

2013 ANNUAL REPORT

SPARKING CHANGE





Cardel Place is on a mission to raise healthier generations in Calgary and beyond.

We are a not-for-profit, charitable organization committed to healthy living, innovation and community building.

As stewards of one of Calgary's leading regional recreation centres, we are pioneering local solutions to the national challenge of sedentary behaviour and physical inactivity.

We are creating a new model to show Canada's public recreation sector can and must do more.

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CHARITABLE REGISTRATION – 883082117RR0001



WE'RE WORKING DIFFERENTLY

We believe every generation has the right to a healthy life. Today's children are less fit than their parents. The ingredients for change are clear: more physical activity + less sitting + good nutrition = recipe for personal bests physically, mentally, emotionally, intellectually and spiritually.



MESSAGE FROM THE BOARD PRESIDENT & CEO

Cardel Place has embarked on a generational journey to rally and challenge individuals, families, communities and organizations to make the necessary shifts to become healthier, more active and less sedentary. We're inspiring people to save lives, increase productivity, foster innovation and strengthen community connections.

We're thinking and acting differently to achieve this vision. After 10-years as a successful self-sustaining organization we are proving our commitment to reinvesting in the community long-term by:

- laying the groundwork for new and different types of spaces
- implementing the changes required inside and outside our walls to create more intentional programs and services

- collaborating with local, provincial and national partners to transform lives and communities from what they are today to what they can be tomorrow

As we enter our second decade of operations we will continue working diligently to build and solidify strategic relationships; motivate, inspire, empower and educate the public; shift values, attitudes, beliefs and behaviours about healthy living; engage the community; and inspire the leaders of tomorrow.



Al-Karim Jivraj
BOARD PRESIDENT



Sue Scott
CHIEF EXECUTIVE OFFICER

Visionary Leadership | 2013 BOARD OF DIRECTORS

FAISAL ALI	RON BUCHAN	TIM HUNGATE	PHIL NANTAIS
BEN BANKS	HENRY CHAN	AL-KARIM JIVRAJ	GORD OTTO
CHARLES BOECHLER	SURESH FERNANDO	JOHN JUURLINK	SUE SCOTT
HEATHER BRUCE	BRIAN GIBSON	FRANK MULLER	ALTAZ SHIVJI

ENGAGING COMMUNITY

Hey! What's your name? Wanna play?

Meet the Cardel Kids. Born in fall 2013 these lovable characters get children singing, dancing, rhyming and laughing about the importance of a healthy active lifestyle.

AJ, Carter and Lin are colourful, vibrant, cute and funny. Their unique personalities and engaging antics enable children to get to know and trust them.

The take away from each show is simple: everyone, including kids, can make small shifts in behavior to create stronger bodies and stronger communities. As a consequence of this learning, children stimulate parent education, encouraging them to make more informed decisions about their own health and well-being.



PLAY WITH THE KIDS IN 2014

- Elementary school workshops
- City events and festivals
- YouTube video series



Bringing the Kids to Life

MEET MICHELLE

Michelle is a woman of many talents...actress, grandmother, active lifestyle enthusiast and the voice behind the Cardel Kids. Having been a puppeteer for many years, Michelle has witnessed the amazing power of puppets including their ability to engage people of all ages, break down barriers and even communicate with those who have withdrawn from the world. Armed with the firm belief that the community has a responsibility to help children and young families make healthy lifestyle choices, Michelle contacted Cardel Place hoping to marry her unique skill set with the raising healthier generations mission...and voila... the Cardel Kids were born! Together, we're inspiring families to dance, sing and play their way to healthy living, creating a new generation of real life 'Cardel Kids' in the process.

Random Acts of Play

MEET ERIK

Go fly a kite! No, we really mean it. Flying a kite is a creative way to spend playtime with loved ones while connecting with nature at the same time. These are the types of activities that the Play Ambassadors facilitate in parks, at community events and within the walls at Cardel Place. Teaching families that with ingenuity, some simple household objects and a commitment of time, they can create hours of memories filled with fun and laughter. Before his session with the Play Ambassadors, 6-year old Erik had never had the opportunity to try kite flying. His whole family couldn't help being drawn into his joy and wonder as Erik gleefully grabbed his self-made prize with satisfaction and began to run back and forth with the colourful tale flying merrily behind him and a wide grin on his face.



DELIVERING THE EXPERIENCE

Spring saw the launch of the first-of-its-kind Play Ambassador program designed to facilitate spontaneous play opportunities and provide resources for family bonding. Cardel Place Play Ambassadors bring back the fun, games and unstructured active play which should be a part of every childhood memory.

The imaginative, energetic and engaging Play Ambassadors help parents recall the games that they loved to play as children, in turn teaching the whole family the value of enjoying a little good old fashioned playtime!

All activities are intentionally easy to duplicate so families can continue to make a habit of playing in their own backyards, cul-de-sacs and local parks.

DISCOVERING PLAY

3100 children and adults integrated active play into their lives in 2013.





EMPOWERING
HEALTHY CHOICES

- Healthy Living School inspired 330 students from 8 communities to become advocates for healthier lifestyles and community building.
- *Ask An Expert* provided access to free public resources in mental health, financial wellness, nutrition and bone fitness.

ADVANCING HEALTHY LIVING PRACTICES

What does healthy living really mean? Traditionally living a healthy life has been thought of solely in terms of nutrition and activity levels. But this limited view fails to encompass all that real healthy living embodies. To be truly healthy—strong, confident and competent—it’s imperative to be fit in mind, body and spirit. That’s why Cardel Place is shifting attitudes and challenging health and wellness norms. To meet the needs of a diverse community we’re looking beyond physical activity and helping people discover their passions, establish social connections and make the best overall lifestyle choices.

One Shift at a Time



MEET TANYA

We all know intellectually what we need to do to get healthy and live better; however, it takes a fair amount of courage to take that first step and a fair amount of fortitude to keep it up. This was the trepidation Tanya felt when she started her journey toward health and happiness...but then she found Zumba! Invigorated by the atmosphere of the class, and the energy and support of her

fellow participants, Tanya began to see changes in her body and more importantly, changes in her outlook and attitude. Equipped with a new found confidence and zest for living, Tanya easily surpassed her initial activity goals and discovered a whole new ‘her’. Now training for her Zumba instructor’s certification, Tanya aims to someday provide the same motivation and inspiration to others looking to enrich their life experience and find their joy.

TRANSFORMING OURSELVES

On May 21, 2013 Cardel Place launched the Canadian Academy for Healthier Generations to execute a 10-year agenda to advance healthy living practices.

As the research and development division of Cardel Place, the Academy focuses on pioneering innovative spaces, programs and services designed to make a measurable impact on the national crisis of physical inactivity and sedentary behaviour. This fresh thinking, new approach and purposeful programming will be offered to communities in Alberta and across the country.



THE ACADEMY IN ACTION

- Advanced understanding of national challenge by pairing with Active Healthy Kids Canada on the first Western Canadian launch of the Report Card on Physical Activity for Children and Youth.
- Published Phase I results of the Child + Youth Action Research Project and announced Phase II pilot project.



"Thankfully we have visionaries like Cardel Place who seek to make a difference by inspiring people and communities to take ownership of their health and wellness." —ATB BRANCH MANAGER



STIMULATING PROGRESS

We get by with more than a little help from our friends!

Great partners such as ATB Financial continue to invest in the provision of innovative programming inside and outside the walls of the facility.

Their focus on health and wellness, community and social development and children and youth is a natural fit with our mission. While an initial donation helped us realize the Cardel Kids, the relationship quickly became about more than cutting a cheque by evolving into a partnership focused on finding meaningful ways to benefit Albertans.

ATB's contributions over the past year have been exceptional. Their ownership of raising healthier generations shines through in their continued support of new initiatives. Together, we have a vested interest in getting communities happier, healthier and more connected and are committing time and resources to support making this a reality.

**TOGETHER, MAKING
A DIFFERENCE:**

- Active Healthy Kids Canada
- Conference Board of Canada
- Mount Royal University
- Dr. Mark Tremblay
- University of Calgary

FINANCIAL STATEMENTS

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of Nose Creek Sports and Recreation Association

The accompanying summary financial statements of Nose Creek Sports and Recreation Association, which comprise the summary statement of financial position as at December 31, 2013 and the summary statements of operations and changes in net assets and cash flows for the year then ended are derived from the audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, of Nose Creek Sports and Recreation Association as at and for the year ended December 31, 2013.

We expressed an unmodified audit opinion on those financial statements in our report dated April 2, 2014.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations applied in the preparation of the audited financial statements of Nose Creek Sports and Recreation Association. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Nose Creek Sports and Recreation Association.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with the basis described in the Statement of Management Responsibility.

Auditors' Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard 810, "Engagements to Report on Summary Financial Statements".

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Nose Creek Sports and Recreation Association as at and for the year ended December 31, 2013 are a fair summary of those financial statements, in accordance with the basis described in the Statement of Management Responsibility.



Chartered Accountants

APRIL 2, 2014
CALGARY, CANADA

STATEMENT OF MANAGEMENT RESPONSIBILITY

Management is responsible for preparing the accompanying summary financial statements. The basis of presentation adopted is not in conformity with Canadian accounting standards for not-for-profit organizations in that the financial statements do not contain all the disclosures required. The basis of presentation is considered by management to be the most appropriate for the broad communication of financial information to Nose Creek Sports and Recreation Association constituents but readers are cautioned that these statements may not be appropriate for their specific purposes. Complete financial statements have been prepared and will be provided upon request.



Sue Scott
CHIEF EXECUTIVE OFFICER

Nose Creek Sports and Recreation Association Summary of Annual Financial Statements Prepared from the Audited Financial Statements for the Year Ended December 31, 2013 and 2012

SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31 (IN THOUSANDS)

ASSETS	2013	2012
Current assets	\$ 10,703	\$ 9,258
Capital assets	1,211	1,188
	\$ 11,914	\$ 10,446
LIABILITIES		
Current liabilities	\$ 1,876	\$ 1,829
	\$ 1,876	\$ 1,829
NET ASSETS		
Unrestricted	\$ 19	\$ 86
Restricted	8,808	7,343
Invested in capital assets	1,211	1,188
	\$ 10,038	\$ 8,617
	\$ 11,914	\$ 10,446

SUMMARY STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31 (IN THOUSANDS)

CASH FLOWS PROVIDED BY (USED IN)	2013	2012
Operating activities	\$ 711	\$ 1,234
Investing activities	(293)	(788)
Increase (decrease) in cash and cash equivalents	418	446
Cash and cash equivalents, beginning of year	2,147	1,701
Cash and cash equivalents, end of year	\$ 2,565	\$ 2,147
Unrestricted cash	\$ 1,525	\$ 1,439
Restricted cash	1,040	708
	\$ 2,565	\$ 2,147

SUMMARY STATEMENT OF OPERATIONS AND FUND BALANCES

YEAR ENDED DECEMBER 31 (IN THOUSANDS)

REVENUE	2013	2012
Admissions	\$ 4,643	\$ 4,235
Programs and services	1,985	1,734
Facility rentals	1,219	1,250
Sponsorships	130	189
Interest and other	668	518
Tenant lease	232	247
Grants and donations	641	507
	\$ 9,518	\$ 8,680
EXPENSE		
Salaries and benefits	\$ 5,169	\$ 4,632
Building operations	1,407	1,412
Administration and general	622	484
Programs and services supplies	118	109
Project costs	789	522
Marketing	139	133
Renovation costs	-	6
Capital maintenance expense	70	111
Loss on disposal of capital assets	31	148
Amortization	238	217
	\$ 8,583	\$ 7,774
Excess of revenue over expense, before other	\$ 935	\$ 906
Change in unrealized gain (loss) on investments	486	120
Excess of revenue over expense	\$ 1,421	\$ 1,026
CHANGE IN NET ASSETS		
Balance of net assets, beginning of year	8,617	7,591
Balance of net assets, end of year	\$ 10,038	\$ 8,617

MISSION DONORS & PARTNERS

Thank you for your support in 2013.

DONORS

- Alberta Lottery Fund
- Anonymous Donor
- ATB Financial
- Badminton Calgary
- Calgary Adult Hockey League
- The Calgary Foundation
- Canadian Tire Jumpstart
- Cardel Homes
- Cenovus Energy
- Community Infrastructure Improvement Fund - Canada's Economic Action Plan
- Flames Foundation for Life
- Jugo Juice
- Parks Foundation Calgary

PARTNERS

- Our on-site partners enrich community lifestyles every day.
- Country Hills Public Library
 - Jugo Juice
 - Northern Hills Community Association
 - NSD Sports Club
 - Panther Sports Medicine Clinic

FOUNDING PARTNERS

- City of Calgary
- Beddington Heights Community Association
- Hidden Valley Community Association
- Huntington Hills Community Association
- Northern Hills Community Association
- Sandstone/MacEwan Community Association
- Simons Valley Hockey Association

Join Us

Helping individuals, families and communities get active and practice healthy living is the only way Canada can overcome the national epidemic of physical inactivity and sedentary behaviour.

You can be part of the local solution. There are many ways that you can have an impact. Be a role model. Be a volunteer. Be a partner. Donate.

To learn how you can help Raise the Bar for healthier generations, contact us at cardelplace.com.





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