2014 Annual Report to the Community

Seniors Housing
GEF Seniors’ Housing experienced a very positive 2014 and we are proud to present our successes to our community in this Annual Report.

The Board of Directors and staff at GEF Seniors’ Housing remains committed to our vision to positively influence the quality of life of seniors in Edmonton.

In 2014, GEF acquired management responsibilities for three new buildings, adding another 279 suites to the GEF community. As GEF begins management of these three buildings, we continue to see the need for affordable housing for seniors outpace GEF’s capacity. We have a waitlist of over 700 seniors and the need to build more affordable housing just continues to grow as the population in Edmonton ages. We will continue to work with our stakeholders to meet the needs for affordable homes and services for our aging population.

We want to thank the Government of Alberta, the City of Edmonton and our donors for their contributions in building affordable homes and are pleased to announce that in July 2015, the construction of Ottewell Terrace’s affordable apartments will be complete and we will welcome another 60 seniors to GEF.

Thank you to our kind and dedicated staff for providing a high quality of service to the seniors that live in our GEF community. We can once again proudly announce that our staff voted us one of the 50 Best Small Medium Employers in Canada.

Without the commitment and dedication of our employees, our volunteers, and our board members, we would not be able to serve the 3400 seniors that call GEF their home.

In the coming years, the Board has set out a strategic plan to continue to achieve our vision, mission and values at GEF. These five key areas include: Services, GEF Culture, Technology, Facilities and Community Awareness.

We will continue to work with our Governments, our staff, our board, our volunteers and our communities to meet the needs of seniors in Edmonton.

We look forward to joining with you to affect a positive change in the lives of seniors in 2015.

Gary Gordon
Board Chair

Raymond Swonek
CEO

Message from the Board Chair and CEO
GEF Seniors’ Housing is a not-for-profit registered charity. We are the largest provider of subsidized seniors’ housing in Alberta, with approximately 3,400 Edmonton senior citizens calling GEF home. Our mission is to provide friendly, affordable, secure homes and services for seniors in the Edmonton community.
Resident Satisfaction Survey
The main purpose of the annual survey is to gauge resident satisfaction and use the feedback towards improving services for the seniors. Survey results were based on the key categories of Living Accommodations, Staff and Management, Meal Services, Safety and Security, Cleanliness, Activities, Service Providers and Overall Satisfaction.

Residents and tenants responded extremely positively to this year’s survey. One-third of the GEF population was surveyed and 82% rated their overall satisfaction of their living arrangements with GEF as ‘high’.

Quality of Life Research Project
A good quality of life is the result of the proper blend of needs, preferences and resources and the opportunities and resources within an individual’s environment. GEF engaged the Human Ecology Department from the University of Alberta to carry out a seniors’ Quality of Life study. The results of this project were meant to enhance our vision of “Positively influencing seniors’ quality of life”.

The study is a multi-phase research project, which helped develop an understanding of the needs of seniors to enhance their quality of life from local, national and international perspectives.

During the study, they looked at physical, social and community environments in determining influences of well being for seniors. An interesting perspective on perceived proximity to services was raised; regardless of how close a service may be for a senior, physically having to cross the street may make that service inaccessible.

The next phase of the project is to build an assessment tool to assist our management with defining quality of life for each individual senior. This phase of the project will be complete in mid 2015.
CBI Home Health

CBI Home Health has been GEF’s sole homecare provider for one year and during this time, a stronger working relationship between AHS, CBI and GEF has developed. This was accomplished through increased communication by meeting regularly, which helped build consistency in site partnerships. It also allowed for the development of strategies to resolve placement of seniors in the appropriate level of care and discuss extended services required by homecare.

Pharmacare Pilot Project

Many residents have longstanding relationships with their local pharmacists that they wish to maintain so the choice of pharmacist will ultimately be left up to the senior in respect for their independence.

While GEF continues to develop relationships with some of these various pharmacists across the city to offer blood pressure clinics and prescription services, we have a unique partnership with Pharmacare Pharmacy.

The pilot project involves the operation of a tuck shop at Kiwanis Place, which began selling over the counter medications, and other pharmacy items the residents need with the convenience of not having to leave the building.

Clean Air Initiative

As of June 1, 2014, all GEF seniors’ self-contained apartments, with the exception of Kiwanis Place and Cathedral Close, went smoke free within the buildings. All tenants are required to smoke outdoors. This transition to smoke-free buildings increased the well-being of the tenants, particularly those with breathing difficulties, and eliminated fire concerns of unsafe smoking habits within the suites.

Overall, tenants were receptive to the change. There are some tenants who have had difficulty in transitioning and the managers worked with them to either quit smoking inside, provide alternative housing options where smoking is still permitted or offer resources to help them quit smoking, if they desired.

Tenant Insurance

To help offer our residents peace of mind, tenant insurance, offered through BFL Canada Insurance Services, was piloted at five sites and received very positive feedback. BFL staff was on hand at lodge resident meetings to present various insurance options and answer questions. More than 490 residents enrolled with BFL and they appreciate the convenience of the broker coming to them plus the reassurance of knowing they have adequate coverage.

Tenant Housekeeping Services

Affordable light housekeeping services provided by GEF housekeeping staff were utilized by 35 tenants at Montgomery & Bateman Manor and four other sites piloted the project over several months.
GEF also considered a partnership with Compassion Network, a homecare based program in Edmonton, to provide housekeeping services for other apartment tenants at reasonable rates. This will allow services to be offered at sites where we might not be able to employ full time suite-housekeeping staff but continue to provide options for our tenants to help them manage suite cleaning.

**Summer Active Program**
GEF’s summer active program with the lodges and apartments was once again very popular. There were activities ranging from penny carnivals to county fairs, which kept the seniors engaged and active throughout the summer. Pharmacare donated $3,000 to the Summer Active festivities, which was distributed among our lodges for various events and Pharmacare staff also volunteered at some of the events.

**Waitlist**
At the end of 2014, 738 seniors were waiting to call GEF home. The number of seniors in Edmonton will double over the next ten years, which will result in a dramatic increase in the need for affordable seniors’ housing.

**Seniors Self-Contained**
This symbol * indicates a combined site with both a lodge and an apartment on the same property.

The number of apartment suites is listed in brackets after the address.

<table>
<thead>
<tr>
<th>Central Edmonton</th>
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<tr>
<td>Ansgar Villa 10170-120 St (176)</td>
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<td>Cathedral Close 10039-103 St (131)</td>
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<tr>
<td>Groat House 12627 Stony Plain Rd (51)</td>
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<tr>
<td>Kiwanis Place* 10330-120 St (121)</td>
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<tr>
<td>Britannia Gardens 10142-157 St (65)</td>
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<tr>
<td>Canora Gardens (Closed for Renovations) 10160 – 151 St (98)</td>
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<tr>
<td>Mountwood 11512 – 128 St (51)</td>
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<tr>
<td>Rosslyn Place* 10819-134 Ave (50)</td>
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<td>Avenwood Corner 11909-88 St (65)</td>
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<td>Barvinok 3625 – 116 Ave (20)</td>
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<td>Buchanan Manor 8804-121 Ave (23)</td>
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<td>Highland Place 6209-118 Ave (67)</td>
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<td>Porta Place* 4436-117 Ave (73)</td>
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<td>St. Josaphat’s 9637-108 Ave (115)</td>
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<td>Virginia Park* 11033-76 St (140)</td>
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<td>Father Hannas 10809–70 Ave (43)</td>
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<tr>
<td>Knox-Met Manor 10941-83 Ave (79)</td>
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<tr>
<td>Pleasantview Place* 5210-110 St (151)</td>
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<td>Strathcona Place 7720-108 St (229)</td>
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<th>Southeast Edmonton</th>
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<td>Gateway Manor 4215–102 Ave (36)</td>
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<td>Grace Garden Court 6303–104 Ave (35)</td>
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<tr>
<td>Montgomery Place 9420-92 St (303)</td>
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<td>St. Nicholas 5619–98 Ave (38)</td>
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<td>Trinity Hall 8419-102 St (47)</td>
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<tr>
<td>Trinity Lutheran House 10006-80 Ave (36)</td>
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Our Vision
Positively influencing seniors’ quality of life

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

Our Values
Our values define how we serve and build relationships with our seniors’ community and our workplace family.

Respect
Dignity • Appreciation • Courtesy

Integrity
Trustworthy • Honest • Ethical

Well Being
Happiness • Health • Balance

Accountability
Responsibility • Commitment • Ownership

Best Small and Medium Employers in Canada
GEF is very proud to have ranked 38 out of the top 50 Best Small and Medium Employers in Canada. Staff completed the survey early in the year and our results showed that GEF once again made the list with an overall 80% engagement score.

Health and Safety Audit
Demonstrating our commitment to maintaining a safe environment for our residents and employees, GEF received a score of 98% on our Health and Safety Audit from the Continuing Care Safety Association (CCSA). WCB premiums are reflected by an organization’s CCSA score and due to our rigorous health and safety initiatives, the GEF rate is 23% below the industry average.

Total Compensation Philosophy
Human Resources gave presentations to all staff on our Total Compensation Philosophy, which included detailed information about our benefits plan. Employees found the presentations to be very informative and some learned about benefits for their families that they could be utilizing.

Strategic Priorities and Financial Presentations
Last year, many staff indicated they wanted to better understand where our revenue comes from and how it is spent. In response to this request, presentations, which focused on the strategic priorities and finances, were given to all staff. We also posed a couple of specific questions to our employees and their feedback will be used for future strategic planning.

Training
Fleet defensive driving was provided to employees who regularly travel from site to site as a requirement of their job. English as a Second Language training was in a test phase at three sites with 27 staff participating in the classes. All staff received training on team building and conflict resolution.
Long Service Awards Celebration
Our annual long service recognition celebration took place on Friday, January 17. We recognized 50 employees for long service of 5, 10, 15, 20 years and two employees received awards for 25 years of service with GEF. What an outstanding milestone!

Staff and Family Fun Night at the Edmonton Valley Zoo
A staff and family fun night at the Edmonton Valley Zoo was held on August 14. The event was a huge success with more than 400 staff and family members in attendance.

Back to School Lunch Day
The Staff Morale Committee had a Back to School Lunch Day on September 4. All staff received a GEF lunch bag with a “school-style” lunch inside. Staff really enjoyed this treat!

Halloween Costume Contest
On October 31, the Staff Morale Committee organized a Halloween costume contest. The sites chose themes and most of the staff participated by wearing costumes that matched the theme. The Staff Morale Committee delivered treats to all sites and judged the costumes. The winning sites received a catered lunch party.

“GEF is a true advocate for quality seniors’ housing in Edmonton. They lead by example and genuinely care for their residents, staff, the environment and our society. Characteristics like these make it easy to support this organization. Thank you for working to build a better future for seniors.” ~ GEF Donor
Resident Database
Ensuring we have accurate records of our 3,400 residents is a big task, one that involves making sure our technology is up-to-date in addition to being user friendly for our staff. Our current system is functioning well and will undergo continuous upgrades over the next two years as outlined by the new IT plan.

Time Clocks
A collaborative effort from Human Resources, Information Technology and Facility Management staff ensured the smooth transition to thumb scanners for accurate and easy clocking of time for employees. Training on how to use the new schedulers was completed prior to implementation of the new system.

GEF Video
The Communications team worked on location with Geffen Media at Central Services, McQueen Place, Meadowlark Place and Kiwanis to shoot the new video showcasing the work GEF does to help seniors. The new production will be kept under wraps and shown at our Breakfast Fundraiser in spring 2015.
Facilities

Ottewell Terrace
Construction continued at Ottewell Terrace on budget. All rooms have been rented and our second affordable apartment will be welcoming its new tenants on July 1, 2015.

Additional Buildings
We were informed that three more seniors’ apartment buildings would be joining GEF next year. As of January 1, 2015, we will begin managing Ansgar Villa, Trinity Lutheran House and Highland Place, which will add an additional 279 suites to the GEF housing portfolio.

Canora Gardens
Alberta Municipal Affairs approved $9 million in funding for the reconstruction of Canora Gardens following the tragic fire in 2012. The entire building will be renovated and Alberta Municipal Affairs has confirmed that a sprinkler system will be installed. Once the renovations are completed over the next few years, former tenants will have the first opportunity to move back to the building, if they choose.

Mill Woods Development
The Mill Woods Sakaw site is a surplus school site, which has been re-zoned for seniors’ housing.

GEF and the City of Edmonton held three community consultations at the Millhurst Community League in May, September and November of 2014. The community had an opportunity to view three different proposed architectural designs and provide feedback about their preferred choice. A new conceptual design was created, incorporating the community’s feedback and was showcased at the November meeting to all the community members that had been engaged in the design process.

At the community consultations, seniors who had spent their entire lives in Mill Woods expressed a sincere desire to be able to stay in the community they helped build. The development will be open to qualified seniors in the community and will provide a variety of affordable, secure housing options.

Duplexes and Affordable Apartments
This symbol * indicates a combined site with both a lodge and an apartment on the same property.

The number of duplex units and lodge rooms is listed in brackets after the address.
Resident and Family Communication
To ensure family members understand the value their loved ones are receiving by living in a GEF residence, communications was focused on the residents and their families.

The Communications Department attended tenant and resident meetings to build awareness of GEF and allowed us the opportunity to discuss options for seniors to participate in upcoming events and videos. Showing the GEF video from the previous Breakfast Fundraiser provided a transition into the discussion as it gave our residents and tenants a different outlook on GEF outside of the day-to-day management.

Social Media
Communications was fortunate to attend several recreation activities and were able to highlight some on our social media sites, Facebook and Twitter. GEF maintains an active presence on social media and we invite you to “like” our page on Facebook and follow us on Twitter.

GEF Jeopardy
For the second year in a row, GEF hosted a competitive game of Jeopardy at nine lodges. Most sites had a semi-finals event with six residents working in teams of two to determine which finalists would represent their home site in the finals held at McQueen Place. The winning team took home a beautiful trophy and had their site name engraved on it, which they can proudly display at their site until the games begin again next year.

Recreation Program
The recreation program at GEF is full of variety with something that will appeal to everyone and help keep the seniors active in mind, body and spirit.

Lodges
This symbol * indicates a combined site with both a lodge and an apartment on the same property.

The number of lodge rooms is listed in brackets after the address.

Central Edmonton
Kiwanis Place* 10330-120 St (206)

Northwest Edmonton
McQueen Place 10938-142 St (120)
Meadowlark Place 8609-161 St (58)
Rosslyn Place* 10915-134 Ave (120)

Northeast Edmonton
Beverly Place* 4410-117 Ave (73)
Virginia Park* 11033-76 St (65)

Southwest Edmonton
Pleasantview Place* 5210-110 St (59)
Queen Alexandra Place 10825-77 Ave (58)

Southeast Edmonton
Ottewell Place* 6207-92 Ave (124)
Virginia Park residents celebrated Valentine’s Day this year by displaying their wedding photos, outfits and other memorabilia. Residents, Tom & Mary, were overjoyed to be able to take a special photo beneath the floral arch to commemorate their 70 years of marriage. Global featured the event on the news that evening.

Kiwanis Place had a County Fair open to the community. It included jam tasting, a petting zoo, the world’s biggest zucchini, beanbag toss and popcorn!

A Virginia Park resident was tickled pink at the fuss her friends made over her as she celebrated her 100th birthday with residents and family. Former Mayor, and current Minister of Health, Stephen Mandel, attended as a guest and delivered special greetings on this amazing milestone. Over 16 centenarians live at GEF with the eldest resident being 107 years of age.

Tenants from Mountwood and Britannia Apartments were taken on a fun excursion to Barrhead. The tenants crossed the Athabasca River using the Klondike Ferry.

Queen Alexandra Place celebrated their 30th Anniversary with a western themed family barbeque.

Residents of Pleasantview Place enjoyed perogies and live music at the Ukrainian Cultural Heritage Village. The seniors also enjoyed a tour of the Village.

McQueen residents got in the spirit of Octoberfest at the party. Some of the partygoers were featured on the GEF social media pages.

**Gray for a Day**

The Gray for a Day fundraiser and flash mob received significant media exposure, increasing awareness about the need for low income seniors housing and helping raise $47,000. It was a gorgeous summer day and Churchill Square was filled with over a hundred people wearing lime green t-shirts and getting their hair sprayed gray for the day. The event brought a lot of media exposure for our organization and was covered by CTV, Global, CBC and Shaw Cable.
GEF Raffle
The GEF summer raffle is always a big hit among staff and residents. This year the Early Bird winner was a tenant at Cathedral Close who was pleasantly surprised to win $500 during the week of her birthday. The winner of the $1,500 Grand Prize draw was a long time staff member from Kiwanis Place. The raffle brought in just over $5,400 for the building fund.

Great Knitting Giveaway
GEF’s Great Knitting Giveaway took place on October 23 at Montgomery Place. Over the past 12 months, 80 seniors from GEF knitted blankets, slippers, toques, mittens, booties and baby sweaters to share with those in need in Edmonton’s communities. The Great Knitting Giveaway provided over 2,000 handcrafted items to nine deserving local charities and earned spots on both the CBC and Global news hour.

Seniors’ Housing Forum
The GEF Communications team had a booth at the Seniors’ Housing Forum at the Central Lions Seniors’ Recreation Centre on September 27. The overwhelming turnout of over 1,000 seniors is yet again evidence of the growing need of the Edmonton seniors’ population and the crisis we face in providing affordable housing for them.

Housing Partnership Canada
Another group of Canadian Housing providers formed a partnership to get together and discuss common issues. This group is called the Housing Partnership Canada (HPC) and membership is limited to 30 organizations and by invitation. GEF is one of the first 23 organizations to be part of this group that is made up of the larger housing providers in Canada.

Edmonton Housing Roundtable
GEF was present at the Edmonton Housing Roundtable, hosted by Mayor Don Iveson on April 28, which coincided with the Canadian Housing & Renewal Association Congress. There were over 30 organizations represented at the roundtable from private developers, non-profit developers and operators and various orders of government. A facilitator summarized the discussion and sent out a report to all parties that participated. The main purpose was to urge the Federal Government to develop a long-term plan to address critical housing issue areas across the housing spectrum.
K-Days Parade and the Beverly Centennial Parades
GEF participated in the 2014 K-Days parade on July 18. We had one of our decaled GEF maintenance vehicles decorated with red and black fringe and pom poms towing our little house float while mascots Harold & Mildred sat on the porch waving to the crowd. Our float made the Global and CTV news. The GEF float made a second appearance in the Beverly Community’s Centennial parade on August 23.

Oliver Community News
GEF had the opportunity to get some media coverage in the Oliver Community League News. A ‘past and present’ article featured a Kiwanis Place resident who had lived in the orphanage on the Kiwanis property when she was a child and now, as a senior, she felt she had returned ‘home’ to where she grew up.

High School Volunteer Fair
Communications and Operations were invited to Archbishop MacDonald Catholic High School on September 19 and spoke to the students about volunteer opportunities at GEF. We received an excellent response and several students dropped off their completed forms at Central Services.

This opportunity not only gets GEF involved with our community, but also helps build an intergenerational relationship where the younger generations can become involved with us, either on a volunteer or part-time staffing basis, and become and advocate for our brand and our cause.

Media Conference
GEF hosted a media conference for Premier Jim Prentice, the Honourable Jeff Johnson, Minister of Seniors, the Fire Chief and several Ministers and MLA’s at Kiwanis Place on October 29. At the conference, the Premier announced funding to upgrade fire alarms and sprinklers for the safety of seniors in Government owned buildings in Alberta. There was an excellent turnout and CBC, Global and CTV covered the event.
### GREATER EDMONTON FOUNDATION

#### Summary Statement of Financial Position

**December 31, 2014**

*(in thousands)*

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<thead>
<tr>
<th></th>
<th>2014</th>
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<tr>
<td><strong>ASSETS</strong></td>
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<td>Current Assets</td>
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<td>Long-term investments</td>
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<td><strong>Total long-term assets</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
<td>$65,623</td>
<td>$60,782</td>
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|                  |          |          |
| **LIABILITIES AND NET ASSETS** |          |          |
| Current Liabilities |          |          |
| Accounts payable and other current liabilities | $9,078  | $5,612   |
| Current portion of mortgages payable | 6,514    | 400      |
| **Total current liabilities** | 15,592  | 6,012    |
| Mortgages payable | -        | 6,514    |
| **TOTAL LIABILITIES** | $15,592 | $12,526  |

|                  | 2014     | 2013     |
| **NET ASSETS**   |          |          |
| Invested in property and equipment | $10,616 | $11,179  |
| Externally restricted | 29,420  | 29,085   |
| Internally restricted for: |          |          |
| Property & Equipment | 615      | 615      |
| Debt retirement | 4,870    | 3,820    |
| General | 455      | 455      |
| Maintenance | 2,654  | 2,339    |
| Restricted operating | 150     | 150      |
| Resident quality of life | 1,042  | 404      |
| Unrestricted | 209     | 209      |
| **TOTAL NET ASSETS** | $50,031 | $48,256  |
|                  | $65,623  | $60,782  |
### 2014 Lodge Operating Revenue Distribution (in thousands)

- Rent $15,141 (58%)
- Province of Alberta $3,941 (15%)
- City of Edmonton $3,700 (14%)
- Other Revenues $3,520 (13%)

### 2014 Lodge Operating Expense Distribution (in thousands)

- Personnel $15,832 (65%)
- Operating $3,344 (14%)
- Utilities/Taxes $2,276 (9%)
- Maintenance $1,522 (6%)
- Administrative $856 (4%)
- LTD Interest $394 (2%)

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