

Mission: To facilitate healthy aging by providing leadership and encouraging collaboration in creating age-friendly places (communities) that optimize the ability of all older Manitobans to do the things they feel are important.



Community Collaboration Grants Drive Innovation: Exciting Projects Ahead!

We are excited to share more of the projects supported by the community collaboration grant. By sharing we want to highlight the importance of working together to create meaningful change. These projects are a result of collective vision, where diverse voices and ideas come together to address the unique needs of our communities.

With the funding provided, we are excited to see how these initiatives will foster growth, innovation, and lasting impact. Here's a glimpse into more of the projects underway with the shared goal of strengthening and enriching their respective communities.

Silver Club Initiative - Town of Neepawa



Brenda Tonn (Age Friendly Manitoba), Cassandra Groen (Town of Neepawa), Justin Cicholski (HandiVan), Michelle Ferguson (H.A.N.D.) and Yvonne Sisley (ArtsForward).

The Town of Neepawa, along with key local organizations – H.A.N.D., HandiVan, and ArtsForward – is proud to announce the receipt of the Community Collaboration Grant from Age-Friendly Manitoba. This grant is designed to support initiatives that enhance the quality of life for seniors, and Neepawa is now set to offer a variety of exciting programs and services to local residents.

Thanks to this generous funding, in 2025 residents of Neepawa will have a 'Silver Club Initiative' with access to a range of free activities and services aimed at promoting social engagement, mobility, and overall well-being.

[Check out the article on page 7 of the Dec.20th edition of the Neepawa Banner to learn more!](#)

Toonie Transportation - Town of Virden



Walter Heaman (New Horizon Centre), Krista Pederson and Julie Mason (Virden SAIL), Brenda Tonn (Age Friendly Manitoba), Bruce Dunning (Virden councillor rep to Handi Van committee), Mayor Tina Williams, Candace Murray (Virden economic development manager).

The Toonie Transportation program will make it more affordable for seniors and individuals with mobility issues to get out, with rides offered for just a Toonie (two dollars). This service is essential for those who face financial or mobility challenges. It also aims to reduce loneliness and isolation by offering opportunities for community engagement which helps seniors stay connected and involved in local activities, improving their overall well-being.

This grant helps to subsidize the cost of operating the van without increasing user fees, ensuring the service remains affordable and sustainable. It also encourages volunteer involvement, providing more ways for the community to get engaged and help others.

This service is designed to help people take part in regular town activities, such as errands, lunch outings, card games, and exercise, especially during the winter months when mobility can be more challenging.

To view the [Empire Advance newspaper article click here](#) and open the Jan. 24th issue, page 9.

Municipality of Russel-Binscarth - “Walking Loop Enhancements”



Back Row -Toon Cozens, Darlene Armstrong, Karen Bauer, Cliff Tezlaff, Joanne Douglas, Bill Thompson. Front Tow: Christine Jones, Samantha Keating, Estha Baseley (Deputy Mayor Muni Russell Binscarth), Marg Fraser (MASC Consultant), Amy Tweet

The Russell Binscarth Age Friendly Committee joined forces with the Russell Binscarth Toboggan Slide Committee, Binscarth Lions, Binscarth Vision 20/20, Braendle & Bruce Funeral Service, and the Municipality of Russell Binscarth to apply for the MASC / Age Friendly Community Collaboration Grant.

During the Public Age Friendly Workshop on April 25, 2023, a significant opportunity emerged: the creation of accessible tourist maps that highlight walking loops in both Russell and Binscarth for people of all ages with the objective to produce detailed community maps that feature these loops along with other local attractions, available online and as printed handouts. Additionally, 4'x6' signs equipped with QR codes linking to interactive digital maps will be placed in strategic locations. This initiative seeks to improve accessibility and encourage exploration, making the communities inviting for both residents and visitors.

Plans also include enhancing Russell Tower Hill with a shelter and picnic tables/benches, as well as upgrading the Binscarth Toboggan Slide area with a cement picnic table and additional park benches. These enhancements aim to create year-round destinations that cater to individuals of all ages, promoting physical activity and community engagement.

By investing in accessible maps and recreational areas, the goal is to foster a vibrant, inclusive atmosphere that showcases the unique offerings of Russell and Binscarth, ensuring that everyone can appreciate the benefits these beautiful communities provide.

The community is incredibly pleased to be one of the successful applicants to support this project.

Municipality of Rosburn- “Drop In Enhancements”



Left to right - Charlene Gensorek, Nancy Drul, Marieanne Grassinger, Shirley Kalyniuk, Marg Fraser, Bernadine Brown, Karen Bergeson

The Rosburn Age Friendly Committee is very pleased to be the recipient of the Community Collaboration grant from the Manitoba Association of Senior Communities (MASC) / Age Friendly Manitoba. This funding was secured through a collaborative effort between the municipality, their local Age Friendly committee, and other local committees.

This grant will enhance the Drop-In Centre, which hosts numerous events. With this funding, they can replace the current small television used by various organizations with a 75" TV. This upgrade will allow individuals with vision impairments to fully enjoy many educational programs that come to our community. Additionally, a Movie Night has been proposed, which could help combat feelings of isolation, particularly for those living alone, by restoring much-needed socialization opportunities that are currently lacking in many areas.

Another significant purchase will be new blinds for the Drop-In Centre's windows, which still feature the original ones from 1978. The ability to darken the room will greatly benefit viewers and enhance the experience of any presentations.

This Community Collaboration Grant will enable the Rosburn Municipality, Lion's Club, Senior Resource, and any other organization interested in hosting events to utilize the new technology to educate and entertain all residents in the area.

“Working together within a community turns personal contributions into collective power, driving innovation, mutual support, and shared progress.”



Our consultants are ready to work with you!

Connect with Connie Newman at (204) 792-5838 or info@manitobaseniorcommunities.ca and hello@agefriendlymanitoba.com or visit our website: www.agefriendlymanitoba.com



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