

RAISING HEALTHIER GENERATIONS STARTS HERE



MOVEMENT MAKE A DIFFERENCE LEAD THE WAY INSPIRE
LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT
SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE
CHANGE LEAD THE WAY INSPIRE CHANGE SPARK A MO
CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEA
DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK
INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFER
IT MAKE A DIFFERENCE LEAD THE WAY INSPIRE CH
HE WAY INSPIRE CHANGE SPARK A MOVEMENT MA
K A MOVEMENT MAKE A DIFFERENCE LEAD THE WA
CHANGE LEAD THE WAY INSPIRE CHANGE SPARK A MO
CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEA
DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK
INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFER
IT MAKE A DIFFERENCE LEAD THE WAY INSPIRE CH
HE WAY INSPIRE CHANGE SPARK A MOVEMENT MA
K A MOVEMENT MAKE A DIFFERENCE LEAD THE WA
CHANGE LEAD THE WAY INSPIRE CHANGE SPARK A MO
CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEA

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

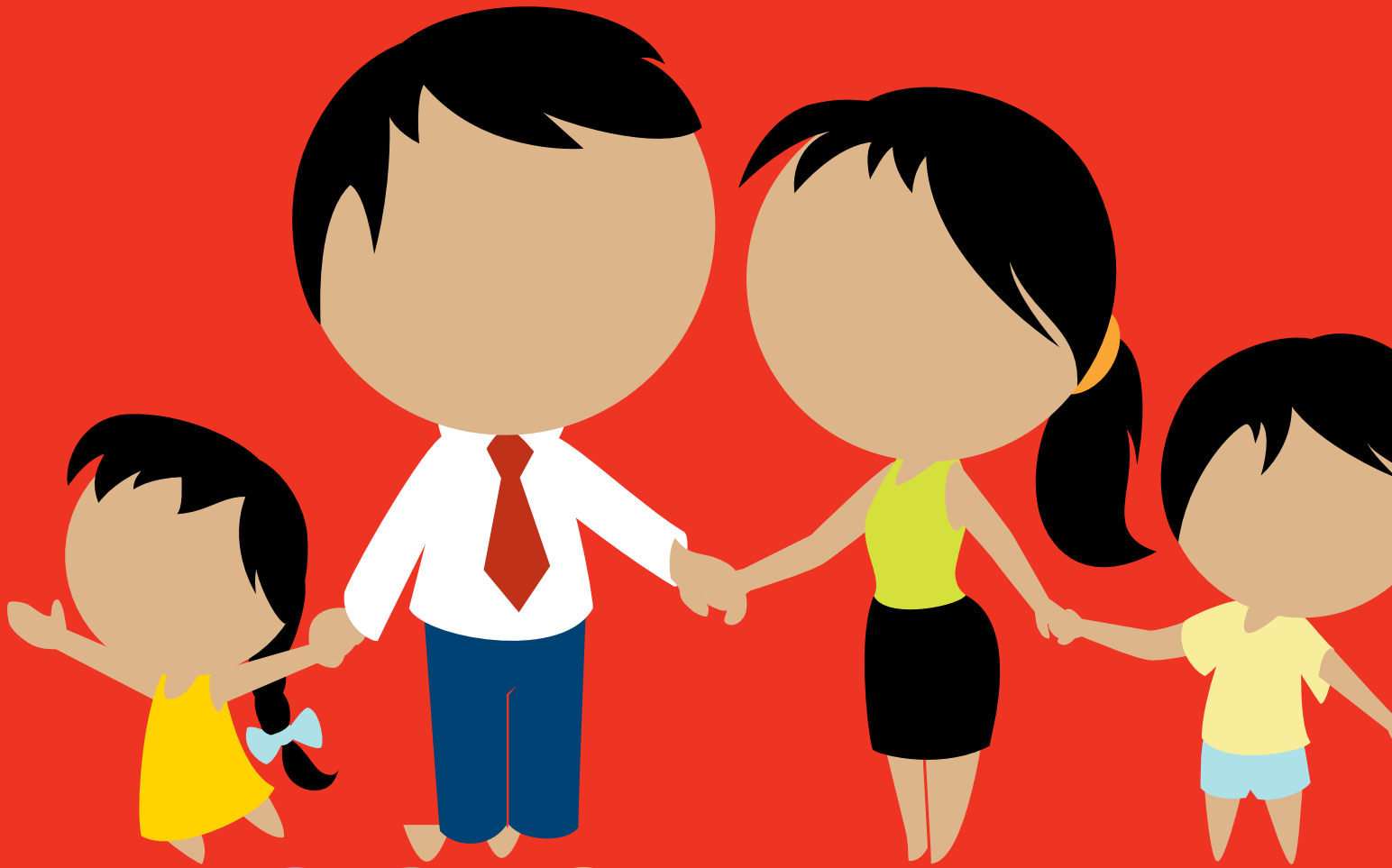
We are a not-for-profit, charitable organization committed to healthy living, innovation and community building.

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.

TABLE OF CONTENTS	2 MISSION-DRIVEN SOCIAL ENTERPRISE	4 RAISE THE BAR
	6 FINANCIAL STATEMENTS	8 MISSION DONORS & PARTNERS

Charitable Registration – 883082117RR0001



MISSION-DRIVE SOCIAL ENTERP

Message from the President and General Manager

Getting children, youth, adults and families healthier is one of the most urgent needs of the communities we serve.

The facts are staggering. Physical inactivity and sedentary lifestyles, especially among children and youth, is a national crisis.

Year-after-year, Canada is getting an 'F' for kids physical fitness, with nearly 1-in-3 children either overweight or obese, putting them at risk for serious health problems.

That got us questioning why we do what we do. If we shifted our thinking and shifted our actions could more lives be enriched? Could whole communities move toward healthy lifestyles? The answer to both is a resounding YES.

That is why, today, we are working differently and are no longer a traditional community, sport and recreation centre.

We are committed to:

- providing healthy living leadership and innovation
- pioneering solutions to child, youth and adult physical inactivity
- creating a new model for Canada's public recreation centres

And, we are inviting others to join us!

We are reaching beyond Cardel Place's walls by starting in the home to get people active, save lives, increase workforce productivity, foster innovation and strengthen community connections.

We have taken the first steps on our mission, and it is critical that we succeed. By influencing personal and community attitudes, values and behaviours, together we can raise future generations of healthier Calgarians.

Al-Karim Jivraj
PRESIDENT

Sue Scott
GENERAL MANAGER

VISIONARY LEADERSHIP 2012 BOARD OF DIRECTORS

Al-Karim Jivraj
PRESIDENT

Gord Otto
VICE PRESIDENT

Ben Banks
TREASURER/HIDDEN VALLEY

Faisal Ali
SECRETARY

Tim Hungate
HUNTINGTON HILLS

Toni Palmiere
BEDDINGTON HEIGHTS

Paul Cavanagh
NORTHERN HILLS

Phil Nantais
SANDSTONE/MACEWAN

Pam Meunier
CITY OF CALGARY

Brian Gibson
SIMONS VALLEY HOCKEY
ASSOCIATION

Altaz Shivji
DIRECTOR-AT-LARGE

Heather Hastie
DIRECTOR-AT-LARGE

John Juurlink
DIRECTOR-AT-LARGE

Frank Muller
DIRECTOR-AT-LARGE

Henry Chan
DIRECTOR-AT-LARGE

Ron Buchan
DIRECTOR-AT-LARGE

Sue Scott
GENERAL MANAGER



RAISE THE BAR

Pioneering Local Solutions

Getting individuals and families to take personal responsibility for their own health and activity levels is critical to our cause because convenient living is killing us. We sit far too long each day when we are built to move. Healthy active lifestyles must begin at home. Once individuals become more active at home, they can continue to be active in nature, at school, at work or at public recreation facilities. It doesn't matter where people are active, it just matters that they are active.

The *Raise the Bar* campaign was inspired by our commitment to help children, youth and adults realize their personal bests when it comes to health. It is an important step in proving how Canada's public recreation centres can have a measurable, more intentional and purposeful social impact.

1. CHILD + YOUTH ACTION RESEARCH PROJECT

550 engaged, young research associates and families

- ▶ Evidence-based initiative with Mount Royal University and Flames Foundation for Life. Intended to inform the future business model, design and programming for Canada's public recreation sector.
- ▶ Phase 1 - Established baseline fitness levels of children in north Calgary.
 - Measured motor proficiency, body mass index and moderate to vigorous physical activity levels.
 - Provided knowledge and support to make life altering changes in behaviors, attitudes and lifestyles.
- ▶ Phase 2 - Develop and launch pilot programs to increase young people's activity to be measured and tracked over the next decade.



"The knowledge we received as part of the Child + Youth Action Research Project confirmed many things we believed, but it also surprised us. We strive to be an active family, but this program reminded us that a small effort has big effect."

Ken Bates
PARENT

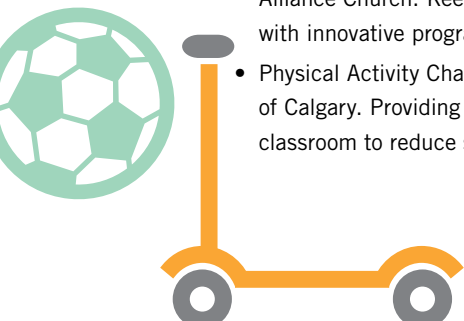


2. SHIFTING OUR PROGRAMS, SERVICES AND SPACES

Aligning with healthy living

▶ Pilot Outreach Projects

- YAH after-school program with the Calgary Public Library, NHCA, City of Calgary, and Harvest Hills Alliance Church. Keeping kids safe and engaged with innovative programming.
- Physical Activity Challenge for Kids with University of Calgary. Providing interactive fit-breaks in the classroom to reduce sedentary behavior.



▶ Catch a Ride on Us

- A Cardel Place transportation subsidy for schools, designed to inspire, ignite and interest the minds and bodies of students by facilitating participation in active living curriculum programs.



▶ Expanding our Spaces

- Growing, young and diverse community.
- Imagining new and different kinds of spaces and programs.

\$50 MILLION
CAPITAL CAMPAIGN

3. CAMPUS CALGARY ACTIVE LIVING SCHOOL

Community leaders of tomorrow engage in 'hands-on experience learning' outside the classroom

- ▶ Interdisciplinary week-long study program with Campus Calgary and Cenovus focused on building character, citizenship and a strong community.
- ▶ Curriculum includes active sessions, journaling and special presentations. Students learn essential skills in relationship building, nutrition, environmental studies, goal-setting and leadership development.



cenovus
ENERGY



4. ON YOUR MARK

Empowering community to get moving and make a difference

- ▶ An inspirational evening of compelling conversations about active living and community well-being with Mark Tewksbury and Dr. Mark Tremblay.
- ▶ 250 families, educators and health and recreation professionals gathered to discuss grassroots solutions to a serious national issue.
- ▶ Catalyst for future partnerships
 - Active Healthy Kids Canada
 - Conference Board of Canada
 - 60 Minute Kids' Club



JANE'S STORY

Jane (6Y) has typically been shy in the classroom. She does not feel comfortable speaking up or sharing with her peers. During her week at Active Living School a discussion about nutrition and the importance of fueling the body sparked her interest. She and her classmates embarked on a field trip to Superstore to examine healthy foods

and pick nutritious snacks for the week. Something wonderful happened. Jane had connected with her environment and experience. Her passion inspired her to think and act differently. For the first time she was able to present her thoughts in front of her class, and as a result she has become an advocate for healthy living.

BRENDA'S STORY

When Brenda attended the On Your Mark event she didn't realize how that evening would affect her, change her perceptions and alter her life. Brenda, a parent, a nurse and local community member was inspired to make simple changes for herself and her loved ones. She enrolled her daughter in the Child + Youth Action Research Project. Still she was motivated to do more.

Brenda now had a passion to help her community get engaged and get healthy for life. Brenda is the first Community Liaison Volunteer for the Child + Youth Action Research Project, helping to educate and recruit children and parents into the program. She is doing her part to instill change and ensure generations of Canadians to come will live longer, healthier, more productive lives.

Nose Creek Sports and Recreation Association

Summary of Annual Financial Statements Prepared from the Audited Financial Statements for the Year Ended December 31, 2012 and 2011

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, 2012, 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, 2012.

We expressed an unmodified audit opinion on the financial statements in our report dated April 3, 2013.

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, 2012 are a fair summary of those financial statements, in accordance with the basis described in the Statement of Management Responsibility.

KPMG LLP

Chartered Accountants
APRIL 3, 2013
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 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

Sue Scott
GENERAL MANAGER

SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31 (IN THOUSANDS)

ASSETS	2012	2011
Current assets	\$ 9,258	\$ 8,006
Capital assets	1,188	1,026
	\$ 10,446	\$ 9,032
LIABILITIES		
Current liabilities	\$ 1,829	\$ 1,441
	\$ 1,829	\$ 1,441
NET ASSETS		
Unrestricted	\$ 86	\$ 32
Restricted	7,343	6,533
Invested in capital assets	1,188	1,026
	\$ 8,617	\$ 7,591
	\$ 10,446	\$ 9,032

SUMMARY STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31 (IN THOUSANDS)

CASH FLOWS PROVIDED BY (USED IN)	2012	2011
Operating activities	\$ 1,234	\$ 663
Investing activities	(788)	\$ (430)
Increase (decrease) in cash and cash equivalents	446	233
Cash and cash equivalents, beginning of year	1,701	1,468
Cash and cash equivalents, end of year	\$ 2,147	\$ 1,701
UNRESTRICTED CASH		
Unrestricted cash	\$ 1,439	\$ 993
Restricted cash	708	708
	\$ 2,147	\$ 1,701

SUMMARY STATEMENT OF OPERATIONS AND FUND BALANCES

YEAR ENDED DECEMBER 31 (IN THOUSANDS)

REVENUE	2012	2011
Admissions	\$ 4,235	\$ 3,609
Programs and services	1,734	1,519
Facility rentals	1,250	1,104
Sponsorships	189	165
Interest and other	518	405
Tenant lease	247	217
Grants and donations	507	231
	\$ 8,680	\$ 7,250
EXPENSE		
Salaries and benefits	\$ 4,632	\$ 4,071
Building operations	1,412	1,212
Administration and general	484	468
Programs and services supplies	108	91
Project costs	522	175
Marketing	134	100
Renovation costs	6	218
Capital maintenance expense	111	72
Loss on disposal of capital assets	148	18
Amortization	217	149
	\$ 7,774	\$ 6,574
Excess of revenue over expense, before other	\$ 906	\$ 676
Change in unrealized gain (loss) on investments	120	(379)
Excess of revenue over expense	\$ 1,026	\$ 297
CHANGE IN NET ASSETS		
Balance of net assets, beginning of year	7,591	7,294
Balance of net assets, end of year	\$ 8,617	\$ 7,591

MISSION DONORS & PARTNERS

Thank you for your support in 2012.

DONORS

The generosity of many kind donors makes raising healthier generations possible.

- ▶ Allan Markin
- ▶ Anonymous Donor
- ▶ Badminton Calgary
- ▶ Calgary Adult Hockey League
- ▶ The Calgary Foundation
- ▶ Cardel Homes
- ▶ Cenovus Energy
- ▶ Flames Foundation for Life
- ▶ Government of Alberta
- ▶ Jugo Juice
- ▶ Pepsi Bottling Group
- ▶ Westfire Energy

PARTNERS

Our on-site partners who enrich community lifestyles everyday.

- ▶ Country Hills Public Library
- ▶ Jugo Juice
- ▶ Northern Hills Community Association
- ▶ NSD Sports Club
- ▶ Panther Sports Medicine Clinic

Join Us

Helping individuals, families and communities get active and practice healthy living is the only way Canada can face 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 www.cardelplace.com.

CHANGE LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT
CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE WAY
A DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT
INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE WAY
MAKE A DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT
LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE
INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE WAY
LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE
SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE WAY INSPIRE CHANGE
DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT
INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE WAY
MAKE A DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT
LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE
SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE WAY INSPIRE CHANGE
DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT
INSPIRE CHANGE SPARK A MOVEMENT MAKE A DIFFERENCE LEAD THE WAY
MAKE A DIFFERENCE LEAD THE WAY INSPIRE CHANGE SPARK A MOVEMENT

CARDEL | *for healthier*
PLACE | *generations*