




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. 



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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.

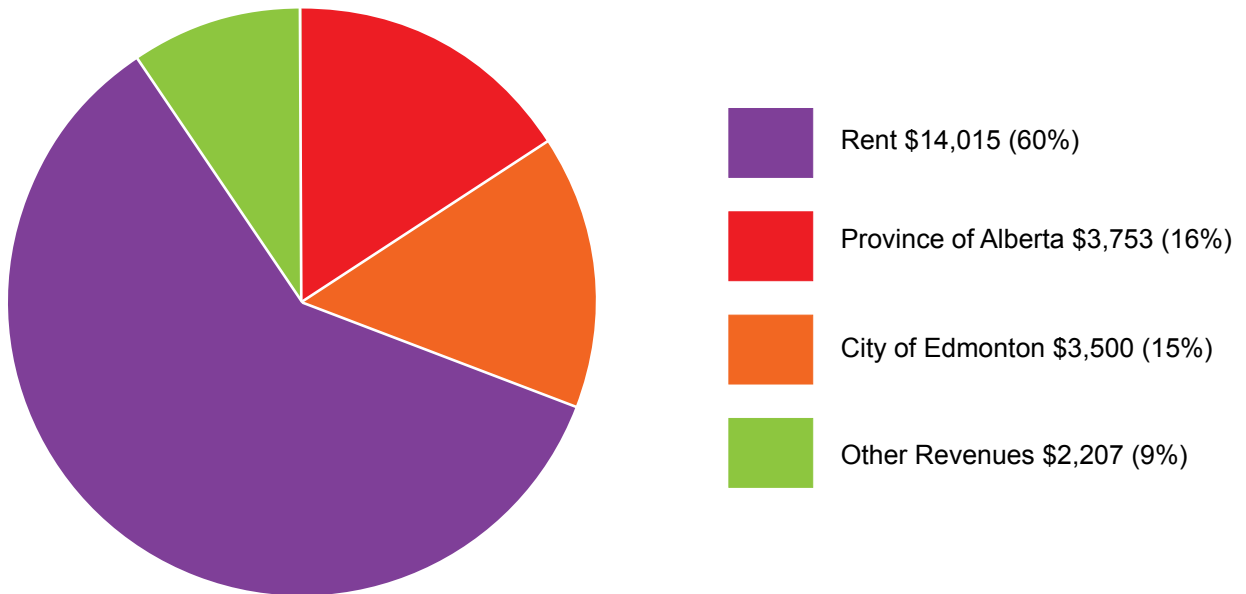
In December, Reynold Mirth Richards & Farmer recognized GEF as their charity of choice and featured us on more than 2000 Christmas cards sent out to their clients. In addition, the front of their card is a picture of an oil painting that was donated to GEF.

GREATER EDMONTON FOUNDATION
Summary Statement of Financial Position
December 31, 2012
(in thousands)

	<u>2012</u>	<u>2011</u>
ASSETS		
Current Assets	\$9,103	\$10,995
Long-term investments	2,020	-
Property and equipment	42,632	39,887
Total long-term assets	44,652	39,887
TOTAL ASSETS	\$53,755	\$50,882
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
	\$53,755	\$50,882

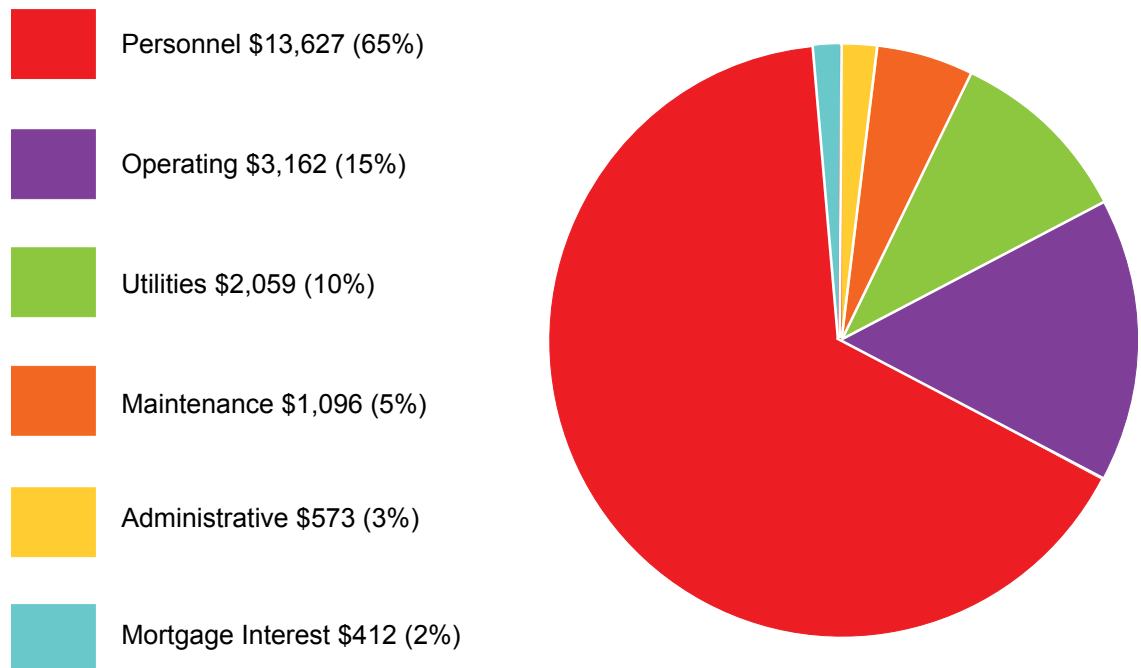
2012 LODGE OPERATIONS REVENUE DISTRIBUTION

in thousands



2012 LODGE OPERATIONS EXPENSE DISTRIBUTION

in thousands



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.	Brenda & Lloyd Skalicky	Don & Helen Mayne
Ajay Pandhi	Brian Kobialka	Don Iveson
Alan & Catherine Whyte	Brookfield Residential	Don & Sharon Schiewe
Alan Mabee	Properties Inc.	Dorothy Turchansky
Alberta Sound Exteriors Ltd.	Bruce Ganske	Doug Kitlar
Alice Caine	Bruce West	Doug Mills
All Reach Glass Services Inc.	Builders' Floor Centre	Doug Sorenson
All Weather Windows	Candy Williams	E & J McNeill Holdings Ltd.
Allan Picken	Carrie Smiley	Earl Shindruk
Allwest Commercial	Celsior Developments	Ed Campion
Furnishings	Cherisse Killick-Dzenick	Edmonton Area Super
Amy Bonner	Cheryl Gibson	Novice Hockey
Anita Sahota	Chris Gibson	Edward Knox
Anu Sharma	Chris Huebner	Elite Electric Co. Ltd.
Arlene Mazoleski	Clayton Kleparchuk	Elizabeth Carmichael
Arley Nelson	Comsign Architectural	Emcee Constrution &
Armand Nielsen	Signage Inc.	Management Ltd.
Arrow Engineering	Craig Styles	Federal Environmental
Aruna & Mahendra Mehta	Dan Posa	Fire Protection Inc.
Audra Bell	Darrell Pidner	Florence Jorgenson
Ava Wood	Dave & Janet Hancock	Furnaceman/Don's
Ayaz Bhanji	Dave Majeski	Power Vac
Barry Hull	Dave Wiens	Gail Gravelines
Betty Loree	David Dorward	Gail Kodi
Beverly Arlow	David Hoffmann	Gary & Edie Liddell
Bill Dart	David Morrison	Gary Mack
Blacktop Paving Inc.	Delnor Construction Ltd.	Gary Metcalf
Bob & Ingrid Lundell	Delton Cabinets Mfg. Ltd.	George Woollett
Bob Horton	Dennis Magnusson	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

WE ARE IN YOUR COMMUNITY

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)
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

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

Knox-Met Manor (79)
10941-83 Ave
Edmonton, AB T6G 0T6
Phone: 780-433-7192

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

Southeast 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.



14220-109 Avenue, Edmonton, AB T5N 4B3

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www.gef.org

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