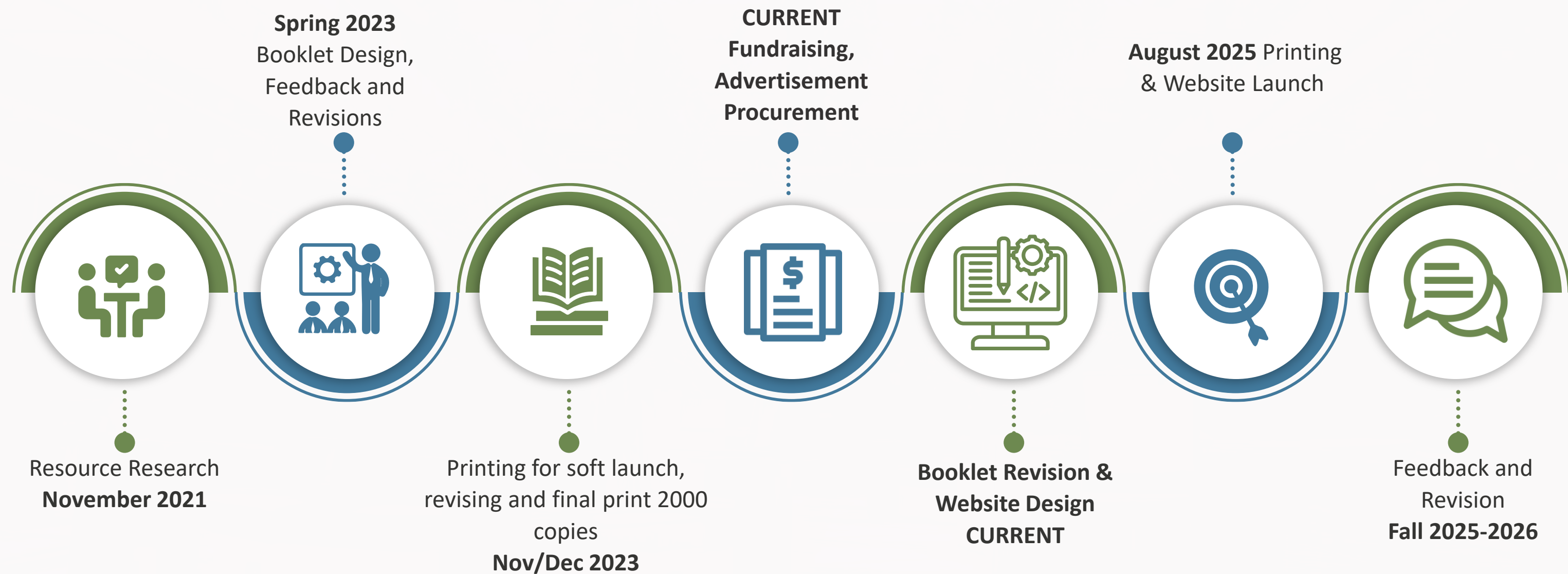
2024 - 2025
ABBOTSFORD

SERVICE DIRECTORY
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Project Timeline

We are currently in the 4th and 5th phase which includes fundraising and advertisement procurement and are reviewing and revising the directory to remain current and more complete before we print again. We also endeavor to design an interactive website that will allow further access to these services and resources.



Funding

Current funding relies on advertising, tax receipt-able donations, and sponsoring organizations. We have 3 advertising options for businesses, organizations, and service providers.

June 8, 2025 Submission Deadline

August 2025 5000 Copies to be Printed



Half Page

\$1000

Half page printed advertisement
Custom copy for directory listing
Logo inclusion



Quarter Page

\$600

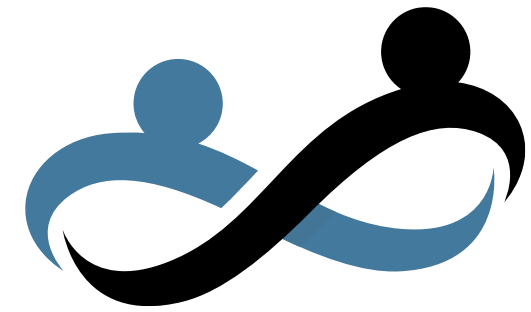
Quarter page printed advertisement
Custom copy for directory listing
Logo inclusion



Eighth Page

\$400

Eighth page printed advertisement
Custom copy for directory listing
Logo inclusion



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THANK YOU

For watching this presentation

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Don't forget to fill out our Service Providers for Seniors Response Form