



**CALGARY
FOUNDATION**
FOR COMMUNITY, FOREVER

Genesis Centre STORY/TESTIMONIAL

The Genesis Centre was built to serve previously underserved northeast communities with a multipurpose facility that gave residents a place to gather, worship, play, work out, learn and be healthy. It was a multi partner effort between City of Calgary, YMCA Calgary, the North East Centre of Community Society, Calgary Public Library and Calgary Soccer Association. The original mandate of all fundraising efforts was to include a fund for life cycle maintenance and improvements over time. After completion of the centre, they were under budget which meant they had an even larger amount of money (and a larger responsibility) to plan for the future. As executive director Sherry King puts it, "The Genesis Centre was built to serve generations of community members – for fifty, even one hundred years into the future." So it made sense for the organization running the centre to look for ways to deliver on that promise.

What better organization to ask about serving community with a vision for the future than YMCA Calgary? As a vested partner, the Y had a lot to say about their experience with large facility management and the need for an investment that could provide revenue needed for infrastructure and maintenance. YMCA Calgary recommended that the Genesis Board look at Calgary Foundation. The Board had to do their due diligence on the project so over many months they invited presentations from banks to private brokerage firms. After the Calgary Foundation's presentation however, the partners convened and had a simple conversation. They quickly decided that setting up an account (long-term pooling agreement) with Calgary Foundation was the best fit. Equally important was Calgary Foundation's mission to "build community, forever" - something that perfectly aligned with the centre's own long term vision of community building.

The account represents a major reserve from which to draw for lifecycle maintenance or expansions and improvements. Ms. King says that "having this financial backstop means the organization has more trust and faith in the future. It allows our team to be more flexible and less worried about making certain programming decisions." She also loves that Calgary Foundation does the bulk of the work of figuring out what each partners' piece of the account generates annually, which allows them to try new things and explore many avenues for greater impact. "It's brilliant! And it's super easy to monitor our account, get reports... make deposits of surplus revenue or withdrawals for projects." Ms. King enthusiastically endorses having a conversation with Calgary Foundation for developing a long term sustainability strategy. "Having the power of more than seven decades of building community in your pocket is amazing - they have the expertise, the right mandate and the experience."