

**COLLABORATION
RESPONSIVENESS
ACCOUNTABILITY
ADVOCACY
ACTION ORIENTATION**



**REPORT TO
COMMUNITY
2013**

HSCA

Hillhurst Sunnyside Community Association

HSCA LEADERSHIP MESSAGE

Greetings! On behalf of Hillhurst-Sunnyside Community Association (HSCA) we are pleased to share with you our 2013 Report to Community. It goes without saying that 2013 will be a year to remember for HSCA and the residents we serve. We have tried our best to capture the most defining moments of 2013 in this report, while still honouring the great work that took place on behalf of residents that yielded a lower profile.

At the onset of 2013, the board of directors, with input from staff, met to establish a three year strategic plan. Out of that meeting five core guiding organizational values were identified to guide the leadership team. These were:

- Collaboration
- Responsiveness
- Accountability
- Representative Advocacy
- Action Orientation

Despite the fact that we could pinpoint many examples of how our staff, volunteers and community residents embody these values throughout the year, little did we know that in five months time, how critical these values would be in supporting the post-flood neighbourhood of east Sunnyside.

The community center, along with pockets of the neighbourhood themselves, filled and continue to fill the role of hub for community activity. In the week following the flood, the center became a CEMA muster point as well as a depot for supplies and food for residents. Many east Sunnyside residents and flood volunteers were dependant on the organizing and empowering efforts of the Crisis Café located at the eye of the storm's aftermath. In the months that followed, many residents found opportunities to connect with one another through organized open houses, street parties, the Community Farmers' Market and our three distinct community garden locales. Throughout all of this, HSCA continued to offer a variety of services and programs to serve our residents' interests and needs, including the expansion of our childcare services, art class programs and Community Food Programs. We are very honoured to have been able to offer something for everyone in 2013.

MISSION To preserve and enhance a healthy and vibrant quality of life for the residents of Hillhurst-Sunnyside

BOARD OF DIRECTORS 2013

This past year saw an amazing swell of resident activity on behalf of other residents. The aftermath of the flood brought countless community activists to the streets, first to break down the rot, then to work together to rebuild. The rebuilding efforts continue, and the leadership of our residents over these matters will be cherished for years to come. And as if this wasn't remarkable enough, HSCA volunteers continued to lead new and exciting projects to better the community such as; the reimagining of the Triangle Warehouse site, steering a multi-stakeholder cross-organizational task force on reviewing community-level urban development, re-igniting HSCA's retired community planning committee, while continuing to volunteer for many ongoing initiatives such as our bi-annual Clothing Drive, Sun and Salsa and community Soccer League.

As we reflect on 2013, it is clear to us that our guiding values, defined at the year's onset, remain as strong as ever, and we will continue to live them through our efforts in the years to come. We are honoured to work with community leaders who have seen what needs to get done, and get busy doing it without being asked. We look forward to a future where all Hillhurst-Sunnyside residents feel a sense of belonging to their neighbourhood and engage in the shared responsibility of making this a great community for their neighbours.



QUENTIN

TIM

Executive Team:

Tim Kitchen, Board Chair

Jeremy van Loon, Vice Chair

Bryan West, Secretary

Robert Perry, Treasurer

Members:

Dave White

Ken Uyeda

Katy Anderson

Kerri Treherne

Carla Bitz

Quentin Sinclair, Executive Director (Ex-officio)

The HSCA is strategically governed by a volunteer Board of Directors.

We're here to help our neighbours. We, as citizens, have the power to take people from devastation to hope.

- Mayor Naheed Nenshi



The Calgary Flood will be forever remembered as one of the most significant natural disasters to impact Calgary, but it will also be remembered for bringing people together on an unprecedented level. When the flood hit people from all walks of life united to preserve and protect their community, their neighbours, friends and strangers in a herculean effort that will forever define the spirit of Calgarians and the strength of our community. The Calgary Flood redefined volunteerism and what it takes to be a community hero.



RESPONSIVE

Nestled in the majestic river valley, with access to the city core and significant amenities, we are an established and connected urban centre. It's also these attributes that make our community vulnerable to natural and unnatural events – none more challenging than the Calgary Flood in spring 2013.





A YEAR IN REVIEW



2013 was a unique year for Calgarians – a year that tested the strength and resilience of our city and the communities that form the strong social networks that define it. Known for our high standard of living, strong economic performance and emerging cultural relevance individuals migrated to Calgary in numbers not seen since the boom times of the 80's.

Recognized for our highly desired location and strong community resources Hillhurst-Sunnyside was faced with calls for redevelopment and rapid urban restructuring that presented us with many complex challenges, and opportunities, that accompany growth and revitalization.

With a comprehensive strategic plan in hand, the Hillhurst-Sunnyside Community Association (HSCA) remains prepared to advocate and strengthen the assets, culture and diversity of our community ensuring that we retain the unique qualities that make our neighbourhood amongst the most diverse, safe and desired in Calgary.

As we enter 2014 the relevance of our strategic plan is more important than ever!

HILHURST-SUNNYSIDE FLOOD TASK FORCE

In June 2013 Alberta experienced a once-in-a-century event resulting in a flood that was the largest in Alberta's history. Nearly half of the community of Sunnyside had water in their basements. The entire neighbourhood of Sunnyside, as well as many of our neighboring communities, were evacuated for days with some of our neighbours yet to return home.

With incredible support from Calgarians, our community rallied quickly setting up a Crisis Café to coordinate services and provide critical support for residents impacted by the flood. Partnering with The City of Calgary, the community spearheaded a volunteer and service coordination effort at the HSCA where the Hillhurst Sunnyside Flood Task Force was born. Serving as a hub of response, volunteers and neighbours alike gravitated to the Centre seeking information, support and guidance as they united in an unprecedented show of compassion and resilience.

The Task Force now has 3 divisions: Community Response and Resiliency Division (CRRD), Infrastructure Division and Advocacy Division. A disaster response planning team has also formed and will be a collaboration of the CRRD and Infrastructure Division.

The CRRD has visited and contacted all the affected homes. Surveys have been collected regarding safety and immediate needs for over 300 households. The CRRD is also partnering with the Infrastructure Division to provide survey data to the City of Calgary who are studying flood mechanisms in order to prevent future flooding.

Thank you to our countless neighbours and many Calgarians who responded to our need, you are forever Flood and Community Heroes.



ACTION ORIENTED

On Wednesday, June 26th the local Farmers' Market quickly became a Flood Relief Event. Bands from Sled Island, and local food trucks arrived showing an overwhelming gesture of support for the community. A popular appearance by Mayor Naheed Nenshi rallied residents in an undeniable display of collaboration, recovery and hope.



Investing in an HSCA membership is an investment into our community. Everyone benefits from the social value created by supporting a strong and engaged community association, but none so much as the residents who chose to call Hillhurst - Sunnyside home.

As a vital community hub we are stronger with your support. Representing our residents in times of development and recovery we are committed to enriching the vibrancy and resiliency of our community and our quality of life for generations to come.



On June 24, 2013, Mayor Nenshi called upon Calgarians asking for 600 - 700 volunteers to meet at McMahon Stadium. Thousands answered his call for help. Over 200 made their way to Hillhurst - Sunnyside.

"On behalf of the HSCA and the residents of our community, we want to thank all of our neighbours for their outpouring of compassion and support."

Quentin Sinclair, Executive Director HSCA

HSCA

Hillhurst Sunnyside Community Association

Recreation Programs

- Outdoor soccer - 178 registered
- Badminton - 140 registered
- From salsa to yoga and everything in between the HSCA offers 17 programs that keep our community moving and shaking

Hillhurst - Sunnyside voted as the most livable neighbourhood in Calgary.

FFWD Calgary 2013

Seniors Programs

- 198 seniors registered in the CAFS program
- Over 91% of seniors surveyed believe that their participation in the CAFS program helped them retain their homes



500+

Participants engaged in Outreach Services from food programs to income tax clinics.

Community Food Programs

- From babies to seniors 345 residents participate in HSCA Community Food Programs
- New in 2013: Kids' Food and Garden Program, Community Food Network and Food Skills Cooking Group

166

Art Program Registrants

349

Flea Market Vendors

\$8,745

Farmers Market Flood Relief

DID YOU KNOW

- There are 20,000 active volunteers in the community association movement in Calgary
- 156,000 Calgarians are members of their community association – that represents just over 10% of the population
- Close to 10,000 people call Hillhurst – Sunnyside home
- In 2013 community membership dropped to 6% of the population holding membership, we need to reinvest to sustain post-flood services and encourage you to invest in an HSCA membership
- Hillhurst – Sunnyside is home to the vibrant and eclectic Kensington district, Riley Park, McHugh Bluff Stairs and Calgary Curling Club

WINNERS OF THE CITY OF CALGARY'S FIRST-EVER CITIZEN FOCUS AWARD: BOW TO BLUFF PROJECT

The community of Hillhurst-Sunnyside required a platform extension and sub-station built at the LRT station. With the help of some amazing volunteers the sub-station was built in a different location than originally planned minimizing the amount of park space reclaimed.

Over 2,000 concerned citizens were engaged in the Bow to Bluff Project.

“ In a village there are meeting points for people to converse, share ideas and concepts, and to create and fully participate in community. The HSCA is truly a gathering hub for the residents of Hillhurst - Sunnyside ”



PROGRAMS

The vitality and livability of a community is influenced by many things: its proximity to accessible resources, services, programs and facilities that promote healthy living; its diversity, connectivity and relevance to its people; but most importantly its ability to enhance the wellbeing of those who call it home.

We know that healthy lifestyles and healthy communities are important at every stage of life!

That's why we believe providing year-round services for all of our neighbours is what makes a community vibrant and sustainable.

COMMUNITY FOOD PROGRAM

Our Community Food Program (CFP) keeps on growing. Home to several initiatives that seek greater food security, sovereignty and justice, such as the summer and winter Farmers' Markets, the HSCA has developed a food security program establishing Hillhurst - Sunnyside as a thriving community food hub.

From our famous Farmers' Markets, to our coveted community gardens, we foster the belief that the creation of a sustainable, organic food system, environment and community is vital to increase the wellbeing and health of our neighbours. Midway through our three-year Community Food Strategy we have 345 enthusiastic registrants in the Program.

A significant addition to our CFP is our Winter Farmers' Market. With 20 vendors, live entertainment, culinary delights and our informative workshop series, known as Local 301, Calgarians have a unique opportunity to learn about how to build sustainable food systems.

“I've been to markets throughout the world and can tell you this is a world-class treasure.”



People travel for miles to attend our renowned Farmers' Markets. Hosting between 1,200 and 1,500 visitors at each market our 37 local vendors and 22 non-profit booths offer delectable delights and local fare reminiscent of days gone by.

OUTREACH PROGRAMS

HSCA oversees and maintains a variety of Outreach Programs on behalf of the community. From identifying community issues, needs and problems with vulnerable populations to developing new community-based programs, workshops and resources we raise public awareness on relevant issues and promote self-help.

Our diverse offering of Outreach Programs seeks to encourage participation as well as development and commitment to strategies of change. We provide leadership and coordination of programs ranging from tax clinics, to clothing distribution days to learning opportunities and advocate on behalf of our residents of Hillhurst - Sunnyside

SENIOR PROGRAMS

Hillhurst - Sunnyside is an established and vital community built on the vision and foresight of our original residents – many of whom still call our neighborhood home. Last year we had 198 senior clients, including 20 couples, registered in our Community Assistance for Seniors (CAFS) program. The Program provides seniors with the appropriate amount of support to allow them to remain in their homes, and community for as long as possible.

In response to our annual CAFS specific seniors satisfaction survey we are delighted to share that close to 90% of respondents indicated that access to HSCA programs and services helps them to independently remain in their own homes.

I would like to thank HSCA for all the help and assistance I have received, I hope to recover my health and be able to access more services and so begin to start living again. God Bless you!



ADVOCACY

Hillhurst - Sunnyside is a progressive and rapidly evolving community that plans for change. Faced with significant population growth, mixed-housing applications, business development and condominium conversions we need to be at the forefront of conversations that impact our community. For a neighbourhood entrusted with the preservation of rich historical and architectural gems, and an abundance of green space, it is our duty to advocate on behalf of thoughtful development. That's why we support our Community Planning Committee (CPC) – a vital voice that represents the vision of Hillhurst - Sunnyside at City Hall, with developers and urban planners throughout the planning stages.

Additionally, HSCA has representatives acting on our behalf, on boards and committees of organizations that operate in or near our Community. Providing advocacy and input, their voices represent our position on issues and initiatives that affect our community and quality of life.

CHILD FOCUSED PROGRAMS

We're pleased to report that 2013 saw increased enrollment in our Out of School Program with 169 children registered. New to HSCA our Kindergarten program, offered on-site at the HSCA recreation centre, has been enthusiastically received by young families in our community.

With the addition of the Kindergarten program we explored unique opportunities to further enrich childhood development by introducing Playschool and Kindergarten Buddy Programs. Loved by kids and parents alike, the social and mentorship collaboration between students is a highlight in many a child's day.



GREAT PUBLIC SPACES

Supporting the creation of great public spaces and safeguarding the integrity of existing ones is a role we take seriously. We are blessed to live in one of the most desirable communities in Calgary and are aware of the role our gardens, parks and historical buildings have on the vitality and livability of our community. That's why we support our community by participating on committees that foster and enrich our great public spaces. From our Community Vitalization Committee to our Heritage Taskforce we focus on preservation and utilization of our amazing treasures.

GETTING CREATIVE

Nurturing the health and wellbeing of community means more to us than simply offering programs that allow people to be active – it means offering programs that allow people to get involved. Being social is a huge factor in building an inclusive and safe community. A community that recognizes the needs and desires of its residents and responds by offering socially inclusive programming is a community that bonds.

That's why we offer a Christmas Lunch for our seniors, multiple art classes, book clubs and a wide array of social events for our neighbours. We also partner with organizations that provide programs and services through the HSCA. Connecting our members to the activities, resources and services they need to live healthy and social lives is at the top of our list of priorities.

ARTIST IN RESIDENCE

In 2012 Hillhurst Sunnyside Community Association was selected as a participant in Calgary 2012's Artist in Residence Program. The goal of the project was to bring art to public gathering places in Calgary. As a hub for community, we wanted to ensure that our building was as welcoming and inclusive as possible, so working with local artist daniel j. kirk, we embarked on a labour of love with a vision of honouring the rich history of Hillhurst – Sunnyside while capturing the dynamic vision of our future.

Drawing on the theme, Looking Back, Calgary Now, and Calgary Forward, we reached out to residents, past and present, to share their stories and hopes for our community. What resulted is a welcoming multi-faceted mural mounted at the main entrance of the HSCA, as well as, a Collage of Quotes from current and former community residents inside the building. This tribute is a legacy of the rich and diverse culture that captures the vitality and spirit of Hillhurst – Sunnyside.





COLLABORATION

VOLUNTEER APPRECIATION

In 2013 our volunteers redefined what it means to give of your skills, talent and treasures to strengthen and safeguard community. Our volunteers were amongst the first to mobilize when the flood hit. Taking to the streets to help their neighbours, they rallied to keep vital programs operating as they provided hope and continuity amidst chaos. They created opportunities for us to gather and celebrate, or just to gather and find normalcy in a year of change.

DONOR RECOGNITION

Thank you to our many friends and supporters who generously invest their trust and resources into supporting the continued viability of the HSCA. Your gifts are precious and we steward them wisely. Through your generosity we're able to invest in programs and activities that strengthen the resilience and improve the health of Hillhurst – Sunnyside and our nearly 10,000 residents.

Partners; Apiaries and Bees for Communities, Brew Brothers, Calgary Horticultural Society, Calgary International Film Festival, Community Kitchen Program of Calgary, CRA's Community Volunteer Income Tax Program, CUPS, Green Calgary, Institute of Chartered Accountants of Alberta, Sled Island, Sunnyside Natural Market, Women in Need Society, Various Urban Farmers and Community Associations, Women in Need Society.

Supporters; Anonymous Flood Relief donors and supporters, Family and Community Support Services, Cochrane Landscape Supply Ltd., Choice Office Furniture, Government of Canada – Canada Summer Jobs, Government of Alberta – Community Facility Enhancement Fund, Harvest Fair Contributors, Original Joe's Kensington, Osteria Di Medici, Red Cross, The Calgary Foundation, United Way of Calgary, Wonder+ Cares Healthy Active Kids Grant Program.

Contributors; Brooklyn Clothing, Elbow River Marketing Ltd, Elizabeth House, Framed on Fifth, Gratitude Café, Kensington Art Supplies, Kensington Auto Pro, Kensington Business Revitalization Zone, Kensington Fitness Studio, Kensington Riverside Inn, Kensington Running Room, Kids Up Front! Foundation, Lifesport, Livingston & Cavell Extraordinary Toys, Manana Imports and Gifts, Marathon Ethiopian Restaurant, Midtown Market Calgary Co-op, North Hill Safeway, Pushing Petals, Queen Boutique, Ridley's Cycle, Shwarma Station, Sundrops, Swizzlesticks Salon & Spa, The Roasterie, West Hillhurst Community Preschool, Yi Ling Cheng Hair Styling, YMCA of Greater Toronto, YYC Acupuncture Relief Project.

STATEMENT OF FINANCIAL POSITION

| | <u>2013</u> | <u>2012</u> |
|--|---------------------|---------------------|
| ASSETS | | |
| CURRENT ASSETS | | |
| Cash and Cash Equivalents, unrestricted | \$ 369,968 | \$ 332,592 |
| Internally Restricted Cash | 10,000 | 10,000 |
| Externally Restricted Assets | 158,142 | 138,378 |
| Accounts Receivable | 17,005 | 12,092 |
| Government Receivables | 19,626 | 5,207 |
| Prepaid Expense | <u>11,485</u> | <u>6,710</u> |
| | 586,226 | 504,979 |
| PROPERTY AND EQUIPMENT | <u>765,654</u> | <u>659,044</u> |
| | <u>\$ 1,351,880</u> | <u>\$ 1,164,023</u> |
| LIABILITIES AND NET ASSETS | | |
| CURRENT LIABILITIES | | |
| Accounts Payable and Accrued Liabilities | \$ 33,366 | \$ 24,278 |
| Deferred Revenue | 33,641 | 13,418 |
| Deferred Cash Contributions | <u>158,142</u> | <u>138,378</u> |
| | <u>225,149</u> | <u>176,074</u> |
| DEFERRED CAPITAL CONTRIBUTIONS | <u>629,750</u> | <u>507,985</u> |
| NET ASSETS | | |
| Investment in Property and Equipment | 135,904 | 151,059 |
| Internally Restricted Assets | 10,000 | 10,000 |
| Net Assets, unrestricted | <u>351,077</u> | <u>318,905</u> |
| | <u>496,981</u> | <u>479,964</u> |
| | <u>\$ 1,351,880</u> | <u>\$ 1,164,023</u> |

REVENUE



EXPENSES



A STRONG FOUNDATION

Hillhurst Sunnyside Community Association (HSCA) has been providing comprehensive services and programs that enhance the quality of life and well-being for residents of the Calgary Community of Hillhurst and Sunnyside for 65 years.

Registered as a society in 1948, our roots go back to 1912. Building on a strong foundation of community engagement, HSCA became a registered charity in 1980 and collaboratively works towards enhancing the reach and impact of our services.

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