

ANNUAL REPORT 2025



CPHR

CHARTERED PROFESSIONALS
IN HUMAN RESOURCES

Alberta

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MESSAGE FROM THE CHAIR

CPHR Alberta has achieved notable progress since our last Annual General Meeting (AGM), thanks to the dedication of our members, volunteers, partners, and staff. Collectively, we have enhanced the value of the CPHR designation, broadened professional development offerings, and cultivated stronger connections with government, post-secondary institutions, and business leaders.

It has been a year of significant milestones. We are concluding in a position of financial stability, and our membership has increased by six (6) percent, underscoring the strength and vitality of the human resources (HR) community and affirming that our Association continues to attract engaged professionals.

The launch of our 2026–2028 Strategic Plan marks a defining achievement. Developed through comprehensive member engagement, thorough market analysis, and alignment with CPHR Canada’s national priorities, the plan reflects a cohesive effort led by our Board and operations team. It is forward-looking, data-driven, and pragmatic, designed to advance the HR profession and support for our members, reaffirming our dedication to fostering a resilient and inclusive HR community.

Pursuing self-regulation remained a significant priority throughout the year. Our advocacy efforts deepened relationships with government and strengthened HR’s presence in key policy conversations. As the legislative landscape continues to evolve, we remain committed to engaging government as a credible and constructive partner, ensuring the HR profession’s voice is heard where it matters most.

Board governance remains strong, reflected in the 26 highly qualified applicants, 11 public members and 15 Chartered members, who expressed interest in joining the Board. This depth of interest speaks to the strength of engaged leadership within our profession. Through our governance efforts, we continue to refine best practices, ensuring CPHR Alberta remains an inclusive, forward-thinking, and strategically aligned organization.

As we look ahead, I want to extend my heartfelt gratitude to my fellow Board members, dedicated volunteers, and professional staff for their commitment to advancing the HR profession. I am confident that CPHR Alberta will continue to build on our momentum and strengthen our collective impact across the province. Thank you for your passion and support. Together, we are shaping the future of our profession and making a positive difference in the communities we serve.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a long horizontal stroke.

Geordie MacPherson, CEC, CPHR, SHRM-SCP
Chair, Board of Directors, CPHR Alberta

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



I am proud to reflect on the incredible work our Association accomplished in 2025. With the support of CPHR Canada, we continue to strengthen a national network of over 33,000 HR practitioners and professionals, including more than 7,300 in Alberta. Our collaboration with provincial counterparts, post-secondary institutions, local chambers, and government partners remains central to promoting the value of hiring a designated professional and advancing consistent standards across Canada.

As an Association, we grew by 6%, with the majority of new members coming from students and emerging HR professionals—the future of our profession. Thank you to all our members for the work you do every day to elevate the profession.

Operationally, this was a year of engagement and impact. We hosted 76 events across Alberta, the Northwest Territories, and Nunavut, welcoming over 7,000 attendees to workshops, roundtables, webinars, and community sessions. Complimentary events played a key role in sustaining access to learning and connection for our members.

Our Annual Conference was a highlight, bringing together a sold-out audience, a fully booked exhibitor space, and earning strong satisfaction ratings with 77% of attendees rating their experience positively. Thoughtful planning is already underway for our 2026 Conference on June 2 and 3 at the BMO Centre in Calgary, where expanded attendee capacity, increased exhibitor space, and enhanced programming will elevate the experience for HR professionals across our jurisdiction.

Through our marketing campaign, we focused on raising awareness of the strategic value a CPHR brings to organizations. The results speak for themselves with 10% of new members joined after seeing our campaign, and website traffic increased by 17%, averaging over 53,000 views per month.

CPHR Alberta navigated Ministry changes, new mandate letters, and changes to professional governance. The Professional Governance Act (PGA) was introduced in the Spring of 2025 and received royal assent in May. This was a long-awaited and important step forward. CPHR Alberta operations and the Board are at work reviewing the legislation and recently released regulations. We have continued our focus on broader advocacy and engagement to promote the profession as a leading voice, valued partner and knowledge expert. Throughout the year, we strengthened our existing relationships, built new ones, and partnered on impactful projects at various levels of government and community partners.

Through a deeply collaborative process, led by our Board of Directors and developed in partnership with our operations team, we developed and released our 2026–2028 Strategic Plan. At its core, the plan is about strengthening the HR profession and supporting the people who drive it. The growth we have seen across our smaller chapters and the deepening engagement within local communities served as both inspiration and direction, reinforcing the importance of our new Member Engagement and Community Connection strategic priority. This focus reflects our commitment to building a resilient, inclusive HR community that is equipped to lead in a rapidly evolving workplace landscape.

I want to thank our members for their incredible work in protecting the public and maintaining high standards of practice for the profession. Your efforts lead us in shaping a strong future for our profession and the communities we serve.

Thank you to my incredible team at CPHR Alberta for all their great work and the many volunteers who support us.

Lastly, I would like to thank our Board Chair, Geordie MacPherson, and all our Directors for their support and guidance this past year, ensuring we are financially stable for the future. The work our Board has done engaging with stakeholders, attending government events, and being visible and active within the business community is greatly appreciated and has set us up for a successful future.

We look forward to continuing to highlight the significance and impact of the profession within our organizations and communities throughout 2026.

A handwritten signature in black ink that reads "Ioana Giurca". The signature is fluid and cursive.

Ioana Giurca
CEO, CPHR Alberta

ABOUT US

CPHR Alberta is the exclusive registration body in Alberta, Northwest Territories, and Nunavut for the Chartered Professionals in Human Resources (CPHR) designation. CPHR Alberta is the fourth-largest Human Resources Association in Canada, home to over 7,300 HR practitioners and professionals. CPHR Alberta is dedicated to strengthening the HR profession and upholding the highest standards of practice.

Through research, advocacy, professional development, and community-building efforts, we are advancing a profession that protects the rights of employees while delivering bottom-line results for organizations.

OUR VISION

Building strong organizations through people.

OUR MISSION

To protect the best interest of the public by focusing on continuous education, regulatory competency, and ethical standards by engaging with the business community to prepare our members for success.

OUR GUIDING PRINCIPLES

- Professional recognition for the CPHR designation and the profession.
- Practicing human resources at the highest professional standards.
- Leveraging research and understanding future trends affecting the profession of human resources.
- Developing programs and partnerships to support our members' professional development needs.
- Support organizations to create a sense of belonging and inclusivity.

OUR MEMBERSHIP

In 2025, CPHR Alberta supported 7,332 members across Alberta, Northwest Territories, and Nunavut. Our membership consists of six (6) categories; Student (and Accredited Student), General, Associate, Candidate, Chartered, and Retired. The CPHR Alberta jurisdiction includes members who reside in eight regional chapters: Calgary, Central Alberta, Edmonton, Grande Prairie, Lethbridge, Medicine Hat, Northwest Territories and Nunavut, and Wood Buffalo.

FELLOWSHIP PROGRAM (FCPHR)

The National Fellowship Program recognizes individuals who have made exemplary contributions to the profession. These members are honoured with the Fellow Chartered Professional in Human Resources (FCPHR) designation. Nominees are evaluated and awarded by a distinguished National Fellowship Committee, composed of existing FCPHR members within the CPHR jurisdictions, on an annual basis. CPHR Alberta honours this award within our jurisdiction, providing them with their Fellow certification and benefits locally.

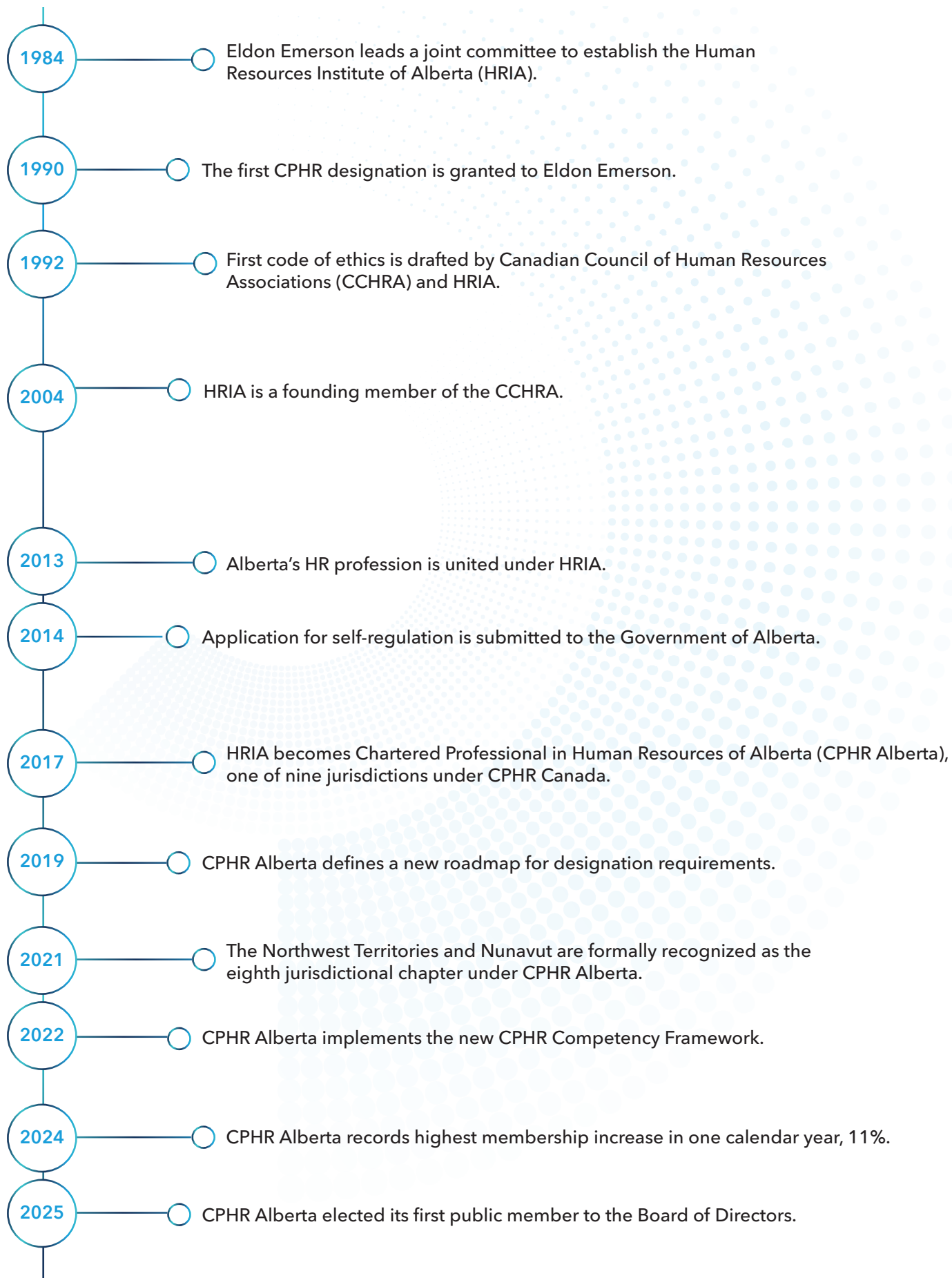
Currently, CPHR Alberta acknowledges 17 FCPHR recipients within its jurisdiction, all of whom have been seamlessly integrated into the National Fellowship registry.

Adediwura Odiase	Mel Zimmerman
Alykhan Bandali	Melanie Peacock
Angèle Mullins	Peter Chung
Brian Foster	Rod Miller
Eldon Emerson	Steve Kovacic
Gary Agnew	Todd den Engelsen
Lynette Grose	Trevor Axworthy
Marcie Kiziak	Wayne Thomas
Marino Giancarlo	



2025 Recipients: Adediwura Odiase and Steve Kovacic

CPHR ALBERTA TIMELINE



CPHR ALBERTA BOARD OF DIRECTORS

The CPHR Alberta Board of Directors is comprised of dedicated volunteers elected by the membership. The elected group of chartered professionals guides and supports the CPHR Alberta CEO in operational excellence.

CPHR Alberta aims to maintain a board comprised of talented and dedicated volunteer directors with a diverse mix of expertise, experience, skills and backgrounds representative of the diverse nature of the members we serve. We respect the value that varied life experiences bring to our board. The Board strives to ensure that its directors reflect diversity in its broadest sense, and to connect diversity and inclusion with our vision and mission for the benefit of our members and the public.

The CPHR Alberta Board of Directors work on the following governance committees.

FINANCIAL AUDIT COMMITTEE

The Financial Audit Committee enhances the Board's effectiveness and efficiency in fulfilling its external and direct inspection monitoring responsibilities for fiscal policy. The primary purpose of the Committee is to adhere to a transparent process of review and disclosure that enhances stakeholder confidence in the organization's financial reporting.

GOVERNANCE COMMITTEE

The Governance Committee enhances the Board's efficiency and effectiveness in improving the capabilities of the Board to govern. The Committee monitors and reports on the Boards' performance to ensure that the organization's obligations as outlined in the bylaws are fulfilled.

HUMAN RESOURCES COMMITTEE

The Human Resources Committee enhances the Board's efficiency and effectiveness by overseeing the management of human capital. The Committee reviews, reports and if required, makes recommendations to the Board or management to ensure that CPHR Alberta attracts and retains the talent needed to deliver on its mandate and business objectives.



THANK YOU TO THE 2025 CPHR ALBERTA BOARD OF DIRECTORS



Board Chair
Geordie MacPherson, CPHR (He/Him)



Vice-Chair
Jesse Grieder, CPHR (He/Him)



Director
CPHR Canada Director, Alberta
Lisa Watson, CPHR (She/Her)



Director
Mahyar Alinejad, CPHR (She/Her)



Director (Public)
Lyn Brown, ICD.D (She/Her)



Director
Rob Caswell, CPHR (He/Him)



Director
Rob Dombowsky, CPHR (He/Him)



Director
Landis Jackson, CPHR, (She/Her)



Director
Karen Krull, CPHR (She/Her)



Director
Rebecca Lee, CPHR (She/Her)



Director
Katherine Salucop, CPHR (She/Her)



Director
Megan Vaughan, CPHR (She/Her)



Director
Shauna Yohemas, CPHR (She/Her)



CPHR ALBERTA MEMBER VOLUNTEERS

Volunteers remain an essential part of CPHR Alberta’s success, strengthening our programs, committees, and community-building efforts across the province. In 2025, the Association continued to be inspired by the number of members who generously contributed their time, expertise, and leadership to support the association’s mission. Their collective efforts enriched the experiences of fellow members, enhanced the quality of our initiatives, and helped advance the HR profession in Alberta, Northwest Territories, and Nunavut.

Our committee volunteers played a particularly impactful role, providing strategic insight, governance support, and subject-matter expertise across multiple committees that shape the direction of our programs. We are equally grateful for the many volunteers who stepped forward throughout the year to assist with events, case competitions, student engagement initiatives, and other activities. These individuals bring energy and enthusiasm to every opportunity, helping us deliver meaningful experiences for members and partners alike.

CPHR Alberta deeply appreciates every volunteer who contributes to our community. Their commitment demonstrates the strength of our profession and the generosity of its members. We extend our sincere thanks to all who supported the association in 2025—your dedication and service continue to elevate our work and the HR community.

Volunteer Engagement Year-Over-Year

	2024	2025
Number of Volunteers	138	239
Number of Committees	18	20
Total Number of Volunteer Hours	1,260	1,249



2025 VOLUNTEER COMMITTEES

- Awards Selection Committee
- Appeals Committee
- Calgary Chapter Committee
- Central Alberta Chapter Committee
- Edmonton Chapter Committee
- Grand Prairie Chapter Committee
- Lethbridge Chapter Committee
- Medicine Hat Chapter Committee
- Wood Buffalo Chapter Committee
- North West Territories and Nunavut Chapter Committee
- Conference Learning Committee
- Discipline Committee
- Editorial Committee
- Mentorship Committee
- Registration Committee
- Campus Ambassador Program
- Student Advisory Council
- Scholarship Committee
- Social Media Committee
- Episodic Volunteers

CPHR ALBERTA STRATEGIC PRIORITIES

With guidance from the CPHR Alberta Board of Directors, the association operated under five (5) strategic priorities:

EXCELLENCE THROUGH SOUND GOVERNANCE

Demonstrate excellence in processes, policy, and outcomes for the organization.

Building a strong sustainable organization through sound governance practices while leveraging experienced board leadership. Ensure processes are in place to support a long-term sustainable plan that mitigates potential risks and ensures financial viability to support the operational plan of the organization.

INNOVATION AND HR PRACTICE

Be the reliable source for knowledge and data for all CPHR Alberta members.

Enhance the ability of the organization through the use of data analytics, development of applied HR research, and incorporation of future trends in the association's programs and services which will affect the profession. The organization will leverage technology to improve outcomes aligned with our strategic priorities.

CPHR COMMUNITY PROFESSIONAL DEVELOPMENT HUB

Build a strong and vibrant community through excellence in professional development and partnerships.

Provide resources for HR community members at all levels to continually improve their skills, engage in a professional network, and lead in their personal and professional spheres. Seek innovative practices to provide professional and leadership development through accessible programs.

THE FACE OF HR IN THE COMMUNITY

Expand the influence of CPHR Alberta to the stakeholder community.

Promote CPHR Alberta as a professional organization, human resources as a profession, and the CPHR designation as the professional standard for human resources, to all stakeholders. Be the voice of influence on issues that affect the profession and impact organizational success.

THOUGHT LEADERSHIP

Develop CPHR Alberta capacity to be a valued voice in the community on emerging issues, ensuring relevance to our membership and broader stakeholder community.

We commit to developing the association as the thought leader for the human resources profession. Together with our members, we will develop our association's capacity to be the source of knowledge for the HR profession and to be seen as influential with the broader stakeholder community.



CPHR ALBERTA OPERATIONAL REVIEW THROUGH STRATEGIC PRIORITIES

CPHR Alberta’s operational initiatives are strategically developed to ensure alignment with one or more priorities as needed by the membership to uphold the standard of practice. Initiatives are clearly outlined by strategic priority to demonstrate the association’s operational success.

EXCELLENCE THROUGH SOUND GOVERNANCE

2025 FINANCIAL REVIEW

Fiscal Responsibility

CPHR Alberta continued to maintain a strong financial position while strategically managing resources to support member services and organizational priorities. The Association maintained healthy reserves covering approximately six (6) months of operating expenses, along with Special Program Reserves to support key initiatives as directed by the Board of Directors. These reserves ensure funds remain available should they be required to support operations and strategic initiatives.

CPHR Alberta remained financially stable and received an unqualified opinion from independent auditors, reinforcing confidence in the Association’s financial transparency and reporting practices. CPHR Alberta recorded a surplus of \$85,072 for 2025, reflecting stable revenue streams and disciplined expense management while continuing to support services and initiatives that benefit members.

2025 Statement of Operations

The Association maintained stable financial performance while continuing to support strategic priorities and deliver value to members.

Total revenue reached \$3,654,131, an increase of \$60,872 (1.7 percent) compared to 2024. Revenue remained stable across all core streams, with membership dues continuing to be the Association’s primary source of income. Events and professional development programs, certification and professional standards, partnerships, advertising, and the job board also contributed to a balanced and diversified revenue base. This stability supported ongoing member services and helped position the Association for future strategic investments.

Expenses totaled \$3,569,059, representing a decrease from \$3,945,329 (9.5 percent) compared to 2024. The largest category of expenses was Administration and IT; included in the administration are salaries and benefits, rent along with other office administration expenses. This was followed by conference and events, while the remaining expenses were distributed across other operational areas supporting the Association’s programs and services. This distribution reflects CPHR Alberta’s continued focus on supporting core administrative and operational functions while maintaining a balanced expense structure to deliver value to members.

Revenue Mix Year-Over-Year

	2024	2025
Annual Member Dues	52.8%	54.1%
Advertising and CPHR Alberta Magazine	3.3%	3.2%
CPHR Alberta Job Board	1.9%	1.3%
Events (PD, Chapters and Conference)	23.0%	23.2%
CPHR Certification	12.4%	12.9%
Partnerships, Research and Other Revenue	6.6%	5.3%
	100%	100%

Expense Mix Year-Over-Year

	2024	2025
Administration and IT	65.5%	63.9%
Conference and other events	15.8%	16.1%
Certification Program	1.6%	2.3%
CPHR Canada	6.1%	7.2%
Governance	1.8%	2.2%
Self-Regulation and Research	3.2%	2.1%
Marketing, Communications and Post Secondary	6.0%	6.2%
	100%	100%



MEMBERSHIP GROWTH

OVERALL

	2024	2025
Membership	6,923	7,332
CPHR Designates	3,080	3,154
New Members	995	920
Cancelled Paid Memberships	515	664
Cancel Rate	7.77%	9.44%

BY MEMBERSHIP CATEGORY

	2024	2025
Chartered	3,080	3,154
Candidate	1,330	1,304
Associate	497	499
General	606	556
Student	290	538
Student - Accredited	576	697
Retired	544	584
Total	6,923	7,332

BY CHAPTER

	2024	2025
Calgary	3,575	3,752
Edmonton	2,472	2,859
Central Alberta	215	256
Lethbridge	160	173
Medicine Hat	53	56
Grande Prairie	91	100
Wood Buffalo	108	113
Northwest Territories and Nunavut	34	42
Outside Alberta	215	251
Total	6,923	7,332

CPHR CANADA

CPHR Alberta is one of nine (9) jurisdictions under CPHR Canada, representing more than 33,000 members nationwide. CPHR Canada proudly represents the HR profession in Canada on the international stage, working with counterparts to identify issues of common concern, share best practices, and strengthen the profession. CPHR Canada represents our profession on the North American Human Resources Management Association (NAHRMA), and the World Federation of People Management Associations (WFPMA).

Through national collaboration, CPHR Alberta contributed to key initiatives including the National Marketing Campaign, NKE administration, and the National Fellowship Program. CPHR Canada advanced thought leadership through the HR Trends Study in partnership with McLean & Company, strengthened professional standards with the launch of a new ethics course, and amplified advocacy efforts by submitting recommendations to the federal government in support of a productive, innovative and prosperous economy. National collaboration was further strengthened through the inaugural HRXchange executive conference, delivered in partnership with HRPAA and attended by senior leaders from across Canada.

Our national body completed the 2025-2028 Strategic Plan through cross-province collaboration and guidance from national leaders and external experts. The plan reflects diverse perspectives and regional realities, demonstrating strong alignment and inclusivity. A refreshed vision and mission set a clear direction for the federation. Built around three strategic priorities and actionable objectives, the plan aims to advance the HR profession and unify the voice of HR professionals throughout Canada.

SELF-REGULATION

Self-regulation took a significant and long-awaited step forward for Alberta's regulated professions. Following several years of shifting political landscapes and changes in ministerial leadership, the Professional Governance Act (PGA) was finally introduced in the Spring legislative session. The legislation swiftly made its way through the Alberta Legislature. After some debate through the readings, it received Royal Assent on May 15, 2025.

This advancement in legislation coincided with another change with the Minister for Advance Education. While a change in minister does require renewed efforts for relationship building, it did not impact the work of the department to transition to the new legislation.

With PGA now in place, next steps will include royal proclamation and the transition of the existing professional regulatory organizations. The new legislation is different from its predecessor, the Professional and Occupational Association Registration Act (POARA). The Association will need to do a comprehensive review of the new legislation. This work will be done with diligence and look at all the changes in requirements.

While we wait for these final few pieces of the legislative process the Association continues to operate with the standards of a self-regulated profession. We remain focused on upholding standards, policies and processes that protect the public and support professional excellence. Alongside this work, we continue to build and maintain relationships to continue to advance the recognition of the profession, its influence, and visibility.

RESEARCH

A comprehensive survey on membership value, supported by industry research into the impact of the CPHR designation and the profession's role as a strategic partner, provided insights that guided updates to the Association's strategic direction. Partnerships flourished, including collaborations with CPHR Canada and McLean & Company on the 2026 HR Trends, and with Bow Valley College and Mitacs to explore neurodiversity in the workplace. Guided by a CPHR and assisted by a recent HR graduate, the neurodiversity in the workplace project actively engaged members through surveys and interviews, resulting in a research report and toolkit. Outcomes were presented at our 2025 conference and contributed to the creation of the first-ever Sensory Room at the event. Additionally, work with the Collaborative Funders' Table (CFT) on Opportunity Youth (OY) Works involved serving on the steering committee and facilitating member participation in surveys, interviews, and beta testing. Through these collaborations, the organization strengthened its role as a thought leader and developed resources that support the HR community.

WITH GLOWING HEARTS

As a proud With Glowing Hearts member, the Association continued to champion the incredible value Canadian Armed Forces reservists bring to workplaces. Reservists strengthen organizations with leadership, adaptability, and mission driven problem solving. Members of the Canadian Armed Forces joined us at our annual Stampede Breakfast to connect with our members in-person. We shared our Reservist Leave Policy Template, the With Glowing Hearts resources for employers and stories from reservists on how their operational skills enrich their civilian careers. Together, these resources equip members in supporting a highly skilled talent pool that contributes meaningfully to organizational success.



**Proud Supporter of
Canada's Reserve Force**



www.canada.ca/withglowinghearts

OPPORTUNITY YOUTH (OY) WORKS

The Association partnered with the CFT and the Calgary Youth Employment Initiative to address under-employment for opportunity youth. This work contributed to the creation of OY Works; a strategic and practical resource designed with direct input from community partners and the HR profession. CPHR Alberta members now have access to well informed and actionable strategies to help their organizations recruit, onboard and retain youth, strengthening workplace culture, reducing turnover, and tapping into a motivated talent pool.



CPHR COMMUNITY PROFESSIONAL DEVELOPMENT HUB

PROFESSIONAL DEVELOPMENT AND NETWORKING

Informed by member feedback, the Association tailored professional development opportunities across membership types and career stages to support broad participation and strengthen engagement. To further advance this objective, the Association increased complimentary events and reduced the number of paid offerings. Overall, the total number of events grew, contributing to a six (6) percent increase in attendance. Engagement was also supported by offering a variety of in-person professional development sessions, roundtables, or networking mingles in each Chapter. This was complemented by record registration for monthly HR Roundtables, certificate programs, DisruptHR, and other professional development opportunities.

The CPHR Alberta HR Law Conference transitioned to a virtual format and the Association focused on expanding our executive offerings; including two (2) in-person sessions, two (2) virtual sessions, dedicated sessions at our annual conference and our first national executive event HRXchange, hosted by CPHR Canada and Human Resources Professionals Association (HRPA).

In addition to professional development offerings, CPHR Alberta collaborated with the Edmonton Chamber of Voluntary Organizations (ECVO) to deliver a HR Foundations series for non-profits and participated in panel discussions with the Alberta Chamber of Commerce at their Annual General Meeting.



10 CERTIFICATE PROGRAMS

	2024	2025
Paid Events	35	32
Paid Participants	1,751	1,342
Complimentary Events	37	44
Complimentary Participants	4,864	5,675
Total Offerings	69	76
Total Participants	6,615	7,017

CPHR ALBERTA CONFERENCE

The CPHR Alberta 2025 Conference brought together over 370 professionals for two dynamic days of learning, connection, and innovation. Delivered in-person; the sold-out event showcased the theme “Human-Centric HR”, throughout mainstage conversations, sessions, and attendee activations. Programming highlights included a Sensory Room and showcasing the Neurodiversity Toolkit, Executive Pre-Conference Workshop and dedicated executive stream, fireside chats, a live podcast, student programming, and engaging activations such as book signings, coffee experiences, photo moments, and a private pre-conference tour of Rogers Place.

The energy of the conference was felt throughout the event, including the welcome reception and exhibit hall, which held a sold out 25 vendors. Enhancements to the registration process captured detailed attendee demographics, enabling more robust reporting and data-driven planning for future conferences. Feedback from attendees, speakers, and partners was overwhelmingly positive, highlighting the conference’s engaging content, innovative experiences, and meaningful connections.

Sponsorship played a key strategic role, with a strong mix of 15 new and returning sponsors totaling \$154,000 in revenue. Strategic opportunities enhanced the program and fostered collaboration within the professional community. Comprehensive demographic insights provided measurable value to sponsors, strengthened relationships, and supported the growth of a diversified, sustainable sponsorship program. The announcement of the 2026 conference continued the momentum and positioned the organization for continued growth, reinforcing the conference as a highly valued and anticipated conference within the HR community.

372 REGISTRANTS
242 MEMBERS
98 NON-MEMBERS
12 STUDENTS
20 SPECIAL GUESTS
139 CPHRs
15 SPONSORS
25 EXHIBITORS
30 SPEAKERS
21 SESSIONS



“I really, really enjoyed this conference! It was such a great mix of sessions and speakers, and I felt all of the topics were highly relevant. I honestly learned so much and left the conference feeling rejuvenated and ready to make some positive changes. The speakers were fantastic, and I especially loved the micro-sessions, they were such a great touch! Very well done, CPHR team!”

- 2025 Conference Attendee



“The CPHR conference was incredibly educational and inspiring. The speakers motivated me, and it was an experience I’ll never forget. I really enjoyed it, grew closer to my team, and I definitely want to attend again.”

- 2025 Conference Attendee

PARTNERSHIPS

The Association conducted a thorough re-evaluation of our partnerships to better understand their contributions and the value they deliver to members. This review supported a modest increase in partner-related revenue and enhanced member benefits, including expanded professional development opportunities, service discounts, access to resources, and additional sponsorship support. As a result of this strategic and disciplined approach, we concluded the year with 19 active partners, strengthening both the impact and the sustainability of these relationships.

COMMUNICATIONS

CPHR Alberta e-communications continued to perform positively in 2025, with open rates remaining higher than the industry standard. Although we saw a slight decline in open rates amongst a few categories compared to 2024, our subscriber base has increased, indicating more members are interested in receiving our e-communications. Our focus was on targeting members through location-based communications, as well as membership type communications to ensure members were receiving relevant content. CPHR Alberta distributed nine (9) types of e-communications, including weekly, monthly, and quarterly deliveries. Four (4) of our e-communications offered revenue opportunities through third-party and partner advertising. All communications are available to members with the option to unsubscribe at any time. By adjusting our communications based on member feedback, we ensure that we provide valuable resources and accessibility to programs and professional development for our member community.

	2024 SUBSCRIBES	2025 SUBSCRIBERS	2024 AVG OPEN RATE	2025 AVG OPEN RATE
Learn and Connect	5,850	6,261	65%	63%
HR Essentials	5,845	6,177	64%	64%
Member Focus	5,850	6,400	66%	64%
IDEA	5,838	6,098	67%	63%
Job Flash	5,752	6,112	56%	65%
Third Party Offers (E-Blasts)	5,919	5,848	62%	62%
WIL Quarterly	6,005	6,328	68%	66%
Partner Quarterly	5,907	6,158	67%	68%
Other*	5,964	6,592	65%	63%

**Other includes communications pertaining to programs, scholarships, dues renewal, CPD log, ethics training, research, conference, volunteer, partnerships, CPHR Canada and messages from the Board and CEO.*

THE FACE OF HR IN THE COMMUNITY

SPONSORSHIPS AND GOVERNMENT OF ALBERTA (GOA) RELATIONS

The engagement approach was strategic and collaborative, involving government, business leaders, and community partners. Efforts concentrated on current workforce and economic priorities, with an emphasis on inclusive strategies and showcasing the profession's leadership in driving ongoing success and advancing effective, sustainable solutions to shared challenges. CPHR Alberta took part in ministerial and deputy ministerial events, engaged with civic leaders, and participated in federal government activities, resulting in outreach across all three levels of government: municipal, provincial/territorial, and federal. Ministries such as Multiculturalism and Immigration, Jobs, Economy, Trade and Immigration, Advanced Education, as well as opposition critics, were included in these efforts.

The Association's presence in the business community was further reinforced through the second annual Stampede Breakfast and ongoing connections with chambers, post-secondary institutions, and the broader business community. Existing partnerships were maintained with groups like Canada West Foundation and Calgary Economic Development, while new collaborations were established with Talent 4 Energy, Canadian Center for Caregiving Excellence, Sinnaeve Family Foundation, and Collaborative Funders' Table to support workforce development projects and roundtables.

SMALL BUSINESS WEEK

The Association continued to strengthen relationships with Chambers of Commerce across the province, leveraging Small Business Week as a strategic opportunity to showcase the profession to organizations that may lack dedicated resources. Through participation in events across the province, we effectively raised awareness of the designation and further demonstrated the importance and value of professional practices.

Involvement included sponsoring the Fort McMurray Business Awards, hosting a table at the Women in Business Luncheon in Grande Prairie, and delivering two panel sessions in Edmonton: Human Resources and the Law and HR for Small Businesses. We also executed a full space takeover at the Edmonton Chamber of Commerce, branding all meeting rooms and providing take-home materials for organizations using the spaces. The branded rooms were fully booked for government and corporate meetings, further increasing our visibility and reach.

CPHR CANADA NATIONAL MARKETING CAMPAIGN

CPHR Canada launched a national marketing campaign to highlight the value of CPHRs as trusted business allies. Built around the message "We make sense of business," the campaign reached executives of small and medium-sized enterprises through a mix of high-profile digital media and targeted online advertising. Running from May 26 to June 23, the campaign appeared across respected national and international outlets including CBC, Globe & Mail, Postmedia Network, CNN, and The Guardian, alongside digital advertising on LinkedIn, YouTube, and Google Search. The campaign achieved significant national visibility, generating more than 94 million national billboard impressions, including 13.1 million in Alberta, and 2.8 million digital impressions, with particularly strong engagement from business leaders on LinkedIn. The campaign successfully elevated awareness of the CPHR designation and reinforced the role of HR professionals as essential partners in strategic organizational decision making.



CPHR ALBERTA MARKETING CAMPAIGN

Building on the success of previous initiatives, the 2025 Marketing Campaign focused on increasing awareness of the CPHR designation across our jurisdiction. The primary objectives were to grow membership, increase the number of CPHR designates, and strengthen employer demand for the designation within workplaces.

A comprehensive advertising strategy was developed to support these goals. Target markets were identified, with tailored messaging across three core themes: Hire a CPHR, Become a Member, and Become a CPHR. The campaign leveraged a diverse mix of digital and out-of-home advertising channels including airports, television, streaming networks, Google, LinkedIn, and partnerships with local Chambers of Commerce. In parallel, the association engaged business leaders through sponsorships and speaking opportunities to further elevate the profile of the profession.

Campaign creatives featured authentic imagery of members, reinforcing a strong sense of community and pride within the profession. Leaders who champion HR were highlighted alongside CPHRs making an impact in their organizations, as demonstrated in our Trending segment with Corus Entertainment, which aired on Global News in Edmonton and Calgary.

The campaign delivered measurable results, with 10 percent of new members reported joining after seeing campaign advertising, while website traffic increased by 17 percent, averaging more than 53,000 views per month. Demand for the designation on Career Centre was comparable to the previous year with an average of 44 percent of qualifying job postings requiring, or preferring candidates to be pursuing, the CPHR designation.

To further extend campaign reach, CPHR Alberta continued leveraging the Google Ad Grant, providing up to \$10,000 per month in search advertising. This investment supported targeted promotion of membership pathways, student engagement, the Hire a CPHR initiative, and the Business Hub resource center, complementing the broader campaign and driving sustained awareness and interest in the designation.

Google Ad Grant Metrics

	2024	2025
Total Views	20,942	39,513
Total Clicks	9,095	9,417
Conversions	816	973

CAREER CENTRE

The CPHR Alberta Career Centre is an effective recruitment tool connecting employers with highly qualified professionals in HR. The platform allows both members and non-members to create an employer account which offers multiple job posting packages, resume viewing and downloads, and identification of member pricing. The Job Seeker side is a member benefit, offering members access to expert resources, active job postings, career planning content, resume support and more. It is through the Career Centre platform that we can track the demand for the designation by employers and job market trends. Postings paint a picture for future career growth within the profession including data on currently required career levels, years of experience, pay, and industry.

The CPHR Alberta Career Centre logged 178,343 job posting views, up 56 percent from 2024.



Job Board Activity Year-Over-Year

	2024	2025
New Employer Accounts	208	154
New Job Seeker Accounts	401	442
Total Jobs Posted	279	189
Total Job Posting Views	100,342	178,343

SOCIAL MEDIA

The Association's social media presence continued to strengthen, expanding both reach and engagement across platforms. LinkedIn remains our primary channel, generating 438,633 impressions and 25,416 link clicks, connecting members and partners to programs, events, and thought leadership. Meta channels also performed strongly, with 491,883 combined Facebook and Instagram views/reach and 4,269 interactions, deepening visibility across our community. Year-end audiences grew to 13,348 LinkedIn followers, 1,436 Instagram followers, 870 Facebook followers, and 8,178 members in the LinkedIn Group. This reflects healthy year-over-year growth across all platforms, underscoring a consistent, value-first strategy that builds community and drives action.

Followers Year-Over-Year

	2024	2025
LinkedIn - CPHR Alberta Group	8,062	8,178
LinkedIn	11,667	13,348
Instagram	1,240	1,436
Facebook	779	870



DISRUPT HR

DisruptHR is an international event where HR leaders, CEOs, and business professionals share bold ideas on talent, culture, and technology through fast-paced, engaging talks. CPHR Alberta secured our license to host DisruptHR in Calgary and successfully executed our second event in April 2025. With 360 participants, the sold-out event

attracted 63 percent members and 37 percent non-members. The success was driven by the venue's accessibility, affordable tickets, unique in-person learning and networking opportunities, six (6) generous sponsors, and strong brand recognition. This event aligns with our strategic priorities by positioning us as the "Face of HR", a hub for professional development, and a leader in innovative HR practices and thought leadership.

MENTORSHIP PROGRAM

CPHR Alberta's Mentorship Program provides members with opportunities to build meaningful professional relationships through a hybrid model accessible across the province. Delivered twice per year in six-month cycles, the program engaged over 516 members in 2025 and resulted in 275 matches across four (4) streams: Leadership, Career Development, Peer-to-Peer, and Student Cohort Group Mentoring.

The Mentorship Committee oversees mentor-mentee matching and delivers ongoing program support through orientations, educational presentations, micro-learning content, and regular communications. The committee is dedicated to strengthening connections within the HR community and continuously enhancing the program with additional tools and resources.

POST-SECONDARY

The Association welcomed 460 new student members, including 195 from accredited post-secondary institutions and 265 from non-accredited programs. Throughout the year, we continued to broaden our engagement efforts by delivering 27 on-campus information sessions, three (3) networking events, and 14 monthly professional development sessions. These initiatives support our ongoing commitment to supporting students by increasing awareness of the resources available through the Association while creating meaningful opportunities for professionals to share their expertise.

A total of 14 professional development sessions reached more than 260 students, covering topics such as Neuro-inclusion, Labour Relations, AI Impact, Data Analytics, and Relationship Intelligence. Students participated in our second student-focused session at the CPHR Alberta 2025 Conference, an event fully planned and delivered by a student committee. Presented in a TED-Talk format, 26 students explored themes including HR in the Age of Automation, Transforming Organizations, Careers & Lives with Heart, and the Retention Revolution.

Students were invited to a dedicated networking-skills session held ahead of the Calgary and Edmonton Holiday Mingles to learn effective networking strategies and immediately apply their new skills during the mingles. The successful events brought together 27 students in Calgary and 10 in Edmonton.



POST-SECONDARY PROGRAMS

Walk and Talk

Connects senior HR leaders and HR students from CPHR Alberta in a single two-hour meeting, either in-person or virtually. Students gain career advice and guidance, while professionals earn two (2) CPD hours for mentoring. The program has two intakes yearly; participation grew in 2025, with 91 mentor-mentee matches and record applications from 115 mentors and 91 mentees.

Campus Ambassadors

Highly valued by students and faculty alike, the Campus Ambassador program strengthens CPHR Alberta's presence on campus. Ambassadors act as vital connectors, sharing information between the Association and the student community. Successful recruitment brought 16 ambassadors from 10 post-secondary institutions.

Student Advisory Council and Post-Secondary Advisory Council

Acting as a key bridge between CPHR Alberta and HR students at accredited post-secondary institutions, the Student Advisory Council brings together five (5) faculty members and four (4) students or alumni from five (5) campuses. Council members elevate the student voice by contributing ideas, feedback, and lived experiences that help shape meaningful programs and initiatives. Their participation ensures the student perspective guides CPHR Alberta in developing policies, services, and resources for emerging HR professionals.

In addition, CPHR Alberta participates on five (5) Post-Secondary Advisory Councils. These councils serve as connectors between post-secondary institutions, business, industry, and the wider community, ensuring cooperative relationships that support course alignment with employer expectations and reflect current human resources practices.

Scholarships

CPHR Alberta is proud to offer two (2) prestigious scholarships to students who demonstrate outstanding academic merit, community engagement, excellence in the field of Human Resources, and a clear interest in pursuing the CPHR designation. A total of 13 scholarship applications were received, each carefully evaluated against established criteria.

The Eldon Emerson Scholarship was awarded to Chinenye Rajafa, a student at Lethbridge's Dhillon School of Business. Chinenye demonstrated exceptional leadership, a passion for people-first practices, and a strong commitment to advancing the HR profession. This scholarship recognizes their drive to create meaningful impact within the field.

CPHR Alberta's Diploma Scholarship was awarded to Mehar Kaur, as student at NAIT. Mehar has shown remarkable academic achievement and a clear dedication to building a strong foundation in human resources. Their enthusiasm for continuous learning and professional growth truly stood out.

HRC West Case Competition

On March 14 and 15, 2025, CPHR Alberta, along with our partners at CPHR BC & Yukon, brought together 20 teams of students from post-secondary business programs across Western Canada, including 10 from Alberta and 10 from British Columbia (B.C.). Students participated in a classroom learning competition dedicated to HR that merged theory with real-life simulations. The HRC West Case Competition two-day event provided post-secondary student teams with the opportunity to access a collaborative platform for the exchange of ideas with a comprehensive business case that explores a pressing HR challenge. The event brought together over 80 students, supported by 35 volunteers, 20 team coaches, 20 judges and the dedicated organizing teams from CPHR Alberta, CPHR BC & Yukon, and the University of Alberta.



Congratulations to the winning teams!

First Place: HRchitects - Camosun College, Victoria B.C.

Second Place: Elevate Beyond Consulting, University of Lethbridge, Alberta

Third Place: SparkMind Solutions, Bow Valley College, Alberta

Fourth Place: Umbrella HR, Okanagan College, B.C.

NATIONAL KNOWLEDGE EXAM (NKE)

During the NKE, candidates demonstrate their capabilities and professional judgment in a wide range of human resources situations and functions, as well as skills in strategic thinking, business insight, change management, and problem resolution. To ensure the NKE offering is inclusive to all, the option to write virtually was once again available in 2025. With a total of 126 writers Alberta made up 49 percent of NKE writers nationally. Alberta's pass rate increased by two (2) points at 75 percent, our highest pass rate in the last five (5) years.

NATIONAL KNOWLEDGE EXAM (NKE) WAIVER

CPHR Canada has a process to review and accredit post-secondary programs as equivalent to writing and passing the NKE. The accredited program allows student members who have met the eligibility criteria to waive the NKE within five (5) years of completing the program. CPHR Alberta continues to educate our post-secondary stakeholders on the NKE Waiver process and eligibility to ensure continued success for our Accredited Students on their path to the designation. In 2025, the Association renewed accreditation agreements with seven (7) of our programs, and the association approved 194 NKE Waivers.

EXPERIENCE VALIDATION ASSESSMENT (EVA) / SENIOR PATH EXPERIENCE VALIDATION ASSESSMENT (SPEVA)

In order to obtain the CPHR designation, Candidate Members must go through the EVA process using either the Standard Path or Senior Path. The more common, Standard Path, requires members to provide evidence of sufficient HR experience and proficiency in the HR competencies. The Senior Path requires members to have executive-level HR experience and therefore the Association receives fewer applicants annually. By providing structured pathways and support in obtaining the CPHR designation, the association is supporting the promotion of the designation as the professional standard in HR.

2025 Metrics

	Applicants	Successful Assessments	Pass Rate
EVA	227	206	91%
SPEVA	24	10	42%

CONTINUING PROFESSIONAL DEVELOPMENT (CPD) LOGS

Audits are performed annually on three (3) percent of CPD logs. Audited logs are selected at random and are a gauge of the overall accuracy of submissions. This policy is in line with other similar professional associations. In 2025, 80 CPD logs were audited, two (2) CPD logs did not pass the audit resulting in a 97.5 percent pass rate.

MEMBER REVOCATION AND CONDUCT

Members can be revoked for a variety of reasons including failure to pay dues, failure to submit a CPD log, failure of CPD audit and being found guilty of contravening the CPHR Alberta Code of Ethics. Members who are revoked for failure to pay dues can be reinstated in the future. Other revocations do not allow for reinstatement. In 2025 we had a total of 331 terminations, with 15 Chartered and 13 Candidate Members receiving reinstatement.

Reinstatements include individuals who have been away from the Association for a few months or more than a year. The association received eight (8) complaints of misconduct in 2025, with seven (7) concluded in 2025. At year end, one (1) complaint remained in the investigation phase, while the remaining seven (7) complaints were found not to have contravened the Code of Ethics.

CANDIDATE COACHING

CPHR Alberta continued to offer Candidate Coaching to support CPHR Candidates as they prepare for their EVA submissions. This initiative provides one-on-one guidance to assist Candidates in navigating the EVA process and preparing their submissions with confidence. During the sessions, Candidates have the opportunity to review the competencies, clarify the requirements for the EVA and walk through the structure of draft examples. This is also an opportunity for Candidates to ask questions specific to their professional experience, ensuring their submission accurately reflects an alignment with the CPHR Canada Competency Framework. In 2025, the Association offered Candidate Coaching on nine (9) days, with 55 Candidates taking part. This program remains a key component of our commitment to supporting Candidates through the final step in the designation process.



THOUGHT LEADERSHIP

PRINT AND ONLINE PUBLICATIONS



Utilizing the expertise of the CPHR Alberta Editorial Committee, the Association delivered four (4) issues of the CPHR Alberta Magazine in 2025. Issue themes include HR Technology, Data and Analytics, Organizational and Strategic Development, Risk Management, and HR Law. With the support of the committee, members and industry professionals, the association published digital and print content covering a variety of topics including applied HR law and compliance risk, evidence-based management practices, skills based talent development, responsible use of artificial intelligence and analytics, flexible work implementation, proactive people risk management, and ethical HR governance. The work done with our Editorial Committee supports the Association's work to develop CPHR Alberta to be a valued voice in the community on emerging issues, ensuring relevance to our membership and broader stakeholder community.

WORK INTEGRATED LEARNING (WIL)

The Association continues to support our post-secondary partners, student members, and member organizations by fostering meaningful WIL opportunities. Through ongoing collaboration with employers and institutions, we help connect organizations with students seeking hands-on experience. Our WIL Quarterly e-newsletter remains a trusted resource, keeping stakeholders informed about current opportunities and developments in the WIL space.

As part of our commitment to modeling effective WIL practices, CPHR Alberta partnered with two (2) students from Bow Valley College to research and design a Rewards and Recognition program for our employees. Following an initial project kickoff meeting, the students spent two and a half months developing recommendations and ultimately delivered a comprehensive report outlining an interactive program tailored to the needs of our team.

CHARTERED PROFESSIONALS IN HUMAN RESOURCES OF ALBERTA ASSOCIATION

FINANCIAL STATEMENTS

Year Ended December 31, 2025

Pages 26 - 38

INDEPENDENT AUDITOR'S REPORT

To the Directors of Chartered Professionals in Human Resources of Alberta Association operating as CPHR Alberta

Opinion

We have audited the financial statements of Chartered Professionals in Human Resources of Alberta Association, operating as CPHR Alberta, (the association), which comprise the statement of financial position as at December 31, 2025, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the association as at December 31, 2025, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the association in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



Calgary, Alberta
March 17, 2026



CHARTERED PROFESSIONALS IN HUMAN RESOURCES OF ALBERTA ASSOCIATION (Operating as CPHR Alberta)
Statement of Financial Position
December 31, 2025

	2025	2024
ASSETS		
Current		
Cash and cash equivalents	\$ 300,336	\$ 555,585
Short-term deposits (Note 3)	990,175	604,496
Accounts receivable (Note 4)	46,483	52,241
Prepaid expenses	78,472	71,452
	1,415,466	1,283,774
Property and equipment (Note 5)	128,989	153,536
Intangible assets (Note 6)	20,375	39,832
Restricted term deposits (Notes 3, 7)	2,054,266	2,150,609
	\$ 3,619,096	\$ 3,627,751
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities	\$ 128,905	\$ 153,971
Goods and services tax payable	12,277	15,952
Customer deposits (Note 8)	39,148	74,007
Deferred revenue (Note 9)	559,014	579,308
Current portion of tenant loan (Note 10)	9,833	9,833
	749,177	833,071
Tenant loan (Note 10)	74,567	84,400
	823,744	917,471
Net Assets		
Invested in property and equipment	149,364	156,005
Internally restricted (Note 7)	2,054,266	2,150,609
Unrestricted (Note 7)	591,722	403,666
	2,795,352	2,710,280
	\$ 3,619,096	\$ 3,627,751
Commitments (Note 12)		

Approved on behalf of the Board



Chair



Chief Executive Officer

See notes to financial statements

CHARTERED PROFESSIONALS IN HUMAN RESOURCES OF ALBERTA ASSOCIATION (Operating as CPHR Alberta)
Statement of Operations
Year Ended December 31, 2025

	2025	2024
Revenues		
Advertising and CPHR Alberta Magazine	\$ 118,092	\$ 118,815
Certification	372,395	336,354
Chapters	15,211	17,707
Conferences and trade show	424,076	427,798
Interest and other income	103,535	165,057
Job source	46,479	68,730
Member application fees	98,255	109,425
Membership fee revenue	1,977,405	1,895,481
Partnerships	70,683	71,612
Professional development	408,000	382,280
Research and post secondary events	20,000	-
	3,654,131	3,593,259
Administration expenses		
Amortization (Note 11)	30,374	25,800
Bank charges	76,757	75,739
Legal and auditing fees	19,505	19,125
Office administration	80,096	119,695
Insurance	7,649	7,551
Rent	152,160	235,467
Salaries and benefits	1,726,526	1,784,555
	2,093,067	2,267,932
	1,561,064	1,325,327
Operating expenses		
Annual conference and trade show	332,967	368,790
Board expenses	77,510	71,916
CPHR Canada dues (Note 13)	256,275	239,029
Certification (Note 13)	82,961	64,696
Chapters	32,653	38,795
Information technology (Note 11)	173,841	287,367
Interest expense	4,167	1,734
Marketing and advertising	161,612	201,727
Member services	10,033	11,484
Partnerships	82	4,200
Post secondary services	48,719	19,761
Professional development	210,625	215,424
Self-regulation	73,250	126,583
	1,464,695	1,651,506
Excess (deficiency) of revenues over operating expenses from operations	96,369	(326,179)
Other items		
Loss on disposal of property and equipment	(11,297)	(25,891)
Excess (deficiency) of revenues over expenditures	\$ 85,072	\$ (352,070)

See notes to financial statements

CHARTERED PROFESSIONALS IN HUMAN RESOURCES OF ALBERTA ASSOCIATION (Operating as CPHR Alberta)
Statement of Changes in Net Assets
Year Ended December 31, 2025

	Invested in capital assets	Internally restricted	Unrestricted	2025	2024
Net assets - beginning of year	\$ 156,005	\$ 2,150,609	\$ 403,666	\$ 2,710,280	\$ 3,062,350
Excess (deficiency) of revenues over expenses	-	-	85,072	85,072	(352,070)
Invested in capital assets	17,126	-	(17,126)	-	-
Amortization	(49,833)	-	49,833	-	-
Proceeds from sale	-	-	-	-	-
Loss on disposal	(11,297)	-	11,297	-	-
Transfer from internally restricted assets (<i>Note 7</i>)	-	(96,343)	96,343	-	-
Transfer from unrestricted	37,363	-	(37,363)	-	-
Net assets - end of year	\$ 149,364	\$ 2,054,266	\$ 591,722	\$ 2,795,352	\$ 2,710,280

See notes to financial statements

CHARTERED PROFESSIONALS IN HUMAN RESOURCES OF ALBERTA ASSOCIATION (Operating as CPHR Alberta)
Statement of Cash Flows
Year Ended December 31, 2025

	2025	2024
Operating activities		
Excess (deficiency) of revenues over expenditures	\$ 85,072	\$ (352,070)
Items not affecting cash:		
Amortization of property and equipment (Note 11)	30,377	25,708
Amortization of intangible assets (Note 11)	19,456	114,655
Loss on disposal of property and equipment	11,297	25,891
	146,202	(185,816)
Changes in non-cash working capital:		
Accounts receivable	5,760	13,146
Accounts payable	(25,067)	67,135
Prepaid expenses	(7,020)	(50,219)
Goods and services tax payable	(3,675)	(3,367)
Customer deposits	(34,859)	29,686
Deferred income	(20,294)	69,665
	(85,155)	126,046
Cash flow from (used by) operating activities	61,047	(59,770)
Investing activities		
(Purchase) redemption of term deposits	(289,337)	393,488
Purchase of property and equipment	(17,126)	(142,996)
Proceeds on disposal of property and equipment	-	10,102
Purchase of intangible assets	-	(40,750)
Cash flow (used by) from investing activities	(306,463)	219,844
Financing activities		
Tenant loan advance	-	98,330
Tenant loan repayment	(9,833)	(4,097)
Cash flow (used by) from financing activities	(9,833)	94,233
(Decrease) increase in cash flow	(255,249)	254,307
Cash - beginning of year	555,585	301,278
Cash - end of year	\$ 300,336	\$ 555,585

See notes to financial statements

Purpose of the Association

CPHR Alberta was incorporated under the Societies Act of Alberta on November 10, 1987. The association changed its name from Human Resources Institute of Alberta to its current name as of April 27, 2017. CPHR Alberta is a not-for-profit organization dedicated to strengthening the human resources profession and upholding the highest standards of practice. It is the exclusive certifying body in Alberta for the Chartered Professionals in Human Resources (CPHR), the professional standard in Canada. The CPHR Alberta demonstrates HR expertise, experience, and ethical management of today's human capital. CPHR Alberta is a provincial member of CPHR Canada.

As a not-for-profit organization, the association is exempt from the payment of income tax under Subsection 149(1) of the Income Tax Act.

1. Summary of Significant Accounting policies

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPPO).

Cash and cash equivalents

Cash and cash equivalents includes bank balances and all short term investments with a term to maturity of three months or less at the rate of purchase.

Property and equipment

Property and equipment is stated at cost or deemed cost less accumulated amortization and is amortized over its estimated useful life at the following rates and methods:

Computer hardware	45%	declining balance
Equipment and furniture	20%	declining balance
Leasehold improvements	10	years straight-line

The association regularly reviews its property and equipment to eliminate obsolete items. Property and equipment acquired during the year but not placed into use are not amortized until they are placed into use.

Intangible assets

The website and software costs are being amortized using a straight line basis over their estimated useful life of three years. Expenditures incurred for the development of internally generated intangible assets are capitalized if all of the following are met:

- The intangible asset will generate probable future economic benefits.
- Intention to complete the intangible asset so that it will be available for use or sale.
- Ability to use or sell the intangible asset.
- Availability of adequate technical, financial, and other resources to complete the development and to use or sell the intangible asset.
- Technical feasibility of completing the intangible asset so that it will be available for use or sale.
- The expenditures attributable to the development of the intangible asset can be reliably measured.

(continues)

1. Summary of Significant Accounting policies (continued)

Impairment of long lived assets

The association tests for impairment whenever events or changes in circumstances indicate that the carrying amount of the assets may not be recoverable. Recoverability is assessed by comparing the carrying amount to the projected future net cash flows the long-lived assets are expected to generate through their direct use and eventual disposition. When a test for impairment indicates that the carrying amount of an asset is not recoverable, an impairment loss is recognized to the extent the carrying value exceeds its fair value.

Revenue recognition

Chartered Professionals in Human Resources of Alberta Association follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

Membership dues are recognized as revenue over the term of the respective memberships.

Fees for events and services are recognized as revenue when the events are held, or the services are rendered. Job source, certifications, chapters revenue, annual conference, member professional development, business development and membership registration are recognized as revenue when the events and / or courses are held.

Interest income is recognized as income in accordance with the terms of investments which is generally with passage of time.

Any amounts received for future years are recorded as deferred revenue.

Deferred revenue

Memberships renewals occur throughout the year. Revenue from membership fees are recognized over the term of the respective membership. Fees collected but not yet earned are recorded as deferred revenue. Revenue received from the pre-registration for events occurring subsequent to the year-end are recorded in customer deposits.

Contributed services

Volunteers contribute a significant amount of time each year to assist the association in carrying out its programs and services. Because of the difficulty in determining the fair value, contributed services are not recognized in these financial statements.

Leases

Leases are classified as either capital or operating leases. At the time the association enters into a capital lease, an asset is recorded with its related long-term obligation to reflect the acquisition and financing. Rental payments under operating leases are expensed as incurred.

Net assets

- a) Net assets invested in capital assets represents the association's net investment in property and equipment and intangible assets, which is comprised of the amortized amount of equipment and intangible assets.
- b) Internally restricted net assets are funds which have been designated for a specific purpose by the association's Board of Directors.

(continues)

1. Summary of Significant Accounting policies (continued)

c) Unrestricted net assets comprise the excess of revenue over expenses accumulated by the association each year, net of transfers, and are available for general purposes.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in revenues and expenses in the period in which they become known. Actual results could differ from these estimates. The area of measurement uncertainty includes amortization.

Financial instruments

Financial instruments are recorded at fair value when acquired or issued.

In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

Financial assets measured at amortized cost include cash and cash equivalents, short term deposits, accounts receivable, and restricted term deposits.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities, goods and services tax payable, deposits received, and tenant loan.

Foreign currency translation

Accounts in foreign currencies have been translated into Canadian dollars using the temporal method. Under this method, monetary assets and liabilities have been translated at the year end exchange rate. Non-monetary assets have been translated at the rate of exchange prevailing at the date of transaction. Revenues and expenses have been translated at the average rates of exchange during the year, except for amortization, which has been translated at the same rate as the related assets.

Foreign exchange gains and losses on monetary assets and liabilities are included in the determination of earnings.

2. Financial instruments

The association is exposed to various risks through its financial instruments. The following analysis provides information about the association's risk exposure and concentration as of December 31, 2025.

Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The association is exposed to credit risk from members and its financial institutions. The association's cash balances are held in longstanding Canadian financial institutions and the association has a significant number of members which minimizes concentration of credit risk.

(continues)

2. Financial instruments (continued)

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The association is exposed to this risk mainly in respect of its receipt of funds from its members and clients and other related sources, and accounts payable. The association's overall liquidity risk is monitored on a regular basis, and when necessary, funds are transferred from term deposits to meet the obligations associated with its financial liabilities.

Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency rate risk, interest rate risk and other price risk. The association is mainly exposed to interest rate risk and currency risk.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the association manages exposure through its normal operating activities. The association is exposed to interest rate risk primarily through its short-term deposits and tenant loan.

Currency risk

Currency risk is the risk to the association's earnings that arises from fluctuations of foreign exchange rates and the degree of volatility of these rates. The association is exposed to foreign currency exchange risk through transactions denominated in U.S. dollars. The association does not use derivative instruments to reduce its exposure to foreign currency risk.

Unless otherwise noted, it is management's opinion that the association is not exposed to significant other price risks arising from these financial instruments.

3. Short-Term Deposits

The association holds guaranteed investments certificates (GICs). Current year investments mature between January to September 2026 (2024 - January to August 2025), annual interest ranges from 2.20% to 2.75% (2024 - 3.23% to 4.69%).

4. Accounts Receivable

	2025	2024
Interest receivable	\$ 24,717	\$ 28,098
Other receivable	21,766	24,143
	\$ 46,483	\$ 52,241

5. Property and Equipment

	Cost	Accumulated amortization	2025 Net book value	2024 Net book value
Computer equipment	\$ 52,131	\$ 34,151	\$ 17,980	\$ 33,444
Furniture and fixtures	18,425	5,101	13,324	26,679
Leasehold improvements	113,176	15,491	97,685	93,413
	\$ 183,732	\$ 54,743	\$ 128,989	\$ 153,536

6. Intangible Assets

	2025	2024
Website and software development	\$ 381,285	\$ 381,285
Accumulated amortization	(360,910)	(341,453)
	\$ 20,375	\$ 39,832

7. Internally Restricted Net Assets

The association has internally restricted net assets as a reserve for future operations. These restrictions are allocated at the discretion of the Board of Directors as follows:

During the year, the association transferred \$96,343 from its internally restricted net assets to unrestricted net assets. The internally restricted net assets represent amounts the Board of Directors have internally restricted for the following purposes.

Operating reserve - An operating reserve of approximately 50% of the annual administration expenses has been maintained in the year. This amount comes to \$1,054,266 (2024 - \$1,150,609).

Special program reserve to support self-regulation - This is to support expenses arising from self-regulation such as legal expenses in an amount not to exceed \$150,000.

Special program reserve for legal expenses due to discipline - This is intended to provide an internal source of expenses arising from legal expenses due to discipline complaints in an amount not to exceed \$500,000.

Special program reserve for technology - This is to provide internal source of funds to support expenses arising from unplanned need to replace or enhance significant pieces of critical technology, including the membership data system in the amount not to exceed \$350,000.

	2025	2024
Operating reserve	\$ 1,054,266	\$ 1,150,609
Special program reserve to support self-regulation	150,000	150,000
Special program reserve for legal expenses due to discipline	500,000	500,000
Special program reserve for technology	350,000	350,000
	\$ 2,054,266	\$ 2,150,609

8. Customer Deposits

This represents amounts received from members towards registration fees and deposits for future years.

9. Deferred Revenue

Deferred revenue represents an obligation to deliver services to members and clients in future periods. At year-end, deferred revenue amounts consist of the following:

	2025	2024
Balance, beginning of year	\$ 579,308	\$ 509,643
Amounts received	1,957,111	1,965,146
Amounts recognized as revenue	(1,977,405)	(1,895,481)
Balance, end of year	\$ 559,014	\$ 579,308

10. Tenant Loan

The association has a lease agreement where the landlord paid for tenant improvements on behalf of the association in the form of a loan. The loan bears no interest, and as such has been discounted to reflect its fair market value based on an implied interest rate of 7% for comparable loans. The loan has no specific collateral, although the leasehold improvements purchased by the loan are physically located within the landlord's building.

The loan is repayable in monthly payments of \$1,167 (\$14,000 annually), inclusive of deemed interest, for a period of 10 years and will mature on July 31, 2034. Annual repayments required for each of the next five years total \$14,000 per year, and total repayments thereafter total \$50,167.

11. Amortization Expenses

The amortization during the year on property and equipment and intangible assets have been allocated functionally as follows:

	2025	2024
Amortization	\$ 30,374	\$ 25,800
Information technology	19,460	114,655
	\$ 49,834	\$ 140,455

12. Commitments

a) Lease commitment

The association has signed a lease agreement for occupying its office premises. The lease commenced on August 1, 2024, and will expire on July 31, 2034, with a renewal option for a further five years. Base rent payments for the office premises for the next five years and thereafter are listed below.

2026	87,647
2027	87,647
2028	87,647
2029	87,647
2030	87,647
Thereafter	314,066
	<u>752,301</u>

In addition, the lease includes additional rent in the form of operating cost recoveries, which will be approximately \$46,385 per year for the term of the lease.

b) Contract to develop software

Pursuant to an agreement with Association Consulting Group Inc. ("ACGI") dated February 23, 2021, the association has an E-service Enterprise Edition agreement with ACGI to develop and customize certain of its existing software programs, and to access and use a service hosted by ACGI, providing the use of such programs. The contract is for a term of five years.

The charges for the services will be as follows:

SOW services	\$184 per hour
Additional services	\$184 per hour
E-service charges	\$3,691 per month 5-year term
Additional service package	\$2,520 USD per month

13. Related Parties Transactions

The association is a member of the CPHR Canada with the following related party transactions during the year:

	2025	2024
<u>Related party transactions</u>		
CPHR Canada <i>Member association</i>		
CPHR dues - Membership fee	\$ 237,000	\$ 226,000
Certification - National Knowledge Exam Levy fee	52,767	42,729
	<u>289,767</u>	<u>268,729</u>
	<u>289,767</u>	<u>268,729</u>

These transactions are in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

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