

Manitoba Seniors Equity Action Coalition Inc. (MSEAC)

In early 2024, the Community Education Development Association (CEDA) and the Public Interest Law Centre (PILC) came together to complete community consultations and a report that would support the development of a new non-profit seniors' advocacy organization in Manitoba.

The Manitoba Seniors Equity Action Coalition (MSEAC) was born from these community consultations to have a strong equity focus to address the aspirations and needs of Indigenous, racialized, 2SLGBTQ+, persons with disabilities, low-income and unhoused older adults living both in-care and within the community.

One of the issues MSEAC has also been working on is to advocate the provincial government to establish an independent legislated seniors' advocate office which is coming to fruition in the winter of 2025. However, MSEAC continues to work diligently to ensure The Act has the investigative authority required to ensure vulnerable older people are protected in Manitoba.

The inaugural board of directors is made up of older adults that reflect the community we serve as well as allies that are championing the work and contributing to the wealth of knowledge, experience, and wisdom.

Mission Statement

The Manitoba Seniors Equity Action Coalition Inc. (MSEAC) is dedicated to promoting quality of life and equity among older adults in Manitoba through community advocacy, education, and research.

Vision Statement

The Manitoba Seniors Equity Action Coalition Inc. (MSEAC) envisions a society where all older adults, regardless of their background, live with dignity, respect, and equitable opportunities. We strive for a future where the voices of those aged 55 + from First Nations, Métis, Inuit, racialized, 2SLGBTQ+, persons with disabilities, unhoused and low-income communities are amplified, and their rights are upheld. Through relentless advocacy, community mobilization, and education, we aim to create an inclusive environment where everyone can thrive and contribute to the community.

Value Statements

Respect: MSEAC accepts people for who they are, embraces and acknowledges our similarities and differences. Respectful relationships build feelings of trust, safety, and wellbeing.

Social Justice: MSEAC believes that everyone deserves equitable economic, political and social rights and opportunities. We aim to open the doors of access and opportunity for older adults, particularly those in greatest need.

Diversity & Inclusion: MSEAC values diversity and inclusion, which are vital to the work we do. Embracing diversity in all its forms ensures people feel valued, respected and included.

Collaboration: MSEAC believes that working in collaboration towards a common interest result in collective action and community mobilization.