



GENESIS

CENTRE

An Inspired Community

ANNUAL REPORT 2022

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www.genesis-centre.ca



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Mission

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

Vision

An inspired community.

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2022 NECCS

Board of Directors

SHARON EVENS

President & Soccer Rep

STAN SANDHU

Vice President

TIFFANY NOVOTNY

Treasurer

YUVRAJ SINGH

Secretary

GREG STEINER

Directors at Large

MANROOP DHALIWAL

Directors at Large

KIM KARPENKO

Directors at Large

RANIA KABLAN

Directors at Large

AMRINDER SINGH

Directors at Large

WESLEY HYND

Martindale Comm. Rep

SUKVINDER MALHORTA

Saddle Ridge Comm. Rep

GREGORY STEINRATHS

City of Calgary Rep.



The Next Chapter:

Genesis Centre in the Past, Present and Future

2022 was a milestone year for the Genesis Centre. Not only did 2022 mark ten years as an operational facility, but it also featured new facility amenities, programs and events, and success stories.

When it opened in 2012, the Genesis Centre encompassed two indoor fieldhouses, one gymnasium (the Community Gym), and its connected multipurpose rooms, A and B. However, because of its vitality to the community, and the hard work of its staff, board, and stakeholders, it has grown substantially both in terms of amenities it offers and the level of usage it receives. The Feature Gym notably opened in 2015 and has been widely used by a broad spectrum of different user groups for a wide range of functions and uses. Several other smaller upgrades took place over the last ten years as well. Specifically in 2022, the two new outdoor fields directly outside the facility became operational for the first full calendar year. The fields represent many “firsts” of their kind: the artificial turf field is the first class-A designated field in northeast Calgary, and it’s also one of the first to offer free open community use. The Community Wing opened in April 2022, bringing about an entirely new aspect to the Genesis Centre hub. The Community Wing is a section of the building focused on social and human services for the community. Dozens of leaseholders operate out of the wing to deliver accessible programming to individuals seeking support. Together these partners span a large range of different services and supports including settlement, mental health-related services, financial assistance, and many other social programs to provide to underprivileged and vulnerable families and community members.



Coinciding with the many changes that took place last year, there was much growth that occurred within the organization, and because of it. 2022 was also the first full calendar year with no social distancing requirements and lockdowns occurring due to COVID-19, so it represented an opportunity to provide a uniquely high level of service to the community. In 2022, the Genesis Centre and its partners in the facility served a total of 2.2 million visitors. For more stats and performance measures from the Genesis Centre in 2022, please refer to page 14 of this Report.

Now, as we look ahead into 2023 and beyond, we’re scanning the next ten years on our horizon and looking forward ambitiously and focused. We’re intent on staying committed to our mission to be a hub of wellness, serving the community in the many ways we can. We have many goals, some of which are currently in process, and we remain motivated to achieve them to build an even stronger community in northeast Calgary and beyond.



President & Executive Director's Message

Sharon Evens

PRESIDENT, GENESIS CENTRE BOARD OF DIRECTORS

The Genesis Centre has been a prominent fixture in northeast Calgary for the past decade, serving as a multifaceted resource for all essential aspects of wellness, including social and human services, sports, cultural events, and community engagement. As we set our sights on the next decade, we are thrilled to build on our previous accomplishments and strive towards further progress.

Upon entering the Genesis Centre, visitors will undoubtedly recognize familiar spaces and friendly faces, but will also notice new and innovative programs and partnerships. We are unwavering in our commitment to continually seeking out fresh opportunities to improve our community offerings and provide inventive services to our community.

We understand that transformation takes time and careful consideration, which is why we will gradually introduce new programs and partnerships, testing out various concepts each season to determine what resonates with our community. We understand that some initiatives may not gain traction, but we remain dedicated to learning from these experiences and adapting to meet the evolving needs of our community.

Sherry King

EXECUTIVE DIRECTOR, GENESIS CENTRE

Over the past decade, we have gained invaluable insights into our community and ourselves. We recognize the distinctive needs and challenges specific to northeast Calgary and are steadfast in our commitment to being a responsive and adaptable resource for all that we serve.

In light of the COVID-19 pandemic, we discovered new community needs that necessitated immediate attention. We adapted our programs and services to meet these needs and found creative ways to continue serving our community, despite the obstacles.



ABOVE: Young Bhangra for Pink Shirt Day



ABOVE: Ranjit Bawa concert | RIGHT: Jessi Uribe concert

While our physical building is a vital resource, we recognize that we can also leverage our facilities in innovative ways. We are eager to explore fresh approaches to utilizing our spaces, from hosting community events to offering novel fitness programs, to maximize our impact on our community.

As we embark on the next ten years, we remain dedicated to our vision and to serving the needs of our community. We aspire for the Genesis Centre to serve as a positive influence in northeast Calgary and the greater Calgary community. We are optimistic about the prospects that the future holds and eagerly anticipate evolving and growing over the next ten years and beyond.

Thank you to our customers, stakeholders, volunteers, partners, and our community. With your continued support and feedback, the strategic leadership provided by the Board of Directors, and an energetic entrepreneurial team, the Genesis Centre continues to be one of the most essential natural community hubs ever and will continue to make a lasting impact on the quality of life for everyone in the community.

Sharon Evens
President, Genesis Centre Board of Directors

Sherry King
Executive Director, Genesis Centre



Staff Spotlight

Loveleen Kapoor

COMMUNITY WING COORDINATOR



Loveleen started her Genesis Centre journey in October 2020 as a Guest Services Representative, being the first point of contact for many facility users accessing the facility. When the community wing opened in April 2022, Loveleen was promoted to her current position, the Community Wing Coordinator. In her role, Loveleen serves hundreds of community wing clients per day. Many of these clients come from vulnerable and/or marginalized communities because they are seeking

resources and supports from agencies operating out of the community wing. In this way, Loveleen finds a high degree of value, and purpose, in her work. Loveleen is a perfect fit as the Community Wing Coordinator because of her kind heart, friendly demeanour, and commitment to supporting the community.

Loveleen was born in Delhi, India, and lived there until she moved to Canada in 2016, two years after marrying her husband in India. Together they have a 5-year-old daughter. Loveleen

received her Canadian citizenship in the summer of 2022. Before Genesis, Loveleen worked in the hospitality and the real estate industry, respectively.

Outside of work, Loveleen enjoys spending quality time with her daughter doing arts and crafts, shopping together, and watching Indian dramatic web series.



What is your favorite part of working at the Geneis Centre?



The community work that I'm directly involved with. I feel good at the end of the day because I know I've helped someone that day.



NOTHING THAT HAPPENS IN OUR EVERYDAY
LIVES
THAT CATCHES YOU BY SURPRISE



April 2022

Community Wing Opened



Did you know that the Genesis Centre is one of six officially recognized City of Calgary Community Hubs? One reason for this designation is because the Genesis Centre truly is a place of wellness for the broader community. To be an all-encompassing place of wellness requires attention to every pillar of wellness – not just physical. The Community Wing at Genesis Centre serves this function wherein it partners with local community advocates, businesses, and non-profit agencies to provide a range of social and human services to those in need. Some examples of some of these services include settlement support for newly landed immigrants and newcomers, tax support, social programming for individuals living in isolation, mental health supports, and many more.

As a non-profit ourselves, and mission-driven organization, many of the groups and businesses that offer programming in the community wing to the community do so at a subsidized rate. The overarching mission of the Genesis Centre is to serve the community, so striking the right balance between community-serving and remaining sustainable as an organization is a balancing act for us; typically, that means that groups are often offered space at cost, or sometimes even no cost at all.

Learn more about the Community Hubs Initiative at: <https://www.calgary.ca/communities/hubs.html>

Community Wing Spotlight

Agency: Immigrant Services Calgary
Program: Gateway

The Gateway program is a collaboration among organizations to better serve and support newcomers who choose to make Alberta their new home. Born out of the desire to improve the lives of newcomers in Calgary, Gateway ensures immigrants and refugees are connected to the best-fit programs and services to thrive in their new homeland. Gateway clients receive a personalized plan based on their dreams, goals, skills, and priorities, leading to referral to best-fit programs and services available to them in the community. This information is tracked to ensure improved programs and services after the fact.





Community Wing Stats

13,005

Number of hours
in Community Wing

\$117,576

Free/discounted
space value

\$180,340

Community Wing
revenue

87

Clients served in Community
Wing/ Agencies

85

Number of large
scale events



Sept 2021

Outdoor Fields Became Operational

Much change occurred in 2022, including the first full year of operations for Genesis Centre's two new outdoor fields. The outdoor fields project was a large-scale capital upgrade occurring on the fields directly adjacent to the facility and against its parking lot. The project was a partnership between the City of Calgary, the Province of Alberta, and the Genesis Center, wherein each entity supported the project equally with a \$2M investment. Prior to the construction, the fields were City-owned class-D fields. Following the completion of the project, each field is designated class-A and they are the first of their kind in northeast Calgary. The first field features artificial turf and the second features natural grass.

Not only are the fields high-quality class-A fields, but they're also programmed for multiple levels

of usage. In developing the operational plan for these fields, the Genesis Centre administration looked under the lens of its mission to be community-serving and allocated time on these fields across the following three ways:

1. The fields are rentable for private functions like sports camps, league games and practices, and even community-type playing events.
2. The fields are accessible to Genesis Centre members and drop-in users.
3. The fields are accessible for open community use – this feature is distinct for fields of this quality wherein the Genesis Centre fields are the only fields in Calgary at this quality designation to accommodate this.







NECCS Statement of Financial Position

(Audited) as at December 31, 2022

Auditor's Report

I have audited the Statement of Financial Position of the NE Centre of Community Society (NECCS) as at December 31, 2022 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, 2022.

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, 2022 and the results of its operations and cash flows for the year ended December 31, 2022 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

Heidi Brauer

Chartered Professional Accountant
March 21, 2023

2022 2021

ASSETS		
CURRENT ASSETS		
Cash & Cash Equivalents (unrestricted)	\$172,007	\$246,562
Investment (internally restricted)	1,384,818	2,093,582
Accounts Receivable (unrestricted)	269,967	1,527,926
GST Receivable	12,422	43,506
Prepaid Expense	36,208	28,551
	<u>\$1,875,422</u>	<u>\$3,940,127</u>
Externally Restricted Assets	79,464	104,536
Long Term Investments	4,040,421	4,219,369
Property & Equipment	20,277,617	20,325,294
	<u>\$26,272,924</u>	<u>\$28,589,326</u>
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable & Accrued Liabilities	\$75,766	\$1,215,622
Deferred Cash Contributions	79,464	104,536
Deferred Revenue	16,095	28,803
	<u>171,325</u>	<u>1,348,961</u>
DEFERRED CAPITAL CONTRIBUTIONS	\$14,704,776	\$15,648,807
NET ASSETS		
Unrestricted	398,743	602,120
Internally Restricted	5,425,239	6,312,951
Invested in Property and Equipment	5,572,841	4,676,487
	<u>11,396,823</u>	<u>11,591,558</u>
	<u>\$26,272,924</u>	<u>\$28,589,326</u>




NECCS Statement of Operations

(Audited) for the year ended December 31, 2022

	2022	2021
REVENUE		
Facility Rentals	\$1,987,836	\$780,419
Commons Area	420,425	402,759
Leases	307,578	336,589
Donations and Government Grants	306,944	1,024,769
Admission & Passes	269,244	119,485
Contributions from Commons Operating Reserves	250,000	750,000
Reimbursements	100,384	-
Programs and Supplies	96,900	66,391
Commission and Sponsorship	61,137	28,496
	\$3,800,448	\$3,508,908
EXPENSES		
Wages, Salaries & Benefits	\$1,994,160	\$1,462,563
Common Area	679,053	551,193
Administration	343,506	260,648
Building Operations	294,333	185,647
Programs & Supplies	272,352	44,627
Marketing	36,049	38,023
Security Breach	-	500,000
	\$3,619,453	\$3,042,701
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS		
Common Operating Reserve Fund Including Partners	-125,000	-375,000
Investment Income	101,996	384,908
Depreciation Expense	-983,203	-1,064,114
Amortization of Deferred Capital Contributions	944,031	958,663
EXCESS OF REVENUE (DEFICIENCY) AFTER AMORTIZATION, INVESTMENT INCOME & BEFORE UNREALIZED GAIN		
Unrealized Gain	-313,554	403,013
EXCESS OF REVENUE OVER EXPENSES AFTER AMORTIZATION & UNREALIZED GAIN/(LOSS)		
	-\$194,735	\$773,677

Fun Fact

As a not for profit Charity, the Genesis Centre works hard to support a dual mandate of servicing the community while staying financially sustainable. We have a diverse revenue stream that allows us to support the community and keep our rates as low as possible. 

\$12,457

Total Value of Investments towards professional development and training opportunities for staff

By The Numbers

Genesis Centre 2022 Stats

2.2 Million

Number of facility users

20,403

Number of Drop-ins

393

Number of Members

91.7%

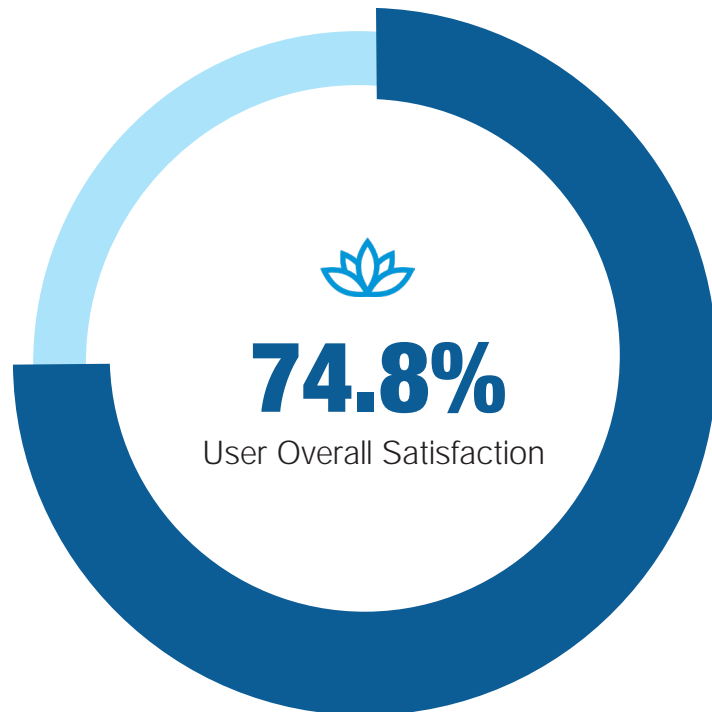
Staff Retention Rate

711

Number of Rental Clients

110,712

Annual Web Visitors



10,893

Social Media Followers

8,386

Followers



1,494

Followers



1,013

Followers





Looking Ahead:

Upgraded Fieldhouses by Fall 2023



Genesis Centre's indoor fieldhouses are getting a facelift this summer, 2023! The Genesis Centre will be undertaking a \$500k renovation project to upgrade its two fieldhouses in the following ways:

- New pulastic flooring in Field House 2 that is designed to reduce the risk of injury while providing excellent traction. The flooring in Field House 2 will be comparable to those used in our Community and Feature Gymnasiums.
- Field House 1 will feature artificial turf for the Fall/Winter

seasons (October-March) and a concrete pad for the Spring/Summer Season (April-September).

- Both fields will feature 8-foot boards, compared to the current 4-foot boards. This will provide more containment for equipment and make for a more enjoyable playing experience. The outer area of the boards will also be made of glass. Thus, creating a quality viewing experience for those enjoying from outside the fieldhouses.

These changes were prompted in part by the necessity for a routine maintenance upgrade, however also because the quality of these fields will be greatly improved. The intention with these changes is to widen the Genesis Centre audience by transforming into spaces that can host more sport and recreational opportunities than before. These changes will create space for new activities to take place at Genesis Centre, such as field hockey, lacrosse, and cricket.



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