



GENESIS
CENTRE
An Inspired Community



Annual Report

2023

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





In the spirit of respect, reciprocity, and truth, we proudly recognize Moh'kinsstis, the traditional Treaty 7 territory, and the rich oral traditions of the Blackfoot confederacy: Siksika, Kainai, Piikani, as well as the Îyâxe Nakoda and Tsuut'ina nations. Nestled in the vibrant heart of Calgary's most culturally diverse area, the Genesis Centre stands as a beacon of unity and inclusivity. We pay homage to the Métis Nation of Alberta, Region 3, within the historic Northwest Métis homeland, and extend our heartfelt acknowledgment to all Nations—Indigenous and non-Indigenous—who call this land home, work tirelessly upon it, and enrich its tapestry of life. Together, we honor and celebrate the enduring spirit of this territory.

2023 NECCS
**Board of
Directors**

STAN SANDHU

President

SUKHVINDER MALHOTRA

Vice President & Saddle Ridge

SHARON EVENS

Past President & Soccer Rep

AMRINDER SINGH

Treasurer

YUVRAJ SINGH

Secretary

TIFFANY NOVOTNY

Directors at Large

GREG STEINER

Directors at Large

MANROOP DHARIWAL

Directors at Large

BO FENG

Directors at Large

ALBERT (AL) LOUIE

Directors at Large

WESLEY (WES) HYND

Martindale Community Rep



GENESIS CENTRE

An Inspired Community

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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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Board President & Executive Director's Message

Celebrating health and happiness at the Genesis Centre

Stan Sandhu

PRESIDENT, GENESIS CENTRE BOARD OF DIRECTORS

As we reflect on the past year, we are thrilled to share the incredible journey we've embarked on together at the Genesis Centre. We've persevered, flourished, and achieved remarkable milestones that have truly transformed lives and communities in Northeast Calgary – creating an inspired community.

2023 was a year of resilience, innovation, and boundless potential. Despite the challenges posed by the global landscape, the Genesis Centre stood firm as a beacon of hope and opportunity for all who walked through our doors. From the vibrant cultural events that filled our halls to the groundbreaking initiatives that empowered our youth, bolstered our seniors, supported vulnerable peoples, and nurtured newcomers. Every moment was a testament to the unwavering spirit of our community.

Together, we've witnessed tremendous growth and impact across all facets of our operations. Our sports programs reached new heights, fostering athleticism, teamwork, and sportsmanship. Our community gatherings and cultural festivities left a profound, unifying mark. The Genesis Centre continued to be a hub of learning and creativity, offering enriching educational

programs that ignited curiosity and inspired lifelong learning. Our social and human services expanded, enhancing our ability to promote overall health and well-being.

Our partnerships flourished, forging new pathways for collaboration and community engagement. Through strategic alliances with community leaders, local businesses, other nonprofits, and government agencies, we've expanded our reach and magnified our impact, creating a ripple effect of positive change throughout Northeast Calgary and beyond.

But perhaps most importantly, our sense of unity and belonging has never been stronger. As we came together to celebrate cultural diversity, honour our traditions, and embrace our shared humanity, we reaffirmed our commitment to building a more inclusive and equitable society for all.

At the heart of our journey lies a profound commitment to amplifying Indigenous voices and deepening our understanding of Indigenous cultures,

histories, and traditions. Through meaningful partnerships and initiatives, we have created spaces for dialogue, education, understanding, reflection, and reconciliation, fostering a sense of belonging and mutual respect that transcends boundaries and unites us as one community.

Looking ahead, the future is brimming with promise and potential. With your unwavering support and dedication, we are confident that the Genesis Centre will continue to be a catalyst for growth, opportunity, and transformation in our community.

Thank you for being an integral part of our journey. We are creating a legacy that will endure for generations to come. Together, let us continue to weave the threads of understanding, compassion, and respect, creating a tapestry of unity that celebrates the richness of our diversity and the resilience of the human spirit.

Here's to another year of boundless possibility and unstoppable momentum at the Genesis Centre!

Stan Sandhu
Board President, Genesis Centre

Sherry King
Executive Director, Genesis Centre

Staff Spotlight

Perry Simpson

OPERATIONS ATTENDANT



Perry Simpson stands as a testament to dedication and leadership in his role as an Operations Attendant at Genesis Centre. Perry's journey with the Genesis Centre began in May 2022 when he joined as a custodian. Less than a year later this position merged into an Operations Attendant role; a role in which Perry is currently serving.

Originally from Dawson Creek, BC, Perry lived in several cities across BC and Alberta before finding a home in Calgary, where he has resided for the past two years. Genesis Centre marked Perry's first job in Calgary, an example of the welcoming environment that defines the organization.

From the outset, Perry's friendly personality and diligent working style endeared him to his colleagues at

Genesis, quickly earning him high respect and making him a natural cultural fit within the team. Perry's dedication to his work is matched only by his love for an active outdoor lifestyle. Whether he's navigating hiking trails, casting a line into a lake, or pushing his limits in a workout, Perry thrives on the vitality of the great outdoors. Perry also enjoys working with animals, reflecting his enthusiasm for fostering connections within and beyond the community.

Perry's impact is not only felt through his operational responsibilities but also in his role as a leader. "Lead by example. Inspire other staff. I like to lead by example," he emphasized when asked about how he creates a positive influence at work.

When asked about his overall experience at the Genesis Centre so far, Perry affirmed, "the people. I felt very welcomed as soon as I started here," he shared. This sentiment echoes his belief in the warm and inclusive community that the Genesis Centre cultivates.

As Perry continues to make waves in his role at the Genesis Centre, his vibrant spirit and commitment to excellence exemplify the values that make the Genesis Centre a hub of positivity and community.

In seeking advice for personal and professional success, Perry shared,



Always do your best, no matter what. No matter what your circumstances are, you should always try to grow as a person. Growth is always something worth striving for.



Genesis Centre: Building Healthy Communities

Recapping 2023 from a holistic health perspective

Genesis Centre is one of six officially recognized community hubs in Calgary. This ties directly into our mission of bridging communities across different dimensions of wellness. Beyond our physical infrastructure, the Genesis community hub represents a nexus of social, mental, and physical health where people converge to engage in various activities, connect with one another, and access essential resources.

The dynamic nature of the Genesis Centre acts as a catalyst for social cohesion, providing spaces for social interaction, emotional support, and the development of a sense of belonging. Through recreational programs, educational initiatives, and health services, our community hub nurtures mental and cognitive well-being.

Additionally, the hub's facilities for physical activity, wellness programs, and access to health services and resources contribute significantly to enhancing the overall physical health of community members. In essence, the Genesis Centre is an inclusive community hub that operates as a cornerstone for comprehensive health, where its positive impact radiates far beyond the walls of the building, weaving a tapestry of well-being that enriches the lives of individuals and strengthens the fabric of the entire community.

Let's take a look at some specific programs and program providers that work within different dimensions of wellness to ultimately contribute to the overall wellbeing of the collective community at the Genesis Centre.

Intellectual Wellness

Your curiosity, creativity, and lifelong learning.

Intellectual wellness is essential for overall health, focusing on continuous learning, critical thinking, and mental stimulation. It encourages curiosity, creativity, and lifelong growth, vital for well-being.

At Genesis Centre, intellectual wellness is promoted through strategic leasing to social services providers like the Academy of Learning and Immigrant Services Calgary. This facilitates access to educational resources, vocational training, and support services, empowering individuals for personal and professional development.

Lifelong learning enhances problem-solving skills, cognitive function, and adaptability, promoting holistic health. It also fosters purpose, fulfillment, and social connection through learning communities and idea exchange.

Through partnerships with educational and support organizations, Genesis Centre promotes intellectual wellness, enriching minds and broadening perspectives for a more fulfilling life.



ABOVE: Academy of Learning program graduate and instructor at the Genesis Centre.



Physical Wellness

The health of your body and how you take care of it.
Mosaic Primary Care Network: Active Adults Program

Active Adults: community program that offers indoor walking, instructor-led exercise classes, access to dietitians for nutrition advice as well as registered nurses for health checks. Patients can socialize, meet new people, and exercise in a safe & comfortable environment with health professionals on-site.
Program benefits:

- Meeting new people/decreasing social isolation
- Reducing stress
- Increasing energy levels
- Managing weight and other chronic health conditions (e.g. high blood pressure)
- Increasing mobility and strength for prolonged independence

Background context: What programs/services do you offer?

Two programs that we run include the Active Adults program and the Active Toddlers program.

How do you partner with Genesis Centre?

Genesis supports us in the day-to-day operations of our programs, including equipment set-up/take-down and technology support. Genesis staff also promote our programs to attendees and help create a welcoming sense of community, which keeps our participants coming back to the Centre, outside of just utilizing our programs.

How do your programs/services at Genesis Centre impact the physical health of individuals and the community?

Active Toddlers: A drop-in opportunity for guardians and toddlers to enjoy being active together. There is also a registered dietitian on site should guardians have any questions about their child's nutrition.



ABOVE: Participants engaged in Mosaic Primary Care Network's Active Adults Program. LEFT: Active Toddlers Program | contributor: Kerry Miller Kerry.Miller@mosaicpcn.ca (Mosaic, Primary Care Network)



Environmental Wellness

Your awareness of and respect for the natural world and your impact on it.

In 2023, the Genesis Centre took a significant step towards sustainability by upgrading its outdoor parking lot lights to energy-efficient LED fixtures. This transition reduced the facility's environmental footprint while improving safety and visibility. Swapping halogen lights for LEDs cut energy consumption and greenhouse gas emissions, aligning with eco-conscious practices.

The switch to LED lights not only saved energy but also reduced waste and maintenance needs due to LEDs' longer lifespan and lower heat emissions. This move resulted in cost

savings and showcased the facility's commitment to sustainability.

Additionally, the upgraded lighting system enhanced visibility, improving safety in the parking lot by minimizing light spillage and light pollution, preserving the natural ambiance.

The Genesis Centre's shift to LED lighting demonstrates environmental stewardship, showing how strategic upgrades can bring benefits like energy savings, enhanced safety, and environmental preservation.



ABOVE: Genesis Centre's outdoor parking lot with its new LED lights & aerial view of the meticulously maintained facility amidst its natural surroundings.

Occupational Wellness

Your satisfaction, fulfillment, and balance in your work or career.

Occupational wellness, often sidelined in well-being discussions, is vital for holistic health. It involves finding satisfaction in work or activities, benefiting mental, emotional, and physical health.

The Calgary Senior's Resource Society, operating weekly at the Genesis Centre in 2023, showcases occupational wellness by providing crucial one-on-one financial literacy support to seniors. Access to resources and guidance greatly impacts seniors' well-being, especially amid retirement or financial uncertainties.

Calgary Senior's Resource Society empowers seniors with financial knowledge and fosters community engagement. By addressing economic

concerns and offering tailored support, the Genesis Centre program helps seniors navigate financial challenges confidently, promoting autonomy and control.

One-on-one interactions also combat isolation and loneliness. This initiative highlights the importance of occupational wellness in seniors' overall health and quality of life. Equipping them with tools and support fosters a vibrant, resilient, and inclusive community.

RIGHT: Veena leads weekly group sessions at the Genesis Centre where residents can learn new skills and make connections with each other.





Social Wellness

Your relationships, communication and support network
Trellis

Background context: What programs/ services do you offer?

As a Community Development Worker stationed at the Genesis Center and working under Trellis Society, our objective is to bridge gaps within the community by providing services that support residents from all walks of life. In this role, we work at a macro level to empower residents. In areas where community resources are lacking, the Community Development team collaborates with resident groups and community organizations to establish these supports through various initiatives.

At the Genesis we offer a diverse range of programs/ services including English Conversation Classes, Senior Computer Classes, Arts and Crafts sessions, Mental Well-being support, Tax Clinics, Kids/ youth Programs/support, Alex Dental Bus, basic needs, and community events. Our mission is to empower individuals from all backgrounds to reach their fullest potential, overcome systemic barriers, and achieve positive outcomes in their lives.

How do you partner with Genesis Centre? We have a strong and multilayered partnership with Genesis Centre that extends across various areas. Our collaboration goes beyond participating in community events such as Diverse Awareness Workshops, Youth Indigenous Carnivals, Pink Shirt Day, and Indigenous training/awareness initiatives. We work together to cultivate a positive, welcoming, and inclusive workplace, and collaborate closely to identify and address community needs and gaps, offering mutual support.

Our partnership with Genesis includes addressing the needs of residents, sharing space, and keeping each other informed about new programs and events. We pool

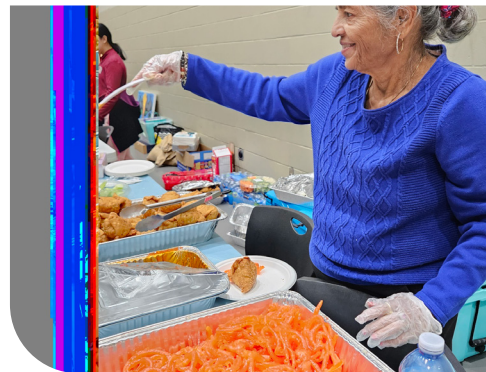
our resources and manpower, working as one team to organize and conduct events and programs effectively. We are truly a wonderful team!

How do your programs/services at Genesis Centre impact the physical health of individuals and the community? Our programs at Genesis are designed to empower individuals and have a positive impact on both the individual and the community at large. We actively identify needs and service gaps, striving to bridge them effectively.

Through active listening and a relationship-focused approach, we find innovative ways to deliver services, whether through resident-led initiatives or partnerships with other organizations. For instance, we collaborate with CCIS to offer English Conversation Classes to newcomers waiting for their LINC classes to start.

Additionally, we address the issue of loneliness and disconnection among seniors by partnering with CIWA to organize the Relax and Connect Program. This program allows seniors to come together, engage in activities such as crafts, word searches, singing, potlucks, and storytelling, fostering a sense of community and belonging.

We also offer a yoga and meditation program designed to enhance mental and physical wellbeing. Additionally, Trellis supports free, resident-led Zumba dance classes for everyone, with a special focus on women who may face financial barriers or seek community connection and physical activity. Each of our programs is not only tailored to meet individual needs but also aims to make a positive impact at the community level.



RIGHT: Seniors engage in Relax and Connect, a program in partnership with CIWA | Children drumming during a blessing ceremony for the hiring of a new Indigenous connector | A resident distributing food at the Youth Indigenous Carnival | Partners coming together to visit the Dashmesh Culture Centre | Contributor: Noor Al Hamidi nalhamidi@growwithtrellis.ca (Trellis)



Circling Back with Genesis Centre's 2023 Community Grant Recipients

The Genesis Centre Community Grants program is an annually recurring program that has been in effect since 2017.

The intention of the program is to generally improve the quality of life in northeast Calgary by offering funding support to organizations and projects who have financial constraints but otherwise offer programming that is beneficial for communities and residents.

In 2024 the Community Grants program will expand to offer a second round of intake, thereby doubling its impact on the community. The intake periods for this program are February and August. Applications can be found on our website at www.genesis-centre.ca and sent to community@genesis-centre.ca.

We took a walk down memory lane and checked-in with the program's 2023 recipients to ask about their projects and how the Community Grants program helped support their endeavours and assisted them in their continued success.

Recipient: Future Stars Cricket Foundation

Future Stars Cricket Foundation is a non-profit organization launching Calgary's first ever youth cricket league, "Future Stars Cricket League." Our mission is to promote a healthy and active lifestyle through participation and team play. We are committed to creating a safe, friendly, and inclusive environment for all participants.

The funding we received from Genesis last year was for our Summer Trials held in May to prepare for our free youth summer cricket league. The grant helped us to pay for the space rental at genesis, market our program at Genesis and to purchase program equipment. The summer trials were a huge success as we hosted over 400 families throughout the day!

The grant put us in a strong position to host a successful event to reach out to more families and youth in the community. By running the program at Genesis, we were able to ensure we were accessible to newcomer families that rely on Calgary transit to travel.

We feel proud that we were able to provide a quality program to the community that addresses financial barriers, accessibility barriers and most importantly created a sense of belonging and brought the community together.





Recipient: Kidsplay Foundation

KidsPlay is a non-profit organization working towards keeping kids away from the lifestyle of drugs, gangs, and violence. This mandate is met through holding sports tournaments, conferences, and other projects for youth in the community to learn about the opportunities they can seize in life. The ultimate vision at KidsPlay is to create young leaders within the community by getting them involved in sports and other recreational activities. KidsPlay wants the youth to obtain opportunities that will allow them to excel in life.

Last year we were fortunate to receive funding support from the Genesis Centre's Community Grants program. The grant supported our organization in many ways, through programming we offer. The key event was we held a ball hockey and basketball tournament at the Genesis Center in October 2023. A prominent feature at this event was having NHL alumni on-site as a guest for all the participants.



The project was amazing, and it was thanks to you folks and the amazing team at the Genesis Center who made sure the venue was well set up before we even got there. Hats off to you and the team.





NECCS Statement of Financial Position


(Audited) as at December 31, 2023

2023 **2022**

Auditor's Report

I have audited the Statement of Financial Position of the NE Centre of Community Society (NECCS) as at December 31, 2023 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, 2023.

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, 2023 and the results of its operations and cash flows for the year ended December 31, 2023 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 21, 2024

ASSETS		
CURRENT ASSETS		
Cash & Cash Equivalents (unrestricted)	\$65,358	\$172,007
Investment (internally restricted)	1,456,543	1,365,484
Accounts Receivable (unrestricted)	563,155	281,844
GST Receivable	45,628	12,421
Prepaid Expense	62,399	36,207
	\$2,193,083	\$1,867,963
Externally Restricted Assets		
Long Term Investments	111,898	79,464
Property & Equipment	3,834,103	3,983,804
	19,677,878	20,277,617
	\$25,816,962	\$26,208,848
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable & Accrued Liabilities	\$76,253	\$87,643
Deferred Cash Contributions	111,898	79,464
Deferred Revenue	148,607	16,095
	336,758	183,202
	\$13,893,480	\$14,704,776
DEFERRED CAPITAL CONTRIBUTIONS		
NET ASSETS		
Unrestricted	511,680	398,741
Internally Restricted	5,290,646	5,349,288
Invested in Property and Equipment	5,784,398	5,572,841
	11,586,724	11,320,870
	\$25,816,962	\$26,208,848



NECCS Statement of Operations

(Audited) for the year ended December 31, 2023

2023 **2022**

REVENUE		
Facility Rentals	\$2,050,715	\$1,987,836
Commons Area	448,827	420,425
Leases	350,834	307,578
Government Grants and Donations	112,413	306,944
Admission & Passes	274,182	269,244
Contributions from Commons Operating Reserves	800,000	250,000
Reimbursements	-	100,384
Programs and Supplies	36,450	96,900
Commission and Sponsorship	92,617	61,137
Contributions from Lifecycle Reserve Fund	100,000	-
Casino Contributions	70,607	-
	\$4,336,645	\$3,800,448


EXPENSES		
Wages, Salaries & Benefits	\$2,158,751	\$1,994,160
Common Area	749,429	679,053
Administration	369,740	349,365
Building Operations	323,438	294,333
Third Party Service and Equipment	197,274	223,366
Programs & Supplies	42,473	48,986
Marketing	42,750	36,049
	\$3,883,855	\$3,625,312

EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS		
Common Operating Reserve Fund Including Partners	-400,000	-125,000
Investment Income	267,794	211,074
Depreciation Expense	-1,268,263	-983,203
Amortization of Deferred Capital Contributions	1,056,831	944,031

EXCESS OF REVENUE (DEFICIENCY) AFTER AMORTIZATION, INVESTMENT INCOME & BEFORE UNREALIZED GAIN		
Unrealized Gain	109,152	222,038
	156,702	-492,723

EXCESS OF REVENUE OVER EXPENSES AFTER AMORTIZATION & UNREALIZED GAIN/(LOSS)		
	\$265,854	-\$270,685

Dual Mandate

As a not for profit charity, the Genesis Centre works hard to support a dual mandate of servicing the community while staying financially sustainable. The Genesis Centre staff team maintains a diverse revenue stream to allow the organization to serve the community while keeping facility rates affordable. 

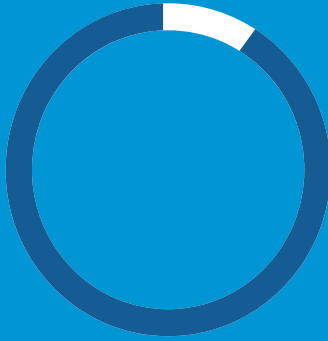
\$12,399

Total value of investments towards professional development and training opportunities for staff



Genesis Centre 2023 Statistics

By The Numbers



88.7%¹

User Satisfaction

2.3 Million

Annual Foot Traffic

40,243

Hours of Booked Facility Use

1,815

Persons Referred to Essential Services

18,443

Number of Drop-in Visits

159,395

Annual Website Views

\$402,520

Total Community Wing Revenue

345

Average Number of Pass Holders (Monthly)

13,417

Online Followers

\$104,738

Total Funding Subsidized for User Groups

Our Digital Channel Followers (compared to 2022)



8923

(+537)



1899

(+405)



1018

(+3)



440

(+123)



1,137

(+368)

1. Google Business Profile (171 user reviews)



Looking Ahead: Genesis Centre's Value Proposition

From the outset, Genesis Centre has remained steadfast in its commitment to serving the community. Over the last 13 years since initially opening, our organization has grown substantially to where we now receive more than 2.3 million users annually, support dozens of community-serving agencies, and are a leader community hub in Calgary. Looking ahead, we now find ourselves standing on the threshold of a new era, poised to embark on a journey of transformation, guided by our incoming visionary strategic plan reframed as a dynamic “Genesis Value Proposition”.

At the core of this evolution lies our unwavering commitment to holistic health and the cultivation of thriving communities. We recognize that true wellness encompasses not only physical fitness but also mental, emotional, and social well-being, and we remain dedicated to fostering environments that nurture improved health in individuals and communities alike. From our numerous multifaceted facility spaces to enriching educational programs and vibrant social gatherings, every aspect of the user experience at Genesis Centre is intentionally designed to promote holistic health and vitality.

Heading into 2024, the Genesis Value Proposition will take a holistic approach to community development, acknowledging that genuine progress necessitates a comprehensive understanding of the interconnectedness of individuals, families, and neighborhoods. By fostering a sense of belonging and connection, we aim to empower individuals to lead healthier, more fulfilling lives while simultaneously building stronger, more resilient communities. Foundationally, we recognize the necessity of remaining financial sustainable while not compromising our mission to be a community hub. Through sensible and committed management and innovative strategic

partnerships, we strive to balance our commitment to community service with sound fiscal stewardship. Subsidy programs, fundraising efforts, and revenue-generating initiatives form the foundation of our ongoing ability to provide accessible, high-quality services to all members of our community.

Embracing flexibility and adaptability, our incoming Genesis Value Proposition will outline broad objectives that reflect our overarching mission and values while allowing for annual work plans that can be adjusted in response to emerging needs and opportunities. As we look ahead to the future, we invite you to join us on this transformative journey. Together, let's build a community where health, vitality, and opportunity abound—a community where every individual has the support they need to thrive. With our eyes set high, we are ready to embrace the challenges and opportunities that lie ahead, confident in our ability to create a brighter tomorrow for generations to come.



ABOVE: Young participants at the Calgary FC Soccer Club Clinic in Field House 1.



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