



GENESIS

CENTRE

An Inspired Community



Resilience.
Adaptation.
Impact.
Looking Ahead.




GENESIS

CENTRE

An Inspired Community

Mission

A hub for the community bridging people in shared celebration, learning and play.

Vision

An inspired community.

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2020 NECCS Board of Directors

SHARON EVENS

President & Soccer Rep

ERIKA HOLTER

Vice President

SUSAN CLARK

Secretary & Saddle Ridge Rep

GURVIR JOHAL

Treasurer

SYED HUSSAIN

Director At Large

GREG STEINER

Director At Large

SUKHVINDER MALHOTRA

Director At Large

YUVRAJ SINGH

Director At Large

TIFFANY NOVOTNY

Director At Large

THOMAS HANSEN

Director At Large

ADNAN QURESHI

Director At Large

ALISHA AYAZ TALPUR

Director At Large

BILL FRASER

Advisor

GREGORY (GREG) STEINRATHS

Manager East Region, Recreation



Adapting to the Way of Business in 2020

The crux of the word ‘genesis’ puts an emphasis on rebirth, development, and metamorphosis. This is a fitting metaphor for 2020, wherein a metamorphosis of our organization occurred in a variety of different ways; through our service delivery, programming, staffing composition, and down to our day-to-day communications and operational strategies, we adapted to the new course of business.

During such an uncertain and unprecedented time, the entirety of 2020 became an opportunity for growth, and a true trial period for living our core values of commitment, visionary, inviting, and in particular, impactful and resiliency. Through many examples throughout the year, we were able to uphold these values and continue serving our community as a hub. Flip through the pages of this Annual Report to get a feel for how we diversified our business in 2020 and lived our values. 🌱



ABOVE: Kiima Bailey, Community Social Worker with the City of Calgary, supporting AB Culture Days at the Genesis Centre. September 2020.



Staff Spotlight

Dwayne Collins

GENESIS CENTRE GUEST SERVICES SUPERVISOR

Dwayne has been with Genesis Centre since January 2019 and oversees event logistics and supports the guest experience for members of the public who utilize Genesis Centre facilities. Originally from Montego bay Jamaica, Dwayne was a firefighter and member of the Caribbean Search and Rescue team. In 2014, his family relocated to Calgary. He then studied Recreations Management at Mount Royal University, graduating in June 2016. Outside of work, Dwayne is a devoted married father of three, with two sons and a daughter. His interests include drawing, painting, and reading. In addition, he is an amateur competitive bodybuilder and an avid proponent of physical health and wellness.

“Working at the Genesis Centre is a rewarding experience. It is a unique opportunity to learn about other cultures because of the diversity within the community. It is a privilege to be involved with the events hosted at the Centre. The management team is very supportive and works in synergy to achieve our mandate of being a community hub. The experiences I’ve had working at Genesis, both professionally and personally, from the internal team culture to client interactions, are second to none in the recreation industry.”

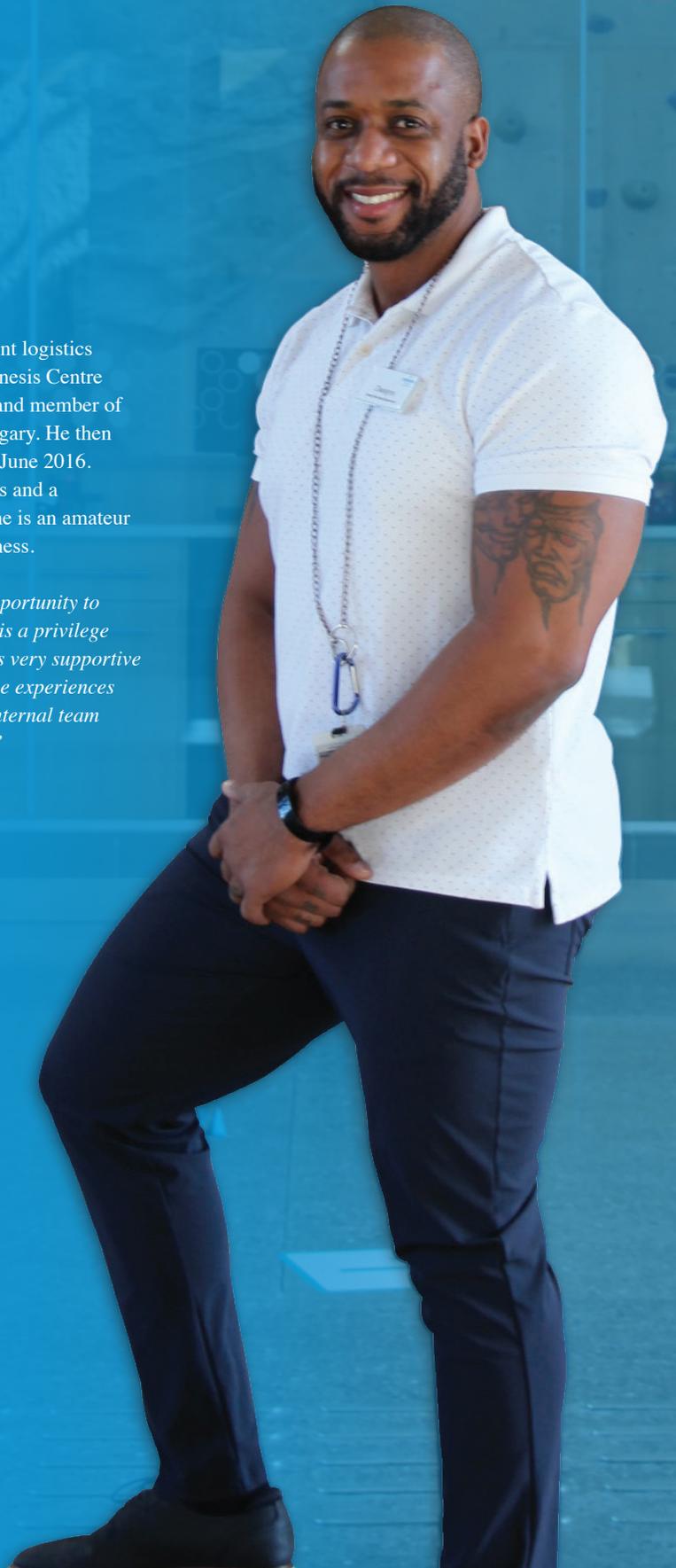


How do you create impact at Genesis Centre?

“I create impact by engaging with customers, particularly the youth who use our facility. I take a personal approach to get to know them, then provide mentorship and act as a positive example.” 🌸



MAIN: Genesis Centre Guest Services Supervisor Dwayne Collins.
LEFT: Dwayne with his wife and three children.



Board President's Message

Sharon Evens

PRESIDENT, GENESIS CENTRE BOARD OF DIRECTORS



How do you deal with a world-wide pandemic?

According to Jim Collins who wrote the management book, "Good to Great", you get the right people on the bus. In March we welcomed several new board members including Yuvraj Singh, Tiffany Novotny, Thomas Hansen, Adnan Qureshi, and Alisha Ayaz Talpur.

As a board, we have struggled to decide how we can react to the changes in the Province and we keep working on finding our way. We went back to our Mission, Vision and Values to guide us through this time.

Our mission is: A hub for the community – bridging people in shared celebration, learning and play.

As such, we focused on being a hub for several food programs and recreation centres according to Alberta Health Service guidelines. The Provincial and Federal Government programs have offered financial assistance, so we have been able to keep our lights on and some staff employed.

We had to make some hard choices to do what we could, and to fully understand when we could do them.

We set a plan and revised it based on information from Alberta Health Services and our stakeholders. We set the 2021 budget

with three scenarios: worst case, best case, and mid/most likely case. We continued to plan so we could have a roadmap to keep us going forward. We have a vision, so we know what our goal is, and our why. We have a team so we can all do our part to move towards our goal and work together for strength and unity.

I am so grateful to all the staff at Genesis Centre that have stepped up in this unprecedented time to guide us all through this.

As all Calgarians, we are waiting for a better day. That better day may come with the vaccine roll out. Regardless of how,

when it comes, Genesis Centre will be ready with facilities to meet our vision of an inspired community.

At this time, I would like to send a big thank you to those persons leaving the board. You will be missed more than you can imagine. Thank you to Sue Clark, Erika Holter, and Gurvir Johal. Please stay in touch. 🌸

Sharon Evens

I am so grateful to all the staff at Genesis Centre that have stepped up in this unprecedented time to guide us all through this.



Executive Director's Message

Sherry King

EXECUTIVE DIRECTOR, GENESIS CENTRE

Resilience, resiliency, resilient. It is one of our strongest values and one that was certainly put to the test in 2020, but what does it truly mean to be resilient? When we talk specifically about the values of the Genesis Centre, we say resilient means we learn, adapt, and focus on community goals and will not be derailed by challenges.

Contemporary definitions of resilience include someone or something that is able to recover quickly after something unpleasant such as a shock or injury, or someone or something returning to its original shape after being bent, stretched, or pressed.

How was Genesis Centre resilient during the unprecedented times of 2020? We were able to change our focus quickly as the world changed overnight, as did our priorities. Our focus shifted from what we do, to what we could do. How could we support our community? What were the most imperative needs? How could we leverage strategic relationships/partners to service these needs while safely following all the health guidelines and regulations?

As businesses closed, food security became an immediate concern in the community. We were happy to partner with many amazing organizations to host emergency food hampers, hot meals, free lunch programs and a new location for the Calgary Foodbank Depot.

Our digital campaign, #HealthyAtHome, and general online presence provided much-needed respite, day-to-day. It was refreshing to receive stories from community members interacting with us online, adding to the conversation, and engaging with us virtually, sharing recipes, craft ideas, exercise plans, and so much more.

We were overwhelmed by love and support upon reopening in June. There were many immediate changes we had to implement to ensure the health and safety of our team and collective community. To name a few: one way traffic flow, removal of furniture in the Commons (main foyer), and restricted capacities. Despite these challenges, we were grateful to welcome back select sport groups and family cohort bookings, which was a wonderful way to see our community getting out and being active together within their immediate households.

The implications of COVID-19 have given us a unique opportunity to adapt. There is a silver lining in every cloud, a rainbow after the storm, or a unique learning that brings a brighter tomorrow. For Genesis Centre, being resilient doesn't simply mean returning to "our original shape", it means learning, growing, and changing. When people talk about "going back to normal", I'm reminded that there is no such thing as normal. If you take any major event in world history (like a World War), day-to-day living



became "abnormal", or, "the new normal", as normal simply won't exist as it used to. The world we know is forever changed by events and circumstances that occur around us. It will inevitably be different; we just do not yet know how.

As Sharon mentioned in her President's message, we are all moving towards that "better day", and when it comes, you can trust that the Genesis Centre will be ready to meet whatever the needs of our community are with open arms and a welcoming inclusive facility. We need to adapt, adjust, and continue to be resilient as we trudge forward into the new normal of tomorrow. Remember, the best view comes after the hardest climb. 🌈

Sherry King



Resiliency in 2020

Adapting to a new service model
and programming type during COVID-19

2020 will forever be recognized as an unprecedented year. COVID-19 has shifted the way business is conducted and has created an impetus for organizations to adapt, and pivot, to the implications of the pandemic. As resiliency is one of our core values, this impetus become a proving ground for actually living our values in this regard and showing exactly why resiliency is so important to us. Despite the obstacles presented by COVID and the facility restrictions that came with it, we were pleased to produce and support several new innovative programming ventures in-person and virtually.

Back-to-School Backpack Distribution & Community Hamper Pop-Up

A partnership model with agencies Dashmesh Cultural Centre, CalgaryFood Bank, Meals on Wheels Calgary, and The Salvation Army Calgary, the Genesis Centre was used as a central location to support the distribution of backpacks for youth returning to school in the Fall, as well as community hampers with a variety of care items for households struggling to make ends meet. These services were heavily utilized by the community, creating a positive impact, and providing much-needed securities.



Emergency Food Services

In addition to the community hampers and backpack distribution, Genesis Centre was recognized as a community hub and prime spot for an emergency food hamper service to support northeast residents, in helping them meet their basic needs. The bi-weekly service, which is volunteer-led, launched in May 2020 and was immediately a hit in the community. Hence, the program became a recurring program out of our facility, and even lasted following the end of the initial COVID lockdown.

BETWEEN
MAY-JUNE 2020



61,000
hot meals



1,400
lunches to school children



4,500
food hampers

HELPING TO FEED
2,150 children + 2,350 adults



Creating Impact in 2020

Creating impact requires intentionality and positively contributing towards a better future. At Genesis Centre, impact is created in more than just one way. It is created through guest experience, from the facilities and amenities utilized by our users and the interaction they have with our frontline staff, in the community through hosted events and programs and partnerships with like-minded agencies, and even remotely through our wide community of stakeholders invested in our organization and following our digital channels online. 2020 produced an abundance of impactful memories. We've identified some here.

In the Community

AB CULTURE DAYS

AB Culture Days is an annual initiative that has become a traditional staple of Genesis Centre's annual programming. It provides a platform for us to showcase, and celebrate, the rich diversity that exists within our community and offer learning and growth opportunities for our community members. This year, we joined our partners at the North of McKnight Community Hub and Antyx Community Arts to deliver new and innovative programming the likes of which we have not offered before, including six learning-based registered virtual sessions, three community activations (beyond the footprint of Genesis Centre), and two on-site programs – an outdoor youth dance, and indoor traditional indigenous games workshop.

AB CULTURE DAYS PROGRAM TITLES	2020 DATES
Bread Making - 1; Outdoor Youth Cypher	Thursday, September 10
Bread Making - 2	Friday, September 11
Community Activation	Thursday, September 17
Storytelling and Family Fun	Friday, September 18
Bread Making - 3; Community Activation	Thursday, September 24
Bread Making - 4	Friday, September 25
Indoor Cultural Games/Activities	Sunday, September 27
Cultural Craft Session	Monday, September 28
Community Activation	Thursday, October 1

BELOW: Bread making via Zoom for AB Culture Days.
RIGHT: Community residents engage with Genesis Centre staff during an Alberta Culture Days community activation on September 17, 2020



BY THE NUMBERS

150+
people engaged

11
organizational partnerships

11
COVID-safe programs

8
Albertan artists supported





ABOVE: December 2020 Feature Gym, CEMA (Calgary, Emergency Management Association) preparing mask and sanitizer kits to distribute to the Community.
BELOW: The Spring 2021 edition of the Lotus Link publication.

In the Building

CALGARY EMERGENCY MANAGEMENT AGENCY COVID-19 PACKAGING SITE

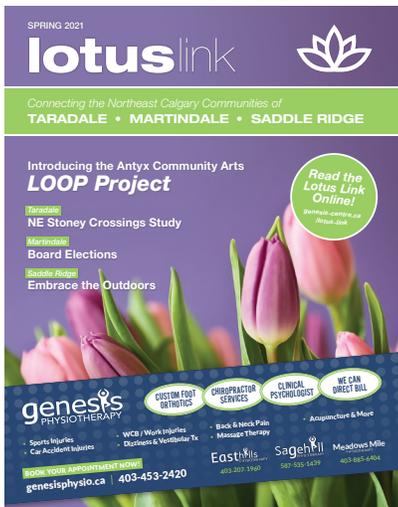
Prior to the second lockdown, in December 2020, CEMA identified Genesis Centre as an essential site for the short-order creation of more than 100,000 COVID-19 care packages consisting of face masks, hand sanitizer, and health pamphlets to deliver to thousands of community residents. The turnaround time was under a week, but with the support of a dedicated team of volunteers and extremely diligent staff, we were able to produce the packages (along with CEMA) for the broader community in Calgary.

Remotely Online

#HEALTHYATHOME AND ONLINE USER ENGAGEMENT

As a community hub operating in the recreation and leisure industry, wellness and healthy living are essential values of our service offering. When faced with a complete shutdown of our facility in March 2020 due to COVID, our prospects of servicing our community seemed bleak. We turned to our ever-expanding online presence via social media platforms, a digital mailing list for e-newsletters, and web visitors, to continue our community engagement online. The Lotus Link quarterly community publication is another communications vessel connected to the broader communities of Saddle Ridge, Taradale, and Martindale.

These channels allow for an opportunity to adapt and promote hopeful messages of health and wellness. One way we executed on this front included #HealthyAtHome, a seven-week digital campaign focused on the seven dimensions of wellness with new ideas, tips, and resources each day, which also included interactive elements for our community members to engage with us online. Another method was through our partnership with the PlayCity App to produce a weekly quarantine checklist to help people ensure they are staying healthy day by day.





Calgary Chamber of Commerce Award Recipient

Diversity and Inclusion are principles that are not just promoted by our organization but are engrained in our workplace culture. As a Community Hub in the city’s most culturally diverse quadrant, 65% of our audience is comprised of visible minorities. As a forward-facing organization, it’s crucial that our values reflect the audience we serve. From our present staffing composition to our policies and guiding principles, all the way up to our overarching board of directors, our workplace supports and reflects diversity.

“As a Community Hub in the city’s most culturally diverse quadrant, 65% of our audience is comprised of visible minorities.”

Our diversity is something we embrace and lean into to set us apart from others. We take great pride in being diverse in every sense of the term. We are a socially progressive organization and are proactive when it comes to breaking down real or perceived barriers for marginalized groups in the community. Everyone deserves the same access to community sport and recreation opportunities—from internal stakeholders such as staff and board, to the end client or user.

In September, Genesis Centre was proud to have received the 2020 Calgary Chamber of Commerce TD Diversity & Inclusion Award. This acknowledgement validated our proactivity to celebrate diversity and promote inclusivity across our organization. 🌱





Excerpts from the 2020 Audited Financial Statements

Auditor's Report

I have audited the Statement of Financial Position of the NE Centre of Community Society (NECC) as at December 31, 2020 and the Statements of Operations, Net Assets and Cash Flows and a summary of significant accounting policies and other explanatory notes for the year ended December 31, 2020.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the NE Centre of Community Society as at December 31, 2020 and the results of its operations and cash flows for the year ended December 31, 2020 in accordance with Canadian accounting standards for not-for-profit associations.

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

Heidi Brauer

CHARTERED PROFESSIONAL ACCOUNTANT

March 15, 2021

Date Signed

	2020	2019
REVENUE		
Donations and government grants	\$1,149,578	\$787,273
Facility rental	545,255	1,701,450
Commons area	315,946	475,772
Leases	243,709	327,102
Admission and passes	127,691	189,231
Commission and sponsorship	113,007	101,366
Casino contributions	68,593	-
Programs and supplies	52,373	136,371
	2,616,152	3,718,565
EXPENSES		
Wages and benefits	1,424,527	1,735,479
Common area	712,199	901,127
Administration	286,238	406,803
Building operations	205,747	279,372
Marketing	54,208	66,329
Programs and supplies	35,666	447,343
	2,718,585	3,836,453
Deficiency of revenue over expenses from operations	(102,433)	(117,888)
Investment income	595,925	478,008
Depreciation expense	(1,076,100)	(1,266,450)
Amortization of deferred capital contributions	958,663	958,663
Excess of revenue after amortization, investment income and before unrealized gain	376,055	52,333
Unrealized gain	276,720	1,000,454
EXCESS OF REVENUE OVER EXPENSES AFTER AMORTIZATION AND UNREALIZED GAIN	\$ 652,775	\$ 1,052,787



Statement of Financial Position As at December 31, 2019

	2020	2019
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents, unrestricted	\$478,934	\$172,085
Lifecycle cash, internally restricted	-	168,755
Term deposit, unrestricted	-	20,802
Investment, internally restricted	1,476,638	1,287,767
Accounts receivable, unrestricted	469,866	1,795,513
GST receivable	22,888	38,802
Prepaid expense	26,103	71,789
	2,474,429	3,555,513
Eternally restricted assets	3,421	2,072,086
Common areas operating reserve	5,673,935	5,658,138
Long term investment, internally restricted	3,722,988	3,488,342
Property and equipment	21,347,977	18,879,392
	\$33,222,750	\$33,653,471
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$120,044	\$158,138
Deferred cash contributions	3,420	2,072,086
Deferred revenue	-	18,074
	123,464	2,248,298
DEFERRED CAPITAL CONTRIBUTIONS	16,607,470	15,566,132
NET ASSETS		
Unrestricted	877,748	1,922,779
Common areas operating reserve	5,673,935	5,658,138
Internally restricted	5,199,626	4,944,864
Invested in property and equipment	4,740,507	3,313,260
	16,491,816	15,839,041
	33,222,750	33,653,471

BY THE NUMBERS

342

training & professional
development hours

85%

retention rate
of full-time staff

452

number of new clients
(memberships / rentals)

85%

user overall satisfaction



Breaking Ground and Boosting Accessibility

We are excited to announce that the redevelopment project for the Genesis Centre outdoor fields, is now at the breaking ground phase. We expect construction to start, weather dependant, in early April 2021 with the fields being ready for play Spring/Summer 2022 season.

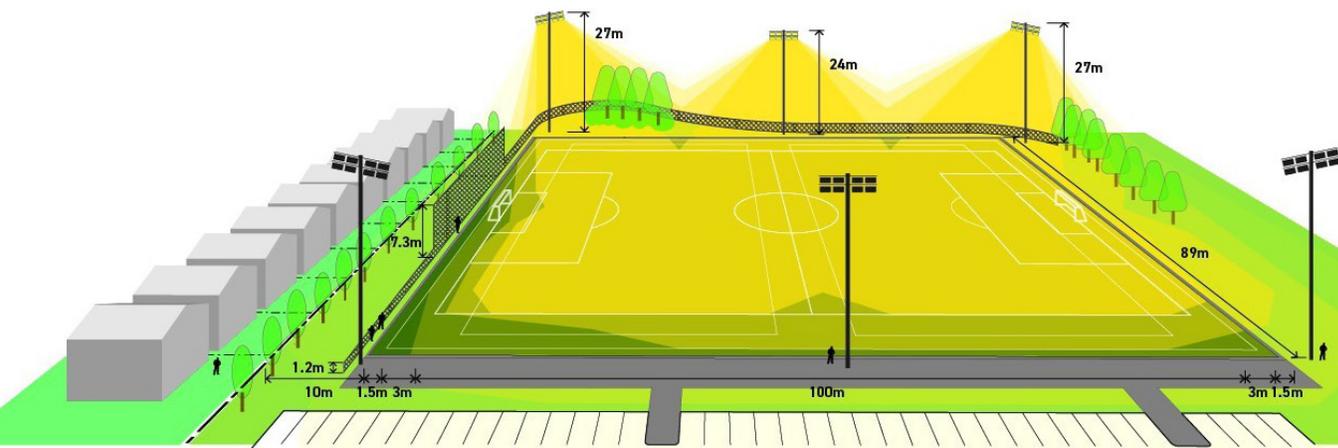
Thank you to our partners at the City of Calgary and the Alberta Government for fostering this project and investing in these much-needed multisport fields in the NE Calgary. There are nearly 80 similar fields in other parts of the City, but this will be the first one for residents in the far NE. Having this field here, at one of the greatest community hubs, will mean that NE Calgarians will have the same access to good quality sports fields that the rest of the city has been accustomed to for many years, making a positive impact on the lives of residents.

In accordance with our seasonal booking cycles, the Genesis Centre team will be connecting with user groups in the upcoming months to secure the first wave of bookings for these fields. If you are interested in more information or would like to speak to us about booking a field space, outdoors or indoors, please reach out to bookings@genesis-centre.ca or via phone at [403.930.6185](tel:403.930.6185). 🌱



ABOVE: GEC Architecture field development overview.

BELOW: Artificial lighting rendering.





Ready for Play
Spring/Summer 2022



***The Genesis Centre
is looking forward
to being your
outdoor play
destination!***



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