

ANNUAL REPORT 2015



GENESIS

CENTRE

Inspiring Community Wellness



The Genesis Centre is a 225,000 square foot multi-purpose complex dedicated to enriching the health, wellness, and unity of Northeast Calgary.

OUR MISSION:

To support community-based recreation, sport, cultural and social organizations that enrich the quality of life and character of the broader community through a facility that is financially self-sustaining and professionally managed.

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Message from the **President & Executive Director**

The Genesis Centre has rapidly transformed from a period of infancy and discovery to becoming the heart of the most culturally diverse quadrant of the City of Calgary. 2015 was an incredible year for the Genesis Centre as we focused on strategic relationships, operational excellence, program development, and marketing & communications.

The *Lotus Link*, a tri-community quarterly newsletter, was published and delivered to 12,000 homes. This publication is an exceptional example of how the Genesis Centre collaborates with the associations of Martindale, Saddle Ridge, and Taradale to highlight all the programs and services available that enrich and enhance lives. The community response has been overwhelming and we are exploring how to further develop the content as well as frequency.

The Genesis Centre also recognizes the importance of investing back into our community and facility. A notable investment undertaken last year was the addition of a \$250,000 audio/visual system in our Feature Gymnasium & Event Centre. The utilization of the system and Event Centre has increased dramatically because of our ability to offer an accessible and affordable alternative to many other high cost special event venues in the city for community gatherings and cultural galas.

Every year we recognize the importance of soliciting feedback from our community to stay relevant to the residents and groups our facility serves. In 2015 we launched our first formal community survey with the intention of better understanding the demographics of our users, benchmarking key performance indicators, and gathering perceptions and comments. Our summary and key indicator number is that 85% of respondents agree that the Genesis Centre not only exceeds their needs as a sports facility but also as a community hub. We would imagine there is no better confirmation of this than the 1.5 million individuals who passed through our door last year (which is a 50% increase from 2012!).

As our organization looks ahead we have renewed our focus through our 2016 - 2019 strategic plan. Through the work of our Board and staff we have also created an organizational scorecard to help define our work, measure our success, and remain accountable to partners, community stakeholders, and ourselves.

We would like to take this opportunity to thank our committed team of staff, volunteers and Board visionaries. Their work and passion drives our success and ensures our community has a brighter tomorrow. Please view our newly released organizational story and contact us to get involved – <https://youtu.be/qnRSn6OE5Ek>.



Lisa McGuey
President

Brad Anderson
Executive Director

2015 NECCS **Board of Directors**

Lisa McGuey President

Ozzy Mahmood Vice-President

Sue Clark Secretary/Saddle Ridge Rep

Bilal Akhtar Treasurer

Al Marryatt Martindale Rep

Noreen Mahmood Taradale Rep

Paul Sinclair Soccer Rep

Greg Steiner Director-at-Large

Nadeem Khan Director-at-Large

Jaqueline van der Pol Director-at-Large

Jason Klinck Director-at-Large

Kara Bonikowsky Director-at-Large

Zeeshan Baig Director-at-Large

Neha Verma Director-at-Large

Carol Steiner Past-President

Community Focus



Our Demographics / Usage

31% GROWTH BETWEEN 2005 & 2010

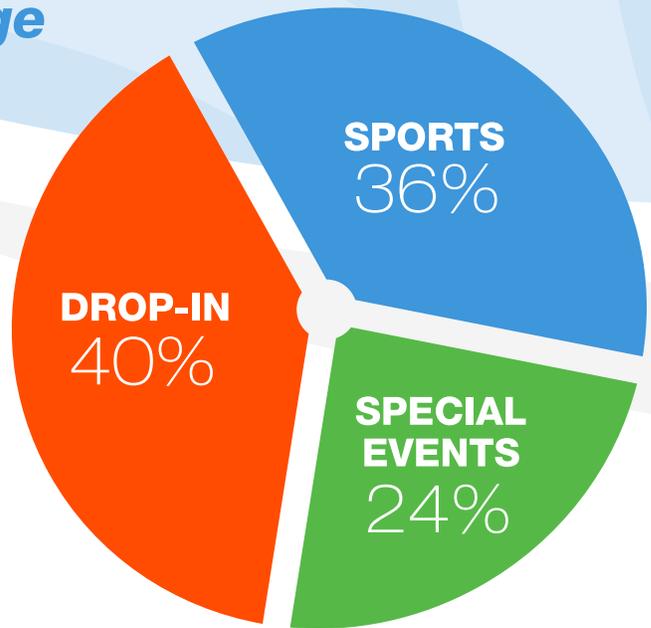
One of the fastest growing areas in the city.

25.6% OF FAMILIES WITH CHILDREN 0-14 YEARS

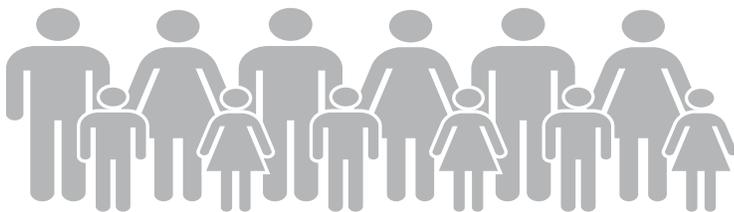
Highest population of young families in the city.

43% OF RESIDENTS BORN OUTSIDE OF CANADA

61% OF RESIDENTS ARE VISIBLE MINORITIES



FACILITY UTILIZATION 2015 (HOURS)



1.5 MILLION VISITORS ANNUALLY

Individual Impact

AJIT SINGH DHANOA AND BALJIT KAUR DHANOA

“Coming to the Genesis Centre has a healing effect.”



Ajit Singh Dhanoa and Baljit Kaur Dhanoa



Gurjit Singh Dhanoa

Ajit Singh Dhanoa moved to Canada in 1972, among the first in his family to set foot abroad. Two years later, his future wife Baljit Kaur Dhanoa arrived, following in her Grandfather's footsteps, who had moved to Calgary in 1901 (115 years ago). Baljit's family has long standing ties to Calgary. In fact her great-aunt was among the first women from India to move to Calgary in 1928. Between them, they have a lot of history in our city with over a century of their families calling Calgary home.

The Dhanoas have been coming to the Genesis Centre since it opened. Their late son Gurjit Singh Dhanoa was drawn by the variety of sports and the sense of community. He was very active in the community abroad, volunteering his time and energy whenever asked to. He was also an original member of the Board of Directors for the Khalsa School, and the pride of his parents is obvious when they talk about him. In fact, his impact was so great within the community a book about him has been published, available in the Calgary Public Library titled *Sadmay (n) Puttran De (Kashmira Singh, 2015)*.

Ajit and Baljit Dhanoa praise the Genesis Centre as a retreat for health of body, spirit and mind. As they put it, *“It is not only a place for the young but for all ages and interests. We have been coming here the past few years to walk in the Active Adults Program weekdays – an amazing activity for seniors. Every Tuesday and Thursday the kids can play with all the equipment in the soccer field with Toddler Time. It is a joy to see them play while we walk.”*

Since losing their beloved son just two years ago, the Genesis Centre has become much more than a place to walk and be fit – it has become a place to heal where the embrace and support of friends helps to lift their spirits and give them a reason to show up each day. As Baljit says, *“Coming to the Genesis Centre has a healing effect for me as it helps me to forget my pain and grief. If I don't show up one day, at least one of my friends will call to check on me and make sure that I am OK. That is true friendship and I would not have that if it not for the Genesis Centre.”*

In memory of their son Gurjit, the Dhanoa family have made a contribution in his name. They feel a sense of connection to him each day by seeing his name on a plaque on the NE Society Community Donor Wall. As Ajit says, *“Everyone is welcome at the Genesis Centre, whether new to the area or long time residents. It is a place to build connections, make new friends, meet old friends and learn many new things.”*

Celebrating Diversity

Highlights of 2015 Special Events. Successful. Memorable.



City High School Wrestling Championships Dec. 3, 2015



Gujarati October 16, 2015



SuperTrain April 18 & 19, 2015



Hapkido November 11, 2015



Culturefest September 26, 2015

Building Identity

THE NIGERIAN CANADIAN ASSOCIATION OF CALGARY (NCAC)

"The fabric of multiculturalism is strengthened with diversity."



Peter Oganwu



Njideka Harris-Eze



Nigerian Gala, October 2015

Peter Oganwu moved to Calgary in 2001 for opportunities in the oil and gas industry. Njideka Harris-Eze also moved to Calgary for professional reasons. As the NCAC President and Vice-President respectively, they are leaders in the Nigerian community in Calgary which is 5000 strong and growing with membership to their association of approximately 600 families. They are a very proud community, whose strong family values bind them together, reinforcing their philosophy that it takes a village to raise a child and to value connections among all.

The Nigerian Canadian Association of Calgary holds several social events throughout the year with their largest celebration being their annual Gala in October. The Gala event commemorates Nigeria's independence from British rule in 1960 and is a celebration of their rich heritage through song, dance and most importantly food. They have chosen the Genesis Centre's new Feature Gymnasium and Event Centre as their venue as it allows them to continue to grow their events and take advantage of the professional audio visual system to fill the room with the music they love. The commercial kitchen allows them to prepare authentic Nigerian cuisine using recipes passed down over generations.

This Gala event is the Association's major fundraiser of the year, helping to support initiatives including scholarships for students in grades 7 - 12. Competition for these scholarships is fierce as many students have extremely high marks and GPAs – confirming their value of education. In addition to supporting youth in the community, funds raised are also donated towards worthy charities. In recent years they have supported the Red Cross, Calgary Women's Emergency Shelter, and Alberta Cancer Foundation to name a few. Membership to their association is not limited to members of the Nigerian community. In fact they welcome anyone interested to join them. As Njideka puts it, *"The fabric of multiculturalism is strengthened with diversity, which we experience at the Genesis Centre."*

Extended Reach

2015 saw the launch of a collaborative publication connecting the Northeast communities of Martindale, Saddle Ridge and Taradale.

Lotus Link



ACCESS TO OVER **53,000** RESIDENTS



ACCESS TO OVER **14,000** HOUSEHOLDS



12,500 COPIES DELIVERED TO COMMUNITY HOMES

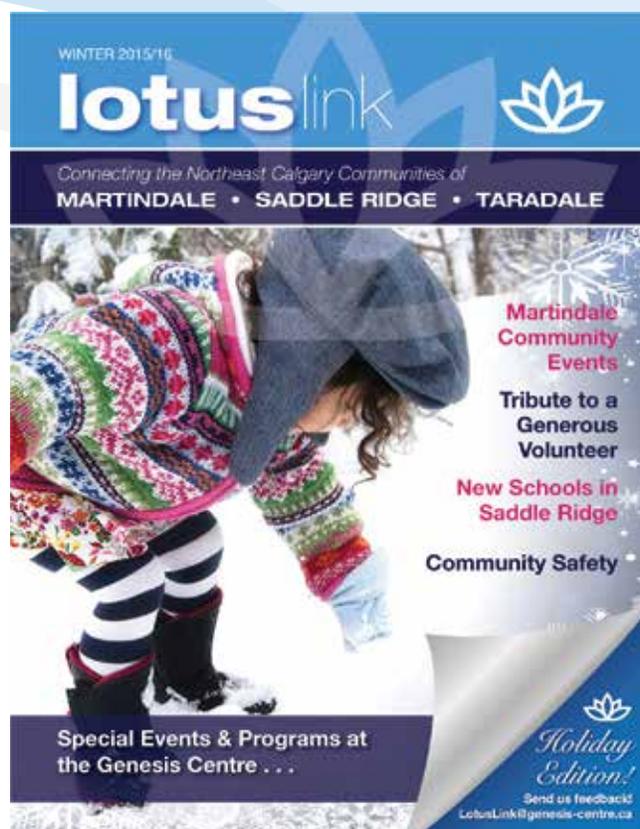
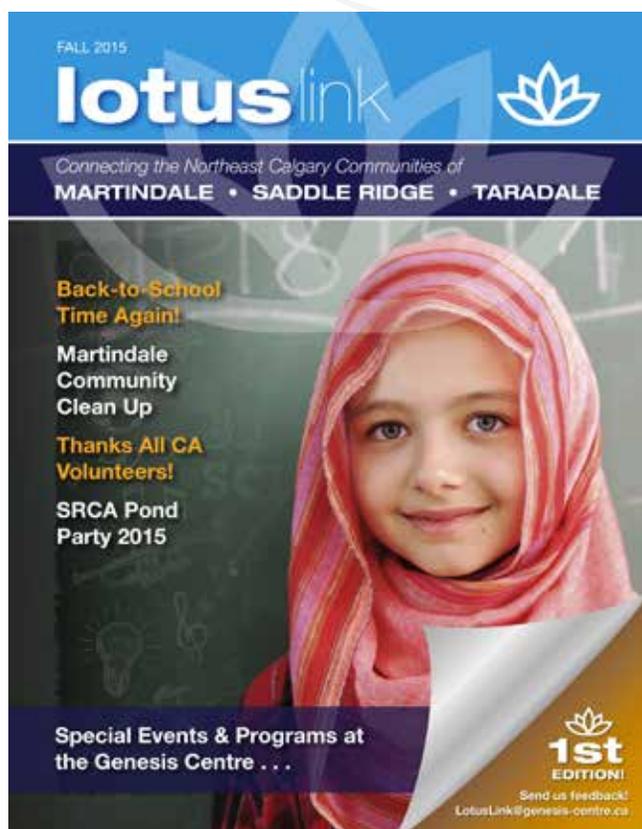


300+ COPIES DISTRIBUTED AT THE GENESIS CENTRE



VIEW THE ONLINE FLIPBOOK EDITION

www.genesis-centre.ca/flipbook/lotuslink/spreads/index.html



Family Ties

HAWKS FIELD HOCKEY ACADEMY

Sukhvir Grewal

“The Genesis Centre has filled an important void in the community.”

Sukhvir, along with his wife and two daughters, moved to Calgary five years ago from India. They chose northeast Calgary specifically because it provided ethnic diversity and opportunities to meet others from around the world. Sukhvir is the off-field coordinator for Hawks Field Hockey Academy, one of the fastest growing field hockey organizations in Calgary. Volunteering is his way of giving back to his community and developing young athletes to love the game he grew up with as a child. Sukhvir’s professional background is as a sport journalist. He worked for the *Punjabi Tribune* covering more than 100 international events. His passion for field hockey and his desire to help influence youth to lead healthy lives fuels his dedication to volunteering.

“The Genesis Centre has filled an important void in the community – we now have a place to meet others and make new friends. There is something for everyone here. There is something for all ages and interests. When a parent brings their child here for sports, they can watch or they can go and do their own activity. And they can have their grandparents also meet with friends their own age. The incredible facilities have made it possible for our sport to grow and attract tournaments which draws crowds and unites the community. It is an environment of positive, approachable people.”

The sport of field hockey is far more than just a game. Sukhvir loves to see the confidence building in the young players and the teamwork that you can’t get from an individual sport. *“In a team environment you learn to deal with pressure – which is a transferable skill into adult life. To win or lose is not the goal – to give it 100% effort is the goal, which is important to do throughout life.”*

His passion for the game inspired his eldest daughter to also play field hockey and like the generations before her, she plays with enthusiasm, determination and 100% effort. The Genesis Centre is proud to partner with Hawks Field Hockey Academy to inspire community wellness through sport.



Harleen Grewal, Sukhvir’s daughter

Sustaining Our Future

Excerpts from the

2015 Audited Financial Statements

AUDITOR'S REPORT

To The Members of the NE Centre of Community Society

The above statement of financial position and statement of operations are excerpts from the complete financial statements of the NE Centre of Community Society as of December 31, 2015. Management is responsible for the preparation and fair presentation of these financial statements in accordance with the Canadian generally accepted auditing standards for not for profit entities.

In my opinion and based on my audit, the accompanying statement of financial position and statement of operations fairly present the related complete financial statements. The above financial statements do not contain all the disclosures required by Canadian generally accepted auditing standards. Readers are cautioned that these statements may not be appropriate for their purposes.

For more information on the Society's financial position, results of operations and cash flows and the notes to the financial statements please refer to the complete set of audited financial statements and the auditor's report available by request at info@genesis-centre.ca.



Heidi Brauer

Certified Management Accountant

February 22, 2016

Date Signed

NECCS STATEMENT OF OPERATIONS

(Audited) for the year ended December 31, 2015

REVENUE	2015	2014
Facility Rentals	\$ 1,432,565	\$ 1,173,608
Donations & Grants	714,997	712,818
Investment Income	121,600	56,833
Leases	316,518	333,237
Commons Area	277,525	119,309
Admission & Passes	231,347	143,124
Programs & Supplies	104,504	93,301
Commission & Sponsorship	79,624	78,160
	<u>3,278,680</u>	<u>2,710,390</u>
EXPENSES	2015	2014
Salaries & Benefits	\$ 1,159,155	\$ 884,039
Common Area Expenses	541,945	441,822
Administration	209,907	164,553
Building Operation	286,440	176,949
Marketing	61,218	34,365
Programs & Supplies	505	17,991
	<u>2,259,170</u>	<u>1,719,719</u>
Excess of Revenue over Expenses before Amortization	1,019,510	990,671
Depreciation Expense	(1,224,332)	(1,132,159)
Amortized Contributions	950,519	905,392
Excess of Revenue over Expenses after Amortization	<u>\$ 745,697</u>	<u>\$ 763,904</u>

NECCS STATEMENT OF FINANCIAL POSITION

(Audited) as at December 31, 2015

ASSETS	2015	2014
Current Assets		
Cash and Cash Equivalents (unrestricted)	\$ 638,930	\$ 1,265,436
Term Deposits (unrestricted)	20,779	20,756
Investments (internally restricted)	269,265	255,819
Account receivable, unrestricted	1,263,500	689,711
GST Receivable	35,405	24,462
Prepaid Expenses	28,364	24,698
	<u>2,256,243</u>	<u>2,280,882</u>
Long Term Investments	2,118,267	1,541,180
Property and Equipment	23,028,306	23,087,257
	<u>\$ 27,402,816</u>	<u>\$ 26,909,319</u>
LIABILITIES AND NET ASSETS	2015	2014
Current Liabilities		
Accounts Payable and Accrued Liabilities	\$ 279,025	\$ 178,247
GST Payable	-	22,209
Deferred Revenue	944,716	778,699
	<u>1,223,741</u>	<u>979,155</u>
Deferred Capital Contributions	<u>19,092,504</u>	<u>19,589,290</u>
Net Assets		
Unrestricted	763,237	1,045,908
Internally Restricted	2,387,532	1,796,999
Invested in Property and Equipment	3,935,802	3,497,967
	<u>7,086,571</u>	<u>6,340,874</u>
	<u>\$ 27,402,816</u>	<u>\$ 26,909,319</u>



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