



Victoria Stroke Recovery Association

Annual Report

2025



VSRA

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*All animals except man,
know that the principle
business of life is to
enjoy yourself*

VSRA COLLAGE



100+ Women Who Care Victoria



\$27,800



2025 XMAS LUNCHEON
HOSTS CARLA & LARRY



VSRA PRESIDENT



Noreen Frisch PhD

PRESIDENT'S REPORT

VSRA AGM May 1 2026 Message from the President and Chair To the VSRA Community:

I became the Chair of the Board last May, having been a member of VSRA for only a short while. I took on this role with enthusiasm and also a trust in the organisation. That trust in VSRA came easily as I could see and feel the sense of community and support all members provide to one another. I could not imagine a group more committed to achieving its goals.

I'd like to let you know some of this year's VSRA highlights – things that give us all something to celebrate. We've grown our membership: we've had quite an increase in members and now have over 100 VSRA members: survivors, care partners, volunteers and contractors.

We've attracted some additional funding from grants and foundations: We've grown our Endowment Fund and continue to be supported by the United Way and the Victoria Foundation. In addition, we've obtained smaller grants from other sources and through individual giving. To top it off, we've arranged to receive funds through the Royals Hockey 50/50s! and look forward to adding a similar arrangement with the Harbour Cats this summer.

I am happy to see the way we get out and around town these days. We have hospital and outreach visits to let our community know we're here. We've enjoyed Hillside Coffees, and our Summer Picnic and Christmas luncheon. And it was great to see our group once again enjoying a night out at the hockey game!

We've initiated new programs this year: the Partner Program focusing on communication between stroke survivors and their care partners; the Dragon Boat team (called Stroke Ahead!) that provides a recreational sporting activity at the Victoria Canoe and Kayak Club. Also, for our administrative work we've hired a new bookkeeper and moved much of our documents to an online, digital format that is housed on a secure Canadian server, and taken initial steps to simplify our annual membership renewals.

It's been a good year! No doubt we'll have challenges in the year(s) to come – we'll have to deal with tighter financial constraints on all of our funding sources and we'll have to deal with expanded requests for our services at the same time. I know that, whatever challenges we have, we'll work together to live within our reality and our vision for the future.

Thanks to you all,

Noreen Frisch

BOARD OF DIRECTORS

PRESIDENT
NOREEN FRISCH, PHD



VICE PRESIDENT
STROKE
SURVIVOR
RICHARD BREMMILL PENG



SECRETARY
LYNNE YOUNG, PHD



TREASURER
STROKE
SURVIVOR
ALVIN YANCHUK, PHD



PAST PRESIDENT
SUSAN EDWARDS MSC RSLP



STROKE
SURVIVOR
BILL COX



STROKE
SURVIVOR
ERIC NELSON



STROKE
SURVIVOR
DEBORAH TOWNE



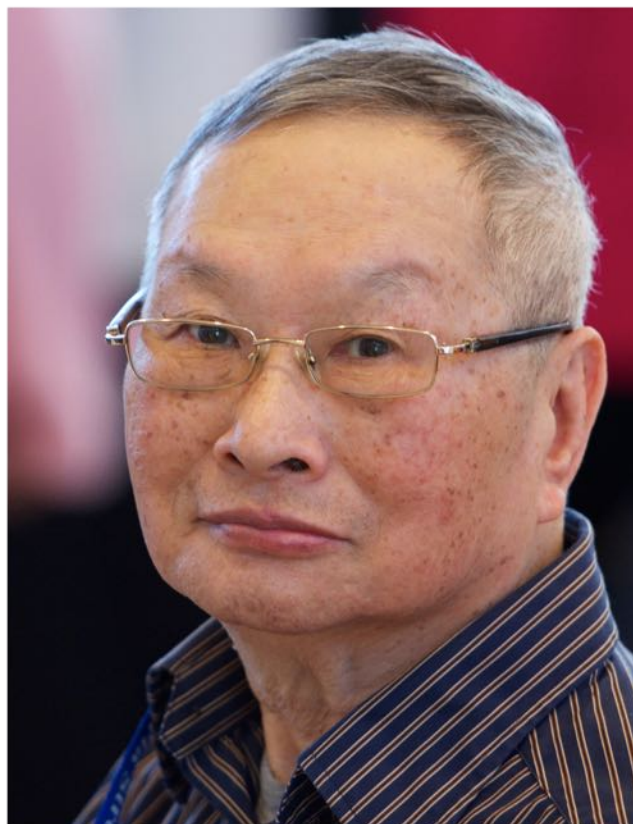
STROKE
SURVIVOR
HEIDI LOVERIDGE



See website for bio details : www.victoria strokesurvivors.org

THANK YOU & CONGRATULATIONS

2025 VSRA Life Members



Wayne Mew



Mary Anna MacKay



VOLUNTEERS



**Activity
Co-ordinator
Mary-Anne Gibbs**

Volunteers

• Hospitality



• CAMPUS → UVIC Students



Rolly (volunteer)
serving just a little bit
of coffee. Hope there's
enough caffeine to go
around!



THANK YOU VOLUNTEERS



... and Board director Richard with two of our wonderful student volunteers Emma and Nahari



... student volunteers from the UVic speech language pathology program



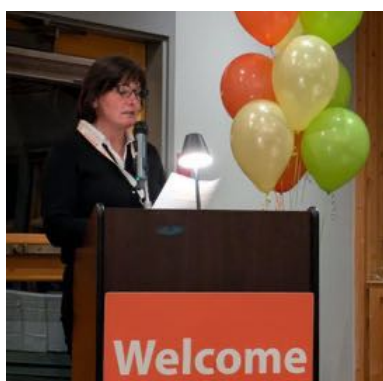
... to all our amazing volunteers, young and "older"



Kathy and Kelly setting up for Father's Day



... on to this coupon! Another Thanksgiving raffle winner.



Some of our talented and caring student volunteers - and speech therapist Marie Schuman!



“



**Remember:
It's hospitality
with a lot of
charm**



”



MISSION STATEMENT

Our goal is to **support stroke survivors** and their **care partners** to **improve** their **quality of life**, allowing for **independent living** and **ongoing recovery**.

VSRA



We achieve our mission by:

- * providing stroke survivors and care partners with counseling, group support programs, education and social activities**
- * assisting stroke survivors and their care partners with resources to improve quality of life and help survivors to live independently**
- * providing stroke survivors with speech therapy and adaptive physical exercises as a continuation of their rehabilitation after discharge from hospital**
- * increasing stroke awareness for the general public - the causes, symptoms, prevention and impact of strokes. Providing the public with brochures, guides, seminars and presentations that explain the causes, symptoms, prevention and impact of strokes**



HIGHLIGHTS OF 2025

1. Grew the number of Stroke survivors and care partners from 65 (April 2025) to 72 (Dec. 2025) 11%
2. Extended the year into July for all programs, and in August at Hillside Mall for Coffee (Avg. 25 people)
3. Grew Endowment fund to \$ 60535.23 (or annual disbursement to ~\$3300 or +89%)
4. Highlights of outreach Program:
 - a. Partnered again with United Way and presented several well received impact Talks to their clients
 - b. Presented a Stroke Awareness presentation at the Burnside Senior Community Centre
 - c. Monthly Stroke Discharge meetings at the Victoria General Hospital (~48 people a year)
5. Completed Self-Management Program 5 Part Series (Jan-June) John Scattergood/Bill Cox
6. Fund Raising: A) United Way B) Victoria Foundation C) 100+ Women Who Care D) Canada Helps E) Music Heals F) ~~Vandekerkhove Foundation~~ G) ~~Hamber Foundation~~ H) Victoria Royals Hockey 50/50 I) Times Colonist J) Xmas Silent Auction L) Members M) Susan and Wayne Mew Foundation
7. Educational/social Programs:
 - Music – Don Nathan, Ceilidh Briscoe and Terry Boyle
 - Flora of Northern BC – Dr Ken Marr
 - Persistent Pain – Dr David Kennedy
 - Sleep – David Futter
 - Travel slideshow – Desiree and Dale
 - Student book reviews of VSRA library
 - Dragon Boat Pilot Program – Peter Mercanti et al
 - Antarctica slideshow – Maureen and Bob Bennett
 - Fall Prevention – Naomi ~~Casiro (NeuroFit)~~
 - Croquet – Lorne Oakes – Victoria Bowls and Croquet Club
 - Qi Gong – Anne Casey
 - Survivor Tips and Techniques
 - Stroke Research – Kamal Narayana
8. Christmas Luncheon, hosted by Carla and Larry Robinson, at the Victoria Golf Club and sponsored by the Times Colonist Christmas Fund and the Sovereign Order of St John of Jerusalem, Knights Hospitaller (Sovereign Order). The event was well attended ~ 110, well received, and VSRA plans to repeat in 2026.
9. Aphasia technology/Apps Program using iPad tablets up and running. Initial results are promising. Partner program was launched to rave reviews – future stories will be notable.
10. Planned and started the VSRA Pilot program of the Para Stroke Survivor and Care Partner Dragon Boat Team sponsored by the Allen and Loreen ~~Vandekerkhove Family Foundation~~ and ~~Hamber Foundation~~. VSRA partnered with the Victoria Canoe and Kayak Club (VCKC) who provide a safe dragon boat, insured membership and safe accessible access to the dock and boat plus nearby parking.





VSRA Demographics 2025-2026

Group:		Number:
Stroke Survivors		48
Care Partner		24
Adult Coffee /Greeting Volunteers		8
UVic Student Volunteers		16 to 30
Board of Directors		9
Contractors/Staff		9



Activity Co-ordinator Mary-Anne Gibbs

2025 saw continued growth in our program with new members being welcomed on a regular basis. Old friendships deepened, new friendships blossomed. More members have been involved in presentations during our Social Time, outreach at the VGH, helping with our care partner support group and in other volunteer capacities. All these things make us stronger, relevant and member-led. It is true. There is Life After Stroke!



GUARDIAN ANGEL

EDUCATIONAL SOCIAL PROGRAM

In the Social Program (a 45 minute period after lunch), we try to present a balance of stroke recovery education, relevant resources and services, entertainment and interactive fun. This time also includes our monthly Music session with Shannon Perkins-Carr.

This year we enjoyed talks by our members on topics such as Antarctica, wildlife photography, Neuro Linguistic Programming and sharing helpful community resources. One of our UVIC volunteers presented his research on blood flow in the brain following a stroke. We had presentations from an OT, a Physiotherapist and watched an online webinar on fatigue. We learned about tips to adapt to life after disability and how to travel after a stroke. In addition, we enjoyed some entertainment, played games, and celebrated holidays and special occasions together.



SPECIAL EVENTS



Our annual events are a time to socialize and to celebrate with gratitude - not only the seasons, but our recovery journeys, our friendships and the community we have along the way.

Picnic

The Annual Summer Picnic was held on July 25th at Gyro Park. 88 people came including stroke survivors, care partners, family, volunteers, Board Members and students. We had a great time in the sun, eating, chatting and generally relaxing in the great outdoors! Thank you volunteers, for making this successful event happen!



CHRISTMAS LUNCHEON

This year, we celebrated the Christmas social luncheon at the Victoria Golf Club thanks to our hosts Carla and Larry Robinson and sponsored by the Times Colonist Christmas Fund and the Sovereign Order of St John of Jerusalem, Knights Hospitaller (Sovereign Order). 110 people enjoyed a delicious feast while socialising with friends and family in this very special community. We also held our second annual Silent Auction which was very successful. This will be an event we will all remember for years to come!



Hosts: Carla and Larry Robinson



Communication Skills

A weekly communication group is directed by a Speech-Language Pathologist – Marie Shuman, BA (Hons), MSc., Registered - SLP(C), #2541 – along with the support of volunteers (many of whom are pursuing a career in speech-language pathology).

One of our important programs, is called **CAMPUS: Communication and Aphasia Mentorship Program for Undergraduate Students**. VSRA has been providing intergenerational mentorship volunteer opportunities, in the Aphasia Communication Group, to local university students, for over a decade. Most of these students have gone on, to be accepted into graduate programs, in Speech Pathology and Audiology, all across Canada, become Speech-Language Pathologists (SLP), and are providing much needed assistive technology and services, to people who have difficulty with speaking, listening, reading and writing, following a stroke. Students often remark on how enriched their lives are, through interacting with our members, during the mentorship process, and the stroke survivors with aphasia, appreciate knowing that future professionals, will understand that it is their communication – not their intelligence – that has been affected by the stroke.



CAMPUS PROGRAM

VSRA is able to provide skilled training time for student volunteers, from our registered SLP, and the opportunity for UVic volunteer students to interact with stroke survivor members who have aphasia, both more frequently and more confidently. We believe that this experience will empower students as they become proficient in clear, empathetic, and flexible conversations, and will inform future intergenerational, personal, and professional communications. The volunteer experience provides students with an education and experience that they do not get in class, but will greatly help them apply for grad schools and scholarships, followed by work as speech-language pathologists across the country. Our current registered Speech-Language Pathologist has recently increased the number of volunteers and recruited 16+ UVic student volunteers to the point where we now have one-to-one aphasia stroke survivors to student volunteers. Most sessions begin with a warm-up exercise, followed by 1-2 group activities which vary each week. Some activities are focused on everyday tasks, while others are based on member requests/experiences. Previous activities have included a conversation-based card game, show and tell, poetry, word retrieval exercises, story sharing, targeted-practice board games and word-meaning activities. Feedback and ideas are highly encouraged. This group is for you! Each member is provided with communication supports and strategies to enhance their experience. Participants are encouraged to talk as much as possible while they are in this highly supportive environment, and any form of communication is welcome. Both one-on-one and group conversations take place, and the group is a very positive environment for people with aphasia, volunteers, and the SLP running the session.





PARTNER PROGRAM



NEW FALL PROGRAM!

Programming by
The **Victoria Stroke
Recovery Association**



PARTNER:

**Learn to make communication
easier after stroke**

Led by **Marie Shuman**
Speech-Language Pathologist
BA(Hons), MSc., RSLP (#2541)



Made possible by
funding received through
100 Women Who Care



Aphasia isn't just a language problem that belongs solely to the person who had a stroke. It's a **communication** problem between people.

This program aims to help family, friends, colleagues, and care partners become skilled **communication partners** for the person with aphasia.

Who It's For

Pairs: a VSRA member with aphasia + a chosen family member, friend, colleague, or care partner

When

Wednesdays, 6:30 - 8:00 PM
September to November 2025

Where

Knox Church
2964 Richmond Road, Victoria



VISIT
MARIESLP.CA

OR



How to Register

POINT YOUR
CAMERA AT
THE **QR CODE**



What You'll Learn

- P** practice communication strategies
- A** dapt your communication style
- R** epair communication breakdowns together
- T** une in to visual cues
- N** otice successes and challenges
- E** mpower yourself and your person with aphasia
- R** ebuild relationships and reconnect





PARTNER PROGRAM



Speech therapist Marie Schuman runs the PARTNER program for care partners supporting loved ones with aphasia.



Ron thanks the volunteers and speech therapist Marie Schuman for going above and beyond in delivering the spring



Care partners learn "keywording," which makes communication easier for people with aphasia.



DJ rides his three wheeler from Langford to Victoria to attend the VSRA meetings!



The PARTNER program teaches care partners how to use gestures to communicate with a loved one who has aphasia.



PARTNER program teaches care partners how to communicate with someone who has aphasia.





ADAPTIVE EXERCISE CLASS

The physical exercise program is coordinated by Alexis Moores, a talented person with considerable experience in the field of adaptive physical fitness training. She knows our conditions well, our strengths and our limitations and customises a program that meets our needs. She leads a sit-down chair exercise program. We use such equipment as hand weights, therabands, rubble balls, yoga cushions to create a variety of aerobic, strength and flexibility exercises that provide us the fitness we need. Physical fitness training is generally beneficial for stroke survivors, contributing to improved functional capacity, quality of life, and reduced risk of future cardiovascular events.

We have a lot of fun while we do an ever changing dynamic exercise workout.

- Chair Exercises
- Therabands
- Exercise balls
- Hand Weights



Alexis Moores

CARE PARTNER COUNSELLING & SUPPORT



**Lycia Rodrigues -
Registered Clinical Counsellor**
**[https://www.oceanos-
counselling.com/references](https://www.oceanos-counselling.com/references)**

Over the past year, I have had the privilege of facilitating monthly support groups for both care-partners and stroke survivors. Across both groups, I have witnessed the power of connection, shared experiences, and collective wisdom in reducing isolation and fostering resilience. While each group faces unique challenges, both have benefited from a supportive environment where participants can explore their experiences, find meaning in adversity, and discover new possibilities for growth and wellbeing.

A central focus of my work this year has been creating opportunities for participants to reflect on the stories they carry about loss, caregiving, recovery, identity, and belonging. Together, we explored how certain narratives can contribute to pain and suffering, while also identifying pathways toward re-authoring these stories in ways that nurture hope, self-compassion, purpose, and connection. Through dialogue, reflection, and mutual support, participants were encouraged to recognize their strengths, values, and capacity for adaptation despite life's ongoing challenges.

our paragraph text

For care-partners, our conversations often centered on balancing caregiving responsibilities with personal wellbeing, navigating changes in relationships, healthcare system advocacy, anticipatory grief, and future planning. Beyond practical concerns, the group provided space to explore the emotional and existential dimensions of caregiving, including how participants continue to cultivate meaningful lives while facing significant responsibilities and losses.

For stroke survivors, our discussions focused on the emotional, social, and psychological aspects of recovery. Participants shared experiences of navigating changes in identity, independence, relationships, and daily functioning. Together, we explored how recovery extends beyond physical rehabilitation and includes rebuilding a sense of self, purpose, and belonging. Through storytelling and shared reflection, participants were able to witness one another's resilience and discover new possibilities for growth and healing.

An important theme throughout both groups was the concept of neuroplasticity—the brain's remarkable capacity to adapt, learn, and create new pathways throughout life. We explored how new experiences, relationships, perspectives, and practices can support emotional wellbeing and recovery. This understanding offered participants a hopeful framework for embracing change and recognizing that meaningful growth remains possible, even in the presence of significant life challenges.

One of the most inspiring aspects of this work has been witnessing participants move from isolation toward connection, from self-criticism toward self-compassion, and from narratives centered solely on loss toward stories that also include resilience, meaning, and possibility. The courage, generosity, and wisdom shared within these groups continue to be a profound source of inspiration.

I am deeply grateful for the opportunity to walk alongside these individuals as they support one another, share their stories, and continue creating lives that reflect purpose, connection, and hope.





MUSIC THERAPY

Each month, usually on the third Friday, 25 to 32 people gather for music therapy with: Shannon Perkins Carr, MTA, MA, B. Mus.

Music therapy offers significant benefits for stroke survivors, aiding in recovery of motor skills, speech, and cognitive functions, while improving mood and motivation. By stimulating multiple brain regions, music helps in rewiring neural pathways and promoting neuroplasticity, which is crucial for recovery.

Shannon leads an hour of music, which generally includes singing, playing instruments, and sometimes a bit of group songwriting. Instruments such as hand chimes, small drums, tambourines, maracas, and bells, are handed out to those who wish to keep rhythm. After some belly breathing and vocal warm-up exercises, Shannon often guides us through familiar songs using her guitar, including some old classics. When we use the hand chimes, we form groups and Shannon conducts us to play harmonious renditions of other well-known tunes. It's a marvelous experience that leaves us feeling fulfilled for having created beautiful music together.

- helps cognitive function
- promotes neuroplasticity
- breathing and vocal warm ups
- hand chimes, varied hand instruments
- guitar music, familiar songs



**SHANNON
PERKINS-CARR**



OUTREACH

Our outreach program helps VSRA reach a wider audience and connect with the community, raise awareness, and secure support for our mission. By actively engaging with individuals and groups who might not otherwise access our services, we can increase our impact and build stronger relationships.

VSRA employs several ways to inform our community. We increase our awareness and visibility by visiting the Victoria General Hospital once a month to stroke patient discharge meetings, with rack cards spread out through the hospital. Announcements at Hockey and Baseball games via (50/50) raffle sellers. Talks and table information shared at Senior Centres. The VSRA website (victoriastrokerecovery.org) has been revamped, and analytics show increased traffic. Other social media such as Facebook, local newspaper articles, Victoria Foundation e-newsletters, and UVic student volunteers also inform the community. Stories told to 100 women who care and United Way Impact Talks provided exposure to several hundred people who are in the workforce. In the last year, it is an understatement that the VSRA has told its story to over 5000 young people in Victoria. A new initiative is the pilot Stroke Para Dragon Boat team (first such team in BC), partnering with the Victoria Canoe and Kayak Club (VCKC) with major funding from the Allen and Loreen Vandekerkhove Family Foundation and the Hamber Foundation. VCKC membership is over 300 people, and we plan to enter a festival in 2026 which will be a public spectacle of a few hundred.

100+

VGH:
Stroke survivors
Vancouver Island

3000+

Hockey Game
Baseball Game

100+

Senior Centers:
James Bay New Horizons
Oak Bay Senior Centre

1500+

WEBSITE, FACEBOOK

100+

Print Media: newspaper,
UBC newsletters etc.

300+

Impact Stories - 100
Women that Care and
United Way



Outreach Program



Presentation Award



STROKE DISCHARGE MEETINGS



Hockey 50/50 Raffle



Baseball 50/50 Raffle



Payroll deductions



Impact Stories



Friday Forum



Dragon Boat Team
VCKC Members



Website



Student Volunteers



Aphasia Program



E-Newsletter



Rack Card

FRIDAY SESSION SCHEDULE	????'s  Phone 778-350-8772  info@victoriastrokerecovery.org	Victoria Stroke Recovery Association STROKE GROUP 
10:30 am - 11 am  Coffee Social	Donors:      	
11 am - 12 pm  Communication Skills  Exercise & Mobility  Care Partner Support	     	
12 pm - 12:30 pm  Lunch (bring your own)	 Please Support Registered Charitable Organization 	
12:30 pm - 1:30 pm  Social Programming (varies weekly)		

Rack Card

WHO?



**Stroke survivors
& Care Partners**

You should be:

- Independently mobile
- Able to eat independently
- Able to attend to personal hygiene and toileting

WHERE?



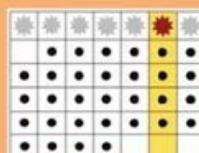
Knox Presbyterian Church
2964 Richmond Road,
Victoria, BC



WHEN?



Every Friday
10:30 am - 1:30 pm



WHAT?



**Stroke Recovery
Programs & Activities**
See Session Schedule



778-350-8772

COST?

Programs and most Activities are
included in your membership

**Annual
Membership is only
\$75**

VSRA

Mission Statement:

To assist stroke survivors and their caregivers maintain and improve their overall quality of life and good health so that all of those affected by a stroke can help with the ongoing recovery of the stroke survivor and enable independent living.

Programming:

Professional run VSRA programs are designed to develop communication skills, mobility, and socialization in a safe and inclusive space. We also have a support group for care partners with regular counsellor visits. Additional educational, therapy, and recreational activities include:

- Music therapy
- Educational presentation
- Brain Games
- Special Events
- Planned: Self Management, Art Therapy, Yoga... etc.



Stroke VICTORIA STROKE RECOVERY ASSOCIATION Ahead



Peter Mercanti started forming a team in 2025, secured funds, with thanks to the Allen and Loreen Vandekerkhove Family Foundation, Hamber Foundation, and the Victoria Royals Hockey 50/50. After exploring all options for our new team, the VSRA Board selected the Victoria Canoe and Kayak Club as our team home. We are provided with an insured membership, a safe dragon boat, and safe, relatively easy access to the docks and the club facilities – all of which are affordable to us, in addition to available nearby parking. All VSRA members are welcome to join the team. Talk to Peter if interested. We are working towards a festival in late 2026.



VSRA Para – Dragon Boat Team



Peter, the champion
of the VSRA dragon
boaters!



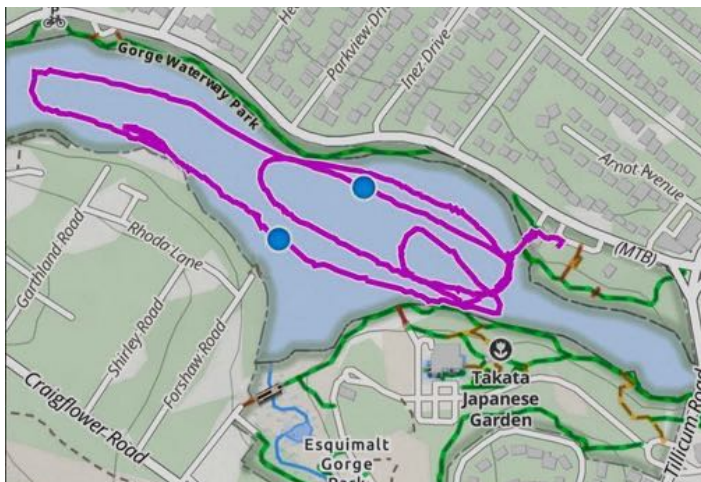
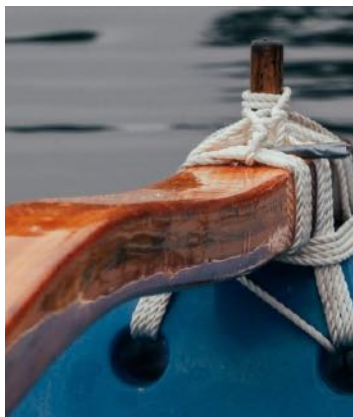


FIRST BC STROKE SURVIVOR/CARE PARTNER PARA TEAM



leader!





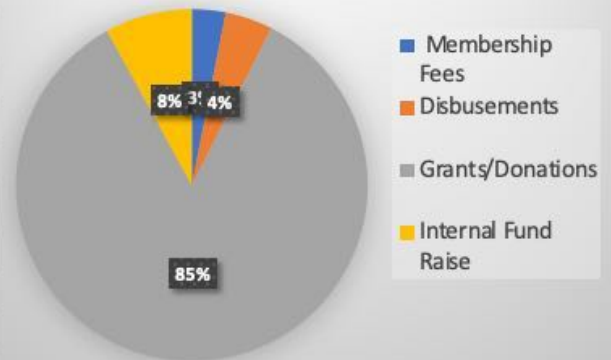


FINANCIAL SUMMARY

VSRA 2025 Financial Summary:

Income:	%	\$
Membership Fees	3%	\$ 3,600.00
Disbursements	4%	\$ 5,050.65
Grants/Donations	85%	\$ 97,938.38
Internal Fund Raise	8%	\$ 9,255.90
	100%	\$115,844.93

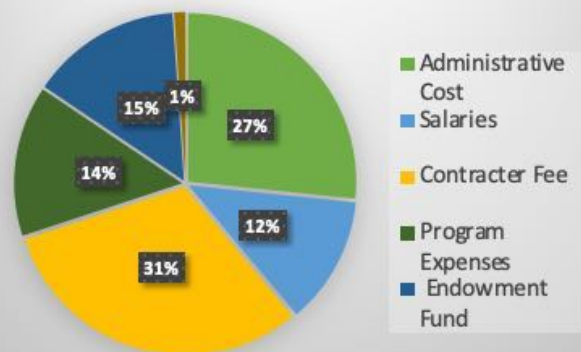
2025 Revenues \$115,844.93



Expenses:

Administrative Cost	27%	\$ 18,386.60
Salaries	12%	\$ 8,477.01
Contracter Fee	31%	\$ 21,429.09
Program Expenses	14%	\$ 9,992.42
Endowment Fund	14%	\$ 10,000.00
Other Expenses	1%	\$ 752.25
	100%	\$ 69,037.37

2025 Expenses \$69,037.37



ENDOWMENT FUND



VSRA ENDOWMENT FUND: \$60,535.23
~\$3313.00/YEAR

Website Performance Review

Impact of Website Improvements: 2025-2026

By Andrea Careless, Website Administrator, June 6, 2026

Executive Summary

This report summarizes performance for the Victoria Stroke Recovery Association (VSRA) website from June 1, 2025 to June 1, 2026 compared with the previous year.

Major website improvements were undertaken between April and July 2025.

The results indicate substantial growth in website reach, visibility and usage during the first full year following these improvements.

Compared with the previous year, website sessions increased by 94%, active users increased by 121%, new users increased by 122%, page views increased by 34% and resource downloads increased by 22%.

1. Traffic Acquisition

Traffic acquisition measures the sources of website visits—such as search engines, direct visits, referrals from other websites, social media, email links and other channels.

The website recorded 5,061 sessions compared with 2,611 during the previous year (+94%). Engaged sessions increased by 61%. Organic search sessions increased by 19%, while direct traffic increased by 186%. The increase in direct traffic suggests growing awareness of the website through communications, newsletters, presentations, referrals and repeat use.

2. User Acquisition

User acquisition measures how many people visit the website for the first time and identifies the channels through which they discovered the site.

The website attracted 3,704 new users compared with 1,665 during the previous year (+122%). This indicates that the website is reaching substantially more people and attracting new audiences, rather than relying solely on repeat visitors.

3. Content and Page Performance

Content and page performance examines which pages and resources are most frequently accessed by visitors and provides insight into how the website is being used.

The website recorded 11,232 page views (+34%). The Home page remained the most visited page. The enhanced Calendar page became one of the most heavily used sections of the website, indicating strong demand for current information about programs, activities and events. Program and support pages also attracted significant traffic.

4. Visitor Engagement and Resource Use

Visitor engagement and resource use examines how visitors interact with the website and the extent to which they access information, resources and services.

The website recorded 32,561 user interactions (+34%). Resource downloads increased from 332 to 405 (+22%), indicating growing use of website resources by stroke survivors, caregivers, family members and the public.

Discussion

Although VSRA has 95 members, the website attracted 3,738 active users during the reporting period, including 3,704 first-time visitors. This suggests that the website is reaching a much broader audience than the VSRA membership alone.

Website analytics cannot establish a direct cause-and-effect relationship between website improvements and website growth. However, the timing of the increases is consistent with the period following significant improvements to the website content, organization and usability.

WEBSITE STATS

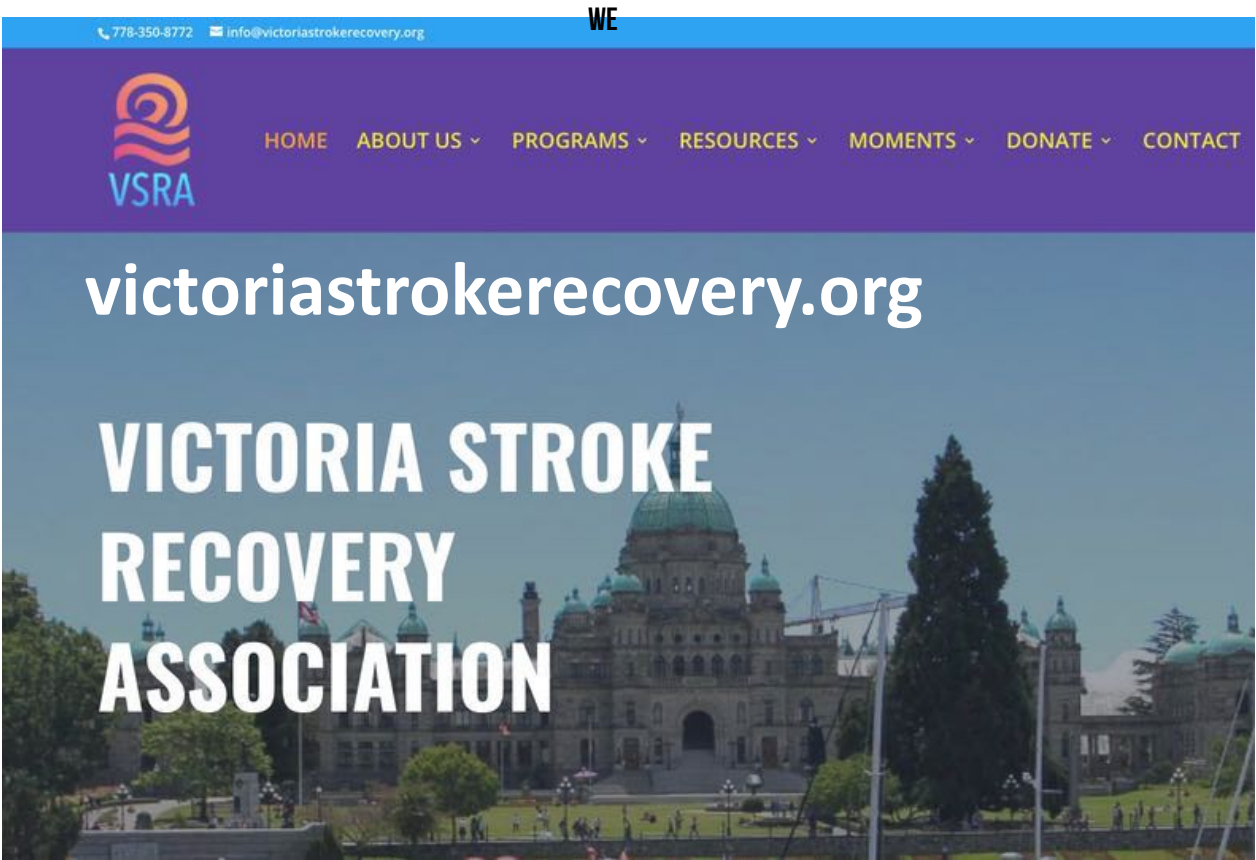
Glossary

- **Active User:** A visitor who actively interacts with the website
- **Direct Traffic:** Visitors arriving directly or via bookmarks
- **Download:** A file downloaded from the website
- **Engagement Rate:** Percentage of sessions involving meaningful interaction
- **Engaged Session:** A session involving meaningful interaction
- **Event:** A recorded interaction
- **New User:** A first-time visitor
- **Organic Search:** Visitors arriving through search engines
- **Page View:** A page viewed by a visitor
- **Session:** A visit to the website
- **Traffic Acquisition:** How visitors find and arrive at the website
- **User Acquisition:** The process of attracting new visitors to the website

Key Metrics

(See “Glossary” for metric definitions.)

Metric	June 2024– June 2025	June 2025– June 2026	Change
Sessions	2,611	5,061	+94%
Engaged Sessions	1,493	2,404	+61%
Active Users	1,688	3,738	+121%
New Users	1,665	3,704	+122%
Page Views	8,388	11,232	+34%
Resource Downloads	332	405	+22%
Organic Search Sessions	1,538	1,834	+19%



WE



THANK TO TO OUR DONORS

ALVIN YANGCHUK
ANDREA TABOKA
BLAIN JACHAU
BRUCE HILCHEY
DEAN KARLAN
DEE MORRIS ESTATE
DON BROWN ESTATE
DRU DEEK
JAMES LAWRENCE
JEFF MACLEAN
JENNIFER BEADLE

JIM GREENING
JULIANA CHUPICK
KEN WAUNCH
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