

The Genesis Centre of Community Wellness



1st year



of a kind



A facility and organization fostering recreation, culture and social wellness, enriching the quality of life and character of the community.



A Message from our President & Executive Director

NECCS within the Genesis Centre of Community Wellness officially opened its doors to the community on January 14th, 2012 with a sensational grand opening celebration fit for Calgary's newest and greatest wellness complex as well as the diverse community it serves. In one short year the facility has already been visited by upwards of a million people, catering not only to sport and recreation, but also to the social, cultural, and educational needs of community residents.

The first year of operations brought to light the fact that everything about the Genesis Centre of Community Wellness is unique. The \$120 million facility is one of a kind, including its design catering to common gathering space, an operating model which includes three stakeholders (NECCS, YMCA, Library) to fulfill a shared facility mandate, and 10,000 sq. feet of dedicated human and community services space. The unique design and operation of the facility is further differentiated by the culturally diverse population of our catchment area, and the associated unique programming and service demand experienced to date. This situation has presented NECCS with a wonderful opportunity to be different from every other recreation service provider, to create a sustainable one-of-a-kind business model where community comes first.

2013 will be a year of discovery for NECCS, refining and adjusting our business operations based on the successes, challenges and learnings from our first year. Accommodating sport through facility bookings will always be the backbone to our operations; however the exciting opportunity in front of us lies in the creation of niche value-ridden services and programming which are accessible to all community residents. This year NECCS will also welcome the operation of two outdoor soccer fields, as well as commence construction on a \$12.5 million expansion to accommodate more sports, programming, and special events.

Thank you to our customers, stakeholders, volunteers, funding partners, and community residence. With your continued support and feedback, the strategic leadership provided by the Board of Directors, and an energetic and entrepreneurial operations team, NECCS is poised to become a wellness hub for the community that will make a lasting impact on the quality of life for the community.



Devan Seamans
Executive Director



Carol Steiner
President

The North East Centre of Community Society (NECCS) is a charitable, not-for-profit organization dedicated to building and sustaining a strong community through leadership, volunteerism, and creating a bridge between community cultures. Operating within the Genesis Centre of Community Wellness, NECCS supports community-based recreation, sport, culture and social wellness, enriching the quality of life and character of the broader community.

North East Centre of Community Society Excerpts from the 2012 Audited Financial Statements

NECCS Statement of Financial Position (Audited) as at December 31, 2012		
Assets	2012	2011
Current Assets		
Cash, unrestricted	1,304,306	22,462
Term Deposits, unrestricted	28,155	935,384
Cash, internally restricted	499,970	-
Externally Restricted Assets	-	1,625,171
Account Receivable, unrestricted	826,650	115,703
Prepaid Expense	10,188	8,762
	<u>2,669,269</u>	<u>2,707,482</u>
Property and Equipment	<u>24,405,344</u>	<u>24,329,112</u>
	<u>27,074,613</u>	<u>27,036,594</u>
Liabilities and Net Assets	2012	2011
Current Liabilities		
Accounts Payable	137,685	179,890
Deferred Revenue	398,880	-
Deferred Cash Contributions	-	1,625,171
	<u>536,565</u>	<u>1,805,061</u>
Deferred Capital Contributions	<u>21,195,074</u>	<u>20,232,743</u>
Net Assets		
Unrestricted	1,632,734	902,421
Internally Restricted	499,970	-
Invested in Property and Equipment	3,210,270	4,096,369
	<u>5,342,974</u>	<u>4,998,790</u>
	<u>27,074,613</u>	<u>27,036,594</u>

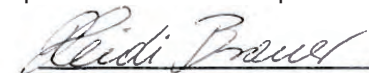
NECCS Statement of Operations (Audited) for the year ended December 31, 2012		
Revenue	2012	2011
Amortized Contributions	897,192	5,133
Facility Rental	647,462	-
Donations and Contributions	601,564	-
Leases, Commission and Sponsorship	292,009	389,388
Admission and Passes	88,286	-
Program	57,275	-
Commons Management Fee	24,600	-
Interest Income	9,227	8,418
Commons Rental	5,026	-
	<u>2,622,641</u>	<u>402,939</u>
Expenses	2012	2011
Depreciation	1,080,462	5,133
Wages and Salaries	645,907	174,865
Common Area	324,327	-
Administration	124,869	33,483
Utilities	93,587	45,759
Consulting and Management Fees	61,132	78,345
Building Operation	36,225	148
Marketing	30,238	4,692
Computer Related	26,852	23,991
Accounting and Legal	19,419	14,181
Interest and Bank Charges	15,935	2,847
Board	12,095	-
Insurance	7,900	1,924
Telephone	5,439	320
Programs	3,409	-
Rent	-	17,144
	<u>2,487,796</u>	<u>402,832</u>
Excess of Revenue over Expenses	<u>134,845</u>	<u>107</u>

To: The Members of NE Centre of Community Society

The above statement of financial position and statement of operations are excerpts from the complete financial statements of NE Centre of Community Society as of December 31, 2012. Management is responsible for the preparation and fair presentation of these financial statements in accordance with the Canadian generally accepted accounting principles for not for profit entities.

In my opinion and based on my audit, the accompanying statement of financial position and statement of operations fairly present the related complete financial statements. The above financial statements do not contain all the disclosures required by Canadian generally accepted accounting principals. Readers are cautioned that these statements may not be appropriate for their purposes.

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.


April 3rd, 2013
Heidi Brauer Certified Management Accountant

2012 NECCS Board of Directors

Carol Steiner *President* • Kathy McKay *Vice President* • Usman Mahmood *Secretary*
Nirdeep Grewal *Treasurer* • Khalil Karbani • Norm Carlson • Channi Toor • Greg Steiner
Lisa McGuey • Allan Marryatt • Gene Pawlak • Bilal Akhtar • Jennifer Tully



A Few Of Our Valued Donors & Sponsors

Genesis Land Development Corp • Calgary Soccer Federation • Parks Foundation
The Calgary Foundation • The Kahnoff Foundation • ENMAX • Gibbs Gage Architects
The City of Calgary • Government of Alberta • Government of Canada

Accessibility

4,000+
Passes sold



4,500 hrs
Reserved for drop-in

TOTALING OVER

15,000+ VISITS

BY COMMUNITY INDIVIDUALS (\$19/MONTH)
AND FAMILIES (\$38/MONTH) FINDING AN
AFFORDABLE PLACE TO PLAY

Youth Programming



Participated in affordable and
unique multi-sport camps.

Emphasis placed on skill development, meeting
new friends, and encouraging healthy habits.

Fostering Relationships

We don't work alone! Facility stakeholders
coordinated and hosted numerous events to
engage thousands of community residents.

Grand
Opening

Pancake
Breakfast

4 Corners
Stampede Event

All Sport
One Day

Halloween
Howler

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

Truly a Community Hub



Sport & Recreation

250,000
Spectators

30+
Sports Hosted



7,500
Hours Booked

120,000
Participants

Social & Spiritual



EID Prayers



Gujarati Festival

Community Destination

Festivals, Events & Weddings



Political Debate



Round Dance



Family Day