



Advocacy for Aging BC

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Goals

- Develop a scalable framework with processes that enable effective and sustainable advocacy.
- Create a network of strategic partnerships in the province to build advocacy capacity and amplify communication.
- Identify resources, events and share information from key individuals with a focus on improving the lives of older adults in British Columbia.

Key Outcomes

- Advocacy Issue identification.
- Regularly scheduled touch points for the BC Executive Committee.
- Members of the Executive Committee to identify and strengthen relationships within the advocacy community in BC.
- Create alliances with other community groups and strategic partners.
- Public-facing communications via social media channels, letter writing campaigns.
- Strategic policy recommendations shared with all levels of government and key stakeholders.
- Leveraging international communications and learnings improving the lives of older people.

To join our email distribution list: advocacyforagingbc@gmail.com

Please follow our social media profiles:

Facebook: <https://www.facebook.com/advocacy4agingbc>

X (twitter): [@advocacy4aging](https://twitter.com/advocacy4aging)

Advocacy for Aging BC Representatives:

We are a group of professionals from a broad spectrum of sectors - Mining, Finance, Education, Small Business, Non-Profit, Wealth Management, Lending. We have come together as we are passionate about seniors' issues, having met while participating on the boards for CARP Richmond Delta, Can-Age BC, and now with Advocacy for Aging BC.

David Richardson

- Retired, former CEO of International Charity
- Director of Human Resources in the Corporate and Non-Profit world.
- 20 years with Rotary International, Richmond Sunrise Club

Deb Burnstein

- Born and raised in Vancouver, loves chocolate and being outdoors
- Entrepreneur, long-time sales and finance professional – currently a mortgage broker with Mortgage Architects
- Wide range of volunteer experience, including a Seniors Adult Day Centre and Burnaby Seniors Resources Society

Tracey Lundell

- Senior Investment Advisor with Sea Glass Wealth Advisory Group - Harbourfront Wealth Management with 34 years of experience
- Holds a number of industry certifications including the Chartered Investment Manager designation
- Actively involved in a wide range of charitable and community organizations including: Ronald McDonald House – BC & Yukon, UBC Medical School Diabetes Research, YWCA of Vancouver, Vancouver Seniors Service Experts, Burnaby Seniors' Resource Society, Semiahmoo Seniors' Planning Table, Age SENSE South Fraser, Mentor for Forum of Women Entrepreneurs and Facilitator for Junior Achievement of BC.