

CANADA 150



GENESIS
CENTRE
5 YEARS 2012-2017

ANNUAL REPORT 2017



GENESIS CENTRE

5 YEARS 2012-2017

#10, 7555 Falconridge Blvd. NE, Calgary, Alberta T3J 0C9
Tel: 403-590-2833 www.genesis-centre.ca

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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Stampede Breakfast Celebrations 2017

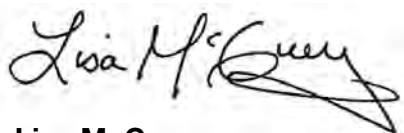
Message from the **President and Executive Director**

The Genesis Centre celebrated our fifth year of operations in 2017! Not only was this a major milestone for our organization and partners but it also presented us the opportunity to observe our years of operations in alignment with Canada's 150th anniversary of Confederation.

Through generous funding from the Department of Canadian Heritage, we were chosen as a host location for Canada 150. Our initial plan called for a dozen events to take place with an estimated participation of 30,000 residents. The actual numbers were dramatically different as our community, whose energy and passion never cease to amaze us, took ownership of the initiative and overwhelmed us with proposals, ideas, and partnership opportunities. By the end of December 2017 over 63,000 residents had taken part in one or more of our 30+ events with 83% of attendees stating that our productions were their only engagement with Canada 150 programming in 2017. The success of our Canada 150 initiative could not have been achieved without the support of our community groups, associations, as well as our own staff and volunteers who truly made 2017 a banner year.

As our fifth year concluded it also brought to a close our period of inception as we transition from a newborn facility to an organization who purposefully operates based on the needs and strengths of our community. Beginning in the fall of 2017 our Board, staff and key community stakeholders have been reviewing our mission, vision and organizational objectives. Countless hours have been spent on C-Train platforms conversing with our residents, reviewing catchment area maps containing key assets and amenities, and filling up flipchart paper with sticky notes containing hopes and dreams for our future. From this work a clear vision and strategy will emerge, directing us on how to remain relevant to our individual users, groups, and partners. Stay tuned!

The success achieved over the past 5 years can only be attributed to our visionary Board, staff, volunteers and stakeholders. It is through the support of all who call Genesis Centre home that ensures a meaningful impact on the community we serve for years to come.



Lisa McGuey
President



Brad Anderson
Executive Director

2017 NECCS **Board of Directors**

Lisa McGuey
President

Sue Clark
Vice President

Syed Hussain
Secretary

Bilal Akhtar
Treasurer

Greg Steiner
Director-at-Large

Nadeem Khan
Director-at-Large

Jason Klink
Director-at-Large

Vikram Kulkarni
Director-at-Large

Anil Verma
Director-at-Large

Akhtar Khawaja
Director-at-Large

Ashley Holloway
Director-at-Large

Gurvir Johal
Director-at-Large

Heather Cowie
City of Calgary Rep



Go online to watch the video!
THOUGHTS ON 5 YEARS



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The launch events were attended by over 2,000 people and marked the beginnings of a memorable year.

A Year to Remember

2017.01.07

Genesis Centre's 5th Birthday and Launch of Canada 150 Celebrations

On Saturday, January 7th the Genesis Centre celebrated its 5th Anniversary since opening in January 2012. In addition to a public celebration of the occasion, the facility also offered free drop-in use of it's facilities. This date also marked another significant occasion for the Genesis Centre, the launch of its Canada 150 initiatives, a year-long campaign devoted to Canada 150, a nation-wide initiative celebrating our nation's 150th Anniversary of Confederation. The formal program included cultural performances consisting of indigenous drumming and singing, FOCUS on Senior's dance, and Bollywood dancing. Also included were a formal cake cutting, and speeches from dignitaries including Carol Steiner, Mayor Naheed Nenshi, and representatives from the Genesis Centre, YMCA, Calgary Public Library, and 1000 Voices. Activities for kids were also offered as many received balloon animals, enjoyed bouncy castles in the field house, and free Canada paper flags. The launch events were attended by over 2,000 people and marked the beginnings of a memorable year.



Honoring Indigenous Culture through Drumming with Randy Turning Robe and the Turning Robe Singers.

2017.05

Asian Heritage Month

The Asian Heritage Foundation (AHF) was founded in 2002 with the intention to celebrate Asian heritage. Anne Marie Pham, AHF Senior Consultant, stated that it was important to partner with an organization that was like-minded, diverse, inclusive and who wanted to collaborate in celebrating Asian Heritage Month. She strongly believed that the Genesis Centre was the ideal place for the 150 Living Stories initiative; sharing the life stories of 150 Canadians of Asian Heritage. As part of the Genesis Centre's Canada 150 campaign, the event raised the awareness of Calgarian and Canadians of non-Asian background to the history and contribution of Asian-Calgarians.

The 'living stories' depicted how Asian-Calgarians contributed to the vibrancy of our diverse nation, despite the adversity they faced over the last 150 years. The selected stories all shared the commonality of the individual finding success after overcoming barriers and represented a broad range of industries.

The celebration, held in May at the Genesis Centre, included a variety of performances enjoyed by all! As an outcome to the initiative, AHF is currently working with Calgary Board of Education to share the living stories and integrate it into curriculum. Another idea is to publish a book compiling these stories. The Genesis Centre was proud to partner with AHF and assist in their efforts to raise the profile of these incredible individuals.

It was important for us to partner with an organization that was like-minded, diverse, inclusive and who wanted to collaborate with us in celebrating Asian Heritage Month.



Performers of Traditional Dragon Dance.



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Truth and reconciliation is going to be different for everybody and you really need to learn about it on your own terms and through your own perspective.

Individual Voices. One Nation.

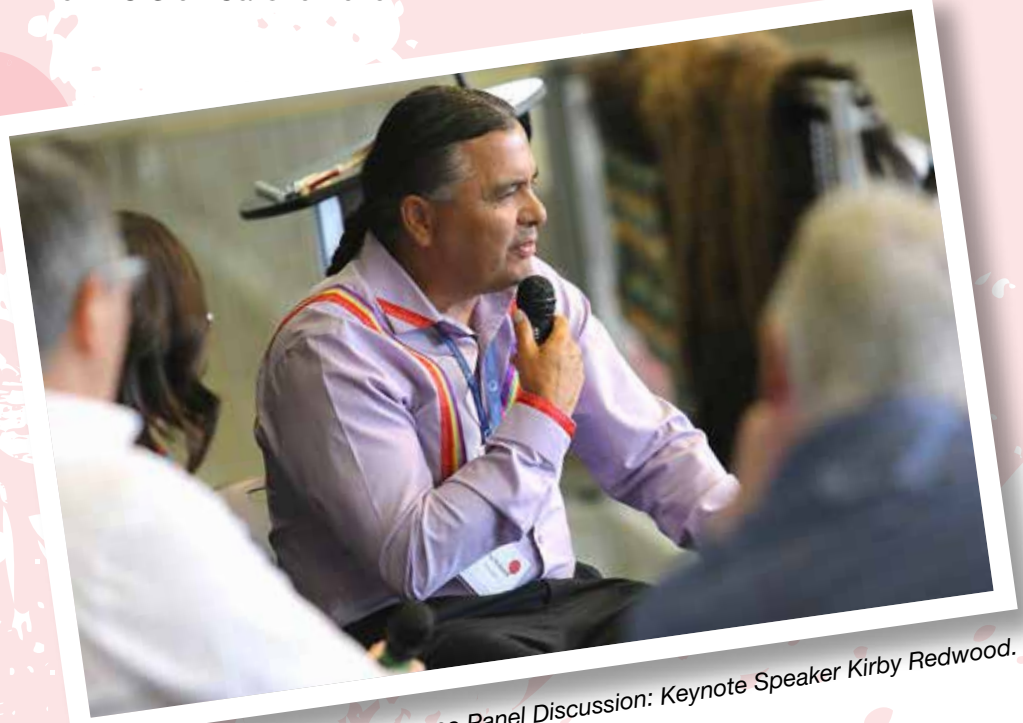
2017.06.22

Miskamaso: Truth & Reconciliation

Observing Indigenous Awareness Week Genesis Centre partnered with Pathways Community Services Association (PCSA) on June 22nd to host a conference entitled 'Miskamaso: Truth & Reconciliation.' Focusing on the broader topic of reconciliation with Indigenous populations in Canada, 'Miskamaso' means to discover. "We decided that the topic of truth and reconciliation is going to be different for everybody and you really need to learn about it on your own terms and through your own perspective, so we came up with the idea of discovery for yourself," said Michelle James, Strategic Communications Lead, PCSA.

Combining several keynote speakers, a panel discussion, and 'world café' style discussion tables, the event was a direct contribution to the Government of Canada's Calls to Action from the Truth & Reconciliation Commission (TRC). In addition to its AGM, 'Miskamaso: Truth and Reconciliation' directly tied into PCSA's mandate of family and youth development. Reconciling with Indigenous populations is a direct Canada 150 theme and this event was an opportunity to spread awareness about the TRC and the 94 Calls to Action.

'Miskamaso' was a progressive step forward in terms of continuing the narrative of reconciliation and bridging cultures. Moving forward, it is PCSA's hope that the 200 delegates in attendance continue advocacy efforts and seek more opportunities to teach others about the TRC'S 94 Calls to Action.



Miskamaso Panel Discussion: Keynote Speaker Kirby Redwood.

2017.07.01

Canada Day

Our Canada Day 2017 celebration was the single largest event ever organized or hosted by Genesis Centre. This massive event required the help of nearly 200 staff and volunteers, culminating in over 600 hours of on-the-day service, attracting nearly 20,000 guests. People of all ages and cultures came out for a day of fun, patriotism, and above all, community.

Canada Day incorporated several features to appeal to a wide demographic, including a global pavilion area with 60 exhibitors; an enormous kid's zone with lots of games and inflatables; live entertainment throughout the day; and over 20 food vendors. As part of the nation-wide Canada 150 campaign, the Genesis Centre was a signature location in the city to celebrate this significant milestone in our nation's history. This celebration was the pinnacle of our Canada 150 initiatives.

Canada Day left a profound impact on the local community and stimulated a sense of national pride among native-born Canadians, permanent residents, and new immigrants. Post-event survey results showed that 93% of respondents strongly agreed that the event made them feel proud to be Canadian. Atiya Ashna, a guest at the event and friend of the Genesis Centre said. "There were people from a wide variety of diversity. Every level of community was there. We had family, seniors, children, organized groups, community associations, and leadership, so we had a different level of communities present that day."

Canada Day at the Genesis Centre set a new standard of excellence and inspired a sense of belonging among the guests in attendance.



Go online to watch the video!

**CANADA DAY AT
GENESIS CENTRE**

Canada Day left a profound impact on the local community and stimulated a sense of national pride among native-born Canadians, permanent residents, and new immigrants.



Excerpts from the

2017 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, 2017. Management is responsible for the preparation and fair presentation of these financial statements in accordance with the Canadian generally accepted accounting 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 present 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
Chartered Professional Accountant

March 1, 2018

Date Signed

NECCS STATEMENT OF OPERATIONS

(Audited) for the year ended December 31, 2017

REVENUE	2017	2016
Facility Rentals	\$ 2,359,178	\$ 1,641,868
Investment Income	1,014,949	257,399
Donations & Government Grants	900,692	743,814
Commons Area	430,299	386,168
Leases	328,395	317,064
Admission & Passes	193,508	243,940
Programs & Supplies	150,172	144,733
Commission & Sponsorship	116,170	118,216
Casino Contributions	27,421	41,524
	<u>5,520,784</u>	<u>3,894,726</u>

EXPENSES	2017	2016
Wages, Salaries & Benefits	\$ 1,586,861	\$ 1,506,633
Common Areas	601,004	589,368
Canada 150 Program & Supplies	340,014	–
Building Operation	252,765	217,980
Administration	338,366	253,116
Programs & Supplies	285,008	196,856
Marketing	93,831	79,105
	<u>3,497,849</u>	<u>2,843,058</u>

Excess of Revenue over Expenses before Amortization	2,022,935	1,051,668
Depreciation Expense	(1,240,595)	(1,225,244)
Amortized Contributions	<u>951,233</u>	<u>938,851</u>

Excess of Revenue over Expenses after Amortization	<u>\$ 1,733,573</u>	<u>\$ 765,275</u>
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NECCS STATEMENT OF FINANCIAL POSITION

(Audited) as at December 31, 2017

ASSETS	2017	2016
Current Assets		
Cash and Cash equivalents (unrestricted)	\$ 394,713	\$1,058,723
LifeCycle Cash, (internally restricted)	244,102	178,959
Term Deposit (unrestricted)	20,797	20,788
Investment (internally restricted)	1,409,640	288,422
Accounts Receivable (unrestricted)	1,293,536	1,053,507
GST Receivable	31,820	20,629
Prepaid Expense	60,028	90,219
	<u>3,454,636</u>	<u>2,711,247</u>
Externally Restricted Assets	65,544	81,326
Common Areas Operating Reserve	5,616,011	5,062,503
Long Term Investments	3,105,574	2,817,916
Property and Equipment	<u>20,762,296</u>	<u>21,822,123</u>
	<u>\$ 33,004,061</u>	<u>\$ 32,495,115</u>
LIABILITIES AND NET ASSETS	2017	2016
Current Liabilities		
Accounts Payable and Accrued Liabilities	\$ 227,186	\$170,913
Deferred Cash Contributions	65,544	81,326
Deferred Revenue	770,773	1,137,563
	<u>1,063,503</u>	<u>1,389,802</u>
Deferred Capital Contributions	<u>17,292,636</u>	<u>18,190,964</u>
Net Assets		
Unrestricted	802,935	1,114,349
Common Areas Operating Reserve	5,062,503	5,062,503
Internally Restricted	5,312,824	3,106,338
Invested in Property and Equipment	3,469,660	3,631,159
	<u>14,647,922</u>	<u>12,914,349</u>
	<u>\$ 33,004,061</u>	<u>\$ 32,495,115</u>



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The Citizenship Ceremony was one of the most symbolic projects undertaken by the Genesis Centre Canada 150 team.

Welcoming New Canadians

2017.10.15

Citizenship Ceremony

Genesis Centre proudly hosted Calgary's single largest Citizenship Ceremony in 2017 on Sunday, October 15th in conjunction with Immigration, Refugees, and Citizenship Canada (IRCC). As the central highlight of the event, 150 permanent residents crossed the stage and took their Citizenship Oath during the program, leading to each new citizen ultimately gaining their Citizenship Certificate and becoming official citizens of the country.

The facility was transformed into red and white to mark the occasion and the event was supplemented with several extraordinary elements contributing to make it one of the best Ceremonies in Calgary this year. These elements included a traditional bagpiper, video message from Prime Minister Justin Trudeau, and the Calgary Boys' Choir singing the National Anthem. Also included in the formal program was government dignitaries. A reception was held following the event with Canadian-inspired cuisine offered to guests.

The Citizenship Ceremony was one of the most symbolic projects undertaken by the Genesis Centre Canada 150 team and has resulted in 150 individuals becoming official citizens, granting them all the rights and privileges that come with citizenship, and adding to Canada's status as one of the most culturally rich nations in the world.



GENESIS CENTRE CANADA 150 STATS

TOTAL # PARTICIPANTS BY QUARTER



Year Total: 63,368 Participants

SPECIAL NOTE:

On Canada Day, nearly **20,000** attended the celebration and **187 VOLUNTEERS** helped execute the event for a total of **498 VOLUNTEER HOURS** in a single day! Volunteers received a free Canada 150 baseball style T-shirt as a keepsake and a thank you.

TOTAL # VOLUNTEERS BY QUARTER



Year Total: 624 Volunteers

TOTAL # VOLUNTEER HOURS BY QUARTER



Year Total: 3,716 Volunteer Hours



Canada

