



HSCA

Hillhurst Sunnyside Community Association

REPORT TO COMMUNITY 2014

MESSAGE FROM THE BOARD AND EXECUTIVE DIRECTOR

Greetings residents!

On behalf of HSCA we are pleased to present you with our 2014 Report to the Community. It goes without saying that 2014 was a quieter year around the community compared to 2013. However, as we look back on the last 12 months, it would seem we didn't skip a beat in trying to deliver the best possible programs and services for residents of Hillhurst Sunnyside. In particular, we'd like to highlight the following accomplishments in 2014:

An Increase in Community Engagement!

Over the last year, a number of programs engaged with a greater number of residents on issues of importance to the community. Our Planning Committee saw a significant increase in membership as well as community participation in reviewing applications through their new online portal on Mightybell (<http://mightybell.com/communities/hsc-community-planning>). A new process was also piloted that increased engagement with developers, the BRZ and city officials at earlier stages of the planning process.

As many residents can attest, 2014 was a ground-breaking year for the engagement with the community at the former "triangle site". Many residents were able to participate in creating an engaging and artistic space in partnership with the ContainR project. Sunnyside was also abuzz with the Flood Volunteers' Appreciation party, which took place in June of 2014. Many residents came together to organize and contribute to this commemorative event.

As an organization, HSCA enhanced its engagement technology with a revamp of our website and launch of a monthly e-newsletter. 2014 closed out with over 1,400 subscribers to the newsletter, with over 50% readership on a regular basis (beating industry standard). HSCA also hosted a landmark engagement event in November, titled imagineHSCA, boasting over 80 residents in attendance. Participants were given the opportunity to offer feedback on the future priorities of their association and this feedback is close to being galvanized into a focused vision for HSCA's future.

MISSION

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

Program Growth!

Over the last year several HSCA programs grew in remarkable ways. HSCA's successful Farmers' Market doubled its presence through the winter months, offering greater choice for residents to access local foods through the off-season. The Community Food Program in general saw increased participation across the board, as more community members took interest in growing or cooking healthy local food.

Our Out-of-School Care program grew from a licensed capacity of 56 children to 70 children, thus supporting Hillhurst families to meet their needs for essential services in the community. The HSCA Board of Directors also solidified its commitment to emergency preparedness and created a dedicated board committee for emergency planning. This new committee grew the overall programming mix at HSCA in new and community-centered ways.

Experience is only valuable if you take the time to reflect on it. And as we reflect on 2014, we acknowledge that growth and engagement were ambitious goals that brought exciting rewards to the community as they came to fruition. As a support organization for building community in Hillhurst Sunnyside, we have been honoured to serve such a great community and 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.

BOARD OF DIRECTORS

Executive Team:

Tim Kitchen

Jeremy van Loon

Andrew Kuzma

Robert Perry

Members:

Kerri Treherne

Robert McKercher

Carla Bitz

Ken Uyeda

Susanne Dicocco

Buki Akinlade

Michelle Duxbury

Louisa Lungu

Quentin Sinclair

Executive Director



TIM

QUENTIN



The Year of the imagineCalgary Partnership

In December of 2013, Hillhurst Sunnyside Community Association Board members approved a partnership with imagineCalgary (iC). By signing on as an iC partner, we acknowledged that we were committed for the long-term to assist in shaping Calgary as a “great place to make a living and a great place to make a life” – iC vision.

In early 2014, Board representatives met with iC staff to discuss how to best implement imagineCalgary into HSCA. We had a responsibility to our residents to uphold our mission statement and prioritize the needs of Hillhurst Sunnyside. It turned out, that several of the imagineCalgary targets were being met, or strived toward through HSCA programming that already existed.

But how could we leverage our partnership with iC and really engage residents on assisting the organization with prioritizing our strategic objectives for the next 10 years? And how could we emerge as a leader in methods for achieving iC targets?

HSCA and iC staff met in the summer to identify areas in which the community association delivered programming, areas in which we struggled, and areas we’d completely overlooked. Work was then done to draft priority areas for the organization that required further input from residents. A community wide engagement event was proposed to gather this input and feedback – imagineHSCA.

We presented impact statements related to iC system targets for the following themes: Environmental Sustainability, Community Voice, Capacity Building, and Sense of Belonging. Residents watched presentations from individuals living and/or working in Hillhurst Sunnyside on community initiatives related to one of these four topics. They then provided feedback during roundtable discussions of each area and voted on priorities important to them.

Feedback was collected into the beginning of 2015 and Board members are currently sifting through the data for key trends. The outcome for this engagement process is to use the information to refine HSCA's guiding priorities and overall purpose. We also hope to identify ways in which we may support and empower residents of the community in their interests and priorities for the community and the association.

PROGRAM UPDATES

Out-of-School Care

The Out-of-School Care (OOSC) Program focuses on families and children in Hillhurst Sunnyside. We offer quality childcare programming to all the families we serve. 2014 was a big year for the program's expansion and included a growth in available spaces within the program, transition and expansion of our soccer program, and increased enrollment in our summer camps.

BY THE NUMBERS: 2014 2013

Registration spaces:	70	56
Avg. children enrolled/month:	62	54
Avg. summer camp enrollment/week:	50	35
Soccer registration:	230	180



Seniors' Outreach

The Community Assistance For Seniors (CAFS) program provides housekeeping, yard work and snow removal support for seniors and handicapped individuals living in the Hillhurst Sunnyside community, as well as seniors in 11 other communities in the NW and NE quadrants of the city. The intention of this support is to assist seniors to remain in their homes as long as possible, or as long as they choose. A senior friendly visiting component is also a part of the program and area residents drop in on Monday afternoons to socialize with one another and play cards.

served in CAFS
Program

Housekeeping: 127

Yard Work: 57

Snow Removal: 72

"I would not be able to take care of myself living here; my ability to do physical things is very limited. We've lived in this house since October 1961, it's our world."

214 total clients
served in 2014

Increase from 198
served in 2013



"I love meeting new people and learning new skills and food preparations."

– Food Skills Cooking Group Participant

Community Food Program

The Community Food Program (CFP) aims to create replicable and sustainable community food programming that engages citizens in food and poverty issues and provides a comprehensive range of supports, enabling residents of Hillhurst Sunnyside and beyond, to cook and grow high quality food while transforming the urban food system. We strive to draw in people of all ages and backgrounds to participate in community through food and gardening.

Participants*

Local 301
296

CFP Network
10

Kids' Program
71

Food Skills
Cooking Group

21

Sunnyside Shared
Garden Swap

38

Numbers do not necessarily represent unique participants

Community Gardens

32

Hillhurst Sunnyside
Community
Gardeners

22

Kensington
Community First
Gardeners

18

Sunnyside Shared
Gardeners

Community Gardens in Hillhurst Sunnyside have provided valuable engagement activities for our residents and many gardeners also actively volunteer for events, initiatives and committees at HSCA.

2014 marked the 25th anniversary of Hillhurst Sunnyside Community Garden (HSCG). A garden party was thrown in late August to commemorate this milestone. Residents of Hillhurst Sunnyside, community gardeners from throughout the City and former HSCG gardeners attended and enjoyed garden tours, large photos from 1989 of the garden's first days, a collaborative art project organized by Michelena Bamford of Wild Wolf Studios, fresh fruit and veggies from "The Apple Lady," and the music of the Sadler Brown band in the neighbouring Hollicky Park and Community Orchard.

Hillhurst Sunnyside Planning Committee

The Hillhurst Sunnyside Planning Committee (HSPC) reconvened in 2014 due to unprecedented growth and development in Hillhurst Sunnyside. The committee is designed to inform, engage and empower residents on issues and projects in their community. HSPC also has a role in defining and communicating community context to the City of Calgary, developers and the community at large.

There is an unprecedented and growing amount of development in the community with over 80 development applications received in 2014. Some of the most visible projects in the works are located on 10th Street and Kensington Road. There are also huge changes to the residential core: a large number of new infill and multi-family homes as well as two new multi-residential condo buildings that will add 100 units on the southern periphery of Riley Park and 5th Avenue.

The physical and built form of the environment has a lasting effect on the lives of community residents – on whether or not they walk, drive, bike or use transit and how they live/work/play in their neighbourhood.

The ability to help shape the urban form of one's surroundings is an integral part of contributing to a collective community vision (or voice) and giving back to the community.

HSCA PLANNING COMMITTEE (HSPC)

Revitalized Planning Committee and new Terms of Reference ratified in December 2013

Formal letters of comment
sent to the City of
Calgary for **major** projects

8

Ongoing initiatives and projects

12

Number of newsletter articles

19

5

Formal letters
of comment
for **infill** projects

150

Approximate
volunteer
hours per month

one

Revised site plan as a result of input
from the HSCA Planning Committee

Major projects appealed

2

Statistics over a one year period (January 2014 to December 2014)

Emergency Planning & Response Committee (formerly the Flood Task Force)

The Emergency Planning and Response Committee (EPARC) is a permanent standing committee of HSCA whose main purpose is to assist the HSCA staff and community residents in preparing for and responding to area-wide and facility-specific emergencies.

In 2014, EPARC was able to expand its efforts thanks to financial support from The Calgary Foundation and the Red Cross. The committee, along with HSCA support staff, consists of 19 actively involved volunteers from the community. Our work has centered around helping flood-affected residents recover financially and emotionally, increasing community resilience, improving preparedness for future emergency events, and actively working with partners to mitigate future disaster risks.

Program Highlights

Community Leaders Program:
10 committed volunteers, representing blocks in East Sunnyside. 100 residents reached to share information on the program.

Training: Spring/Summer months
14 residents reached through training opportunities, Fall training program led to an additional 25 participants.

Emergency Kit Delivery Preparedness Sessions:
Distributed 90 first aid / emergency kits. 10 given to participants at emergency preparedness session held for Sunnyhill Housing Coop.

Community Update Events / Infrastructure Advocacy: March 12 & October 23 events hosted by City. Combined attendance of around 200 (150 in March, 50 in October).



Pumps & Berms in Sunnyside: City of Calgary dedicated two six-inch pumps specifically for Sunnyside during the 'flood' season each year.



June 22 Flood Volunteer Appreciation Event: Over 15 volunteers assisted with organization and 500 people attended the event.



Jane's Walk in Sunnyside: On May 3rd participants came together at the Crisis Café site & walked throughout Sunnyside, sharing flood experiences and learning about flood infrastructure and pending improvements.

Crisis Café Bench:
Commemorative bench now located on the Crisis Café site.

Trickster Theatre Sunnyside Flood Project: Students from Sunnyside School conducted interviews with flood affected residents to form the basis for performance pieces.

Community Outreach

With heavy hearts, we said so long to our Outreach Coordinator, Elizabeth Chong at the end of March this year. The Outreach program is currently undergoing a transition and Elizabeth stepped down from her role to enjoy semi-retirement. Her rest is well deserved and staff, volunteers and HSCA outreach clients will miss her dearly – though she has threatened to check in on us regularly.

We caught up with her before she left for a cruise around the Caribbean and asked her to share some of her highlights and experiences as a social worker at HSCA.

Elizabeth worked fulltime as a stay at home mom raising her three children. But when her kids were old enough, she transitioned into social work in order to share her time and experience with the community. Elizabeth has been a social worker at HSCA since September 9, 2005 (almost 10 years).

She enjoyed the flexibility HSCA afforded her. "If I wanted to go see a client on a weekend, I felt comfortable doing that. Popping in at 6 o'clock to watch Judge Judy with them while I visited, I could do that too," she says. Those clients are what Elizabeth says kept her at HSCA for so long.

Elizabeth also recalls with fondness the multi-cultural dinners she used to arrange for the community. "Residents and friends came out." She says, "It was great."

Another highlight for her was the construction of the daycare playground. "All the volunteers came in and we had food donated."

While Elizabeth believes it is time for her to move on she will be sad to

leave. "I've made lots of friends here," she says. "And I'll miss some of the people I work with. I'll miss hounding some of the facility attendants."

Facility staff expressed that they also will miss being "hounded" by her. But more than that, they will miss the quality of spirit that portrayed Elizabeth always as a mother figure. David says, "I'll miss her sense of humour. She's always looking out for her clients and I will miss her caring nature and dedication."

Anyone who knows Elizabeth knows that she's also generous with advice. Her advice for aspiring social workers: "Show off your skills if it transfers into your professional life because that's how you'll come across to your clients. There are boundary issues – I realize

that – but sometimes those boundaries can be overcome and you can develop relationships by sharing a bit of yourself with the clients. One of the things I've always said is, you have to know where you're coming from to know where you're going." Elizabeth definitely has a strong sense of her self and a tie to where she's come from. She says, "I come from Jamaica. Jamaican me crazy! I'm the eighth of ten children I come from a very strong line of women in the family and I'm glad. I'm happy to be where I am. I think I just got good common sense and values from my family."

We will miss her humour, insight and presence at HSCA. But we thank her for her hard work and dedication and we know that she will keep busy with her training through the Sistership, her son's upcoming wedding and her three dogs Turlough, Tucker and Toto.



"I think she has that skill of blending humour with compassion. It's obvious when people who met her leave our building, they feel more confident, they have the feeling that somebody is there for them, cares about them & tries to help them." - Nicoleta Vulcu



"When I'm doing art, it gives me a sense of belonging."

— participant from Kathy Aldous-Schleindl's youth art sessions

ARTS & RECREATION

Art Classes

In 2014, art class programs at HSCA expanded to include three children's sessions for ages ranging from 6 – 17 years, two homeschool children's sessions, and new adult acrylic and watercolour classes. In total, 76 unique participants were engaged in art classes at HSCA. The classes even inspired new renters at the facility to offer their own art programming such as life drawing sessions and various sales or showcases.

2014 was not without its growing pains and we regret to report that long-time instructor Mary-Leigh Doyle moved her sessions from our facility. But we are optimistic with the growth experienced last year and have already heard many great things about the children's programs and our new instructors Andrea Slack and Kathy Aldous-Schleindl, as well as Joy Kaitman.

Bowview Pool

Bowview offers recreation opportunities for families, kids and adults of all ages. Special events at the pool, such as our Bowview Poolooza and weekend family pool parties provide a gathering place for community members and their families to come together during the summer.

During 2014, we ran 9 weeks of Red Cross swimming lessons, running all preschool and swim kids levels. We also ran 3 courses of Bronze leadership classes for youth 11 and older, as well as first aid, Red Cross, and lifesaving society recertification courses for aquatic leaders.

We ran a full slate of swimming lessons each week, with 5 instructors, a 20% increase from 2013. Our leadership programs capacity was increased 66%. Our public swims had 3 different summer camps coming to the pool each week, and our drop-in swim numbers were approximately the same as 2013.

Triangle Site: ContainR

Article by Sandra Sawatsky (full version available on www.hsca.ca)

Springboard Performance, HSCA, volunteers, organizations, artists and community leaders have been working diligently to realize the goal of a vibrant Art Park and shipping containR village in Sunnyside where all people are welcome. Great strides were made in 2014.

Springboard Performance and the Hillhurst Sunnyside Community Association are partners on the containR site. Our shared goal is to encourage placemaking and community engagement. It is an evolving site and represents the varied interests of the people. To capture those interests our theme is "a 100-mile diet of creative ideas" that nurture and enrich life within our city.

We are excited by the wave of ideas and expressions of interest that have come our way from our recent call for proposals and look forward to more events, more gardens, more activities and more fun in 2015.



VOLUNTEER APPRECIATION

HSCA has over 190 regular, active volunteers across all of its programs. We honour our volunteers through our AGM Community Service Awards, annual Volunteer Dinner and, in 2014, our Flood Volunteer Appreciation Party.

Without the hard work of our dedicated volunteers, HSCA would struggle to deliver strong, community-minded programming and initiatives. The plethora and diversity of HSCA events would not be possible.

We Thank You!



The June Flood Volunteer Appreciation Party was unbelievably successful. More than 500 people spent their afternoon with us eating food, playing games, watching students from Sunnyside School perform a commemoration piece, and getting to know their neighbours. 'Thank You' signs remained on Sunnyside resident's lawns for months after the event, allowing that message of community spirit and resiliency to remain visible long after the party was over.

Get Involved!

HSCA is always looking for volunteers! We need volunteers for community events like the Bow River Clean-up, Charity Casinos, Farmers' Markets, Clothing Distribution Days, and the list certainly goes on. We also need volunteers to serve on our Standing Committees and Special Project Committees. At HSCA we strive to provide volunteer opportunities that grow the skills of our volunteers, but also factor in their current talents and resources to ensure the best collaboration possible.

MEMBERSHIP

Membership comes with many benefits, but it also supports the association in a monumental way. Due in large part to the continuing support of our members, HSCA is able to continue to provide significant educational, recreational and social services, including free space for parent & tot groups, drop-in tennis, and clothing distribution days. Membership sales also enable HSCA to host a variety of important community events like our annual Bow River Clean-Up and the HSCA Farmers' Market!

Members also receive up-to-date information on a variety of events sponsored and hosted by the association.

In addition to making a difference in the community, purchasing a membership earns you discounts at local businesses and on select HSCA programs!

HSCA programs discounted with membership include: Art classes, Bowview Outdoor Pool Swimming Lessons, Facility Rentals, Tennis Courts and some special event admissions.

2015 Membership Partners:

Flippn' Burgers, Float Life, Framed on Fifth, Kensington Auto Pro, Kensington Riverside Inn, Marathon Ethiopian Restaurant, Pushing Petals Flowers, Sunnyside Natural Market, Swizzlesticks Salon & Spa, Tyler Paturel Athletic Therapy



Become a Member Today!



DONOR RECOGNITION

HSCA gratefully acknowledges the sponsorship and donations of various funding agencies, organizations, businesses and individuals. Through your generous support we are able to invest in programs and activities that assist us to ensure our mission “to preserve and enhance a healthy and vibrant quality of life for the residents of Hillhurst-Sunnyside”.

These donations help HSCA bring quality social, recreational and cultural services to our 10,000+ residents of Hillhurst Sunnyside and to the citizens of Calgary at-large.

Partners: Alberta Health Services, The Calgary Foundation, Calgary Outdoor Swimming Pool Association (COSPA), Carya, The City of Calgary, imagineCalgary, Family and Community Support Services (FCSS), Kids Up Front Foundation, Red Cross, Springboard Performance



Supporters: Canada Summer Jobs Program, Province of Alberta, E-Squared Consulting Inc., First Calgary Financial, Lions Club of Calgary (Kensington), Nickle Family Foundation, Safeway, Sammies, Servus Credit Union

Contributors: Alberta College of Social Workers: Calgary Social Workers for Social Justice, Adaptive Engineering, Beadworks, Blu Planet Recycling, Calgary Allied Arts Foundation, InFokus Design, Kensington BRZ, Kensington Wine Market, The Loop, Nexen Energy ULC, Peasant Cheese Shop, Oak Tree Tavern, OM Body Sugaring, Sandstone Asset Management, Shell Canada, Sonchris Developments, Sunnyside Natural Market, Swizzlesticks Salon & Spa

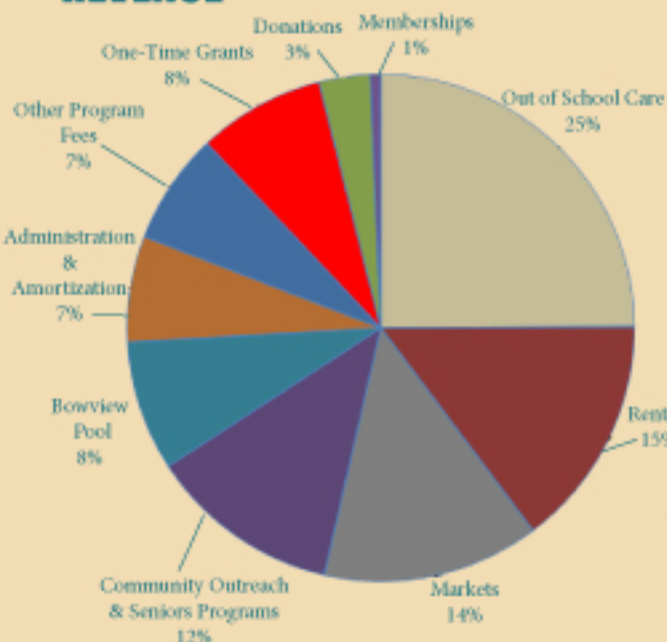
Donate

Your donations go a long way to assisting with the sustainability of our multiple and diverse programs. To contribute please visit our website: www.hasca.ca or mail your contribution to:

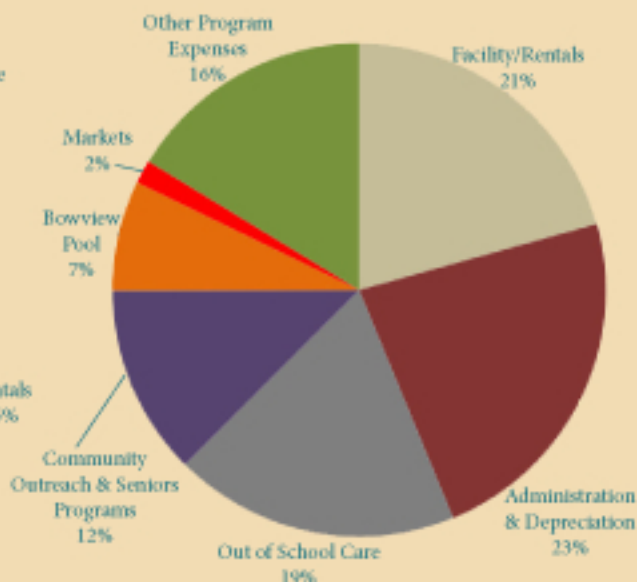
HSCA - Donation
1320 5 Ave NW
Calgary AB T2N 0S2

FINANCIALS

REVENUE



EXPENSES



STATEMENT OF FINANCIAL POSITION

HILLHURST-SUNNYSIDE COMMUNITY ASSOCIATION

STATEMENT OF FINANCIAL POSITION

Audited

December 31, 2014

	2014	2013
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents, unrestricted	\$ 191,153	\$ 369,960
Internally restricted cash (Note 3)	10,000	10,000
Externally restricted assets (Note 4)	296,015	145,067
Funds in Trust - Bow to Bluff (Note 5)	12,873	13,075
Short-term investments (Note 6)	250,000	-
Accounts receivable	5,061	17,005
Government receivables	12,232	19,625
Prepaid expense	564	11,485
	<u>760,338</u>	<u>586,226</u>
CAPITAL ASSETS (Note 7)	740,430	765,654
	<u>\$ 1,501,771</u>	<u>\$ 1,351,880</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and accrued liabilities	\$ 38,917	\$ 33,366
Funds in Trust - Bow to Bluff (Note 5)	12,873	13,075
Deferred revenue	23,533	33,641
Deferred cash contributions (Note 4)	298,015	145,067
	<u>373,338</u>	<u>225,149</u>
DEFERRED CAPITAL CONTRIBUTIONS (Note 6)	629,136	629,750

NET ASSETS

Investment in capital asset	112,297	135,904
Internally restricted assets (Note 3)	10,000	10,000
unrestricted net assets	397,000	351,077
	<u>519,297</u>	<u>496,981</u>
	<u>\$ 1,521,771</u>	<u>\$ 1,351,880</u>