Couples counseling can help you rebuild a relationship where you feel loved, understood, and appreciated.
2011 was a great year for GEF Seniors Housing! Our organization experienced many successes in all areas of our strategic plan and we are pleased to share these with you in this annual report. We have set ambitious goals in our 2011 – 2016 Strategic Plan in four key areas (services, workplace culture, facilities and technology, and community awareness) that will help us achieve our vision of positively influencing seniors’ quality of life.

The demand for affordable independent and supportive living housing for seniors is starting to grow as the population ages. We continue to work with our stakeholders to build more capacity to meet the market demands. In 2012, we will start construction of Ottewell Terrace, our second new affordable apartment for seniors with financial support from the Province of Alberta.

Currently, we are working closely with the Strathcona Management Agency in preparation for the transfer of their three buildings (more than 350 suites) to GEF Seniors Housing at the end of 2012.

Our dedicated and caring employees, more than 400 strong, are the primary reason we were able to accomplish so much this past year. For the fourth consecutive year, our employees rated GEF as one of the Best Small and Medium Employers in Canada. We were also recognized as one of the Green 30 organizations in Canada for our environmental stewardship.

We thank all our staff, volunteers and board members for their commitment and effort in making GEF a place 2600 seniors call home.

We look forward to all the positive changes happening in the marketplace and stand ready to meet the challenges and opportunities!!

Sharon Patriquin    Raymond Swonek
Board Chair        Executive Director
At the beginning of 2011, GEF developed and is now following a new five-year strategic plan which has given us a clear vision for the future. The new plan directly links all of the management goals to the strategic priorities. These priorities include the services we provide, workplace culture, facilities and technology, and community awareness.

The best measure of our success is to ask our tenants and residents how we are doing. The annual Resident Satisfaction Survey tells us that our seniors are 90% satisfied living in our buildings.

Our Managers have stepped up and taken on responsibility for larger portfolios throughout the city. To help the managers with these responsibilities we have hired more assistant managers. This has resulted in better management support when someone is away and makes GEF more efficient and effective. This also supports succession planning by providing a larger pool of talent who will be able to move into management positions. At the end of 2011, we had two less managers in the organization than we did five years ago and we’re managing 900 more units.

Every year, we look at ways to make our operations more effective and efficient. This has resulted in all our buildings maintaining full occupancy, making improvements to the buildings, and having a financial surplus at the end of each year. In 2011, this surplus allowed us to pay off the 25-year mortgage on Ottewell Place only ten years after it opened.

Our employees are the heart and soul of GEF and we continue our dedication to providing a rewarding workplace that stimulates positive interaction and values staff for their contributions in creating a home-like environment for the seniors we serve.

On January 28th, we held our annual Long Service Awards dinner at Kenilworth Community Hall. Thirty-seven employees received awards for their dedicated service of five or more years. Some of these employees have been with the organization for thirty plus years, which shows that GEF is a great organization to work for.
In February we introduced two enhancements to the GEF benefits program. The maximum coverage for dental services was increased from $1,000 to $1,500 per year and a $250 health spending account was introduced for all benefited employees. These improvements were in response to the results and comments from the last employee engagement survey.

February 16, 2011 was the annual Staff Appreciation Day at GEF. All employees were recognized with site celebrations and each employee received a carry-on luggage bag.

The Staff Morale Committee continued to be very active with a number of events throughout the year. The newest activity, “Explore GEF in 21 Days”, was a three-week scavenger hunt to all 31 GEF locations that encouraged staff to visit other GEF sites and meet fellow employees.

In the fall of 2011, we trialed different ideas to show appreciation to our lodge staff by offering them a little something extra. Staff are very appreciative of the complimentary daily bowl of soup and/or a voucher for a free meal per month.

The annual Health and Safety Audit took place during the week of September 12th to 16th. We made significant improvements in our contractor management processes and in being more specific in noting the personal protective equipment required as part of our safe work practices. Our overall score was 95%! A complete review of the Emergency Preparedness Plan was carried out by Human Resources and the Operations Departments. The updated manual was presented to all sites and staff.

Employee engagement for 2011 was 79% and, for the fourth year in a row, GEF was named one of the top 50 Best Small and Medium Employers in Canada.

| FACILITIES AND TECHNOLOGY |

GEF’s excellent relations with Federal, Provincial and Municipal governments has helped us receive funding for three projects; Rosslyn Terrace, Ottewell Manor and Ottewell Terrace. This year, the federal and provincial governments provided grants totaling $8.1 million for the future construction of Ottewell Terrace, a 54 unit apartment building attached to Ottewell Place Lodge that features a daycare facility. The planning occurred over the winter with construction starting in late spring 2012. Negotiations are under way with Primrose Place Daycare to enter into a long term agreement for the daycare space.
GEF maintains a high standard of maintenance and ensures our assets are used for the best purpose. We continue to explore and build functional, flexible and environmentally conscious housing to meet current and future seniors needs.

In the fall of 2011, the construction of two new elevators at Kiwanis Place was completed. This enhancement makes a huge difference to the residents and staff at that location as the new elevators are able to carry more people and are significantly faster than the existing elevators.

In the fall of 2011, Alberta Health Services, Alberta Housing and Urban Affairs and GEF embarked on a new 5-year partnership. The result of this partnership is the renovation of Ottewell Manor. The residence will be home to 38 seniors with mild mental health issues in Spring, 2012.

Our green initiatives resulted in us being recognized once again by Maclean’s magazine as one of the top 30 Green organizations in Canada. We demonstrate our environmental stewardship by making smart, eco-friendly choices that are cost effective.
GEF received recognition from the Edmonton Police Service for our partnership with the Crime Free Multi-Housing Program, aimed at promoting safe communities and neighbourhoods. We are one of only three organizations that have been part of this program since its inception ten years ago.

COMMUNITY AWARENESS

We continue to become better known in the community and focus on raising public awareness of our vision, mission and values. To help facilitate this vision a new Communications Manager was hired in the summer. A Communications Plan was developed and the implementation of this plan will further help us increase awareness of GEF in Edmonton.

GEF is viewed as a leader in seniors housing and we were only too happy to offer assistance to the Bethany Ritchie Management Agency (BRMA) to find homes for the seniors displaced by a fire at the Bethany Seniors Apartment in the fall. Two GEF managers provided assistance for one week and one assistant manager provided assistance for one month. We were able to find housing for all the seniors within this time and both the BRMA and the Province of Alberta were very grateful for our assistance.

Our apartments and lodges continue to be in high demand and we remained at a less than 3% vacancy with a very quick turnover of units in 2011. As the need for affordable accommodation remains constant, GEF sought ways to increase revenue from new sources.

GEF received a casino date from the Alberta Gaming and Liquor Commission and in early in 2011, GEF employees, residents and board members worked one weekend at the casino which generated $69,000 in revenue. The money has been added to the Building for Life campaign and will be used to pay some of the construction costs of Rosslyn Place.

Our annual Breakfast Fundraiser on November 2nd brought us closer to our initial goal of raising $1 million. This money will be used to reduce the mortgage for Rosslyn Terrace Apartments.

For the first time, GEF held a site-wide raffle in the summer and raised $8,000. The grand prize winner was the daughter of a resident from Londonderry Village Apartments. The raffle generated awareness for our cause, not to mention excitement from all those who purchased tickets. The raffle will continue to be held on an annual basis.
**GREATER EDMONTON FOUNDATION**  
**BALANCE SHEET**  
December 31, 2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Assets</td>
<td>10,995</td>
<td>12,483</td>
</tr>
<tr>
<td>Long-term investments</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Property and equipment</td>
<td>39,887</td>
<td>31,522</td>
</tr>
<tr>
<td><strong>Total long-term assets</strong></td>
<td>39,887</td>
<td>31,522</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>50,882</td>
<td>44,005</td>
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<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and other current liabilities</td>
<td>6,714</td>
<td>3,836</td>
</tr>
<tr>
<td>Current portion of mortgages payable</td>
<td>217</td>
<td>4,058</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>6,931</td>
<td>7,894</td>
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<tr>
<td>Mortgages payable</td>
<td>4,594</td>
<td>4,811</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
<td>11,525</td>
<td>12,705</td>
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<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invested in property and equipment</td>
<td>12,461</td>
<td>6,810</td>
</tr>
<tr>
<td>Externally restricted</td>
<td>24,281</td>
<td>16,872</td>
</tr>
<tr>
<td>Internally restricted for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debt retirement</td>
<td>1,990</td>
<td>4,947</td>
</tr>
<tr>
<td>General</td>
<td>455</td>
<td>455</td>
</tr>
<tr>
<td>Maintenance</td>
<td>2,100</td>
<td>1,800</td>
</tr>
<tr>
<td>Restricted operating</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>Resident quality of life</td>
<td>68</td>
<td>60</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>(2,148)</td>
<td>206</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>39,357</td>
<td>31,300</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>50,882</td>
<td>44,005</td>
</tr>
</tbody>
</table>
### 2011 Lodge Operations Revenue Distribution

*in thousands*

- Rent $13,114 (60%)
- City of Edmonton $3,500 (16%)
- Province of Alberta $2,912 (13%)
- Other Revenues $2,269 (11%)

### 2011 Lodge Operations Expense Distribution

*in thousands*

- Personnel $13,376 (68%)
- Operating $2,859 (15%)
- Utilities $2,026 (10%)
- Maintenance $797 (4%)
- Mortgage Interest $524 (3%)
GEF is grateful to all individuals, associations, foundations and businesses for their continued charitable support.

We have made every effort to ensure this list is accurate, however, if a name has been omitted or misspelled, please accept our apologies and let us know by calling 780-482-6561 so we can make the correction.

### Vision Builders

- All Reach Glass Service Inc.
- Arlow, Beverly
- Bara, Jean
- Berry Architecture
- Bhanji, Ayaz
- Brookfield Residential
- Brownoff, Larry
- Caine, Alice
- Campion, Ed
- Carmichael, Elizabeth
- Collier, Tom & Margie
- Comsign Architectural Signage
- Creative Coffee
- Delnor Construction Ltd.
- Dial Locksmith Ltd.
- Edney, Patricia
- Emcee Construction & Management Ltd.
- Fire Protection Inc.
- Ganske, Bruce
- Gaumont, Clem
- Gibson, Louise & Chris
- Hancock, Dave & Janet
- Holzapfel, John
- Hull, Barry
- Kelland, Jill
- Kittar, Doug
- Mehta, Mahendra & Aruna
- Milton-West Construction Ltd.
- Nakamun Group Benefits Inc.
- O’Loughlin, Lucy
- Patel, Hina
- Patriquin, Sharon
- Personal Touch Fashions
- PF Manufacturing
- Pitt, Shawna
- Rosslyn Community Association
- Scheie, Marilyn
- Sorenson, Doug
- Sterling Elevator
- Swonek, Raymond
- Tymko, Jayson & Deanne
- Zep

### Annual Donors

- Abrams, Lindsay
- Acuity Engineering & Consulting Services Ltd.
- Adams, Steve & Mary
- Alberta Blue Cross
- Allwest Commercial Furnishings
- Anderson, Keith and Joanne
- Andersson, Veronica
- Anieliski, Mark
- Arrow Consulting Services Inc.
- ATCO Electric
- Attari, Rami
- Aubry, Allan
- Austin Security
- Ayre & Oxford Inc.
- Babb, Ann
- Baier, Theresa
- Balchin, Jeff
- Bell, Audra
- Bencz, Marjorie
- Bennett Architect Inc.
- Bereziuk, Lisa
- Berg, Cora
- Bertol-Renouf, Loretta

---

*Our annual Breakfast Fundraiser brought us closer to our initial goal of raising $1 million.*
Bhardwaj, Naresh
Boucher, Lise
Brownfield, Edward
Builders’ Floor Centre
Bush, Leslie
Caine, Peggy
Cameron, Dan
Caskey, Marilyn
Caterina, Tony
Cenkner, Marie
Chawla, Krishan
Chesterman, Tom
Chinatown Multilevel Care Foundation
Chipeniuk, Ann
Clark, June
Cohen, Danial
Complete Purchasing Services Inc.
Crawford, Lynn
Daly, John
Dary, Ron
Das, Satya
Dellaire, LeeAnn
Desrochers, Pierre
Dettman, Dale & Marilyn
Dewar Western Inc.
Dewling, Greg
Dhillon, Manak
Dorward, David & Janice
Dube, Jonathan
Duncan, Dale
Edmonton Area Super Novice Hockey Club
Edwards, Rose
Electri-Can Installations Ltd.
Elite Electric Co. Ltd
Ellis, James
Elniski, Doug
Epeius Kitchen and Cabinet
Epp, Ken

Farrell, Joyce
Farwell, Donalda
Feamley, Ken
Ferris, Malinda
Fisher, Stan
Flying Eagle Resources Ltd.
G2 Marketing Inc.
Gablehouse, Richard
Gagnon, Julie
Gandhi, Taru
Germino, Ana
Getschel, Laverne
Giacobbo, Karen
Goodwin, Deborah
Gordon, Marie
Gordon, Maya
Graham, Vicki
Gravelines, Gail
Harber, Rosemary Elpeth
Hardware Solutions
Harper, Alexis
Hay, Katherine
Hayes, Carmen
Hayes, Helen
Hill, Cliff
Hoffmann, David
Hofsink, Johanna
HSC Communications - Oliver Community League News
Hulewicz, Marcia
Hyde, Sheila
Iron Furniture Ltd.
Jackson, Lynn
Jain, Mahendra
Jain, Praveen
Jangula, Kurt
Jason, Lonnie
Johnston, Lois Jean
Kelly, Margaret
Kiely, Brian
Killick-Dzenick, Cherisse
Kinney, Doreen
Klassen, Ken
Klimchuk, Heather
Knowledge@Hand Inc.
Knox, Michelle
Kobialka, Brian
Kodi, Gail
Koning, Jim
Kot, Brandon
Krahn, Richard
Kryger-Hann, Leanne
Lapaschuk, Dan
Laskiwski, Olga
Law, David
Lazaruk, Shawn
Lee, Vince
Lenzi, Marcello
Linton, Jeff
Little, Jack
Lo, Linda
Lundell, Bob & Ingrid
Lyndsay, Pam
Mackenzie, Eva
Mabee, Alan
MacLachlan, Ian
Martens, Rick
Martin, Irene
Martin, Wayne
Massie, Lyle & Barb
Mayne, Don
McCarthy, Susan
McCullough, Ross L
McCullough, Scott & Irene
McGeachy, Leanne
McKall, Marcia
McKinnon, Ann
McShane, Nellie
Mehsuria, Susan
Miller, Lorraine
Milroy, William
Mooney, Rick
More, Edith
Mosier, Janet
Narzt, Mario
Nelson, Marcia
Nexen Inc.
O Canada Contractors
O’Breck, Mary
Odynski, Lukeria
Oleksiuk, Denise
Oliver Plumbing & Heating
Packer, Rosemary
Pandhi, Ajay
Parsons, Janet
Perrin, Marion
Petrie, Matt
PHH ARC Environmental Ltd.
Pike, Freda
Plaza 160 Pharmacy
Pojidaeff, Dmitri & Olive
Powlusko, Josephine
Pro-Active IT Management Inc.
PSL Contracting 2008 Ltd.
PuroClean Property Restoration
Radostits, Peter
Redford, Donald
Redford, Gloria
Redford, Rosemary
Reeb, Scott
Rondeau, Robert
Rowsell, Wayne
Royal Bank of Canada
Schiewe, Donald & Sharon
Scott, Susan
Sharp, Janet
Sharp, Terry
Sherman, Raj
Shipley, Tia
Shipley, Todd
Simpson, Colleen
Smiley, Carrie
Smith, Lucille
Snaterse, Mark
Soleja, Naureen
South-West Seniors Outreach Society
Sparrow, Curtis
Spencer, Pearl
Spilchen, Lillian
Stals, Valerie
Stempfle, Ryan
Stevenson, Ruth
Taitinger, Jeremy
Taylor, Dylan & Elaine
Taylor, Ian
Tchida, Donna
Telus Corporation
Thomas, Sue & Ray
Tosczak, George
Tupelo Flo Massage and Wellness Inc.
Unger, Betty
Unger, Shaun
Van dyke, Joan
Van Wyk, Roberta
Vanchuk, Gertie
Vanstraaten, Marion
Visser, Danna
Wade Engineering Ltd
Wade, Mike
Wasnea, Victoria
Watamaniuk, Terri
Welsh, Edith
White, Neil
Wiesner, Mark
Wight, Lorne
Wilkinson, Hazel
Williams, Heather
Williams, Ralph
Wolfden Investments Inc.
Yaskowich, James
Young, Jeff
Zachariah, Saly
This symbol * indicates a combined site with both a lodge and an apartment on the same property.

The number of apartment suites or lodge rooms is listed in brackets after the building name.
Duplexes
North East Edmonton
Lauderdale Homes (12)
129 Ave & 103 St
Edmonton, AB
Phone: 780-476-9585

Southeast Edmonton
Golden Homes (25)
80 St & 95 Ave
Edmonton, AB
Phone: 780-428-1027

Affordable Apartments
Northwest Edmonton
Rosslyn Terrace* (50)
13311-109 St
Edmonton, AB
Phone: 780-473-2915

Lodges
Central Edmonton
Kiwanis Place* (206)
10330-120 St
Edmonton, AB T5K 2A6
Phone: 780-488-4205

Northwest Edmonton
McQueen Place (120)
10938-142 St
Edmonton, AB T5N 2P8
Phone: 780-454-6350

Meadowlark Place (58)
8609-161 St
Edmonton, AB T5R 5X9
Phone: 780-484-0581

Rosslyn Place* (120)
10915-134 Ave
Edmonton, AB T5E 1G4
Phone: 780-473-2915

Northeast Edmonton
Beverly Place* (73)
4410-117 Ave
Edmonton, AB T5W 4Z8
Phone: 780-479-4693

Virginia Park* (65)
11033-76 St
Edmonton, AB T5B 4T2
Phone: 780-479-2403

Southwest Edmonton
Pleasantview Place* (59)
5210-110 St
Edmonton, AB T6H 5K1
Phone: 780-437-7061

Queen Alexandra Place (58)
10825-77 Ave
Edmonton, AB T6E 6C5
Phone: 780-433-5165

Southeast Edmonton
Ottewell Place (124)
6207-92 Ave
Edmonton, AB T6B 0S3
Phone: 780-469-7739

GEF is one of only three organizations that have been part of the Crime Free Multi-Housing Program since its inception ten years ago.
Vision
Positively influencing seniors’ quality of life.

Mission
Leaders in friendly, affordable, secure housing and services for seniors.

Values

Respect
We show consideration, compassion and regard for the dignity and worth of others and ourselves.

Integrity
We achieve the highest standard of ethical and professional conduct.

Life Enrichment
We actively engage the mind, body and spirit to promote well being.

Accountability
We are responsible for the results achieved.

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