



2024 ANNUAL REPORT

CHARTERED PROFESSIONALS IN HUMAN RESOURCES OF ALBERTA (CPHR ALBERTA)

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TABLE OF CONTENTS

MESSAGE FROM THE CHAIR 3

MESSAGE FROM THE CEO 4

ABOUT US 5

- Our Vision 5
- Our Mission 5
- Our Guiding Principles 5
- Our Membership 6

CPHR ALBERTA TIMELINE 7

CPHR ALBERTA MEMBER LEADERSHIP 8

- Board of Directors 8
- Member Volunteers 10

CPHR ALBERTA STRATEGIC PRIORITIES 11

- Excellence Through Sound Governance 12
- Innovation and HR Practice 16
- CPHR Community Professional Development Hub 17
- The Face of HR in the Community 20
- Thought Leadership 26

FINANCIAL STATEMENTS 28

MESSAGE FROM THE CHAIR



As we conclude 2024, I am proud to reflect on the significant progress CPHR Alberta has made in strengthening the HR profession across Alberta, the Northwest Territories, and Nunavut. Our Board has remained committed to governance excellence, stakeholder engagement, self-regulation, and ensuring the long-term sustainability of our association.

This year, we deepened our relationships with government, post-secondary institutions, and industry leaders. By engaging with key policymakers, including MLAs, Ministers, and Deputy Ministers, we reinforced CPHR Alberta's position as a trusted advisor on workforce and policy matters.

Self-regulation remains a top priority for our Board of Directors, as 93.5 percent of our members reaffirmed their support, reinforcing our advocacy efforts. We hosted pivotal engagements, including a UCP caucus meeting and the CPHR Alberta Stampede Breakfast, bringing together government leaders, business professionals, and HR practitioners. To further our efforts, we developed advocacy tools that empower members to engage with government stakeholders and champion the value of self-regulation.

Further, the Board conducted a Strategic Priorities Review, reaffirming the evolving role of HR as a strategic leadership function and emphasizing the need to strengthen HR's credibility, business acumen, and adaptability to workforce changes. We committed to engaging key influencer's, including CEOs and CHROs, and refining our strategic plan to ensure it aligns with the needs of our members and the broader industry landscape.

Board governance remains strong, reflected in the 32 highly qualified applicants –11 public members and 21 Chartered members – who expressed interest in joining the Board. Their enthusiasm demonstrates the growing recognition of HR's influence and leadership potential. Through our governance efforts, the Board of Directors continues to refine best practices, ensuring that CPHR Alberta remains an inclusive, forward-thinking, and strategically aligned organization.

As we look ahead to 2025, I want to extend my heartfelt gratitude to my fellow Board members, dedicated volunteers, and operational staff for their unwavering commitment to advancing the HR profession. Together, we are building a future where HR professionals are recognized as strategic leaders, trusted advisors, and key contributors to organizational success.

I look forward to the opportunities ahead as we continue driving meaningful progress for our members and the HR community.

Sincerely,



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

MESSAGE FROM THE CEO



2024 has been a year of remarkable growth for our association. We proudly welcomed 995 new members, increasing our membership by 11 percent. With the support of CPHR Canada, we have developed a national network of over 33,000 human resources practitioners and professionals across the country, including 6,923 in Alberta.

We continue to collaborate with our provincial counterparts to promote the value of hiring designated professionals, develop comprehensive research, and streamline professional standards processes across Canada.

This past year, I challenged my team to push initiatives that bring value to our members. With the support and guidance of our Board of Directors, we strategically invested our resources and finances towards several priorities aligned with our strategic plan. In addition to this work, the operational team planned and executed an office move to better fit the needs of our team and reduce our overhead costs by downsizing our on-site workspace – supporting a strong financial position for the association.

Our pursuit of self-regulation remains strong, with unwavering support from our membership. Despite a complex path unique to our province, we are committed to this goal. We maintain a strong relationship with the Professional Governance department, holding regular update meetings and open lines of communication. Long awaited, the Professional Governance Act was introduced this Spring, passing the first reading. While it remains before the assembly for debate, we anticipate a positive outcome for the profession.

Our stakeholder work continued as we hosted our first Stampede event connecting with various groups and partnered with provincial post-secondary institutions to increase awareness and ensure our student members are career-ready upon graduation. We proudly support the future generation of our profession through scholarships, mentorship opportunities, network building, and career-appropriate professional development.

With our members at the heart of what we do, professional development (PD) was a key focus for our team. We refined our PD offerings per chapter to meet the individual needs of each market, including the introduction of our in-person HR Afterhours events, which mix PD and networking for engaging sessions. The year was marked by innovation, collaboration, and growth as we successfully hosted DisruptHR, bringing together members and non-members within the HR community. A highlight for our team was the delivery of our Annual Hybrid Conference at the Hyatt Regency Calgary in October. The positive feedback from members was overwhelming, highlighting the support and passion exhibited throughout the two-day event.

Showcasing our members and their incredible work is imperative to advancing our profession. We successfully launched a unique Member Growth Campaign alongside CPHR Canada, promoting the designation and the impact CPHRs have on organizational success. Featuring CPHR Alberta members, our provincial campaign ran digitally through online platforms and throughout our jurisdiction in airports, business towers, movie theatres, and transit. We utilized campaign materials as we developed and launched a new website in late 2024. The site features a streamlined, user-friendly interface that enhances the user experience and provides easy access to essential information.

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 do not go unnoticed and prepare us for a successful self-regulated profession in the near future! 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 success in 2025.

Ioana Giurca (She/Her)
CEO, CPHR Alberta

ABOUT US

As the exclusive registration body for the CPHR designation in Alberta, the Northwest Territories, and Nunavut, CPHR Alberta is the fourth-largest HR association in Canada. Home to over 6,900 HR practitioners and professionals. CPHR Alberta is dedicated to strengthening the human resources 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.

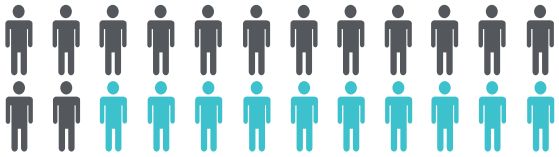
OUR GUIDING PRINCIPLES

- 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 2024, CPHR Alberta supported 6,923 members across Alberta, the 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, the Northwest Territories and Nunavut, and Wood Buffalo.

6,932 MEMBERS
3,080 DESIGNATES







FELLOWSHIP (FELLOW) OF THE CHARTERED PROFESSIONALS IN HUMAN RESOURCES

The Fellowship Program transitioned to a national initiative under the oversight of CPHR Canada for 2024 nominations. The shift enhanced the program's prestige by broadening its reach and recognizing qualified recipients from across the country. Moving forward, all Fellow CPHR (FCPHR) designations will be evaluated and awarded by a distinguished National Fellowship Committee, composed of existing FCPHR members within the CPHR jurisdictions, on an annual basis.

The prestigious 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. CPHR Alberta continues to acknowledge the individuals honoured with this award within our jurisdiction, providing them with their Fellow certification and benefits locally.

Currently, CPHR Alberta acknowledges 15 FCPHR recipients within our jurisdiction, all of whom have been seamlessly integrated into the National Fellowship registry.

ALBERTA FCPHRs

Alykhan Bandali
Angèle Mullins
Brian Foster
Eldon Emerson
Gary Agnew
Lynette Grose
Marcie Kiziak
Marino Giancarlo
Mel Zimmerman
Melanie Peacock
Peter Chung
Rod Miller
Todd den Engelsen
Trevor Axworthy
Wayne Thomas *(2023) Honouring his legacy*

CPHR ALBERTA TIMELINE

1984	Eldon Emerson leads a joint committee to establish the Human Resources Institute of Alberta (HRIA)
1990	The first CPHR designation is granted to Eldon Emerson
1992	First code of ethics is drafted by Canadian Council of Human Resources Associations (CCHRA) and HRIA
2004	HRIA is a founding member of the CCHRA
2013	Alberta's HR profession is united under HRIA
2014	Application for self-regulation is submitted to the GOA
2017	HRIA becomes Chartered Professional in Human Resources of Alberta (CPHR Alberta), one of nine jurisdictions under CPHR Canada
2019	CPHR Alberta defines a new road-map for designation requirements
2021	The Northwest Territories and Nunavut are formally recognized as the eighth jurisdictional chapter under CPHR Alberta
2022	CPHR Alberta implements the new CPHR Competency Framework
2024	CPHR Alberta records highest membership increase in single calendar year

CPHR ALBERTA MEMBER LEADERSHIP

CPHR Alberta continues to work closely with our member community to strengthen and guide the association and the profession.

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 governing 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.

This year, the Board agreed to dismantle the Total Rewards Committee and Membership Engagement Committee and transferred initiatives to other Committees. In doing so, enhanced the governance efficiency and better serves the priorities.

CPHR ALBERTA BOARD OF DIRECTORS



Geordie MacPherson, CPHR
He/Him
Chair



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



Lisa Watson, CPHR
She/Her
Director, and CPHR Canada Representative



Mahyar Alinejad, CPHR
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



Katherine Salucop, CPHR
She/Her
Director



Megan Vaughan, CPHR
She/Her
Director



MEMBER VOLUNTEERS

Collaboration between the CPHR Alberta operational team and membership is crucial to maintaining operational success. The time and expertise provided by our member volunteers in support of operational initiatives ensures continued growth of our association. Volunteers bring value directly back to our member community through the delivery of professional development opportunities, engaging industry content, post-secondary and student engagement, continued evaluation and measurement of member conduct, and community connections.

Thank you to all our 2024 CPHR Alberta Committee Volunteers. Your commitment to the association makes the profession and HR community stronger.

2024 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
NWT and Nunavut Chapter Committee
Campus Ambassador Program
Conference Learning Committee
Discipline Committee
Editorial Committee
Mentorship Committee
Registration Committee
Student Advisory Council
Scholarship Committee

138 VOLUNTEERS
1,260 HOURS



CPHR ALBERTA STRATEGIC PRIORITIES

With guidance from the CPHR Alberta Board of Directors, the association operates 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'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 SOUNDS GOVERNANCE

2024 FINANCIAL REVIEW

FISCAL RESPONSIBILITY

CPHR Alberta prioritized financial responsibility while strategically investing to enhance member services. The association maintained strong reserves covering six months of operating expenses and Special Program Reserves to support key initiatives as directed by our Board of Directors.

A planned operating deficit was a strategic move to optimize efficiency and ensure long-term sustainability, with key expenditures on restructuring, marketing, and office downsizing. Despite these planned investments, CPHR Alberta remained financially stable, receiving an unqualified opinion from independent auditors. The reclassification of software as an intangible asset and a new leasehold improvement tenant loan further enhanced financial transparency and reporting.

2024 STATEMENT OF OPERATIONS

Total expenses for 2024 increased by 18 percent, totaling $3,945,329, up from $3,331,564 in 2023. Key factors included higher-than-expected rent costs due to a one-time loan inducement payment for office downsizing. This move, reducing office space by nearly half, is expected to result in significant long-term cost savings. Moreover, the restructuring and investments in partnerships with post-secondary institutions further strengthened the workforce and supported student members.

The association recorded total revenue of $3,593,259, representing an increase of 5.69 percent compared to total revenue at 2023 of $3,399,662. This growth was driven by strong membership retention and growth, alongside the success of the Professional Development offerings, which exceeded expectations due to increased demand for certificate programs, Additionally, an increase in certification revenue contributed to the overall revenue performance.

The association recorded a deficit of $352,071, a shift from the surplus of $68,098 in 2023. This strategic deficit was planned to facilitate long-term cost savings and further enhance services to members, contributing to the association's overall financial stability and future growth.

REVENUE MIX YEAR-OVER-YEAR

	2024	2023
ANNUAL MEMBER DUES	52.7%	57.6%
ADVERTISING AND CPHR ALBERTA MAGAZINE	3.3%	3.1%
CPHR ALBERTA JOB BOARD	1.9%	2.4%
EVENTS (PROFESSIONAL DEVELOPMENT, CHAPTERS AND CONFERENCE)	23%	20.9%
CPHR CERTIFICATION	12.4%	8.4%
PARTNERSHIPS, RESEARCH AND OTHER REVENUE	6.5%	7.1%
	100%	100%

EXPENSE MIX YEAR-OVER-YEAR

	2024	2023
ADMINISTRATION AND IT	65.5%	72.4%
CONFERENCE AND OTHER EVENTS	15.8%	13.7%
CERTIFICATION PROGRAM	1.6%	2.5%
CPHR CANADA	6.1%	6.0%
GOVERNANCE	1.8%	1.3%
SELF-REGULATION AND RESEARCH	3.2%	1.6%
MARKETING, COMMUNICATIONS AND POST SECONDARY	5.9%	2.5%
	100%	100%





MEMBERSHIP GROWTH

	2024	2023
MEMBERSHIP	6,923	6,232
CPHR DESIGNATES	3,080	2,956
NEW MEMBERS	995	658
CANCELLED PAID MEMBERSHIPS	515	527
CANCEL RATE	7.7%	8.4%

BY CATEGORY

	2024	2023
CHARTERED	3,080	2,956
CANDIDATE	1,330	1,280
ASSOCIATE	497	407
GENERAL	606	664
STUDENT	290	137
STUDENT - ACCREDITED	576	334
RETIRED	544	454
TOTAL	**6,923**	**6,232**

BY CHAPTER

	2024	2023
CALGARY	3,575	3,251
EDMONTON	2,472	2,248
CENTRAL ALBERTA	215	191
LETHBRIDGE	160	137
MEDICINE HAT	53	50
GRANDE PRAIRIE	91	83
WOOD BUFFALO	108	63
NORTHWEST TERRITORY & NUNAVUT	34	31
OUTSIDE ALBERTA	215	178
TOTAL	**6,923**	**6,232**

CPHR CANADA

CPHR Alberta is one of nine jurisdictions under CPHR Canada, with a total of over 33,000 combined members. In 2024, our association contributed to a number of initiatives through CPHR Canada and our fellow jurisdictions, including the National Marketing Campaign, the NKE administration, and the transition of the Fellowship Program to a national initiative overseen by CPHR Canada. CPHR Alberta continues to work with our national body to better align our jurisdictions, including recognizing the designation upon provincial transfers. The associations work to continue the alignment of standards and create a unified voice under CPHR Canada, which demonstrates excellence in processes, policy, and outcomes for theassociation.

SELF-REGULATION

Our journey towards self-regulation has been complex, requiring patience, adaptability, and persistence. Despite facing unique external obstacles and roadblocks, we have unwavering support from our membership and continued guidance from our Board of Directors. Our Operational Team, remains steadfast in our commitment to securing the recognition the profession deserves, mirroring our members' dedication to this priority.

Over the past year, we have focused on strengthening our relationship with the Professional Governance department, making it a cornerstone of our progress. Through regular update meetings and open lines of communication, we have stayed informed and proactive in meeting application requirements. This approach has been instrumental in advancing our objectives and navigating the complexities of self-regulation for CPHR Alberta.

This year we saw more changes within the provincial government. The new Professional Governance Act (PGA), failed to make the agenda in the spring or fall. While self-regulation and the Department of Governance remained with the Ministry of Advanced Education, we saw a new Deputy Minister, a New Assistant Deputy Minister and a New Director of the Department Governance, all within the last six (6) months of the year. These changes can present new challenges to the progression of legislation; however, the introduction of the PGA, in the 2025 Spring sitting is a signal that we can anticipate positive news in the year ahead.

As we monitor the debate of the newly introduced legislation in the Assembly, we continue to operate as a self-regulated profession, maintaining the necessary structure for recognition. Along with the policies and processes required of the profession, we have reinforced the value and impact of the profession on the public and engaged intensively with stakeholders to build support and raise our profile. By connecting with current regulated professions, we have gained valuable insights to prepare for the future. We are assured that our association's framework will lead to a positive outcome for the profession.

Our dedication to self-regulation, combined with strong member support and an effective partnership with the department, positions us well for success.

RESEARCH

Research focused on three (3) key areas: Gender-Based Violence (GBV) in the workplace, compensation, and HR trends. We explored new topics such as GBV, pay transparency, and pay equity, while also providing updated data on significant areas including compensation, DEI, technology, and health and safety. This work offered valuable insights to the profession and expertise to external stakeholders and partners, including the Department of Occupational Health and Safety, Talent4Energy, and the Department of the Status of Women. We gathered feedback from 1,419 members, identifying key insights and opportunities for action. CPHR Alberta addressed these opportunities by developing new policy templates, guides, and professional development offerings.

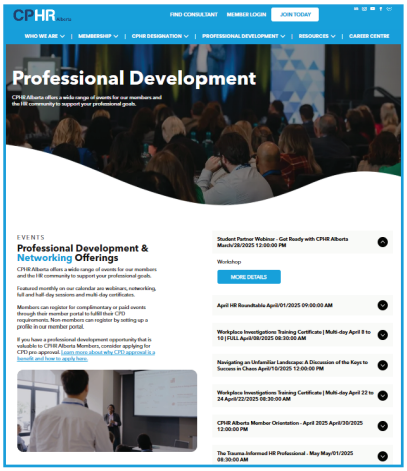
AI POLICY

AI is rapidly advancing in the workplace, serving as a catalyst for efficiency and innovation. The HR profession is at the forefront of this evolution, particularly in the adoption of AI. CPHR Alberta developed a comprehensive template policy for AI use in the workplace, and in collaboration with our provincial counterparts, we have supplemented this policy with a specialized guide for the profession. Members can depend on these resources as they transform their workplaces, ensuring their organizations adhere to responsible and ethical AI practices and establish guidelines to enhance productivity, efficiency, and decision-making.

WEBSITE

In early 2024, we initiated an RFP process to select a developer for a new website. Throughout the spring, we collaborated with the chosen developer to strategically analyze old site analytics, review navigation patterns, and create a site map that offers clear direction for both members and the public. We developed a new site theme that combines the professionalism of our association with a touch of playful design, emphasizing the human element of the HR profession. To further engage our community, we incorporated pictures of our members throughout the site. Operationally, we focused on reducing and refining content to ensure clarity and cleanliness. The new website launched in December 2024, receiving positive feedback from our national partners and members. The result is a streamlined, user-friendly website that enhances the user experience and provides easy access to essential information.





CPHR COMMUNITY PROFESSIONAL DEVELOPMENT HUB

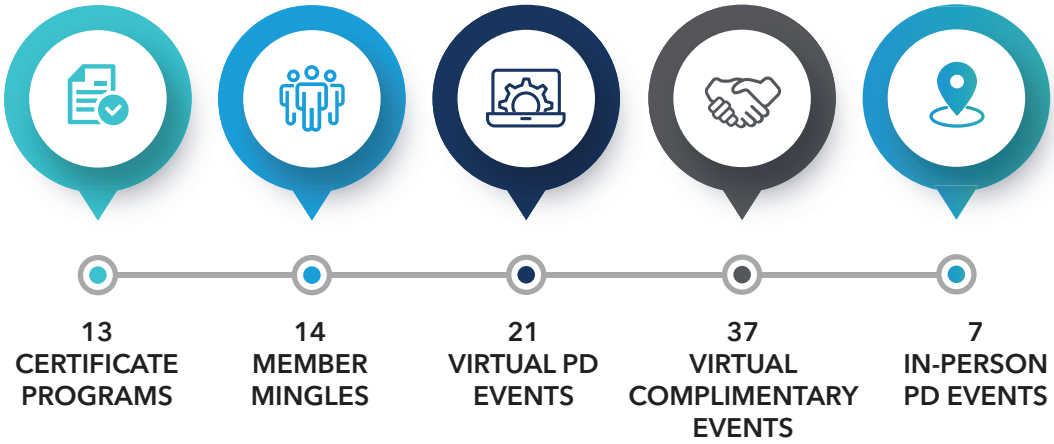
PROFESSIONAL DEVELOPMENT AND NETWORKING

In 2024, we prioritized the delivery of strategically designed professional development and networking offerings to meet the needs identified by our members. Our complimentary events saw a 52 percent increase in attendance, while paid events experienced a 100 percent increase. The CPHR Alberta HR Law Conference was delivered as a hybrid event for the first time, accommodating both in-person and virtual attendees. We expanded our executive offerings by conducting two (2) executive focus groups to gather feedback and guidance, which helped us develop a new executive program piloted in the fall of 2024. The rise in engagement was driven by our Hybrid Law Conference, DisruptHR, monthly HR round tables, certificate programs, in-person networking events, and the diverse topics covered in our partnered noon-hour webinars.



PROFESSIONAL DEVELOPMENT

	2024	2023
PAID EVENTS	35	45
PAID PARTICIPANTS	1,751	1,121
COMPLIMENTARY EVENTS	37	58
COMPLIMENTARY PARTICIPANTS	4,864	4,990
TOTAL OFFERINGS	69	103
TOTAL PARTICIPANTS	6,615	6,111







ANNUAL CONFERENCE

The CPHR Alberta 2024 Conference was hosted in Calgary, Alberta, on October 1st and 2nd, under the theme "Reimagine." Delivered in a hybrid format, our annual conference underwent a transformative revamp, introducing key initiatives such as a complimentary student conference, private receptions, networking mixers, and expanded session offerings, including panels and micro-sessions to meet diverse learning needs. Through the full collaboration of our operational team, the conference provided an engaging and impactful experience, attracting 444 attendees, 50 percent of whom were managerial to senior HR leaders, with 78 percent being CPHR Alberta members. The post-conference survey saw a 42 percent increase in participation from 2023, with an outstanding 98 percent satisfaction rate, reflecting the conference's success.

Our 2024 conference generated the highest sponsorship revenue since 2016, totaling $133,500, and sold out our exhibitor hall with 39 booths. The hybrid format allows for greater participation across the province, enabling members to join virtually, however this model also incurs significant expenses. We continued to seek feedback from our membership on delivery formats, and the insights gained will drive planning for future events. We remain committed to earning member trust to deliver a valuable capstone event and are dedicated to expanding our attendance and enhancing engagement by providing an exceptional, knowledge-driven conference experience.

"I just wanted to say a big THANK YOU to you and your team for the warm hospitality, great networking & learning opportunities, and an overall fantastic conference! Congratulations on hosting such a wonderful event that captured all areas of learning and connecting!"

– 2024 Conference Attendee

444 TOTAL REGISTRANTS
350 CPHR ALBERTA MEMBERS
322 IN-PERSON ATTENDEES
122 VIRTUAL ATTENDEES
13 SPONSORS
39 EXHIBITORS
35 SPEAKERS
24 SESSIONS
13 VOLUNTEERS



PARTNERSHIPS

At CPHR Alberta, we are committed to forming strategic partnerships that bring significant value and diverse benefits to our members. We proudly collaborated with 24 industry partners, which contributed to a 20 percent increase in our partner revenue. Our goals for the year included a thorough assessment and measurement of each partner's value to ensure ongoing mutual benefits.

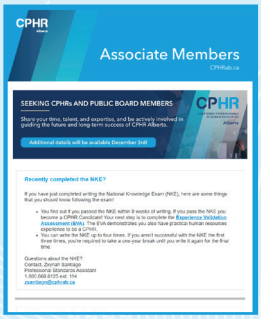
Thanks to our strong and positive relationships, our partners have become more involved in a variety of CPHR Alberta events including DisruptHR, Member Mingles, and our annual conference. This increased engagement has further enhanced the value we offer to our members.

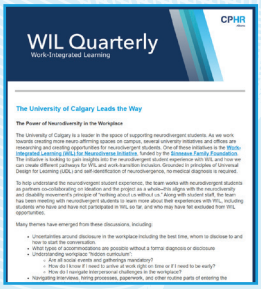
COMMUNICATIONS

CPHR Alberta e-communications continued to perform positively, with open rates remaining higher than the industry standard. Although there was a slight decline in open rates compared to 2023, our subscriber base increased, indicating more members are receiving our e-communications. We pivoted our DEI e-newsletter to IDEA (Inclusion, Diversity, Equity, and Accessibility) to better reflect the resources we provide to develop safe spaces within the workplace and switched from a monthly to a quarterly schedule. This change significantly increased the average open rate compared to 2023. Throughout the year, 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.

	SUBSCRIBERS		AVERAGE OPEN RATE	
	2024	2023	2024	2023
LEARN AND CONNECT	5850	5604	64.7%	66.5%
HR ESSENTIALS	5845	5614	63.8%	64.7%
MEMBER FOCUS	5850	5613	66.4%	68.8%
IDEA (FORMERLY DEI)	5838	5559	66.7%	63.6%
JOB FLASH	5752	5554	56%	57.6%
THIRD PARTY OFFERS	5919	5439	62.3%	63.7%
WIL QUARTERLY	6005	5486	68%	66%
PARTNER QUARTERLY	5907	5426	67%	65%
OTHER*	5964	5488	65.3%	64.3%







** Other includes: Programs, Scholarships, Membership Dues, CPD Logs, Excellence Awards, Research, Conference, Volunteers, CPHR Canada, Partnerships, Operations.*

SPONSORSHIPS, STAKEHOLDER AND GOVERNMENT RELATIONS

We continued our strategy of engaging with government, stakeholders, and key community partners to elevate the profession as a vital partner and knowledge source for policy, programs, and labor projects. 2024 was a year of many firsts for us. We hosted our inaugural Caucus (UCP) meeting at the Legislature, became a valued voice at a Government of Canada roundtable, met with the Office of the Premier, released our first budget statement, and hosted our very first Stampede Breakfast.

Our relationships with post-secondary institutions flourished through research and program advisory roles. We also collaborated directly with chambers of commerce across Alberta, OHS, the Canadian Armed Forces, Calgary Chamber of Voluntary Organizations (CCVO), and Calgary Economic Development (CED). Additionally, we established new connections with regulatory bodies for other professions and engaged with MLAs across our Chapters.

1 CAUCUS MEETING	UCP Caucus
2 FEDERAL ENGAGEMENTS	Roundtable (IRCC), Canadian Armed Forces Executrek
5 MINISTRIES/OFFICES ENGAGED	Office of the Premier (1 Meeting), Jobs, Economy and Trade (1 Meeting, 1 Collaboration on HR Trends), Advanced Education (4 Meetings), Immigration and Multiculturalism and Arts (2 Meetings), Culture and Status of Women (Stampede and Conference Attendance), Settlement Services and Ukrainian Evacuees (1 Meeting)

SMALL BUSINESS WEEK

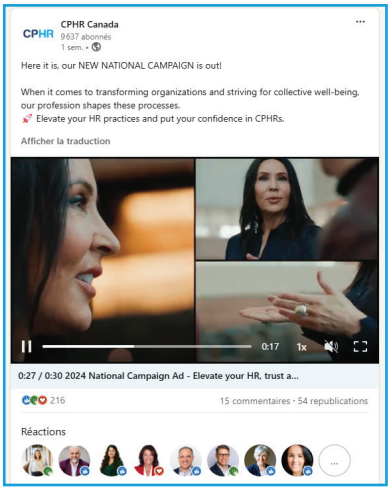
As an association we proudly sponsored and participated in 2024 Small Business Week (SBW) events across our jurisdiction including Calgary, Edmonton, Grande Prairie, Lethbridge, and Yellowknife. Sponsorship enhanced our brand awareness and showcased our CPHRs' expertise through panel discussions, awards judging and presentation, and HR consultant hours, positioning HR professionals as thought leaders in the business community.

Our Board of Directors and operational team connected with members and non-members at open houses, awards ceremonies, and a round table in Yellowknife, strengthening our relationship with the business community and local chambers. Our active participation in SBW highlights our commitment to supporting small businesses and fostering a vibrant business ecosystem.

CPHR CANADA NATIONAL MARKETING CAMPAIGN

CPHR Canada launched the annual National Marketing Campaign to elevate the profession's recognition among business executives and managers, while fostering a sense of belonging and pride among CPHRs. The campaign featured a 30-second commercial on CBC, reaching a national audience. This commercial highlighted the CPHR designation and strategically positioned the HR profession as central to organizational success by showcasing an inspiring CPHR.

All CPHR Canada jurisdictions collaborated to support the commercial launch with unified content at the provincial level through e-communications, events, and social media channels, achieving significant organic visibility and reach. CPHR Canada's LinkedIn campaign launch post alone generated 7,000 impressions and 5,000 video views. The campaign ran successfully until the end of 2024, creating a unified voice for the designation across the nation.



CPHR ALBERTA MARKETING CAMPAIGN

Our 2024 Member Growth and Awareness Campaign aimed to connect with the Alberta business community through awareness and education, creating advocates for the CPHR designation and advancing our pursuit of self-regulation. We invested significantly in advertising, including digital media and out-of-home (OOH), to boost recognition. Our long-term goal was to increase membership, CPHRs, and demand for the designation within workplaces.

We developed a comprehensive 12-month advertising plan, identifying target markets and defined key messaging for Hire a CPHR, Become a Member, and Become a CPHR. We engaged with business leaders, pursued sponsorships and speaking opportunities, and utilized various advertising channels including airports, billboards, downtown office towers and transit stations, Google, LinkedIn, and local Chambers. The campaign focused OOH advertising in specific months based on target market behaviours and continuous Google and LinkedIn advertisments.

To support our campaign creatives, we held casting calls for members and volunteers to develop a catalog of photos and videos for campaign materials and produced association brochures for events. Featuring CPHRs throughout the campaign enhanced engagement, receiving positive feedback and pride from our HR community. Our brand awareness initiatives yielded strong results, driving a 100 percent increase in website traffic (10,000-user increase monthly) and increased requests for CPHRs in our Career Center job postings.

In addition to our comprehensive campaign, we partnered with our digital ad agency to secure a Google Grant. This grant provides up to $10,000 per month in ads spent on Search Ads on Google.com, with charges only per click. Our grant campaign focused on promoting membership, further enhancing our outreach and engagement efforts, yielding a total 20,942 views, 9,095 clicks, and 816 conversions. This strategic use of the Google Grant complemented our overall campaign, driving increased awareness and interest in the CPHR designation.

SAMPLE AIRPORT ADVERTISEMENTS





SAMPLE DIGITAL ADVERTISEMENTS





10% OF NEW MEMBERS HEARD ABOUT THE ASSOCIATION THROUGH THE 2024 MARKETING CAMPAIGN



CAREER CENTER

The CPHR Alberta Career Center is an effective recruitment tool connecting employers with highly qualified HR professionals. 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 CPHR Alberta members access to expert resources, active job postings, career planning content, resume support and more. It is through the Career Center platform that we can track 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 Career Center logged 100,342 job posting views this year, up 38 percent from 2023.

JOB BOARD ACTIVITY

	2024	2023
NUMBER OF NEW EMPLOYER ACCOUNTS	208	265
NUMBER OF NEW JOB SEEKER ACCOUNTS	401	490
TOTAL JOBS POSTED	279	346
TOTAL JOB POSTING VIEWS	100,342	72,394

SOCIAL MEDIA

CPHR Alberta's social media platforms experienced positive growth, underscoring their importance in advancing our mission. LinkedIn, our main platform, saw a 26 percent increase, ending the year with 11,667 followers and generating 621,797 impressions. Meta platforms (Facebook and Instagram) extended our visibility, reaching 26,304 unique viewers annually, with 21,461 clicks and 287,580 views through paid strategy. These results highlight our effective use of social media to boost brand awareness, foster stakeholder connections, and support our mission of advancing the HR profession in our jurisdiction.

SOCIAL MEDIA FOLLOWERS

	2024	2023
LINKEDIN – CPHR ALBERTA GROUP	8,062	7,909
LINKEDIN	11,667	9,354
TWITTER	NA	1,367
INSTAGRAM	1,240	1,007
FACEBOOK	779	474

DISRUPTHR

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. In 2024, CPHR Alberta proudly obtained the license to host DisruptHR in Calgary and successfully executed our first event that summer. With 315 participants, the sold-out event attracted 60 percent members and 40 percent non-members. The success was driven by the venue's accessibility, affordable tickets, unique in-person learning and networking opportunities, five (5) 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. We are excited to continue hosting this event in 2025.

EXCELLENCE AWARDS

Each year, CPHR Alberta proudly presents six (6) awards to individuals and teams who have made remarkable strides in the realm of HR, ultimately improving workplaces across Alberta, the Northwest Territories, and Nunavut. From diligent students to inspiring HR leaders, dedicated organizations to selfless volunteers, the Excellence Awards recognize those who consistently go the extra mile.

The 2024 Excellence Awards were hosted by our Board of Directors in-person at our annual conference in October. With both in-person and virtual attendance available, the event brought together a total of 116 individuals to celebrate our 2024 award recipients.

The Awards Selection Committee is composed of five (5) Chartered members who take a fair and transparent approach to evaluating each nominee. The evaluation and selection process are extensive and thorough, including an independent scoring system using a numbered scale based on established criteria. Reviews involve compiling scores, deliberation, and a second round of review by new evaluators, if required. The committee ensures each winner aligns with CPHR Alberta's values and the spirit of the award. In 2024, the committee reviewed 38 individual award nominations and selected six (6) outstanding recipients.

Thank you once again to the Awards Selection Committee for your commitment and dedication to this process!

CONGRATULATIONS TO OUR 2024 AWARD RECIPIENTS!



COMMUNITY CHAMPION
Iryna Kravets-Kuzmicz

HR TEAM
Canadian Western Bank Financial Group (CWB): People and Culture Team



HR EDUCATOR
Nimarta Mann-Sarao, CPHR



RISING STAR
Ashley Whelan, CPHR



HR IMPACT
Shawn Paulson, CPHR



STRATEGIC INNOVATOR
Katie Taylor, CPHR

MENTORSHIP PROGRAM

The Mentorship Program connects like-minded individuals to foster meaningful relationships and is accessible to all members across the jurisdiction via a hybrid format. Offered twice a year, six-month terms, the program supported over 430 members in 2024, resulting in 150 mentoring matches, including 20 student cohorts, 16 peer-to-peer relationships, and 55 extended connections across four streams: Leadership, Career Development, Peer-to-Peer, and Student Cohort Group Mentoring. Notably, the peer-to-peer stream experienced significant growth, expanding from just three (3) relationships last year.

The Mentorship Committee provides essential support throughout the intakes, hosting eight (8) support group sessions and four (4) webinars on relevant topics, such as "Embracing Neurodiversity in Mentorship Relationships," which engaged over 350 participants. Additionally, we launched a masterclass initiative to assist unmatched participants, providing a comprehensive handbook and follow-up sessions. A focus group was also conducted to gather insights on program enhancement. Committed to strengthening connections within the HR community, the program will be growing to include additional resources, the introduction of micro-courses through an on-demand platform, and increased awareness.

POST-SECONDARY

We proudly expanded our post-secondary engagement by ensuring CPHR Alberta's presence on campuses at various networking events, serving as panelists on association and human resources-related topics, and as classroom guest speakers. These opportunities allow us to educate students and faculty about the services and support the association offers our student members and share our knowledge as subject-matter experts.

We introduced two (2) pilot initiatives for students. The first initiative was a student-focused session held during our annual conference in early October. A panel of HR professionals offered valuable insights on job searches, the importance of networking, transitioning from student life to the workforce, and exploring career paths. The second initiative was a unique mentorship program that takes experiential learning to the next level by incorporating real-life simulations, providing students with practical, hands-on learning experiences.

2024 PROGRAMS

WALK AND TALK PROGRAM
41 MATCHES

CPHRs participating in the Walk and Talk program earn two (2) CPD hours while offering students career insights and mentorship.

CAMPUS AMBASSADORS
22 CAMPUS AMBASSADORS
12 POST-SECONDARY INSTITUTIONS REPRESENTED

Ambassadors share information about CPHR Alberta events, updates on the designation, and increase student engagement and awareness with the creation of their own student events on campus, sponsored by CPHR Alberta.

2024 SCHOLARSHIP WINNERS

ELDON EMERSON SCHOLARSHIP
Khadija Fatima, SAIT



DIPLOMA SCHOLARSHIP
Fureza Muqaddas, MacEwan University



HRC WEST STUDENT CASE COMPETITION



CPHR Alberta partnered with CPHR BC & Yukon to host HRC West 2024 at Camosun College in Victoria, British Columbia. This exciting two-day event brought together 16 post-secondary student teams, eight (8) from Alberta and eight (8) from British Columbia, for a unique opportunity to tackle a real-world HR challenge. Teams were presented with the business case for the first time on Saturday morning, and after three (3) hours of preparation, they competed in the first-round presentations. On Saturday afternoon, four (4) teams advanced to the final round.

2024 TOP FOUR TEAMS

1ST PLACE: People Dynamic Solutions – Bow Valley College, Alberta
2ND PLACE: GAIM Consulting – University of Alberta, Alberta
3RD PLACE: Case Closed – Camosun College, BC
4TH PLACE: Creative Minds Consulting – Mount Royal University, Alberta

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 2024. With a total of 90 writers, Alberta's pass rate remains steady at 73 percent.

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 2024, we renewed accreditation agreements with six (6) of our programs, and the association approved 223 NKE Waivers, comparable to the 153 successful waivers in 2023.

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 different pathways and support in obtaining the CPHR designation, the association is supporting the promotion of the designation as the professional standard in human resources.

	APPLICANTS	SUCCESSFUL ASSESSMENTS	PASS RATE
EVA	182	160	88%
SPEVA	22	9	41%

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 2024, 85 CPD logs were audited, with a 100 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 2024, 19 Chartered Members were revoked for failure to submit CPD logs, with no approved appeals. 69 Chartered Members and 137 Candidate Members were revoked for failure to pay dues, with 14 Chartered and 16 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 two (2) complaints of misconduct in 2024, with 100 percent concluded. At the end of 2024, no complaints remained in the investigation phase. No members were found to have contravened the Code of Ethics.

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. Issue themes included Re-designing the Future of Work, Technology and Innovation in HR, IDEA (Inclusion, Diversity, Equity and Accessibility), and The Role of the HR Professional. With the support of the committee, members and industry professionals, the association published digital and print content covering a variety of topics including HR law, management strategies, talent development, artificial intelligence, advocacy, workplace culture, and ethical practice. Content was delivered in different formats including case studies, tips, playbooks, testimonials and expositions. 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.

The CPHR Alberta Magazine was named a 2024 MarCom Gold Award Winner, an award program administered by the Association of Marketing and Communication Professionals.

EDITORIAL METRICS

50 BLOGS
21 BY CPHR ALBERTA
29 BY CPHRs AND INDUSTRY PROFESSIONALS

32 MAGAZINE ARTICLES
1,012 PRINT SUBSCRIBERS
5,261 DIGITAL SUBSCRIBERS



WORK INTEGRATED LEARNING (WIL)

Work Integrated Learning (WIL) is a unique program that allows CPHR Alberta to support our post-secondary partners, Student Members, and member organizations. It equips students with job-ready skills while providing employers access to local talent, advancing the profession's future and fostering a supportive community essential for the association's growth.

After launching the WIL Quarterly e-newsletter in 2023, we continued to deliver valuable content throughout 2024. We partnered with the University of Calgary, University of Alberta, Business and Higher Education Roundtable (BEHR), and TalentED YYC to provide resources on WIL's role in Neurodiversity, Clean Energy, Productivity, Community Service, and DEI. Additionally, we held three (3) complimentary member-only workshops with TalentED YYC, focusing on integrating WIL into organizations to build strong talent pipelines.

We enhanced our support for post-secondary partners by revamping our website WIL landing page. The updates provide better access to contacts, events, and engagement opportunities in their WIL programs, ensuring we remain a key partner in building connections and community.





FINANCIAL STATEMENTS

December 31, 2024

Independent Auditor's Report 28

Statement of Financial Position 30

Statement of Operations 31

Statement of Changes in Net Assets 32

Statement of Cash Flows 33

Notes to Financial Statements 34

CASCADE
CHARTERED PROFESSIONAL ACCOUNTANTS LLP

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, 2024, 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, 2024, 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.

Other Matter

The financial statements for the year ended December 31, 2023 were audited by another auditor who expressed an unmodified opinion on those financial statements on March 12, 2024.

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.

(continues)

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.

Cascade
Chartered Professional Accountants LLP

Calgary, Alberta
March 17, 2025

CHARTERED PROFESSIONALS IN HUMAN RESOURCES OF ALBERTA ASSOCIATION

(Operating as CPHR Alberta)
Statement of Financial Position
December 31, 2024

		2024		2023
ASSETS				
Current				
Cash and cash equivalents	**$**	**555,585**	$	301,279
Short-term deposits *(Note 3)*		**604,496**		1,075,383
Accounts receivable *(Note 4)*		**52,241**		65,387
Prepaid expenses		**71,452**		21,233
		1,283,774		1,463,282
Property and equipment *(Note 5)*		**153,536**		72,242
Intangible assets *(Note 6)*		**39,832**		113,737
Restricted term deposits *(Notes 3, 7)*		**2,150,609**		2,073,209
	$	**3,627,751**	$	3,722,470
LIABILITIES AND NET ASSETS				
Current				
Accounts payable and accrued liabilities	**$**	**153,971**	$	86,838
Goods and services tax payable		**15,952**		19,318
Customer deposits *(Note 8)*		**74,007**		44,321
Deferred revenue *(Note 9)*		**579,308**		509,643
Current portion of tenant loan		**9,833**		-
		833,071		660,120
Tenant loan *(Note 10)*		**84,400**		-
		917,471		660,120
Net assets				
Invested in property and equipment		**156,005**		185,979
Internally restricted *(Note 7)*		**2,150,609**		2,073,209
Unrestricted *(Note 7)*		**403,666**		803,162
		2,710,280		3,062,350
	$	**3,627,751**	$	3,722,470

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, 2024

	2024	2023
Revenues		
Advertising and CPHR Alberta Magazine	**$ 118,815**	$ 107,159
Certification	**336,354**	279,115
Chapters	**17,707**	23,441
Conferences and trade show	**427,798**	386,309
Interest and other income	**165,057**	187,832
Job source	**68,730**	81,787
Member application fees	**109,425**	99,575
Membership fee revenue	**1,895,481**	1,867,379
Partnerships	**71,612**	57,845
Professional development	**382,280**	290,221
Research and post secondary events	**-**	19,000
	3,593,259	3,399,663
Administration		
Amortization *(Note 11)*	**25,800**	24,500
Bank charges	**75,739**	65,223
Legal and auditing fees	**19,125**	17,050
Office administration	**119,695**	129,848
Insurance	**7,551**	5,552
Rent	**235,467**	322,472
Salaries and benefits	**1,784,555**	1,581,772
	2,267,932	2,146,417
	1,325,327	1,253,246
Operating expenses		
Annual conference and trade show	**368,790**	291,675
Board expenses	**71,916**	42,826
CPHR Canada dues *(Note 13)*	**239,029**	198,737
Certification *(Note 13)*	**64,696**	82,304
Chapters	**38,795**	34,660
Information technology	**287,367**	266,493
Interest expense	**1,734**	-
Marketing and advertising	**201,727**	44,807
Member services	**11,484**	8,624
Partnerships	**4,200**	-
Post secondary services	**19,761**	30,859
Professional development	**215,424**	129,967
Self-regulation	**126,583**	54,195
	1,651,506	1,185,147
Excess (deficiency) of revenues over operating expenses from operations	**(326,179)**	68,099
Other items		
Loss on disposal of property and equipment	**(25,891)**	-
Excess (deficiency) of revenues over expenditures	**$ (352,070)**	$ 68,099

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, 2024

	Invested in capital assets	Internally restricted	Unrestricted	**2024**	2023
Net assets - beginning of year	$ 185,979	$ 2,073,209	$ 803,162	$ **3,062,350**	$ 2,994,252
Excess (deficiency) of revenues over expenses	-	-	(352,070)	**(352,070)**	68,098
Invested in capital assets	146,382	-	(146,382)	**-**	-
Amortization	(140,363)	-	140,363	**-**	-
Proceeds from sale	(10,102)	-	10,102	**-**	-
Loss on disposal	(25,891)	-	25,891	**-**	-
Transfer to internally restricted assets *(Note 7)*	-	77,400	(77,400)	**-**	-
Net assets - end of year	$ 156,005	$ 2,150,609	$ 403,666	$ **2,710,280**	$ 3,062,350

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, 2024

	2024	2023
Operating activities		
Excess (deficiency) of revenues over expenditures	$ **(352,070)**	$ 68,099
Items not affecting cash:		
Amortization of property and equipment	**25,708**	24,500
Amortization of intangible assets	**114,655**	113,465
Loss on disposal of property and equipment	**25,891**	-
	(185,816)	206,064
Changes in non-cash working capital:		
Accounts receivable	**13,146**	(32,680)
Accounts payable	**67,135**	(55,473)
Prepaid expenses	**(50,219)**	17,773
Goods and services tax payable	**(3,367)**	(2,501)
Customer deposits	**29,686**	15,841
Deferred income	**69,665**	(17,455)
	126,046	(74,495)
Cash flow from (used by) operating activities	**(59,770)**	131,569
Investing activities		
Redemption (purchase) of term deposits	**393,488**	(171,876)
Purchase of property and equipment	**(142,996)**	(19,126)
Proceeds on disposal of property and equipment	**10,102**	-
Purchase of intangible assets	**(40,750)**	-
Cash flow from (used by) investing activities	**219,844**	(191,002)
Financing activities		
CEBA loan repayment	**-**	(40,000)
Tenant loan advance	**98,330**	-
Tenant loan repayment	**(4,097)**	-
Cash flow from (used by) financing activities	**94,233**	(40,000)
Increase (decrease) in cash flow	**254,307**	(99,433)
Cash - beginning of year	**301,280**	400,713
Cash - end of year	$ **555,585**	$ 301,280

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 (ASNFPO).

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.

Impairment of long lived assets

(continues)

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 unamortized 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.

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.

(continues)

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. Areas of measurement uncertainty include allowance for doubtful accounts and 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 investments, accounts receivable, restricted term deposits related to reserve funds.

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

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, 2024.

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.

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.

(continues)

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.

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.

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 August 2025 (2023 - January to August 2024), annual interest rate ranging from 3.23% to 4.69% (2023 - 5.00% to 5.30%).

4. Accounts Receivable

		2024		2023
Interest receivable	$	**28,098**	$	52,002
Other receivable		**24,143**		13,385
	$	**52,241**	$	65,387

5. Property and Equipment

		Cost		Accumulated amortization		**2024 Net book value**		2023 Net book value
Computer equipment	$	52,944	$	19,500	$	**33,444**	$	22,819
Furniture and fixtures		87,504		60,825		**26,679**		26,759
Leasehold improvements		98,330		4,917		**93,413**		22,665
	$	238,778	$	85,242	$	**153,536**	$	72,243

(continues)

6. Intangible Assets

		2024		2023
Website and software development	$	**381,285**	$	743,309
Accumulated amortization		**(341,453)**		(629,572)
	$	**39,832**	$	113,737

7. Internally Restricted Net Asset

The association has internally restricted funds 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 an additional $77,400 to its internally restricted funds. This internally restricted funds represent amounts the board of directors 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 $1,150,609 (2023 - $1,073,209).

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.

		2024		2023
Operating reserve	$	**1,150,609**	$	1,073,209
Special program reserve to support self-regulation		**150,000**		150,000
Special program reserve to support self-regulation		**500,000**		500,000
Special program reserve to support self-regulation		**350,000**		350,000
	$	**2,150,609**	$	2,073,209

The Special program reserves are part of the total internally restricted funds and are not a separate fund. Therefore, these were not disclosed separately in the statements.

(continues)

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:

		2024		2023
Balance, beginning of year	$	**509,643**	$	527,097
Amounts received		**1,965,146**		1,926,185
Amounts recognized as revenue		**(1,895,481)**		(1,943,639)
Balance, end of year	$	**579,308**	$	509,643

10. Tenant Loan

During the year, the association entered into a new 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.

11. Amortization Expenses

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

		2024		2023
Amortization	$	**25,800**	$	24,500
Information technology		**114,655**		113,465
	$	**140,455**	$	137,965

(continues)

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.

2025	$	87,647
2026		87,647
2027		87,647
2028		87,647
2029		87,647
Thereafter		401,713
	$	839,948

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 a 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	$175 per hour
Additional services	$175 per hour
E-service charges	$3,516 per month 5-year term
Additional service package	$2,520 USD per month

(continues)

13. Related Parties Transactions

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

		2024		2023
Related party transactions				
CPHR Canada				
Member association				
CPHR dues - Membership fee	$	**226,000**	$	189,628
Certification - National Knowledge Exam Levy fee		**42,729**		64,738
		268,729		254,366
	$	**268,729**	$	254,366

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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