



| 2011 Report to the Community |

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| 2011 GEF BOARD OF DIRECTORS |

Sharon Patriquin, Chair	Lise Boucher	Balvant Gandhi
Zack Ramji, Vice Chair	Tom Collier	Betty Unger
Jean Bara	Patricia Edney	Vivian Zhao



## | MESSAGE FROM THE BOARD CHAIR & THE EXECUTIVE DIRECTOR |

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  
Board Chair

Raymond Swonek  
Executive Director

*For the fourth year in a row, GEF was named one of the top 50 Best Small and Medium Employers in Canada.*

### | SERVICES |

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.

### | WORKPLACE CULTURE |

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 28<sup>th</sup>, 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 12<sup>th</sup> to 16<sup>th</sup>. 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.

*GEF was once again named a Green 30 organization in Maclean's magazine.*

#### | 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.



*The 2011 annual Resident Satisfaction Survey tells us that our seniors are 90% satisfied living in our buildings.*

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.

Construction of the 50 unit Rosslyn Terrace Apartment continued throughout 2011 and remained on budget. The location is very popular with Edmonton seniors and within four weeks of opening the application process, all suites were reserved. There are many seniors waiting to live in Rosslyn, which only demonstrates the great need for more affordable seniors accommodations in Edmonton. The show suite opened in the fall and we held a very successful renters' open house in September, receiving overwhelmingly positive comments about the new building.

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 2<sup>nd</sup> 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.

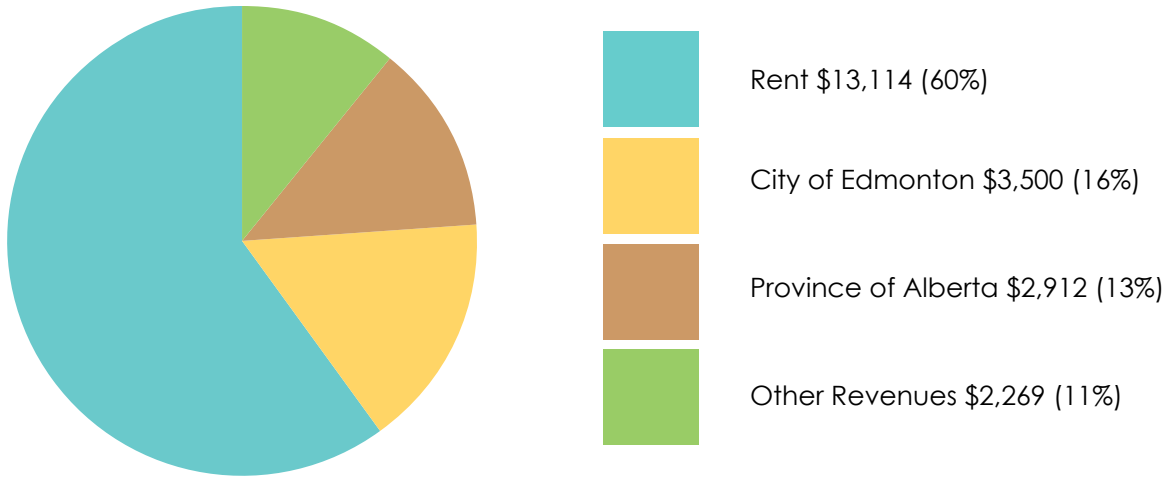


**GREATER EDMONTON FOUNDATION  
BALANCE SHEET  
December 31, 2011**

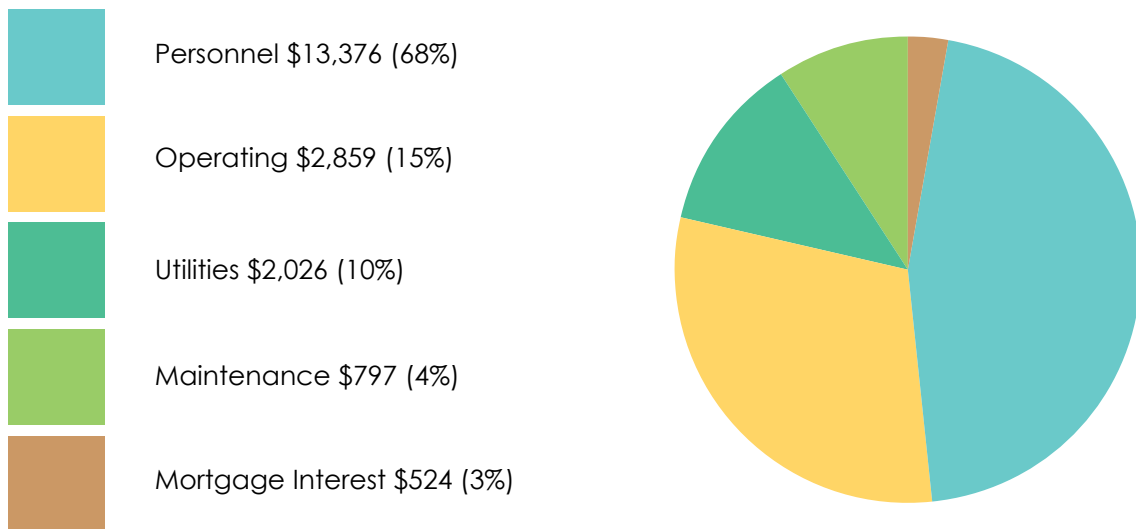
	<b>2011</b>	<b>2010</b>
<b>ASSETS</b>		
<b>Current Assets</b>	<b>10,995</b>	<b>12,483</b>
Long-term investments	-	-
Property and equipment	39,887	31,522
<b>Total long-term assets</b>	<b>39,887</b>	<b>31,522</b>
<b>TOTAL ASSETS</b>	<b>50,882</b>	<b>44,005</b>
<b>LIABILITIES AND NET ASSETS</b>		
Current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



| 2011 LODGE OPERATIONS REVENUE DISTRIBUTION |  
*in thousands*



| 2011 LODGE OPERATIONS EXPENSE DISTRIBUTION |  
*in thousands*



## | 2011 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.

### 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  
Kitlar, 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  
Anielski, 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, Donald  
Fearnley, 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  
Rowell, Wayne  
Royal Bank of Canada

Schiewe, Donald & Sharon  
Scott, Susan  
Sharp, Janet  
Sharp, Terry  
Sherman, Raj  
Shiple, Tia  
Shiple, 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.



**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

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

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

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

Rosslyn Place\* (50)  
10819-134 Ave  
Edmonton, AB T5E 1J9  
Phone: 780-473-2915

**Northeast Edmonton**  
Avenwood Corner (65)  
11909-88 St  
Edmonton, AB T5B 3S2  
Phone: 780-479-2403

Barvinok (20)  
3625 – 116 Ave  
Edmonton, AB T5W 0W7  
Phone: 780-479-4693

Buchanan Manor (23)  
8804-121 Ave  
Edmonton, AB T5B 0Z6  
Phone: 780-479-2403

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

**Southwest Edmonton**  
Father Hannas (43)  
10809–70 Ave  
Edmonton, AB T6H 4Y5  
Phone: 780-433-5165

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

**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

## 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.



14220-109 Avenue, Edmonton, AB T5N 4B3  
Tel: 780-482-6561 • Fax: 780-488-3561  
Email: [housinginfo@gef.org](mailto:housinginfo@gef.org)

[www.gef.org](http://www.gef.org)

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