



ANNUAL REPORT

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

2024



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 honour and celebrate the enduring spirit of this territory.

GENESIS CENTRE

An Inspired Community

7555 Falconridge Blvd. NE Calgary, AB T3J 0C9

403.590.2833 www.genesis-centre.ca



Mission

A hub for the community –
bridging people in shared celebration,

Vision

An Inspired Community.

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2024 NECCS

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Board President & Executive Director's Message

Building Connections, Strengthening Community

Stan Sandhu

PRESIDENT, GENESIS CENTRE BOARD OF DIRECTORS

As we reflect on the past year at Genesis Centre, we are reminded of the power of connection and the incredible strength that emerges when a community comes together. Our journey in 2024 has been marked by moments of shared triumph, meaningful collaboration, and a steadfast commitment to fostering belonging for all who walk through our doors.

Genesis Centre has always been more than just a facility—it is a hub of vibrancy, a gathering place where culture, wellness, and opportunity intersect. This year, we have deepened our impact by expanding programs that bring people together, enhancing partnerships that support collective growth, and embracing new initiatives that reinforce our role as a pillar in Northeast Calgary.

One of our most significant milestones in 2024 has been our continued partnership with the KidsPlay Foundation. Dedicated to steering youth away from the pitfalls of drugs, gangs, and violence, KidsPlay has been instrumental in organizing events that provide positive outlets for young people. Such as, weekly drop-in programs in our facility. These sessions have seen great youth attendance each week, providing them with an environment to develop discipline, physical fitness, and camaraderie, not to mention providing them access to sports and sporting professionals that they otherwise wouldn't have had the opportunity to engage with. The success of these programs underscores the importance of offering accessible activities that resonate with our community's youth.

This year, we co-hosted the second annual Youth Led Indigenous Carnival, a vibrant celebration that brought together hundreds of participants. The event featured traditional Indigenous games, food, storytelling sessions, and cultural performances, fostering a deeper

understanding and appreciation of Indigenous heritage among attendees.

Our commitment to community well-being led us to deepen our collaboration with Planet Youth initiative from Iceland as partners with Trellis. This evidence-based program focuses on preventing substance abuse among youth by fostering healthy community environments. Through workshops and seminars, the community was engaged, equipping them with strategies to support our youth. Preliminary feedback indicates a positive shift in community attitudes towards proactive youth engagement, and we are optimistic about the long-term impact of this initiative as we continue on this path.

This year, Genesis Centre underwent a vibrant transformation with the addition of new murals and art pieces created by community members and local artists. These artworks, which adorn our main corridors and common areas, reflect the rich cultural tapestry of Northeast Calgary. One standout piece, titled "Creators Breath" is a painting on a buffalo hide welcoming the community in many different languages while welcoming the spirit of the buffalo. The mural has become a focal point for visitors, symbolizing the harmony and interconnectedness of our community.

In our outdoor spaces, we embraced environmental sustainability by planting a Miyawaki method tiny forest. This dense, fast-growing forest comprises more than 300 native trees and shrubs planted in a compact area. Within the year, we should see a forest that has thrived, creating a green oasis that serves as a habitat for local wildlife and a serene spot for reflection and education. Community volunteers played a pivotal role in this project.

Recognizing the diverse needs of our patrons, we renovated an under-utilized space in our Community Wing to include a brand-new

wellness room and additional small community rooms. The wellness room offers a tranquil space for activities such as nursing, prayers, mental health break, meditation, and mindfulness times with the goal of reducing stress and improved mental health for our community and teams. The new community rooms have been utilized for various purposes, from one-on-one supports, small meetings, interviews and so much more.

As we look to the future, we remain excited and optimistic about the possibilities that lie ahead. With the unwavering support of our board, staff, volunteers, partners, and community members, we know that Genesis Centre will continue to be a place where meaningful connections are made and where the spirit of togetherness flourishes. The next big steps for the Genesis Centre team are looking ahead at facility expansion. We need to continue to grow to meet the needs of our expanding community and will be engaging with the community to ensure we expand in the right way and can continue to make the biggest impact.

Thank you for being an integral part of this journey. Together, we are building a stronger, more connected community—one that reflects the richness, resilience, and diversity of Northeast Calgary.

With gratitude and commitment,

Stan Sandhu
Board President, Genesis Centre

Sherry King
Executive Director, Genesis Centre

Staff Spotlight

Doug Taggart



OPERATIONS MANAGER

2015-2025



As we recognize our most recent retiree, we celebrate the incredible contributions of Doug Taggart, who has been an integral part of the Genesis Centre team since 2015. Doug's leadership and expertise have played a pivotal role in Genesis Centre's growth and success over the past decade, and he leaves behind a legacy that will continue to benefit the community for years to come.

Joining Genesis Centre as the Building Operations Manager, Doug brought more than 30 years of experience in operational leadership, much of which was gained during his tenure with the City of Calgary's Recreation Department. There, he managed high-profile facilities such as the Max Bell Centre and Shouldice Arena. His extensive background in managing arenas and athletic parks equipped him with the

skills to oversee complex operations and ensure that every aspect of Genesis Centre functioned seamlessly.

Doug's legacy includes overseeing several key capital upgrades that have significantly enhanced the facility, organization, and community. Some of these accolades include the renovation of the indoor fieldhouses, the introduction of the popular outdoor skatepark, and the transformation of the outdoor fields into Class-A facilities—home to the only Class-A artificial turf field in northeast Calgary and expected to include a second phase soon.

Doug's expertise was also instrumental in guiding the operations of large-scale events with clients, such as SUPERTRAIN and other large-scale facility-wide events and facility-operated events such as the annual

Stampede Breakfast, ensuring logistics were flawless and the experience was exceptional for everyone involved.

Known for his pragmatic approach to problem-solving and his ability to lead with confidence, Doug earned the respect of everyone who worked with him. Outside of his professional life, Doug is a family man who enjoys travel and has a passion for vintage cars. Those who worked closely with him will also remember his good-natured humor and his penchant for a daily Pepsi—an essential part of his routine!

As Doug embarks on this next chapter of his life, we thank him for his dedication, his leadership, and the lasting impact he's had on Genesis Centre and the community. We wish him all the best in his retirement.





Building Connection, Strengthening Community

Genesis Centre - A year of reflection, innovation and growth

Every organization reaches a point where it must pause, reflect, and redefine its path forward—and for Genesis Centre, 2024 was that year. More than just an operational year, 2024 was a transformative journey in which the organization committed itself to reimagining its future.

At the heart of this journey was the development of the Genesis Value Proposition (GVP)—a new, adaptive approach to strategic planning that ensures Genesis Centre remains flexible, relevant, and responsive to the evolving needs of the community. Unlike traditional multi-year strategic plans, which often fall short in execution, the GVP is living and dynamic, continuously evolving through input from Board members, staff, community members, and partners.

This process was not just about setting goals—it was about answering fundamental questions such as why does Genesis Centre exist, how can it best serve the community, and what should it prioritize to create the greatest impact?

The answers became clear: **Genesis exists to Build Healthy Community Connection**—a belief that drives everything it does. Through a refreshed vision, mission, and values, Genesis reaffirmed its commitment to being a hub where people come together to celebrate, learn, and grow.



Mission: A hub for the community bridging people in shared celebration, learning and play.
Vision: An inspired community where everyone belongs.

- Values:**
- **Impactful:** Providing experiences that nurture and enhance the lives of others.
 - **Inviting:** Respecting, welcoming and serving everyone.
 - **Committed:** Operating in an open, consistent and responsible manner.
 - **Visionary:** Dreaming, anticipating, collaborating and building a better community.
 - **Resilient:** Learning, adapting and focusing on community in the face of change.

As the year unfolded, these guiding principles were reflected in tangible successes that made a difference in the community. In the Feature Gym, families, fitness enthusiasts, and wellness seekers discovered a space designed for strength and unity. Through the Commons, the community shared countless moments of connection, whether through informal gatherings or organized events, creating an atmosphere of belonging and collaboration. The Community Wing, now a dedicated space for wellness and creativity, provided a platform for dozens of resident-serving social and economic agencies to serve the community. And in the fieldhouses, the organization saw continued and sustained growth and the highest levels of utilization on record, reinforcing Genesis Centre’s position as a cornerstone of support and connection.

These successes were not just milestones—they were a testament to the commitment to building healthy community connections that drives Genesis Centre’s every action. Each of these spaces and programs serves as a reflection of the dynamic, responsive nature of the GVP, ensuring that Genesis continues to grow, evolve, and meet the changing needs of the community it serves.



A Gathering Place for Community and Connection

Commons - North of McKnight Community Hub and the Kinosew Quilt

At the heart of the Genesis Centre, the Commons serves as more than just a lobby—it is a gathering space where stories are shared, cultures converge, and connections are built. As one of Calgary’s six officially recognized Community Hubs, Genesis Centre continues to uphold its commitment to fostering inclusive and meaningful community engagement. This past year, through the support of the Community Hubs’ Project Enhancement Funds, the Commons became the setting for an extraordinary Indigenous art project, celebrating heritage, creativity, and unity.

With the guidance of Indigenous Artist-in-Residence **Danielle Piper**, we embarked on a multi-staged journey to create the Kinosew Quilt, a breathtaking mosaic made from dyed fish scales, caribou hair, and porcupine quills. Rooted in Indigenous traditions, this piece embodies the deep connection between Indigenous cultures and the land, with each natural element symbolizing respect, resilience, and sustainability.



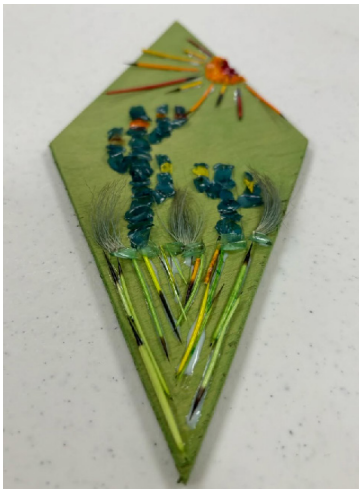
The project unfolded through two community art clinics, where 72 participants—36 at each session—were invited to learn about the Métis craft of Fish Scale Art. These sessions were more than artistic workshops; they became spaces of learning, intergenerational storytelling, and cultural appreciation. Participants of all ages carefully adorned individual diamond-shaped tiles, each a unique expression of their creativity, while also reflecting on the significance of Indigenous artistic practices and their connection to the environment.

Once completed, these individual tiles were assembled into a larger mosaic by Danielle Piper, using reclaimed wood to craft a ‘quilt’ that symbolizes the rich diversity and unity within our community. The Kinosew Quilt was unveiled in the Commons with a heartfelt gathering, where Danielle shared the story behind the piece and the importance of preserving traditional art forms. She extended gratitude to all those who contributed, as well as to her father, Christopher Piper, whose efforts in catching the fish used for the artwork played a vital role in bringing this vision to life.

Through this initiative, the Genesis Centre Commons truly lived up to its role as a space of connection—where culture is honored, voices are heard, and hands come together to create something lasting. The Kinosew Quilt now stands as a permanent testament to the strength of our shared experiences and the bonds that tie our community together.

Kinanâskomitinawaw—to all who took part, we are grateful.

LEFT: Kiima Bailey, Community Social Worker and Indigenous Artist Residence, Danielle Piper.
RIGHT: The making of the Kinosew Quilt.





Bringing Cultures Together Through Celebration

Feature Gym / Event Centre - A stage for culture and discovery

The Feature Gymnasium & Event Centre at Genesis Centre is more than just a space—it’s a hub where diverse communities come together to celebrate, learn, and connect. In 2024, it hosted events that brought culture, education, and excitement to thousands, including the dazzling Diwali Festival and the captivating Reptile Expo.

Illuminating the Night: Diwali at Genesis Centre

On November 9, 2024, the Feature Gymnasium came alive with the sights and sounds of Diwali, the Festival of Lights. More than 800 attendees gathered to celebrate this cherished tradition, creating an atmosphere filled with joy, colour, and cultural pride.

The evening featured vibrant Bollywood dance performances, live musical acts, and speeches from local dignitaries, each element weaving together the rich heritage and deep-rooted traditions of South Asian culture. Families and friends, dressed in dazzling attire, shared the experience of unity, light, and renewal, embodying the very essence of Diwali.

More than just a celebration, this event strengthened community ties, offering a space for both long-time residents and newcomers to connect, share stories, and celebrate their heritage. As one of the largest cultural events at Genesis Centre, Diwali continues to be a cornerstone of community engagement, fostering a sense of belonging for all who attend.



ABOVE: Calgary Indian community celebrates Diwali with food, music, and dances in the Feature Gym.

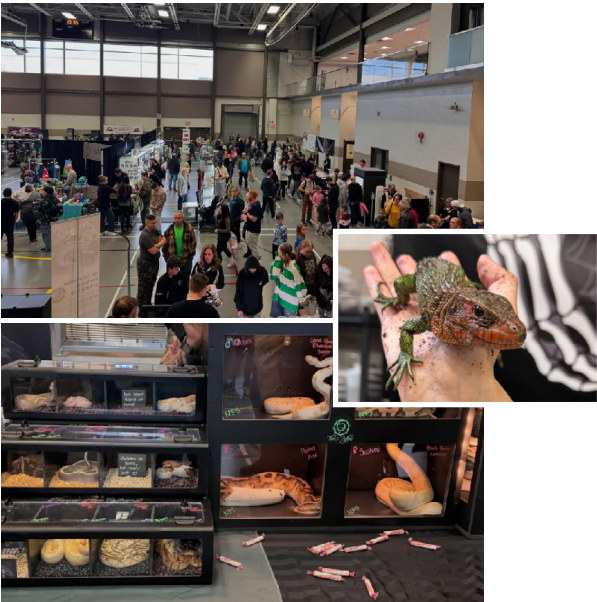
A Wild Encounter: The Calgary Reptile Expo

Just weeks before Diwali, the Feature Gymnasium transformed into a thrilling world of reptiles, amphibians, and exotic creatures during the Calgary Reptile Expo, held from October 18–20. Over the course of the weekend, more than 12,000 attendees immersed themselves in a tradeshow-style experience, exploring exhibits from 100+ vendors and experts in reptile care, conservation, and education.

The Expo wasn’t just about spectacle—it was about connection and awareness. Attendees marveled at interactive, photo-friendly reptiles, including a large python, a box tortoise, and the beloved Iggy the Iguana. But beyond the excitement, the event played a crucial role in teaching responsible pet ownership, conservation, and the importance of ethical animal care.

Families, educators, and animal enthusiasts left with not just photos, but knowledge, gaining insight into how to properly care for reptiles and the role these creatures play in global ecosystems. By hosting the Reptile Expo, Genesis Centre provided an opportunity for people of all ages to engage in hands-on learning and develop a greater appreciation for the natural world.

A Space for Connection
Whether through the cultural brilliance of Diwali or the fascinating world of reptiles, the Feature Gymnasium & Event Centre continues to serve as a place where diverse communities come together, celebrate, and learn from one another. With each event, Genesis Centre reaffirms its role as a dynamic gathering place, bringing people closer through shared experiences that inspire, educate, and strengthen our community.



ABOVE: The Calgary Reptile Expo organized by The Alberta Reptile and Amphibian Society (TARAS) | A Caiman lizard being showcased.



More Than Just a Game— How Sports Build Bridges Across Cultures

Fieldhouses - A year of growth inside and out

At Genesis Centre, community is built not just through programs and events but through the spaces that bring people together. In 2024, our newly renovated fieldhouses and outdoor fields have become stronger than ever—one through sport, the other through nature.

Indoor Fieldhouses: Umoja and the Power of Sport

For many youth, access to sports can be life-changing—but financial barriers often make participation difficult. That’s where Umoja Community Mosaic steps in. Every Friday afternoon, Umoja runs Soccer Without Boundaries, a free drop-in program that provides structured soccer sessions, mentorship, and opportunities to join city-wide leagues through Calgary Minor Soccer Association (CMSA). More than just a game, soccer serves as a bridge—connecting kids of diverse backgrounds, fostering friendships, and building confidence.

Umoja ensures that cost is never a barrier by providing donated apparel and equipment, allowing every child to play with dignity. The impact goes beyond the sport itself; these sessions create a safe, welcoming environment where young athletes can develop teamwork, discipline, and a sense of belonging. Thanks to our newly renovated fieldhouses, Umoja has a high-quality space where this program can thrive, strengthening its ability to support youth who might not otherwise have access to organized sport.

For many participants, Soccer Without Boundaries is more than just a weekly activity—it’s a lifeline, a space where they are seen, valued, and empowered. It embodies the very spirit of Genesis Centre: providing opportunities for all, regardless of background or financial means.

RIGHT: Youth participating in Umoja’s Soccer Without Boundaries drop-in program



Outdoor Fields: A Living Legacy in the Tiny Forest

Beyond the walls of Genesis Centre, our outdoor fields have seen continued growth, with more leagues, teams, and families using the space. But another transformation has taken root nearby—the **Tiny Forest Initiative**.

Launched in partnership with Calgary Climate Hub and funded by Alberta Ecotrust Foundation’s Climate Innovation Grant, this unique project follows the Miyawaki method, a reforestation technique that creates dense, fast-growing ecosystems. Indigenous permaculture designer Heather Morigeau led the project, designing the forest in the shape of a fox head, weaving together the existing trees, sandstone rocks, and over 1,000 native plants.

On September 28, 2024, volunteers gathered to plant trembling aspen, bur oak, wolf willow, Saskatoon berries, wild roses, and more—each species selected to restore biodiversity and create a natural sanctuary in the heart of our urban landscape. The day began with a blessing and smudge from Elder Marilyn Shingoose, setting a tone of gratitude and respect for the land. Even Mayor Gondek joined to recognize the volunteers’ efforts and the forest’s significance.

Beyond its environmental benefits—reducing air pollution, increasing biodiversity, and creating habitats for wildlife—this tiny forest serves as a space for healing, learning, and connection. It is a living testament to the power of community action, a place where people can gather, reflect, and feel part of something greater.

From fast-paced soccer games indoors to the quiet growth of a new forest outside, Genesis Centre continues to evolve as a place where community thrives in every form—through sport, nature, and the simple act of coming together.



ABOVE: Volunteers partaking in the Tiny Forest Initiative. Mayor Gondek recognizing the efforts of the community.



A lifeline for Northeast Calgary—Stories from the Community Wing

Community Wing - Supporting the community



The Community Wing at Genesis Centre is much more than just a physical space—it is a critical resource hub that supports individuals and families who need it most. Designed to meet the social and economic needs of the local community, the Community Wing hosts a variety of programs and services that offer vital assistance in areas such as financial support, food security, healthcare, and senior services.

These programs are invaluable to the many residents who rely on them to navigate the challenges of daily life. With its commitment to promoting health, well-being, and equality, the Community Wing has become a vital part of the community fabric.

At Genesis Centre, the focus is on creating an inclusive and accessible space where all members of the community can access essential services. Through partnerships with local organizations, the Community Wing offers programs that directly respond to the needs of diverse populations, ensuring that no one is left behind.

To the right is an overview of some of the key programs that are offered within this vital community resource.

Tax Clinic: Assistance with Tax Filing

For many low-income families, tax filing can be a daunting and stressful process. Recognizing this challenge, Trellis and Immigrant Services Calgary have partnered with Genesis Centre to provide a Tax Clinic that helps individuals and families file their taxes free of charge.

This program runs annually during the tax season, from March to April, and offers support to those who may not have the resources to hire a tax professional. It is designed to make tax filing more accessible and less overwhelming for individuals facing financial difficulties. By offering this service at Genesis Centre, the program helps reduce the barriers that prevent low-income families from fulfilling their tax obligations; while also ensuring they receive any tax credits or refunds they may be eligible for.

In addition to providing tax assistance, the Tax Clinic also offers an opportunity for people to learn more about managing their finances. The clinic's friendly and knowledgeable volunteers help individuals understand their tax returns, answer questions, and provide guidance on how to improve financial literacy, which is crucial for long-term economic stability. This service plays a pivotal role in alleviating financial stress and helping families gain confidence in managing their finances.

Emergency Food Hamper Program: Ensuring Food Security

Food insecurity is a significant issue for many individuals and families, especially in low-income communities. In partnership with the Calgary Food Bank, Genesis Centre runs the Emergency Food Hamper Program, which provides essential food supplies to families in need. The program is designed to help alleviate hunger and ensure that families have access to nutritious food during difficult times.

Low-income families can schedule an appointment to pick up their food hampers during the following times:

- Mondays: 3:00 PM – 5:00 PM
- Tuesdays: 8:00 AM – 11:30 AM
- Wednesdays: 8:00 AM – 11:30 AM

The program is an essential lifeline for many families in the community, providing access to food when it may not otherwise be available. The hampers contain a variety of food items designed to meet the nutritional needs of families, ensuring they have access to balanced meals.

By providing this service, Genesis Centre helps individuals and families bridge the gap during challenging times, ensuring that food insecurity does not prevent them from thriving.

Nation's Vision: Free Eye Exams for All

Vision care is a fundamental aspect of overall health, but for many individuals, the cost of eye exams and eyewear can be a significant barrier. Nation's Vision offers free eye exams to all individuals, providing critical eye care to those who might otherwise go without. This service is appointment-based and operates on a flexible schedule at Genesis Centre, making it accessible to those who need it most.

Through this program, individuals receive comprehensive eye exams that can help detect vision problems and other underlying health issues. For many, access to free eye exams is a game-changer, enabling them to receive the care they need to maintain their quality of life.

Whether it's an individual who has been struggling with blurred vision or a senior who needs glasses to maintain independence, Nation's Vision provides an essential service that contributes to the overall health and well-being of the community.

As Genesis Centre continues to be a hub for support and connection, it will undoubtedly play an even greater role in fostering the well-being of the community. By creating an inclusive, accessible space for people to receive the support they need, Genesis Centre is empowering individuals and families to overcome challenges, improve their lives, and create a brighter future for all. Whether through food security, healthcare, or senior services, the Community Wing remains a vital resource for those in need, reinforcing Genesis Centre's ongoing commitment to supporting and strengthening the community.

Calgary Seniors Resource Services: Empowering Seniors

Seniors often face unique challenges, including isolation, limited access to healthcare, and difficulties navigating social services. The Calgary Seniors Resource program offers various services that address these challenges, including assistance with pension filing, housing options, and other senior benefits. These services are available at Genesis Centre every Friday from 9:00 AM to 4:00 PM.

The Calgary Seniors Resource team provides personalized consultations to help seniors access the benefits and services they are entitled to, empowering them to live independently and with dignity. Whether it's understanding housing options, applying for financial support, or finding resources to stay connected, the Calgary Seniors Resource program is dedicated to improving the quality of life for seniors in the community.

By offering these services at Genesis Centre, seniors can easily access the help they need in a safe, welcoming environment.

Building Stronger Connections Through Community Support

The Community Wing at Genesis Centre serves as a critical resource for individuals and families in northeast Calgary. By offering programs like the Tax Clinic, Emergency Food Hamper Program, Nation's Vision, and Calgary Seniors Resource Services, Genesis Centre is helping to address the pressing needs of the local population. These services not only provide immediate relief but also contribute to building a stronger, more resilient community.

As Genesis Centre continues to be a hub for support and connection, it will undoubtedly play an even greater role in fostering the well-being of the community. By creating an inclusive, accessible space for people to receive the support they need, Genesis Centre is empowering individuals and families to overcome challenges, improve their lives, and create a brighter future for all.

Whether through food security, healthcare, or senior services, the Community Wing remains a vital resource for those in need, reinforcing Genesis Centre's ongoing commitment to supporting and strengthening the community.



NECCS Statement of Financial Position

(Audited) as at December 31, 2024

Auditor's Report

I have audited the Statement of Financial Position of the NE Centre of Community Society (NECCS) as at December 31, 2024 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, 2024.

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, 2024 and the results of its operations and cash flows for the year ended December 31, 2024 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 17, 2025

	2024	2023
ASSETS		
CURRENT ASSETS		
Cash & cash equivalents (unrestricted)	\$9,308	\$65,358
Term deposit (unrestricted)	196,209	-
Investment (internally restricted)	1,642,589	1,456,543
Accounts receivable (unrestricted)	416,328	563,155
GST receivable	41,057	45,628
Prepaid expense	103,765	62,399
	\$2,409,256	\$2,193,083
EXTERNALLY RESTRICTED ASSETS		
	976,961	111,898
LONG TERM INVESTMENTS		
	4,321,202	3,834,103
PROPERTY & EQUIPMENT		
	18,501,610	19,677,878
	\$26,209,029	\$25,816,962
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts payable & accrued liabilities	\$128,849	\$76,253
Deferred cash contributions	976,961	111,898
Deferred revenue	79,863	148,607
	1,185,673	336,758
DEFERRED CAPITAL CONTRIBUTIONS		
	\$12,836,649	\$13,893,480
NET ASSETS		
Unrestricted	557,955	511,680
Internally restricted	5,963,791	5,290,646
Invested in property and equipment	5,664,961	5,784,398
	12,186,707	11,586,724
	\$26,209,029	\$25,816,962



NECCS Statement of Operations

(Audited) for the year ended December 31, 2024

	2024	2023
REVENUE		
Facility rentals	\$2,239,715	\$2,050,715
Contributions from commons operating reserves	800,000	800,000
Commons area	453,708	448,827
Leases	339,521	350,834
Admission & passes	233,917	274,182
Contributions from lifecycle reserve fund	152,500	100,000
Government grants and donations	113,721	112,413
Commission and sponsorship	49,296	92,617
Programs and supplies	39,100	36,450
Casino contributions	-	70,607
	\$4,421,478	\$4,336,645
EXPENSES		
Wages, salaries & benefits	\$2,166,987	\$2,158,751
Common area	928,013	749,429
Administration	412,871	369,740
Building operations	282,676	323,438
Third party service and equipment	108,943	197,274
Programs & supplies	51,938	42,473
Marketing	28,477	42,750
	\$3,979,905	\$3,883,855
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS		
Common operating reserve fund including partners	-400,000	-400,000
Investment income	563,683	267,794
Depreciation expense	-1,286,443	-1,268,263
Amortization of deferred capital contributions	1,056,831	1,056,831
EXCESS OF REVENUE (DEFICIENCY) AFTER AMORTIZATION, INVESTMENT INCOME & BEFORE UNREALIZED GAIN		
	375,644	109,152
Unrealized gain	224,339	156,702
EXCESS OF REVENUE OVER EXPENSES AFTER AMORTIZATION & UNREALIZED GAIN/(LOSS)		
	\$599,983	\$265,854

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.

\$17,904

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



Genesis Centre 2024 Statistics

By the numbers (compared to 2023)



89.4%¹
User Satisfaction

2.4 Million Annual Foot Traffic (+112,932)	9,250 Persons Referred to Essential Services (+7,435)	23,715 Number of Drop-in Visits (+5,272)
\$341,890 Total Community Wing Revenue (-\$60,630)	\$204,028 Total Funding Subsidized for User Groups (+99,290)	62,028 Hours of Booked Facility Use (+21,785)
217,133 Annual Website Views (+57,738)	15,199 Online Followers (+1,782)	359 Average Number of Pass Holders (Monthly) (+14)

Our Digital Channel following

f 9,462 (+539)	@ 2,204 (+307)	X 992 (-26)	d 674 (+621)	in 602 (+162)	✉ 1,265 (+128)
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1. Google Business Profile (208 user reviews)



Honouring Greg Steiner

A legacy of community, service and heart

On February 12th, 2025, in front of his peers, community members, and dignitaries at the Genesis Centre, Greg Steiner was honored with the King Charles III Coronation Medal—a fitting tribute to a man whose vision and work ethic have shaped Northeast Calgary in profound ways.

Genesis Centre as an institution and organization has Greg Steiner to thank for its existence. As a middle school teacher in Calgary and Saddle Ridge resident, Greg pioneered the momentous task of conceiving, developing, and fundraising a recreation facility and community gathering space in the community: the Genesis Centre.

At a time when many saw limitations, Greg saw possibility. Alongside his wife Carol, he co-founded the Northeast Centre of Community Society (NECCS) in 2005, working tirelessly to turn a bold idea into a reality.

Through sheer determination and an unwavering belief in the power of collective effort, they spearheaded a campaign that raised an astounding \$120 million. Now in its 13th year of operation, the Genesis Centre serves more than 2.5 million users annually, a testament to Greg’s dedication and leadership.

Beyond the numbers, Greg’s impact is deeply personal. The Genesis Centre offers hundreds of programs each year, spanning every dimension of wellness—physical, mental, cultural, and social. For every statistic, there is a story: a newcomer who found a sense of belonging, a youth who discovered their passion for sports, a family who built lasting connections. Greg’s legacy is not just in the physical infrastructure, but in the countless lives he has uplifted.

Greg’s leadership extends far beyond the walls of the Centre. For 20 years, he has served as a director on the NECCS board,

ensuring that the Genesis Centre remains a vibrant and welcoming space. He has also played a key role in the Saddle Ridge Community Association, continuously advocating for the needs and aspirations of his neighbors.

But what sets Greg apart is not just his ability to lead—it’s his ability to care. Whether rallying support for a major initiative or simply planting flowers to bring a touch of beauty to the Genesis Centre, his actions reflect a deep and genuine love for his community.

Receiving the **King Charles III Coronation Medal** is a well-earned recognition of Greg’s lifetime of service. It is a tribute to the countless lives he has touched and the future he has helped shape.

Greg, your unwavering dedication has made Northeast Calgary a better place for all. Thank you for your vision, your generosity, and the legacy you continue to build.



ABOVE: Greg Steiner, Genesis Centre Founder and Board Director (2005 - 2025)

