



GENESIS

CENTRE

Inspiring Community Wellness



ANNUAL REPORT

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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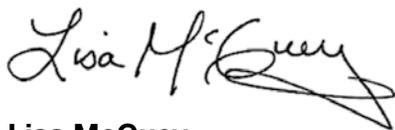
New Year's Eve Celebration

Message from the **President and Executive Director**

Alignment, focus and accountability. Our endeavor in 2016 centred on defining the impact we can leave in our community, identifying the partners who can elevate our work and aligning both our operating and Board annual plans to ensure a strong governance model that supports a community-centred ground game.

Employing the Results Based Accountability model was a major step forward for our organization as we look to hold ourselves and partners accountable to advancing our key impact areas. Our renewed objectives include developing a healthy and vibrant community, supporting healthy and active children and families, forging a new model for future recreation and community centres, and building an engaged advocacy network. Outlined in the following pages we have detailed the success achieved in each of our four new objective areas during 2016.

Thanks to all of our facility users, partners, volunteers and staff who truly make the Genesis Centre the heart and hub of northeast Calgary. As we continue our work we welcome new ideas, new faces and friends to help make our facility relevant to the over 1.6 million visits we receive annually. We also are thrilled to be a host location for Canada's 150th birthday and hope that you'll join us as we celebrate and highlight, more importantly now than ever before, our commonality and how our neighbourhoods, city and nation are stronger because of our diversity and differences.



Lisa McGuey
President



Brad Anderson
Executive Director

2016 NECCS **Board of Directors**

Lisa McGuey
President

Sue Clark
*Vice President &
Interim Secretary*

Carol Steiner
Past President

Bilal Akhtar
Treasurer

Greg Steiner
Saddle Ridge Rep

Paul Sinclair
Soccer Rep

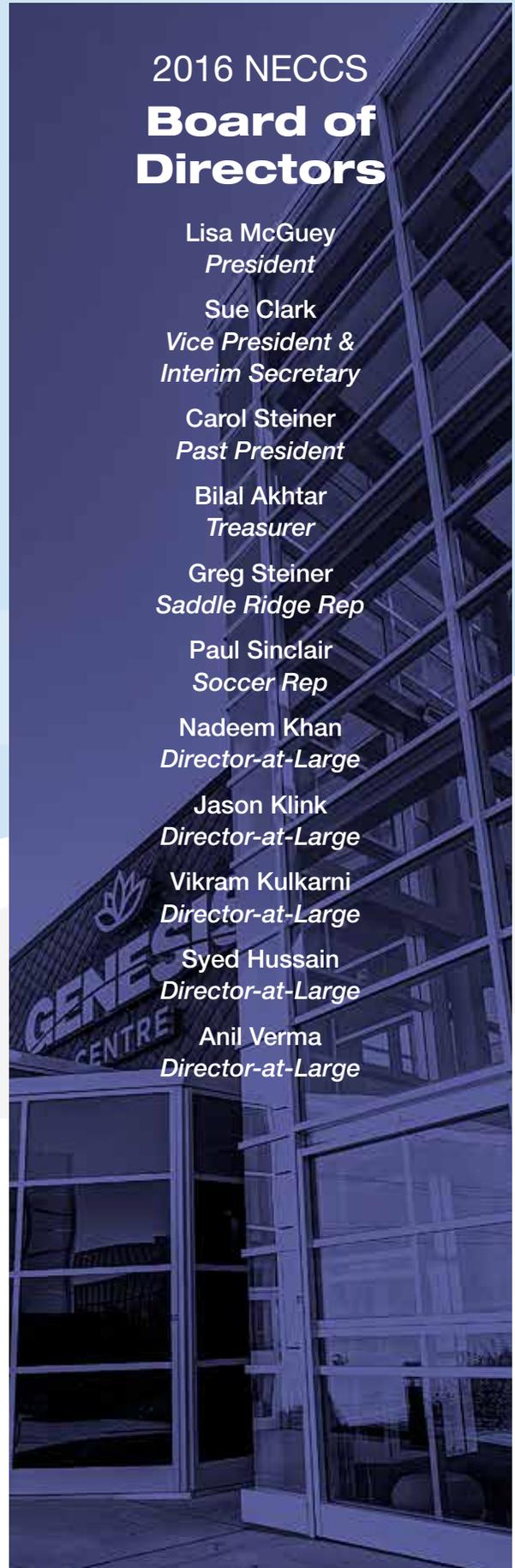
Nadeem Khan
Director-at-Large

Jason Klink
Director-at-Large

Vikram Kulkarni
Director-at-Large

Syed Hussain
Director-at-Large

Anil Verma
Director-at-Large



HEALTHY AND ACTIVE **CHILDREN AND FAMILIES**

A strong community is built upon healthy and active individuals and families. Our aim is to provide innovative approaches for both long-time residents of Calgary and newcomers to proactive health care.

CENTERING PREGNANCY PROGRAM

AN INTERVIEW WITH **MYLENE PORTIER**

What is the primary objective of the Centering Pregnancy Program at the Genesis Centre?

The primary objective for Centering Pregnancy is caring for our future. Centering groups provide patient and family centered healthcare that includes the three key components of care: health assessment, education and support. We do prenatal care in a supportive group setting. Centering Pregnancy decreases the rate of preterm and low weight babies and increases breast feeding rates and immunization rates.

Who is most often your client base?

Centering groups are comprised of women of different ages, races and socioeconomic backgrounds. Those differences diminish in importance as they share the common experience of pregnancy, birth and family care.

What do you feel the greatest impact is that your program has provided to its participants?

Centering moms are better prepared for labor, delivery and to care for their infants. Moms are actively engaged in their own healthcare. Centering moms create lasting friendships and connections and are wonderful resources to one another during a very exciting, but also stressful time in their lives. Centering reduces social isolation and participation in the Centering Pregnancy leads to a greater sense of empowerment and community building. Moms in the program spend 10X more time with their provider than women in traditional care.

Have you been able to expand your reach to those in most need of your program with your new location in the Genesis Centre?

Genesis Centre has lots to offer, such as library resources, community programs, support services such as 1000 Voices, family fun, community events for our moms and pregnancy moms. Having Centering Pregnancy at Genesis Centre has been very beneficial for our patients.



Program participants



Mylene Portier

A HEALTHY AND VIBRANT COMMUNITY

We believe the future of northeast Calgary will be brighter tomorrow than it is today. Our organization was founded on the principals of serving the most diverse quadrant of Calgary.



A record number of participants at CPR 500



CPR TRAINING

In 2016 we were proud to work alongside our long-term partners, DIL Walk, and provide simultaneous CPR training for over 500 residents. Heart disease and heart failure is one of the leading causes of mortality in northeast Calgary and this event brought not only training in the case of a medical situation but also education on how residents can better champion their own cardiac health.

AN INTERVIEW WITH **RAMAN KAPOOR**

What was is the purpose of the CPR 500 event?

The purpose was to train 500 community residents in CPR, all at the same time. It was a record setting event for Calgary and one with lasting impact. The DIL Walk Foundation, by hosting this unique event, has set a goal of making a difference in the lives of fellow community members.

What was the cost to participate?

With generous support from corporate partners, the event was free for all participants. Each were trained in CPR and on the use of an AED, as every participant was provided a “CPR Anytime Kit”. Each kit Included an inflatable mannequin, and a DVD teaching the basics of CPR in 20 minutes.

What impact do you feel was made in the community?

With the “CPR Anytime Kit” participants can teach their family, friends and neighbours CPR, helping to save lives and expand the impact of this training event. CPR trainers, cardiologists and other health professionals donated their time to train community residents along with many other volunteers who made this event happen. In addition, participants were taught about the risk factors for heart disease, stroke, arrhythmia and sudden cardiac death with support from the Mosaic Primary Care Network. The DIL Walk Foundation is building leaders of the future, building community capacity and empowering members of the community. We were pleased to partner with the Genesis Centre as this is the hub of the community and a great gathering place.

A MODEL ORGANIZATION

Our organization is bestowed with the opportunity to be the stewards of a \$120-million-dollar complex. As such, we recognize the responsibility of ensuring the centre remains a world-class facility and the pride of northeast Calgary.

COMMONS EXPERIENCE

Since opening in 2012 the Genesis Centre had employed a third-party security company to assist with our commons areas but our organization strategically advocated to take on that duty in 2016 to ensure consistency, professionalism, and add to the overall customer experience. We are extremely proud of the individuals who join our team as it has created an engaging and welcoming experience for all who enter our doors.

AN INTERVIEW WITH **KHALID QURESHI**

How long have you been employed at the Genesis Centre?

I joined the Genesis Centre in June 2016. I was a regular user playing badminton with my kids. I saw how great the team work was here and when I saw the position posted I applied. I am very happy and proud to be a part of this team. I moved here four years ago from Pakistan in September 2012. I chose Calgary because of the “welcoming” feeling towards newcomers and also for the opportunities for myself and family. In Pakistan I was an Emergency Responder and Coordinator at the Red Crescent (*equivalent to the Red Cross*) which was great training for my position at Genesis Centre.

We serve a diverse community with many languages spoken. How are you able to communicate with most or all of these individuals?

I speak six international languages fluently which has been extremely helpful in my position. I enjoy the opportunity to use my skills and feel it provides more comfort to the individual when you can communicate with them in their own language.

Do you recognize many of the same people each day making use of the facilities?

There are many regular users here for healthy activities around the centre which includes sports but also social gatherings which is as important to well being. When I see new guests, they tell me how amazing the facility is and wish that they had visited sooner!



Khalid Qureshi assisting a guest

AN ENGAGED **ADVOCACY NETWORK**

Our organization and history is built upon the dedication and innovation possessed by our board, volunteers, staff, and community stakeholders. Along with our partners and community members we must carry onward the dream of building unity through community in the most diverse quadrant in Calgary.

PERSONAL AND PROFESSIONAL DEVELOPMENT

In 2016 we embarked on the beginning of purposefully engaging our community residents and groups to gain a comprehensive understanding of their needs and strengths. During the year, our team toured the Green Dome Mosque, the Dashmesh Cultural Centre, the Vietnamese Cultural Centre, and met with the leaders of the Gujarati community. In the Fall, we split into two groups and ventured to Brampton, Ontario and Surrey, British Columbia as these municipalities see similar demographic makeup as our catchment area and we took away key learnings on how they engage and empower their diverse communities. We look to grow our cultural competency in 2017 by participating in the Intercultural Development Inventory Program.

Team trip to Surrey, BC



Dashmesh Cultural Centre

Excerpts from the 2016 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, 2016. Management is responsible for the preparation and fair presentation of these financial statements in accordance with the Canadian auditing standards for not-for-profit organizations.

In my opinion and based on my audit, the accompanying statement of financial position and statement of operations fairly represents the related complete financial statements. The above financial statements do not contain all the disclosures required by Canadian 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
CPA, CMA

March 1, 2017

Date Signed

NECCS STATEMENT OF OPERATIONS

(Audited) for the year ended December 31, 2016

REVENUE	2016	2015
Facility Rentals	\$ 1,641,868	\$ 1,432,565
Commons Area	386,168	277,525
Donations & Government Grants	743,814	714,997
Leases	317,064	316,518
Investment Income	257,399	121,600
Admission & Passes	243,940	231,347
Commission & Sponsorship	118,216	79,624
Programs & Supplies	144,733	104,504
Casino Contributions	41,524	-
	<u>3,894,726</u>	<u>3,278,680</u>

EXPENSES	2016	2015
Salaries & Benefits	\$ 1,506,633	\$ 1,159,155
Common Area	589,368	541,945
Administration	253,116	209,907
Building Operation	217,980	197,115
Programs & Supplies	196,856	89,831
Marketing	79,105	61,218
	<u>2,843,058</u>	<u>2,259,171</u>

Excess of Revenue over Expenses before Amortization	1,051,668	1,019,509
Depreciation Expense	(1,225,244)	(1,224,332)
Amortized Contributions	938,851	950,519
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Excess of Revenue over Expenses after Amortization	<u>\$ 765,275</u>	<u>\$ 745,696</u>
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NECCS STATEMENT OF FINANCIAL POSITION

(Audited) as at December 31, 2016

ASSETS	2016	2015
Current Assets		
Cash and Cash Equivalents (unrestricted)	\$ 1,058,723	\$ 638,930
LifeCycle Cash, (internally restricted)	178,959	–
Term Deposit (unrestricted)	20,788	20,779
Investment (internally restricted)	288,422	269,265
Common Area Operating Reserve Cash	5,062,503	–
Accounts Receivable (unrestricted)	1,053,507	1,263,500
GST Receivable	20,629	35,405
Prepaid Expenses	90,219	28,364
	<u>7,773,750</u>	<u>2,256,243</u>
Externally Restricted Assets	81,326	–
Long Term Investments	2,817,916	2,118,267
Property and Equipment	21,822,123	23,028,306
	<u>\$ 32,495,115</u>	<u>\$ 27,402,816</u>
 LIABILITIES AND NET ASSETS	 2016	 2015
Current Liabilities		
Accounts Payable and Accrued Liabilities	\$ 170,913	\$ 279,025
Deferred Cash Contributions	81,326	–
Deferred Revenue	1,137,563	944,716
	<u>1,389,802</u>	<u>1,223,741</u>
Common Area Operating Reserve	5,062,503	–
Deferred Capital Contributions	<u>18,190,964</u>	<u>19,092,504</u>
 Net Assets		
Unrestricted	1,114,349	763,237
Internally Restricted	3,106,338	2,387,532
Invested in Property and Equipment	3,631,159	3,935,802
	<u>7,851,846</u>	<u>7,086,571</u>
	<u>\$ 32,495,115</u>	<u>\$ 27,402,816</u>

Highlights of 2016 Special Events. Successful. Memorable.



Prime Minister Trudeau and daughter attend our Stampede Breakfast



RED FM concert



Volleyball tournament in the Feature Gym



Outloud YYC



Mexican Dancers at Culturefest



Outloud YYC



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