2012 Report to the Community

GEF Seniors Housing Annual Report

GEF Seniors Housing is the largest not-for-profit seniors housing organization in Alberta and was founded in 1959. We provide safe, affordable and secure homes to more than 3,000 seniors in Edmonton. With the help of our employees, volunteers, private and corporate donors, we make a difference in your community.
CONTENTS

Message from the Board Chair & Executive Director 3
Services 4
Workplace Culture 5
Facilities and Technology 6
Community Awareness 8
Financial Statements 9
2012 Donors 11
We Are in Your Community 14
Vision, Mission, Values back cover

2012 GEF BOARD OF DIRECTORS

Sharon Patriquin, Chair Lise Boucher Gary Gordon
Zack Ramji, Vice Chair Patricia Edney J. Lawrence Tymko
Jean Bara Balvant Gandhi Vivian Zhao
MESSAGE FROM THE BOARD CHAIR &
THE EXECUTIVE DIRECTOR

GEF Seniors Housing has experienced an eventful year of breaking new ground: opening a new building (Rosslyn Terrace), forming a new partnership to regenerate a building (Ottewell Manor) and beginning construction on another (Ottewell Terrace).

We have made progress on our four strategic areas of focus: Services, Workplace Culture, Facilities and Technology, and Community Awareness. We are pleased to report on our achievements in 2012. We credit our success to the leadership of the Board and senior management; the exemplary efforts of our staff and volunteers; and the positive relationships with our partners. We thank Alberta Municipal Affairs and the City of Edmonton for their financial support.

As we reflect on the past, we plan for the future. The demand for affordable, safe, secure housing and services for seniors continues to outpace our ability to increase capacity. We appreciate our donors who play an integral role in helping us to raise capital to build more buildings.

We continue to explore new avenues to develop capital funds. The launch of iloveseniors.ca was very successful and our mascots Harold and Mildred have helped to increase awareness of the need for seniors housing.

We look forward to the challenges and opportunities that 2013 will bring.

Sharon Patriquin
Board Chair

Raymond Swonek
Executive Director
SERVICES

GEF is focused on the provision of quality housing and targeted services for low and moderate income seniors that create a home environment where seniors want to live. We are succeeding! The biennial resident satisfaction survey, completed this past summer, shows that ninety percent of our seniors are happy living in our buildings.

Each year we budget for a three percent vacancy. However, the actual vacancy rate is consistently lower. Our managers understand the importance of keeping the buildings full and we continue to provide quick turnover for the units. We have healthy waiting lists at most of our sites and suites are not vacant for long.

Our staff stood tall during the fire at Canora Gardens last year. The devastating event caused upheaval to the entire organization as we worked diligently to find new homes for the 100 residents in that building. The support and assistance of our staff demonstrated our dedication to seniors. Our efforts have not gone unnoticed; numerous agencies and management bodies have commended our response and have requested a presentation of our Emergency Response Plan. We continue to work with Risk Management and Alberta Municipal Affairs to reconstruct and upgrade the building.

Alberta Health Services requires GEF pass the annual Supportive Living Accommodation Standards audit. GEF consistently exceeds the requirements and in 2012 we receive a two-year license as a result of our excellence in the industry.

Home Care Services

We embarked on a number of new partnerships to further enhance the quality of life for our residents. Destination Home is a partnership with Alberta Health Services (AHS) Homecare and CBI Home Health to assess the impact of additional homecare service on hospital admittances. Through CBI, AHS will increase the amount of homecare available at Virginia
Park Lodge with the goal of limiting hospital visits and developing an environment that promotes timely and appropriate transitions to long term care.

**Pharmacy Services**

We began a pilot project with CarePlus Health Group, a specialty pharmacy in Edmonton, to provide pharmacy services for our residents at McQueen Lodge, Meadowlark Lodge, Mountwood Apartments and Canora Gardens Apartments. In addition to home delivery of medication and some personal care products, CarePlus provides weekly visits by a Licensed Practical Nurse and a Clinical Pharmacist. CarePlus also offers various wellness clinics at each site. The Board of Directors evaluated the project and has approved the expansion of this program. GEF will now partner exclusively with CarePlus for the delivery of pharmacy services to all sites.

**Dental Services**

The dental hygiene pilot project from January to June 2012 was a great success. In September, we signed a two-year agreement to serve all sites with the delivery of dental services to residents.

**Laundry Services**

In the spring, paid laundry service implementation was completed at all sites and offers residents access to affordable, reliable and energy efficient laundry machines. The new machines use reloadable laundry cards which means residents no longer have to find or carry change when doing their laundry.

**WORKPLACE CULTURE**

GEF strives to stimulate positive interactions with our employees. We value their contributions in creating a home-like environment for the seniors we serve. Our goal is to engage employees and create a workplace unlike no other. Employee engagement in 2012 was seventy nine percent which is just shy of our eighty percent goal.
The Staff Morale committee continues to be very active at GEF and planned a number of events last year. In January we recognized forty employees at the annual Long Service Awards ceremony.

In February employees received jackets for the Staff Appreciation Day and in September we celebrated back to school with bag lunches. In one bag lunch at each site there was a golden certificate which entitled the employee who picked that bag to a paid day off.

Over the past year, we updated our employee recruitment process by enhancing the look of our internal job postings and by focusing more on the culture of our organization throughout the recruitment process. This, along with a more selective process in choosing which job fairs to attend, improved the quality of the applicants that we interviewed.

GEF is committed to providing our staff with safe working environments. Every year we complete health and safety audits to determine how well our employees know our policies and safe work practices. In 2012, the result of our external audit was 97%.

**FACILITIES AND TECHNOLOGY**

Adhering to a high standard of maintenance to ensure that our assets are used for the best purpose is a priority. We are focused on increased energy efficiency, providing more affordable housing units for seniors and increasing revenue from new sources. Achieving these goals will allow us to build functional and flexible housing to meet current and future needs.
Rosslyn Terrace, our newest building, opened in April 2012 and all 50 suites were occupied by the beginning of May. This building has a healthy waitlist as seniors from all over the city are looking for more affordable home options. With the help of several dignitaries, we held our Grand Opening in September. The seniors living there love their new home!

GEF partnered with Alberta Health Services and Alberta Municipal Affairs to rejuvenate the Ottewell Manor building. Opened in May 2012, this building offers affordable homes for thirty-eight seniors with chronic mental health issues. Residents appreciate their new home and view it as a positive step for their future. News media and the Honourable Fred Horne, Minister of Health, were on hand at the Grand Opening this past October.

After a great deal of planning, we began construction on Ottewell Terrace in the fall. Scheduled to open in Fall 2014, this project will provide fifty four new affordable housing units and will also contain a daycare for seventy children.

In July an updated Facility Management Plan was presented to the Board and was then shared with the province. Alberta Municipal Affairs noted that GEF is the only management body to develop a comprehensive facility management plan that includes a facility condition index score.

Once again, GEF was recognized as one of the Top 30 Green Companies in Canada for our commitment to reducing our impact on the environment. In keeping with this mandate, we continue to install low flow dual flush toilets at the sites. Electronic document records management was implemented at most sites, which have significantly reduced the amount of paper consumption as well as physical space for storage.
COMMUNITY AWARENESS

We continue to raise public awareness of our organization through a variety of initiatives. This year we introduced the Edmonton community to Harold and Mildred, our new mascots. They travelled to Red Deer to take part in the opening ceremonies for Alberta Seniors Week; participated in the Old Strathcona Silly Summer Parade and the Capital Ex parade and they visited a number of sites for different events throughout the year. Wherever they went, they were a big hit.

Our first annual Laughing Out Loud Comedy Night was held in March. The response from the event was overwhelmingly positive with many guests asking to be included in the mailing list for 2013.

The Breakfast Fundraiser was held in September and raised more than $60,000 for the Ottewell Terrace Project. We also held our Building for Life raffle over the summer months and raised over $4,000 for the campaign.

From an advertising perspective, GEF entered the digital world promoting the new website, iloveseniors.ca, with electronic billboards and Edmonton Transit Services promotions. We also jumped into the social media arena with Facebook, Twitter and YouTube where subscribers are able to receive information about what’s happening at GEF.

In December, Reynold Mirth Richards & Farmer recognized GEF as their charity of choice and featured us on more than 2000 Christmas cards sent out to their clients. In addition, the front of their card is a picture of an oil painting that was donated to GEF.
## GREATER EDMONTON FOUNDATION

### Summary Statement of Financial Position

December 31, 2012

(in thousands)

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Current Assets</td>
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<td>$10,995</td>
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<td>Long-term investments</td>
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<td>-</td>
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<tr>
<td>Property and equipment</td>
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<td>39,887</td>
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<td><strong>Total long-term assets</strong></td>
<td><strong>44,652</strong></td>
<td><strong>39,887</strong></td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$53,755</td>
<td>$50,882</td>
</tr>
</tbody>
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|               |        |        |
| **LIABILITIES AND NET ASSETS** |        |        |
| Current Liabilities |        |        |
| Accounts payable and other current liabilities | $4,852 | $6,714 |
| Current portion of mortgages payable | 378 | 217 |
| **Total current liabilities** | $5,230 | $6,931 |
| Mortgages payable | 6,914 | 4,594 |
| **TOTAL LIABILITIES** | $12,144 | $11,525 |

|               |        |        |
| **NET ASSETS** |        |        |
| Invested in property and equipment | $11,889 | $12,461 |
| Externally restricted | 23,870 | 24,281 |
| Internally restricted for: |        |        |
| Debt retirement | 2,888 | 1,990 |
| General | 455 | 455 |
| Maintenance | 2,042 | 2,100 |
| Restricted operating | 150 | 150 |
| Resident quality of life | 108 | 68 |
| Unrestricted | 209 | (2,148) |
| **TOTAL NET ASSETS** | $41,611 | $39,357 |

|               |        |        |
| **TOTAL**     | $53,755 | $50,882 |
2012 LODGE OPERATIONS REVENUE DISTRIBUTION

in thousands

- Rent $14,015 (60%)
- Province of Alberta $3,753 (16%)
- City of Edmonton $3,500 (15%)
- Other Revenues $2,207 (9%)

2012 LODGE OPERATIONS EXPENSE DISTRIBUTION

in thousands

- Personnel $13,627 (65%)
- Operating $3,162 (15%)
- Utilities $2,059 (10%)
- Maintenance $1,096 (5%)
- Administrative $573 (3%)
- Mortgage Interest $412 (2%)
2012 DONORS - THANK YOU FOR YOUR SUPPORT

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.

715275 Alberta Ltd.
Ajay Pandhi
Alan & Catherine Whyte
Alan Mabee
Alberta Sound Exteriors Ltd.
Alice Caine
All Reach Glass Services Inc.
All Weather Windows
Allan Picken
Allwest Commercial Furnishings
Amy Bonner
Anita Sahota
Anu Sharma
Arlene Mazoleski
Arley Nelson
Armand Nielsen
Arrow Engineering
Aruna & Mahendra Mehta
Audra Bell
Ava Wood
Ayaz Bhanji
Barry Hull
Betty Loree
Beverly Arlow
Bill Dart
Blacktop Paving Inc.
Bob & Ingrid Lundell
Bob Horton

Brenda & Lloyd Skalicky
Brian Kobialka
Brookfield Residential Properties Inc.
Bruce Ganske
Bruce West
Builders’ Floor Centre
Candy Williams
Carrie Smiley
Celsior Developments
Cherisse Killick-Dzenick
Cheryl Gibson
Chris Gibson
Chris Huebner
Clayton Kleparchuk
Comsign Architectural Signage Inc.
Craig Styles
Dan Posa
Darrell Pidner
Dave & Janet Hancock
Dave Majeski
Dave Wiens
David Dorward
David Hoffmann
David Morrison
Delnor Construction Ltd.
Delton Cabinets Mfg. Ltd.
Dennis Magnusson
Don & Helen Mayne
Don Iveson
Don & Sharon Schiewe
Dorothy Turchansky
Doug Kitlar
Doug Mills
Doug Sorenson
E & J McNeill Holdings Ltd.
Earl Shindruk
Ed Campion
Edmonton Area Super Novice Hockey
Edward Knox
Elite Electric Co. Ltd.
Elizabeth Carmichael
Emcee Construction & Management Ltd.
Federal Environmental Fire Protection Inc.
Florence Jorgenson
Furnaceman/Don’s Power Vac
Gail Gravelines
Gail Kodi
Gary & Edie Liddell
Gary Mack
Gary Metcalf
George Woollett
Gerry Lorente
Glen Kennedy
Glenna Russell
Greg Dewling
Greg Hilker
Heath Bohay
Heather Sangster
Helen Hayes
Henry Herbers
Hina Patel
Historical Painting Ltd.
Ingrid Lundell
Irene Martin
Iron Furniture Ltd.
Isabel Henderson
Jack Little
Jacqueline Young
James Ellis
James Yaskowich
Janet Mosier
Janet Sharp
Jason Gregor
Jason Smith
Jayson & Deanne Tymko
Jean Bara
Jenna Gordon
Jensa Developments
Jeremy Hastings
Jerry Varsava
Jill Kelland
Jill Lakevold
Jim Brettelle
Jim Koning
John & Margot Henderson
John Pohynayko
Jonathon Vida
Jordan Bonafacio
Joyce Kozak
Julie Gagnon
June Clark
Kara Afaganis
Karen Albarda
Karen Donahoe
Karen Giacobbo
Kathy Kovacs
Katrina Regan-Ingram
Kelsey Becker-Brookes
Ken Franczek
Ken Redford
Kirby Anderson
Larry Brownoff
Laverne Getschel
Lawrence & Betty Tymko
Leanne McGeachy
Lisa Kutzner
Lise Boucher
Loraine Anderton
Lorna Heath
Louis Sedmak
Lucille Smith
Lucy O’Loughlin
Lynn Crawford
Malinda Ferris
Manon Latta
Marc Tremblay
Margaret Stone
Margret Reykdal
Marilyn Scheie
Marion Perrin
Mark Hildebrand
Mastery Consulting Inc.
Matt Petrie
Maya Gordon
Michelle Spring  
Milton West  
Monika Von Hauff  
Nakamun Group Benefits Inc.  
Nancy Laing  
Nancy Simmonds  
Naureen Soleja  
Neil White  
Nigel Twogood  
Olive Pojidaeff  
Paragon Mechanical Ltd.  
Pat Edney  
Pearl Spencer  
Personal Touch Fashions  
PF Manufacturing Ltd.  
Pharmacare  
Pierre Desrochers  
Priority Mechanical Ltd.  
Proyard Services  
Qualico  
Ralph Brokop  
Ray Drisdelle  
Raymond Swonek  
Reginald Appleyard  
Renita Jackson  
Rich Krahn  
Richard & Sonya Martens  
Rick Mooney  
Rita Fredericks  
Rob Fricker  
Rod Taverner  
Ron Shannon  
Royal Bank of Canada  
Ryan Stempfle  
Scott Murchison  
Scott Reeb  
Shabira Jaffer  
Shahnaz Hudani  
Shane Erickson  
Shantel Murray  
Sharon Patriquin  
Shawna Pitt  
Stefan Luchinger  
Stephen Siu  
Steve & Mary Adams  
Steve Cribb  
Tammy Sidebotham  
Terry Sharp  
Terry Watamaniuk  
Theresa Baier  
Todd Shipley  
Tom & Margie Collier  
Tony de Ford  
Tony Oswald  
Tracy & Don MacLeod  
Trina & Percy Gendall  
Valerie Stals  
Veronica Andersson  
Veronica Bohorquez  
Wade Engineering Ltd.  
Wayne Martin  
Yoga Within Inc.  
Zep
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.

**Seniors Self-Contained**

**Central Edmonton**
- Cathedral Close (131)
  - 10039-103 St
  - Edmonton, AB T5J 3G4
  - Phone: 780-428-1027
- Groat House (51)
  - 12627 Stony Plain Rd
  - Edmonton, AB T5N 3Z4
  - Phone: 780-455-9374
- Kiwanis Place* (121)
  - 10330-120 St
  - Edmonton, AB T5K 2A6
  - Phone: 780-488-4205

**Northeast Edmonton**
- Rosslyn Place* (50)
  - 10819-134 Ave
  - Edmonton, AB T5E 1J9
  - Phone: 780-473-2915
- Mountwood (51)
  - 11512 – 128 St
  - Edmonton, AB T5M 3Y5
  - Phone: 780-454-7168

**Northwest Edmonton**
- Britannia Gardens (65)
  - 10142-157 St
  - Edmonton, AB T5P 2T8
  - Phone: 780-489-4698

**Southwest Edmonton**
- Father Hannas (43)
  - 10809–70 Ave
  - Edmonton, AB T6H 4Y5
  - Phone: 780-433-5165
- Knox-Met Manor (79)
  - 10941-83 Ave
  - Edmonton, AB T6G 0T6
  - Phone: 780-433-7192

**Canora Gardens (98)**
- CLOSED FOR RENOVATIONS
  - 10160 – 151 St
  - Edmonton, AB T5P 4N2
  - Phone: 780-483-1715

**Mountwood (51)**
- 11512 – 128 St
  - Edmonton, AB T5M 3Y5
  - Phone: 780-454-7168

**Londonderry Village (118)**
- 13805-75 St
  - Edmonton, AB T5C 3H8
  - Phone: 780-476-9585

**Porta Place* (73)**
- 4436-117 Ave
  - Edmonton, AB T5W 4Y9
  - Phone: 780-479-4693

**Virginia Park* (140)**
- 11033-76 St
  - Edmonton, AB T5B 4T2
  - Phone: 780-479-2403

**Pleasantview Place* (151)**
- 5210-110 St
  - Edmonton, AB T6H 5K1
  - Phone: 780-437-7061

**Strathcona Place (229)**
- 7720-108 St
  - Edmonton, AB T6E 5E1
  - Phone: 780-433-7192
Southeast Edmonton
Bateman Manor (51)
9923-90 Ave
Edmonton, AB T6E 2T4
Phone: 780-439-4733

Gateway Manor (36)
4215–102 Ave
Edmonton, AB T6A 0M5
Phone: 780-466-0038

Grace Garden Court (35)
6303–104 Ave
Edmonton, AB T6A 0X9
Phone: 780-469-4530

Montgomery Place (303)
9420-92 St
Edmonton, AB T6C 4M9
Phone: 780-465-1624

St. Nicholas (38)
5619–98 Ave
Edmonton, AB T6A 3Y5
Phone: 780-450-0501

Trinity Hall (47)
8419-102 St
Edmonton, AB T6E 5T1
Phone: 780-438-0773

Duplexes
North East Edmonton
Lauderdale Homes (12)
129 Ave &103 St
Edmonton, AB
Phone: 780-473-2915

Southwest Edmonton
Golden Homes (25)
80 St & 95 Ave
Edmonton, AB
Phone: 780-465-1624

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
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.

Seniors Housing
14220-109 Avenue, Edmonton, AB  T5N 4B3
Tel: 780-482-6561 • Fax: 780-488-3561
Email: housinginfo@gef.org

www.gef.org

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