



GENESIS

CENTRE

An Inspired Community

THE MANY FACES OF GENESIS CENTRE



Celebrating the people who
shape our community.

Genesis Centre 2025 Annual Report



Land Acknowledgement

Genesis Centre is located on the traditional territories of the Treaty 7 peoples in Southern Alberta, which include the Blackfoot Confederacy — the Siksika, Piikani, and Kainai Nations — as well as the Tsut'ina Nation, and the Stoney Nakoda Nations of Chiniki, Bearspaw, and Goodstoney. Calgary is also home to the Métis Nation of Alberta, Region 3.

As a community hub rooted in connection, celebration, learning, and play, we recognize the deep histories, cultures, and contributions of the Indigenous peoples who have cared for this land since time immemorial. We acknowledge the ongoing impacts of colonialism and affirm our responsibility to contribute to reconciliation through meaningful relationships, inclusive spaces, and continued learning.

We are committed to fostering a community where respect, understanding, and belonging are lived values — today and into the future.

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Board of Directors

Sukhvinder Malhotra **President**

Yuvraj Singh **Vice-President**

Amrinder Singh **Treasurer**

Albert (Al) Louie **Secretary**

Stan Sandhu **Past President**

Greg Steiner **Director At Large**

Wesley (Wes) Hynd **Director At Large**

Albert (Al) Louie **Director At Large**

Annie Mushtaq **Director At Large**

Sabah Vayani **Director At Large**

Pulkit Gupta **Director At Large**

Justin Dabu **Director At Large**

Lisa McGuey **Director At Large**

Maxwell Chen **Director At Large**

Gregory (Greg) Steinraths **Manager East Region, Recreation**



Message from the President & Executive Director

When you walk through the doors of Genesis Centre, you immediately see what makes this place special: the people. Athletes warming up on the courts, families gathering for celebrations, volunteers greeting guests, partners delivering programs, and staff quietly working behind the scenes. This year's theme, "The Many Faces of Genesis Centre," celebrates those individuals and the countless stories they represent.

Genesis Centre has always been more than a facility. It is a shared space where community comes together through celebration, learning, and play. Every day, tens of thousands of people from across Calgary bring life and energy to these walls, reflecting the diversity, resilience, and spirit of the communities we serve.

This past year has been one of growth and momentum. We have welcomed millions of visitors, hosted hundreds of events, and strengthened partnerships that help deliver meaningful programs and services to families, youth, and seniors. None of this happens without the commitment of our staff, volunteers, Board of Directors, community partners, and the many organizations that choose Genesis Centre as their home.

For our Executive Director, this year also marks a personal milestone, fifteen years as part of the Genesis Centre team and over 21 years as part of the NECCS family. Over that time, the Centre has evolved alongside a rapidly growing community, and it has been inspiring to see how each new chapter continues to expand the ways people connect here.

Looking ahead, we are excited about what the future holds. With the development of our new strategic plan, the continued expansion of outdoor amenities, and the exploration of long-term facility growth, Genesis Centre is preparing for the needs of the next generation of community members. Our focus remains clear: to ensure this hub remains inclusive, welcoming, and responsive to the people it serves.

To everyone who contributes to the many faces of Genesis Centre, we thank you. Your passion, dedication, and community spirit are what make this place truly extraordinary.

Looking ahead, we are excited about what the future holds.



Sukhvinder Malhotra

Sukhvinder Malhotra
President



Sherry King

Sherry King
Executive Director

The Many Faces of Genesis Centre

Genesis Centre is more than a building; it reflects the people who bring it to life. This year's annual report celebrates the many faces that shape our spaces every day: staff, volunteers, partners, athletes, families, and community leaders. Together, they create a place rooted in celebration, learning, and play.

Faces of Impact:

Staff

Genesis Centre's impact begins long before the doors open each morning. It begins with the people who prepare the spaces, coordinate programs, build partnerships, and welcome every visitor with care. Behind every tournament, cultural celebration, community workshop, and drop-in visit is a dedicated team working with intention and pride. From facility operators and custodians to bookings coordinators and administrative staff, our team ensures that every experience is safe, inclusive, and meaningful.

Staff at Genesis Centre are problem-solvers, connectors, planners, and stewards of one of Calgary's largest community hubs. They adapt quickly, collaborate across departments, and respond to the evolving needs of Calgary's fastest-growing and most diverse quadrant.



"Working at Genesis Centre has allowed me to seamlessly connect my personal interests with my professional goals. It brings together my passion for recreation and community engagement, while giving me the opportunity to connect with diverse communities and build meaningful relationships."

Shakil Shivji
Guest Experience Manager



"I really enjoy working at Genesis Centre because it was the first community centre I visited when I moved to Canada, which makes it especially meaningful to me. I also love the teamwork and how everyone supports each other to create a welcoming environment for the community."

Hallelujah Abebe
Finance & HR Coordinator



"Working at Genesis Centre has been an inspiring and rewarding experience. No two days are the same, and the community is incredibly close-knit. One of the most meaningful parts of my role is learning about new cultures, foods, and music through the people we serve. It's something I carry with me."

Stan Ng
Bookings Coordinator



"Genesis Centre is a collaborative, fast-paced, and innovative environment. The culture emphasizes trust and autonomy, empowering staff to take ownership of their work while fostering a supportive and inclusive atmosphere for growth."

Alberto Mala
Operations Supervisor

Staff Spotlight

Barkot Temesgen, Custodian & Customer Service

When Barkot Temesgen joined Genesis Centre in 2013, she was beginning a new chapter, both professionally and personally. Having recently arrived in Canada, she was looking for more than just a job. She was looking for connection, purpose, and a sense of belonging. From her very first days, Genesis Centre offered exactly that. “I joined not long after arriving in Alberta as a newcomer,” she reflects. “Starting a new life in a new place can feel overwhelming, but Genesis felt like more than just a workplace, it felt like a community.”

Genesis felt like more than just a workplace, it felt like a community.

Barkot began her journey as a custodian, taking pride in caring for a space that brings together people from all walks of life. Over the years, her role has extended beyond maintaining the facility — she has become part of the daily experience that makes Genesis Centre feel welcoming, safe, and inclusive. Each day, she interacts with families, children, seniors, newcomers, and longtime residents of Calgary. Through these interactions, she has built meaningful connections and gained a deep appreciation for the diversity of the community.

“What I enjoy most about working at Genesis Centre is the people,” she shares. Whether it’s a quick conversation, helping someone find what they need, or seeing families enjoy the space together, those moments remind me why this place is so special.” One of her favourite traditions is the annual Christmas Family Day celebration, a moment that captures the

spirit of Genesis Centre. “It’s a beautiful time of year when families gather, children play, and staff come together. Seeing everyone laughing and enjoying themselves reflects what Genesis is all about: togetherness, joy, and community.”

Outside of work, Barkot’s life is centered around her family. She is a proud mother of two boys, and much of her time is spent with them, sharing meals, enjoying the outdoors, and supporting one another. Faith also plays an important role in her life. Through her church, she contributes to community

outreach and supports others whenever she can. She also remains closely connected to her family and community in Ethiopia.

After more than a decade at Genesis Centre, Barkot continues to take pride in her work and the role she plays in shaping the environment around her. “Seeing people from different cultures and backgrounds come together with smiles on their faces brings me so much joy,” she says. “If my work helps create a place where families feel welcome and happy, then I know I’ve done something meaningful that day.”



Photo: Barkot continues to make Genesis Centre feel like home for all.

Faces of Leadership:

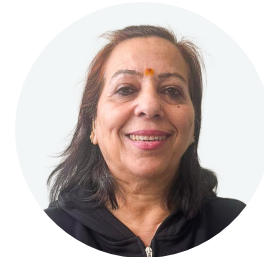
Board of Directors

Genesis Centre was built on volunteerism, and that spirit continues to guide its future. Behind every milestone, partnership, and strategic decision is a group of community leaders who serve not for recognition, but for impact. Genesis Centre’s Board of Directors brings together individuals from diverse sectors and lived experiences, united by a shared commitment to strengthening Northeast Calgary.

As stewards of public trust, the Board provides governance, long-term vision, and financial oversight to ensure the organization remains accountable and sustainable. Over the past year, the Board has played a key role in advancing the 2026–2030 Strategic Plan, strengthening governance practices, and supporting the organization through a period of continued growth and demand.

Board service at Genesis Centre is more than governance, it is a responsibility to protect and grow a recognized community asset. Their leadership helps ensure that Genesis Centre continues to evolve while remaining grounded in its core values.

Photo: Volunteer members of Genesis Centre’s Board of Directors.



Faces of Service:

Volunteers

Beyond our Board, volunteers bring energy, time, and heart to Genesis Centre’s programs and events.

From supporting cultural celebrations and youth programming to welcoming guests and assisting with day-to-day operations, Genesis’ volunteers help create experiences that are warm, inclusive, and community-driven.

“I enjoy coming here because it helps pass the time in a meaningful way. We get to meet people, interact, and help others. We also learn new things and share what we know. At home, you can feel stuck, but here we come together, talk, and grow.”

What I enjoy most is volunteering itself — especially managing the front desk. It makes me feel like I have a role and a responsibility. I come in, do my work, and feel proud of what I’ve contributed.”

Parveen Sharma
Active Adults Volunteer

“I have been volunteering here since 2016. I started through programs with CIWA, and since then, helping people has become a part of my life. I’ve supported women facing difficult situations, helped connect them to services, and even provided things from my own home when needed.”

What I enjoy most is helping others and staying connected. Even when I face challenges, I keep learning and growing. When I come to Genesis Centre, I feel supported, and I receive so much kindness from others. That’s what keeps me coming back.”

Hema Anand
Active Adults Volunteer

Faces of Community:

Community Agencies & Social Impact

Genesis Centre's impact extends far beyond its physical spaces. It lives in the work of the organizations that call it home. At the heart of this work is the Community Wing: a dedicated area within Genesis Centre designed to house social service agencies and community partners. This space was intentionally created to bring essential support to the people who need them, in an environment that is accessible, familiar, and welcoming.

Within the Community Wing agencies such as Immigrant Services Calgary, CIWA, Trellis, YMCA LINC, and many others provide vital services to families, newcomers, youth, and seniors. Together, they deliver programs that strengthen stability, connection, and opportunity, from employment readiness and settlement services to language learning, health programming, and social support.

This integrated model is intentional. By bringing recreation, cultural programming, and social services together under one roof, Genesis Centre reduces barriers and creates a more coordinated and community-centered experience. Individuals and families can access multiple supports in a space they already know and trust, while service providers collaborate more effectively to respond to evolving needs.

"Being located at Genesis Centre allows us to meet newcomers where they already feel comfortable. It creates a space where services are more accessible, connections happen more naturally, and individuals can navigate their next steps with greater confidence and support."

Amy He

Partner Success Lead, Immigrant Services Calgary

This proximity strengthens not only service delivery, but relationships, enabling faster referrals, deeper collaboration, and a more holistic approach to community wellbeing. Genesis Centre is not just a place where services exist — it is a place where they are connected.



Photos: Genesis Centre brings vital services together in one accessible, welcoming space (The Community Wing).



Faces of Celebration:

Clients & Event Producers

Genesis Centre comes alive through the people who choose it as the setting for their most meaningful moments.

Cultural organizations, grassroots groups, sports associations, and community leaders transform these spaces into celebrations of identity, achievement, and connection. From large-scale conventions and cultural gatherings to community showcases, tournaments, and special events, each experience reflects the diversity and vibrancy of Calgary.

Event producers choose Genesis Centre not only for its size and versatility, but for its collaborative approach. Behind every successful event is a partnership, one built on trust, adaptability, and a shared commitment to creating welcoming, inclusive, and seamless experiences. Each event adds another layer to the story of the community.

Client Spotlight

Jalsa Salana Western Canada, Ahmadiyya Muslim Jamā'at

Each year, the Ahmadiyya Muslim Jamā'at of Western Canada gathers for one of its significant annual events, Jalsa Salana, a three-day spiritual convention that draws thousands of attendees from across Canada and around the world. For several years, Genesis Centre has served as the home for this gathering, providing a space that supports both the scale and purpose of the event.

Rooted in principles of faith, education, and community service, Jalsa Salana brings together men, women, and children for a program that includes spiritual addresses, interfaith dialogue, and discussions focused on humanitarian values. It has grown to become one of the largest Muslim gatherings in Western Canada.

Genesis Centre's expansive and flexible facilities make it uniquely suited to host an event of this magnitude and complexity. Multiple facility spaces allow for simultaneous programming across different groups.

"Genesis Centre offers everything we need under one roof. The space, the staff, and the spirit of welcome they bring make our guests — many of whom travel from across Canada and internationally — feel genuinely at home."

Photo: Thousands gathered at Genesis Centre for Jalsa Salana in 2025.



Muzafar Ahmad

Chief Organizer,
Jalsa Salana Western Canada

Beyond the event itself, Jalsa Salana creates space for connection across communities, regularly welcoming dignitaries, elected officials, interfaith leaders, and members of the broader public. As the event continues to grow, so too does its partnership with Genesis Centre, one grounded in shared values of inclusion, service, and bringing people together in meaningful ways.

Faces of Support:

Users, Members, & Athletes



Another dimension of Genesis Centre is the experience of its members and drop-in users. Through a wide range of facility spaces and programs, community members can engage in sport, recreation, and meaningful leisure activities. In this way, the Centre is truly brought to life by the people who fill its courts, fields, multipurpose rooms, and gathering spaces.

Young athletes training for their first tournament. Youth connecting through programs like YouthPlay. Seniors participating in mobility and wellness classes. Families attending drop-in recreation. Community leagues building friendships across cultures. Members returning week after week. These are the faces that define our impact.

Programs like YouthPlay, delivered in partnership with the Saddle Ridge Community Association, provide high school youth with free access to facility spaces from 11:00 AM – 2:00 PM, Monday through Thursday, creating a safe and welcoming environment to stay active, build friendships, and spend time in a positive space.

Similarly, our Active Adults Program offers free access to both drop-in and registered fitness classes, as well as walking track use. Running Monday through Thursday from 9:00 AM – 3:00 PM, and Fridays from 9:00 AM – 12:00 PM, the program supports older adults in maintaining their health, independence, and social connection.

Genesis Centre is more than a place to be active: it is a place to connect, to grow, and to belong. For many, it becomes part of a daily routine, a support system, and a source of community. Recreation here builds more than physical strength. It builds confidence, friendships, leadership, and overall wellbeing. It creates opportunities for young people to develop skills, for newcomers to find connection, and for families to stay active together. In every class, every game, and every shared moment of play, community is strengthened.

Photo: Genesis Centre Active Adults Program participants.

"All the classes I take are very beneficial. Everything is free, and I'm so thankful for everything."

Pachamma Mubaliar
Active Adults Participant

"I come here every day for fitness class. It has helped me with depression and anxiety, and now I feel strong and happy. I am very thankful."

Rehana Rashid
Active Adults Participant

"The best recreation centre in Calgary. It's impacted me so much—it's a one-stop shop. I feel safe and always enjoy my time here."

Rostom Belouaar
Grade 8, YouthPlay Participant

Faces of Support:

Funding & Facility Partners

Genesis Centre's impact is made possible through the trust, collaboration, and investment of its funding partners, sponsors, and facility collaborators. As a shared community hub, Genesis Centre operates within a unique ecosystem — one that brings together public institutions, nonprofit organizations, and community partners to expand access and amplify impact. Through co-location with the YMCA and Calgary Public Library, alongside strong relationships with funders and sponsors, the Centre is able to serve as a connected and responsive space for Northeast Calgary.

These partnerships are not transactional — they are foundational. They enable Genesis Centre to maintain affordable programming, enhance facilities, and invest in initiatives that respond to the evolving needs of a rapidly growing and diverse community. They also strengthen long-term planning, ensuring the organization remains financially sustainable while continuing to expand its reach and relevance.

The strength of Genesis Centre lies not only in its spaces, but in the relationships that support them. Together with its partners, the Centre continues to evolve as a place where collaboration drives impact and where investment translates into opportunity for the community it serves.

Photo: Together with partners like Trellis, Genesis Centre strengthens connection, care, and community impact.



“At United Way of Calgary and Area, our Community Hubs are grounded in the belief that when services, connection, and opportunity are rooted in community, neighbourhoods grow stronger. The North of McKnight Community Hub at Genesis Centre embodies what it means to put community at the centre of its mission.”

Susan Brooke

VP Community Impact & Partnerships,
United Way of Calgary and Area

PARTNERS:



Financial Summary

Independent Auditor's Report

December 31, 2025

Opinion

I have audited the Statement of Financial Position of the NE Centre of Community Society (NECCS) as at December 31, 2025 and the Statements of Operations, Net Assets and Cash Flows and a summary of significant accounting policies and other explanatory notes for the year then ended.

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, 2025 and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit associations.



Heidi Brauer

Chartered Professional Accountant

March 16, 2026

2025
2024

ASSETS

CURRENT ASSETS

Cash and cash equivalents, unrestricted	\$293,204	\$9,308
Term deposit, unrestricted	246,709	196,209
Investment, internally restricted	1,784,674	1,642,589
Accounts receivable, unrestricted	458,253	416,328
GST receivable	23,129	41,057
Prepaid expense	56,558	103,765
	2,862,527	2,409,256

EXTERNALLY RESTRICTED ASSETS

1,352,625 976,961

LONG TERM INVESTMENT, internally restricted

4,692,389 4,321,202

PROPERTY AND EQUIPMENT

17,507,760 18,501,610

\$26,415,301 \$26,209,029

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and accrued liabilities	\$161,053	\$128,846
Deferred cash contributions	1,352,625	976,960
Deferred revenue	65,086	79,863
	1,578,764	1,185,669

DEFERRED CAPITAL CONTRIBUTIONS

11,824,781 12,836,649

NET ASSETS

Unrestricted	851,714	557,959
Internally restricted	6,477,063	5,963,791
Invested in property and equipment	5,682,979	5,664,961
	13,011,756	12,186,711
	\$26,415,301	\$26,209,029

	2025	2024
REVENUES		
Facility rental	\$2,411,864	\$2,239,715
Contributions from Commons Operation Reserve Fund	800,000	800,000
Commons area	538,282	453,708
Leases	356,945	339,521
Admissions and passes	266,969	233,917
Contributions from lifecycle reserve fund	180,000	152,500
Government grants and donations	92,167	113,721
Casino contributions	65,797	-
Comission and sponsorship	50,340	49,296
Programs and supplies	39,305	39,100
	4,801,669	4,421,478
EXPENSES		
Wages and benefits	2,214,646	2,166,987
Commons area	866,450	928,013
Administration	387,763	412,871
Building operations	308,988	282,676
Programs and supplies	72,079	34,938
3rd party service and equipment	48,756	108,943
Marketing	32,095	28,477
Community investment projects	18,000	17,000
	3,948,777	3,979,905
Excess of revenue over expenses from operations	852,892	441,573
Commons area operating reserve fund including partners payment	(400,000)	(400,000)
Investment income	426,979	563,683
Depreciation expense	(1,287,561)	(1,286,443)
Amortization of deferred capital contributions	1,011,868	1,056,831
Excess of revenue after amortization, investment income and before unrealized gain	604,178	375,644
Unrealized gain	220,867	224,339
EXCESS OF REVENUE OVER EXPENSES AFTER AMORTIZATION AND UNREALIZED GAIN		
	\$825,045	\$599,983

See the Full Audited Financial Report

For more information on the NE Centre of Community Society (NECCS) 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.



2025 In Numbers



2.5 Million Annual Visits

Up from approximately 1.5M pre-2020, reflecting strong post-pandemic recovery and sustained growth.



106,000
Residents Served



60,000+
Passholder/Drop-In Visits



175,000
Sport Participants



85%
Visible Minority
Population
in Hub Area



400+
Rental Clients
Youth and adult sport organizations,
cultural and faith-based communities,
nonprofits, schools, and public institutions



300+
Co-hosted Events



\$150,000+
Subsidized Access
Supporting community groups
and individuals by reducing
financial barriers to participation.



12,000+
Essential Services Referrals
Through onsite partners and the
Community Wing, including health, settlement,
food security, and social supports.



62,000+
Booked Facility Hours
High demand across sport, events,
and community rentals.

What's on the Horizon for Genesis Centre

Genesis Centre has always been built with the future in mind. As Northeast Calgary continues to grow and evolve, so too does our commitment to planning thoughtfully, investing strategically, and strengthening the community connections that define our impact.

On the horizon is the completion and implementation of our 2026–2030 Strategic Plan. Developed through engagement, governance leadership, and operational insight, the plan establishes a clear framework for the next five years. It prioritizes long-term financial sustainability, strong governance practices, expanded community impact, and operational excellence. More than a document, it is a roadmap that will guide decision-making, partnerships, and investment as we move confidently into our next chapter.

Also nearing completion is Phase 2 of our Outdoor Amenities project. This expansion will introduce new features including a multisport court and playground — enhancements designed to increase access to informal recreation and create more opportunities for families and youth to gather, play, and connect. These additions extend Genesis Centre's impact beyond its walls, activating outdoor spaces as inclusive, year-round community assets.

At the same time, we are undertaking capital expansion exploration to prepare for long-term growth. With utilization at consistently high levels and demand for space increasing, this exploration phase focuses on assessing community needs,

feasibility, and sustainable funding pathways. Planning responsibly today ensures that Genesis Centre remains adaptable, accessible, and positioned to meet the needs of a rapidly expanding quadrant.

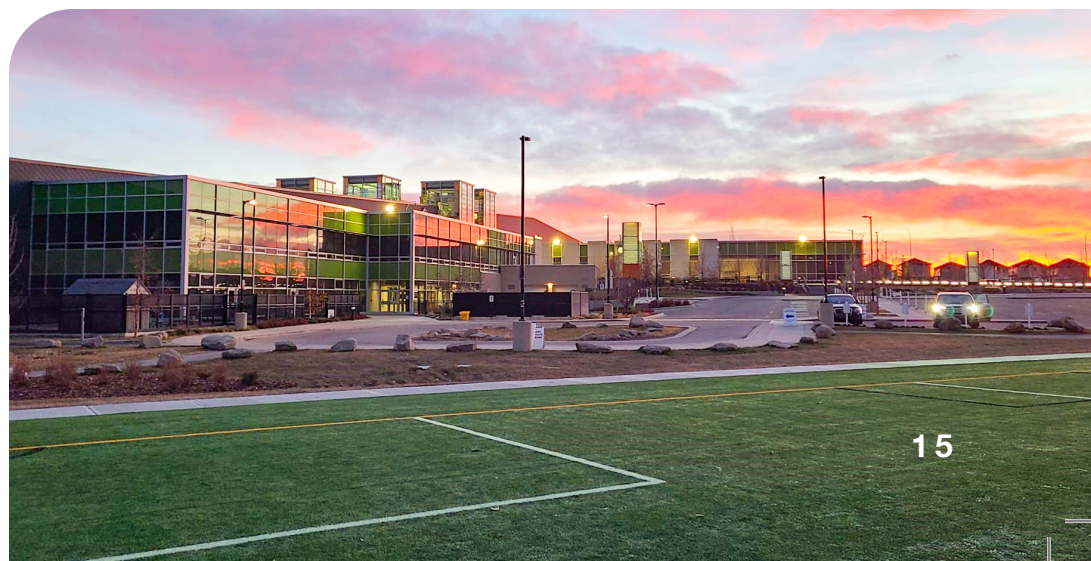
Looking ahead also means deepening and sustaining partnerships. Our co-location model, sponsorship relationships, funding partnerships, and collaborative event producers continue to strengthen the ecosystem that makes Genesis Centre unique. We anticipate continued growth in community events, cultural celebrations, recreational programming, and service integration — reinforcing our role as a hub where diverse communities come together.

The horizon is not defined by a single project, but by momentum. Strategic planning, infrastructure investment, thoughtful expansion, and partnership growth are all part of a coordinated effort to ensure Genesis Centre remains resilient, inclusive, and future-focused.

As we look ahead, one thing remains constant: Genesis Centre will continue to evolve alongside the community it serves — building spaces, opportunities, and connections that support Northeast Calgary for generations to come.

Genesis Centre will continue to evolve alongside the community it serves.

Photo: Sunrise over Genesis Centre.





GENESIS

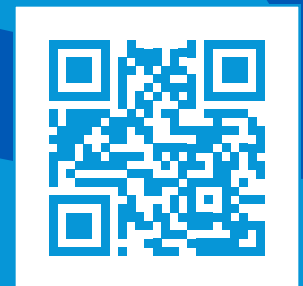
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