

REPORT TO COMMUNITY 2019

Mission Statement: to preserve and enhance a healthy and vibrant quality of life for the residents of Hillhurst Sunnyside.

MESSAGE FROM THE BOARD & EXECUTIVE DIRECTOR

Dear Hillhurst-Sunnyside Residents,

On behalf of HSCA we are pleased to present you with the 2019 Report to Community. We are proud to celebrate and share some successes from 2019 which put our mission to preserve and enhance a healthy and vibrant quality of life for the residents of Hillhurst Sunnyside into action.

Among the successes were completing some much-needed facility work to make our space more welcoming. This includes the Hearth Room Hub Project, resulting in the main hub of HSCA being a brighter, more comfortable space for all kinds of community gatherings. Neighbour Night, Fresh Food Basket, the Knitting and Crochet Club and Community Planning Meetings, have come together in this space most weeks in 2019 to connect, create and build a vision for the future of Hillhurst Sunnyside.

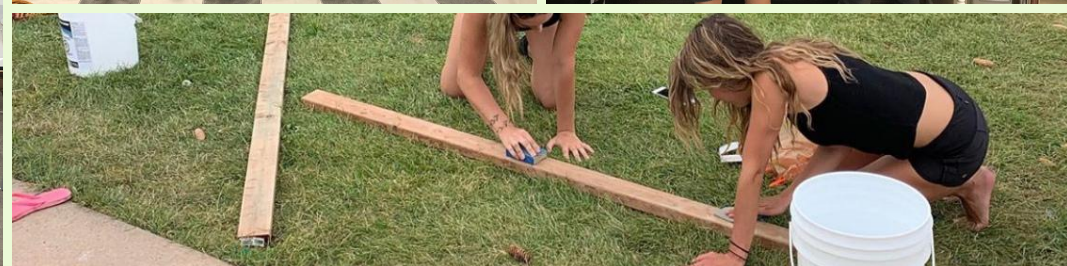
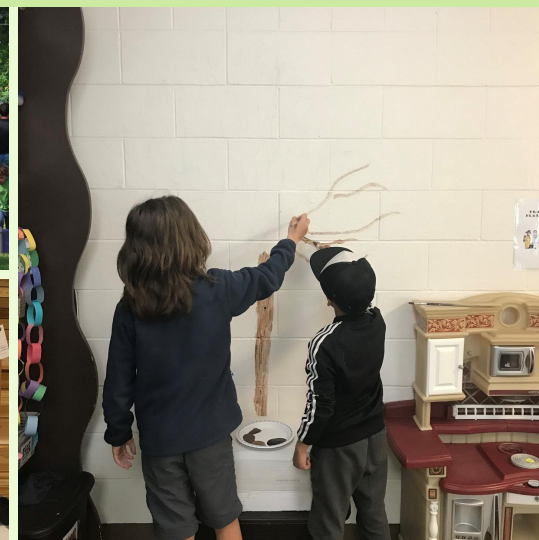
As we look ahead to the end of 2020, we are in uncharted territory making it challenging to plan for what is to come. From the strategic planning work that took place in 2019, we will use four identified purpose areas to guide us in decision making through this challenging time. These purpose areas are: Connecting & Engaging Residents, Stewarding Community Planning & Development, Developing Social Enterprises in the Best Interest of the Community and Supporting Community-Led Initiatives. Please visit www.hsc.ca and sign up for our e-newsletter for the most current information and ways to become engaged with HSCA.

Sincerely,

Kate Stenson,
Executive Director



Cynthia Mazereeuw,
Chair, HSCA Board of Directors

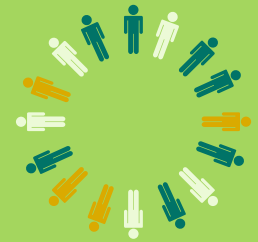


OUR FOUR PURPOSE AREAS

HSCA puts its mission into action through four purpose areas (HSCA Strategic Plan 2019-2021)

1. CONNECTING & ENGAGING RESIDENTS

- Added an additional weekly Chair Yoga Class
- Introduced Garden Share
- Launched first Local Food Week
- Began Caregiver Support & Gathering Groups
- Increased social media followers by **+762**
- Organized **2** Community Photoshoots



2. STEWARDING COMMUNITY PLANNING & DEVELOPMENT



- Engaged and shared learnings with residents, as a part of the work with the Hillhurst Sunnyside Planning Committee
- Supported the HSCA EPARC Infrastructure Division advocacy for flood mitigation and communicated objectives to stakeholders
- Hosted **12** HSPC Meetings & **~15** EPARC Meeting
- Led and showcased what we love about our community via 3 Jane's Walk tours (joined by 156 Calgarians)

3. SUPPORTING COMMUNITY LED-INITIATIVES

- Neighbours led the way with the popular Sunnyside Garage Art Tour on Jane's Walk weekend (55 participants)
- Climate Conversation at HSCA (attended by ~200 people)
- Neighbour Day (supported 4 community events with 60 chairs, 6 tents, 60 tables, and 7 games)
- Supported the River Clean-Up, Kensington Clean-up Crew & Water 4 Riley
- Supported City of Calgary engagement for Sunnyside Flood Barrier open house (over 200 people in attendance)



4. FOCUSING SOCIAL ENTERPRISES IN THE BEST INTERESTS OF THE COMMUNITY



- Our Farmers' Market hosted **25** vendors in Winter and **50** in Summer
- Our Summer Markets saw **~2000** weekly visitors
- We hosted over **50** Flea Markets
- **95%** of OOSC families were community residents
- **80%** of Daycare families were community residents with **15%** coming from community partner organizations Brenda Trafford & Calgary Housing



2019 AT A GLANCE



“There is a place on this planet where frontiers don’t exist, where no passport is needed [and] you can go on a trip around the world in just 90 minutes” (ESL Club Member, 2019).

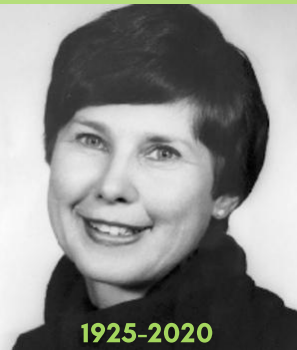
-  **36** ESL Conversation Club Classes
-  **77** Families Served with Fresh Food Basket
-  **49** Chair Yoga Classes
-  **12** Community Potlucks
-  **28** Neighbour Nights
-  **30** Knitting & Crochet Club Sessions

“Programs like [Neighbour Night & Community Potluck] make our community more lively, enjoyable and a great place to live and raise our children” (Neighbour Night Volunteer & Participant, 2019).





**IN MEMORY OF
DOREEN ORMAN**



Doreen's vision and activism helped shape the special character and charm of Hillhurst Sunnyside as an urban village; Doreen was HSCA Board President and a strong community voice behind the original 1988 Hillhurst Sunnyside Area Redevelopment Plan and against the proposed widening of Memorial Drive in the 1970s. To date, Memorial Drive is the only designated parkway in Calgary, hosting the Bow River Pathway - the crown jewel of Calgary's pathway system. Memorial Drive is popular for its scenic views of the river and hosts the Landscape of Memory and Road of Remembrance legacy projects.

The Orman Residence was the first home in Sunnyside to be designated as a Municipal Historic Resource for its architectural and cultural significance, to be protected for posterity, forever embedded in the historical fabric of the city.

We are honoured to dedicate this year's Hillhurst Sunnyside Community Association AGM to Doreen Orman, a community member who dedicated her life to the service of the community.

DONORS

PARTNERS

- City of Calgary
- Family & Community Support Services
- Government of Alberta
- Federation of Calgary Communities

SUPPORTERS

- Alberta Farmers' Market Association
- Alberta Views
- Liisa Hawes
- South Calgary Rotary Club
- The Lions Club of Calgary

CONTRIBUTORS

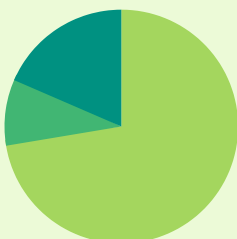
- Alberta Midwives Collective
- Benevity
- Catherine Smith-Muir
- Francesca Davenport
- John Paul Portelli
- Kerri Treherne
- Maria Lee
- Neighbour Day Park Party
- Norfolk Housing
- Origo Wines Ltd
- Sunnyside Natural Market
- Susan Harrigan
- TimberTown
- Alexa Hutchinson

- Andrea Hull
- Barb Gosling
- Casino Donations
- Catherine Smith-Muir
- Crystal Burnett
- Don Robart
- Elaine Morin
- Heather Richards
- Ian Hawkins
- Janette Hurley
- Joanne Gordon
- Kenny Chau
- Marion Musial
- Michelle Jackman
- Natalia Kuznetsova
- Phyl and Peter Toohey
- Shiori Saito
- Tamara Shepherd
- Wendy Weisshaar

**HSCA 2019
MEMBERSHIPS**

**Individual
18.5%**

**Senior
9.1%**



**427 MEMBERS
IN 2019**

**Family
72.4%**

**WE WELCOMED 4 NEW
MEMBERSHIP PARTNERS IN
2019!**

Vist www.hsca.ca

**2019 BOARD OF
DIRECTORS**

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- David Reese, Secretary
- Yasmeen Huq, Treasurer
- David Brindle EPARC Chair
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- Matt Crowley, Planning Committee Chair
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- Kristin Chow, Director at Large
- Kathleen Kenny, Director at Large
- Ryan Morstad, Director at Large