



Retirement Residence (Associate) Membership Benefits



Resident & Staff Services

Manitoba's aging population is growing steadily and, Retirement Residences may be expected to offer more services to tenants. We act as an education resource to our members, whether it is setting up information venues for tenants and their families, or providing answers to questions you may have about continuing care. We will provide you with informational materials to offer your tenants and their families on everything from home care to other care and service options/resources available in Manitoba. You may always direct questions to us and we will diligently research the correct answers for you. Information on topics such as options available to couples and financial resources will also assist your tenants through this time of transition.

Throughout the community we assist in efforts to recruit employees to all aspects of long term & continuing care, including retirement residences. The promotion of work in this field is an important aspect of our strategic plan. Recruitment materials will be made available to you.

Our resources will assist you in educating your staff on issues of relevance such as seniors resources like E.R.I.K., Safely Home, early stage dementia, and dealing with difficult situations and behaviours. This level of knowledge will assist in ensuring that your tenants are safe and comfortable with you, while being treated with dignity and compassion. Your staff will feel confident in knowing they have the necessary resources available to them. Our Annual Conference is another educational opportunity and you will receive a member discount to attend. This conference is also open to the public, should your residents or their families find interest in attending.



Website Exposure

Your company profile will be featured on our website, as well as your residence name will be listed alongside our Interactive Map feature. A new section on Retirement/Independent Living Options as well as Financial Resources has been launched and is continuously being developed. Our website boasts more traffic than other like-minded associations across Canada. *Ask us about additional advertising on our website.*

The top visited page on our site is 'Where Do I Start' for visitors seeking Retirement Living

Average Monthly Page Views: 11,000+

Average Monthly Visits: 3,300+



Networking

Receive invitations to LTCAM events such as the AGM Wine & Cheese, the Annual Provincial Conference, & Holiday Reception. There are also opportunities to serve on various sub-committees of the Association as well as join us in our monthly meetings with Members involved in different aspects of long term & continuing service and care in Manitoba.



Representation

LTCAM acts as a government & RHA liaison, for example, LTCAM co-chairs the Provincial Aging in Place Committee reporting to the Ministers of Health and Health Living, Youth and Seniors. The committee submitted a report advocating for seniors services that span several government departments: Finance, Transportation, Housing and Health. Provincial & National (Canadian Alliance for Long Term Care) lobbying efforts are pursued on issues of concern for seniors in Manitoba communities and across Canada. Frequent and timely communications on topics relevant to the continuum of seniors' services & care, for example the new amendments to the Residential Tenancies Act, the progress of the proposed regulations under the Retirement Homes Act (Royal Assent on June 8, 2010) in Ontario, are communicated to our Members. Member forums are held as appropriate. Regular News Releases (in French & English) are issued to over 2000 persons, on topics of interest, raising awareness for Manitoba Seniors and the staff who serve them.



Media Exposure

Your support for seniors and staff in the long term continuum will be recognized by the Association in the following published media: LTCAM Website, Conference brochures, Membership lists, News Releases, and other Promotional materials.

50^{years} Over 50 years...

The Long Term & Continuing Care Association of Manitoba is a membership based not-for-profit organization that has been representing seniors' services and care providers since 1959. As an organization we continue to foster continuing care and service leadership through membership growth, development and support. Our membership represents more than 4,300 beds/suites (we represent non-profit (41%), and private (59%) retirement, independent living, as well as supportive housing and personal care home residences), approximately 4,600 employees, spanning seven regional health authorities across Manitoba. Our membership has grown by more than 100% in the last two and a half years and has become much more diverse. Our primary objective is to advocate on behalf of seniors in Manitoba and the staff at the residences who serve them.

Annual Membership

April 1 – March 31 (Membership fees will be pro-rated). The annual membership fee is \$10/suite, plus GST for Associate Membership. All members are invoiced annually with payment due after April 1st of each year.