

**Easter
Seals**™

Newfoundland
and Labrador



2017 Annual Report



Our vision
is a world
where all
persons
with
disabilities
live **full,**
happy,
and
healthy
lives





Our mission is to
engage, inspire,
and empower by
providing life-
changing
programs for
persons with
disabilities

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Letter from the Chair

2017 saw Easter Seals NL support over 20 programs/activities ranging from team sports such as wheelchair basketball, boccia and sledge hockey to individual activities including music therapy, swimming and wall climbing.

In March, we continued the cherished tradition of launching our 2017 Easter Seals at Government House, by awarding our previous Ambassador, Suzan Deng, the Frasier Edison Easter Seals Ambassador Trust Scholarship, and welcoming our new Ambassador, Nathan Chaulk.

In May, we launched our second annual cabin lottery and revealed our 2016 winner's new home away from home located on the beautiful Salmonier River.

June 2017 saw us break ground on what has been a vision for Easter Seals NL for many years, a fully accessible park next to our main Easter Seals house. The first phase of this park will be the playground and it is anticipated to be ready for use in the summer of 2018.

Our overnight summer camps continue to provide an opportunity for people with disabilities to be away from their familiar setting of home and develop a new sense of independence, make new friendships, reacquaint with old friends and reach new levels of self-esteem.

Marky's Moose Dinner and our fourth annual Celebrate the Season with Sean McCann rounded off the end of a very busy year. All of these and many other events and celebrations marked our calendar as we continued our mission to engage, inspire and empower through the provision of life-changing programs and services.

On behalf of the Board of Directors, I want to sincerely thank our participants and families, volunteers, sponsors and staff for their dedication that help make Easter Seals House the home we are so very proud of and look forward to your continued support in 2018.

Denise Durfy-Sheppard

Chair, Board of Directors



CEO Report

Dear Friends of Easter Seals Newfoundland and Labrador,

2017 was another successful year for Easter Seals NL. All of our functional units have overcome huge challenges and experienced great success stories as they advanced our key strategic objectives and initiatives. We continue to improve our awareness, communication channels, relationships, and create value for our participants, volunteers and donors.

I'd like to take this opportunity to especially thank those that give the most – their time. Our volunteers are amazing people who are constantly giving to our fund-raising events, our building upkeep and our program delivery. We could not offer our programs and services without them. On behalf of our Board of Directors, Staff, Participants and Families, and our entire provincial community, I thank you so, so much! We are working on a special new Volunteer Recognition Program just for you in 2018/2019 and we all look forward to recognizing you in some small and heartfelt way.

Our Programs Unit continues to face its challenges head-on as our not so new mandate of providing programs to all persons of all disabilities continues to gain popularity. Registrations are higher than ever as we offer over 20 life-changing programs and services with approximately 1000 registrations to approximately 400 participants of all disabilities and all ages. Therefore persons with disabilities such as Autism, Hard of Hearing and Visual impairments all benefit from our programs. Thank you to Eileen, Mike, Megan, and Melandy for the unbelievable time, effort and love you give to our programs and services!

Our Career Services Unit had an entire year of funding in 2017 to coordinate the Opportunities Fund for Persons with Disabilities Program and Horizons Program, allowing us to support a record high of 80 persons with disabilities to secure employment surpassing its goal of 77 persons. Please shop at and support those Employers listed later in this annual report who support persons with disabilities and barriers to employment under the Career Services section. Thank you to Paula, Rachel, Amy and Chantelle for the unbelievable time, effort and love you give to our programs!

Husky Energy sponsored our "I Can Too!" Program allowing us to increase the delivery of our disability awareness presentations and place more focus on outreach throughout the entire province. The numbers of schools and children that Rachel, Ashley and Eileen have reached are astounding as you will see later in this report!

As we are all aware, our province is facing a challenging economic environment. Stop for a moment and imagine you are a charity within this. It has been challenging, yet with the steadfast support of many participants, donors, volunteer Board of Directors, sponsors, governments, third party events, and volunteers we have managed to keep our doors open and continue to offer our programs and services. Our Fund Development Unit consisting of Kirk and Samantha have done an amazing job of organizing, planning and putting off over 16 fundraising raising initiatives (many are held multiple times) as listed later in this report!

Our Building and Office Administration Unit continued to expand its awareness of rental availability in 2017 and the rentals continued to expand throughout the year and we anticipate it to continue to trend upward during 2018. Easter Seals passed all health inspections for the commercial kitchen and had up-to-date public fire/safety maintenance completed throughout the year. All CRA Payroll, Taxes, Charitable Receipts, Service Canada Claims, and Workers Compensation Fees have been filed/paid on time and are up to date. There was and will continue to be an increase in facility maintenance costs as the building approaches the 10 year mark. Thank you very much to Katie and Melandy for the dedication and effort they put into keeping our House rented to its utmost capacity, ensuring it and the grounds are kept in great condition and all Board of Directors, staff, and participants administrative affairs taken care of!

Our 2016 inaugural luxury cabin lottery was a tremendous success with a profit of approximately \$250,000. The 1st annual 2017 luxury cabin lottery broke even while being in the market against the most successful Chase the Ace in Canadian history. Barring no other type of extraordinary circumstances our current 2018 cabin lottery stands to out perform our first lottery. Thank you to all those that supported our lottery with the purchase of a ticket as all the proceeds go towards the Park Campaign and our ability to offer our programs and services!

We launched our **See Ability in Disability** capital campaign at a time when I would think most would not. We have been raising monies without wanting nor seeing the justification to spend on a big campaign and yes, we have had our struggles in this environment. However Corporate Affairs and Communications consisting of Trevor and Ashley with support from the volunteer Board of Directors, participants, donors, sponsors, governments, third party events, and volunteers we still managed to bring in over \$400,000 and we had our accessible and inclusive Playground Grand Opening today!! We will see progress in 2018 towards the Zip Line and BBQ event plaza construction with plans for other Park components in 2019!

The entire team here at Easter Seals are committed to our strategy and targets, and promise to deliver excellent results in 2018. Thank you to all that have been a part of Easter Seals' success. A particular thank you to the participants of Easter Seals whom

we attempt to serve and they pay it back with their beautiful smiles and laughter. A special thank you to our 2017 Easter Seals Ambassador Nathan Chaulk who was such a dedicated and amazing Ambassador for us all!

Mark Bradbury, CPA, FCMA

Chief Executive Officer



Treasurer's Report

We are pleased to report that the Easter Seals organization (“Easter Seals”) is in a sound financial position. Cash is in a stable position, despite the fact that there has been a decrease in cash since the prior year. The decrease in cash is mainly attributable to purchases for various capital projects. All these purchases are necessary for Easter Seals to continue to raise funds to provide programs and ensure continued success for its participants in the future. It is also important to note that accounts receivable is favorably lower than the previous fiscal year as timing issues related to grants have been corrected. Furthermore, all of our trade payables and long-term liabilities are up-to-date and all assets and amortization have been properly recorded.

Overall revenues have increased since the prior year despite the fact that Easter Seal's largest fundraiser, the cabin lottery, only broke even as a result of other one-off fundraisers in the community in fiscal 2017. This increase was mainly the result of increased Federal career services contract revenue, increased “I Can Too” disability education program funding, increased job coach funding and increased third party fundraising from events like NHL legends. Expenses have increased over the prior year mainly as a result of costs related to the Federal career services contract (program ran for longer in fiscal 2017), hiring of an additional staff person and expenditures related to the 2016 cabin lottery.

Although we are subject to normal operating challenges that most charitable organizations are faced with, we are diligently planning and investing for the upcoming years, to ensure a financially prosperous and sound organization to house the programs and services we offer to persons with disabilities in Newfoundland and Labrador.



Lorrie Taylor,
Treasurer

Ambassador's Letter

Did you know that Easter Seals NL celebrated their 80th Anniversary in 2017? Over that time period they have delivered life-changing programs and services to persons with disabilities in our province.

My Easter Seals friends and I are so fortunate to have a great organization like Easter Seals that provides us with opportunities to have fun, make new friends, and develop skills that help us in the future. Many great things have happened at Easter Seals this past year. You will be able to read about them in the following report.

All of our accomplishments and goals are made possible because of your support. Each and every donation and every volunteer hour we receive goes a long way to putting a smile on a participant's face and changing their lives. Your support helped Easter Seals NL provide life-changing programs and services for me and my Easter Seals friends.

With Thanks,

Nathan



Nathan Chaulk

2017 – 2018 Ambassador

Our Team

Board of Directors

- Roger Power, Chair
- Denise Durfy-Sheppard, Vice-Chair
- Michael Duffy, Past Chair
- Lorrie Taylor, Treasurer
- Cluney Mercer
- Sarah Constantine
- Phil Ryan
- Chris Howlett
- Kim Hickman
- Trevor Melendy
- Mike Murphy

Staff

- Mark Bradbury, Chief Executive Officer
- Katie Janes, Office Manager
- Melendy Bearns, Office Assistant
- Kirk Leach, Fund Development Manager
- Samantha Parrell, Fund Development Coordinator
- Trevor Hickey, Director of Corporate Affairs and Communications
- Ashley Martin-Hanlon, Communications Coordinator
- Eileen Bartlett, Director of Programs
- Mike Jacobs, Programs Coordinator
- Paula Hayes, Director of Career and Employment Services
- Rachel Warren, Programs Assistant-Opportunities Fund
- Amy Palmer, Horizons Program Coordinator
- Chantelle McDonald, Horizons Program Assistant

Programs

Easter Seals NL offered programs and services for a diverse community of persons of all abilities and ages. Through a wide spectrum of programs, persons with disabilities participated from grass root developmental programs through to high performance. Family focused events and activities were an integral component of developing a strong Easter Seals community.

Participants and their families, volunteers, summer counselors and program leaders experienced many successful achievements in the many programs including

Weekly programs

- Sledge hockey
- Wheelchair Basketball
- Swimming
- Music Therapy
- Let's Get Active
- Boccia
- Climbing Wall

Easter Seals Camps

- Camp Bumbleberry
 - Family Camp
 - Youth Camp
 - Adult Camp
- Summer Day Camp- 8 weeks, July and August
- Easter Week Camp



Family Events

- Halloween Party
- Breakfast with Santa
- Family Winter Carnival
- Berg's Ice Cream Run



Seasonal Social Events

- St. Patrick's Day
- Valentine's Day
- Spring Dance
- Halloween
- Christmas dinner and dance

Services

- Linda's Equipment Crossing
- Equipment Loans
- Volunteer Program
 - Recruitment, orientation and specialized training
 - Program delivery supports

Highlights

- Full capacity registration in Let's Get Active, swimming, summer day camp and bocchia.
- Launch of weekly bocchia program in Gander
- Inclusive Playground planning and development
- Outreach development in Gander, Grand Falls -Windsor, Happy Valley- Goose Bay and Corner Brook
- Boccia Athletes won Team Gold and Hayley Redmond won individual silver at Canadian Boccia Championships 2017
- Mike Mercer played as Team Canada at BisFed World Open, Kansas City
- Mike Mercer and Lois Martin won Gold as members of Team Canada at BisFed Regional Open
- Boccia Team NL won gold at Boccia Blast, London Ontario
- Hayley Redmond won individual gold at Defi Sportif.



The Easter Seals NL community also developed many community partnerships that supported persons with disabilities to achieve life changing experiences.

Fund Development

2017 was another successful year in the Fund Development Department. It was the second year of our Ability Classic and our Luxury Cabin Lottery at The Wilds. The Dodge Dive Donate community had raised \$32,000 to date for Easter Seals NL.

Stroll and Roll continued to be a successful initiative for Easter Seals participants and family members. We owe much of this success to the work of our many committed volunteers and staff members.

Séan McCann returned in December for our gala luncheon “Celebrate the Season with Séan McCann”. It was an inspiring event with Séan singing Christmas songs, his own music, and with Easter Seals individuals.

We would like to thank the many organizations, corporations, community partners, and hundreds of individuals who generously provided funding support in 2017.

Thanks to your generosity, Easter Seals NL was able to raise funds that enable us to deliver life-changing programs and services to persons with disabilities.

2017 Fundraising Initiatives

- Luxury Cabin Lottery
- Direct Mail Campaign
- Paper Egg Campaign
- See ABILITY in disability T-shirts
- Dodge Dive Donate – ESNL Dodgeball Tournament and League
- Cork and Canvas Bottles and Brushes
- Ability Classic – Golf Tournament at The Wilds
- Trivia Nights
- Stroll and Roll
- Legends of Hockey
- Celebrate the Season with Séan McCann
- Urban Pursuit
- Sandbox Gaming Marathon
- Marky’s Moose Dinner
- Recycling Program – Ever Green Recycling
- Taste of India Lunches

Career Services

Horizons Employability Skills through Work Experience

Multi-year funding from Employment and Social Development Canada will enable Easter Seals to deliver 5 separate Horizon intakes from January 16, 2017 until November 29, 2019. We will serve a total of forty youth who are facing barriers to employment. Participants will take part in skills development training as well as work with an employer. In 2017 we served a total of seventeen participants. We are thankful to the following businesses that provided placements in 2017: Coleman's Supermarket, Mary Brown's, Piatto Pizzeria, Pipers Department Store, Dominion, Shoppers Drug Mart, Ches Penny Family YMCA, Polkadot Play Cafe, Learnstar Educational Program, Office Furniture Warehouse and PF Collins.



Opportunities Fund Community Coordinator

Through funding provided by Employment and Social Development Canada, Easter Seals continues as a provincial Community Coordinator for the Opportunities Fund Project. Our current agreement commenced March 28, 2016 and will end September 28, 2018. In 2017 our goal was to secure employment for sixty participants, we successfully surpassed our goal and employed sixty-three participants.

We are thankful to the following business and organizations who were Opportunities Fund Employers in 2017: The Town of Roddickton, Woodland Farms, Keyin College, Wedgewood Cafe, Vatchers Used Auto Parts, Olio, Mary Brown's, The Hub, Panago Pizza, M&L Enterprises, Computer Liquidation Centre, Empower the Disability Resource Centre – Take Two Thrift Store, The Reluctant Chef, Stella's Circle, Coady Metal Works, The Town of Pinware, Rossy, Newfoundland and Labrador Homelessness Network, Xtreme Renovations, St. John's Native Friendship Centre (Turtle Island Childcare Centre), Capt Jacks



Northwest Bed and Breakfast, Debbie Hanlon Real Estate, Pitcher's Take-out and Bakery, Eastern Edge Gallery, Church of the Good Sheppard, Mary's Town Heritage Museum, St. John's Boys and Girls Club and The Craft Council of Newfoundland and Labrador.

'I Can Too!' Disability Awareness Program

In 2017, the 'I Can Too!' Disability Awareness Program saw significant growth and continued to develop to represent the disability landscape within school communities, as well as allow classes to engage with Easter Seals representatives after the presentations. We delivered over ninety presentations to schools in St. John's, Mount Pearl, Paradise, Conception Bay South, Portugal Cove-St. Philip's, Musgravetown and Deer Lake. We reached over two thousand students with the important message that the 'I Can Too!'

Disability Awareness presentation provides. We were also fortunate to have Husky Energy come on board as a major sponsor of the 'I Can Too!' program. This two year funding will allow for continued outreach and development of the program.



Communications

It has been another strong year in the Communications office as we continue to communicate with families, donors and sponsors, partners, and the community at large. We have continually refined our strategies and use a variety of methods to get our message out, such as:

- The Easter Seals NL Planner: A biweekly document which lists upcoming and time sensitive announcements. This is mostly intended as a guide for our participants and families. We have recently added an “External” section to promote messages from the community at large. The Planner reaches approximately 1200 subscribers.
- The Volunteer Guide: Programs staff work closely with Communications to send out a biweekly document outlining opportunities for our volunteers. The Volunteer Guide reaches approximately 450 subscribers
- Celebrations: This good news edition is produced quarterly and reaches our wide network of sponsors, donors and community partners as well as families and volunteers. It highlights milestones big and small such as sledge hockey road trips, boccia wins, generous donations and new initiatives. Celebrations reaches approximately 5000 subscribers.
- Website: Our website, www.eastersealsnl.ca is updated on an ongoing basis. Everything found in our Planner, Volunteer Guide, and Celebrations can also be found on eastersealsnl.ca. There are also stories, blogs, resources and ways to contact us.
- Social Media: Easter Seals NL maintains an active social media presence on Facebook, Twitter, Instagram and Linked In. There are plans to further use this powerful medium in 2018.
- Press Releases/Media Advisories/Media Coverage: We do not underestimate the importance of more traditional communications channels, and when needed send out Press Releases and Media Advisories. We have been fortunate to receive coverage of events this year by VOXM, NTV, CBC and The Telegram.

We look forward to finding new and innovative ways to share the story of Easter Seals NL in 2018.

Financial Reports

Balance Sheet

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.

Statement of Financial Position

December 31, 2017

	2017	2016
ASSETS		
CURRENT		
Cash (Note 4)	\$ 933,330	\$ 1,057,405
Short term investments (Note 5)	53,156	52,687
Accounts receivable (Note 6)	60,881	70,809
Prepaid expenses	25,458	25,201
	1,072,825	1,206,102
CAPITAL ASSETS (Note 7)	2,323,567	2,100,464
LONG TERM INVESTMENTS	68,104	67,836
	\$ 3,464,496	\$ 3,374,402
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities (Note 9)	\$ 447,350	\$ 286,138
Current portion of long term debt (Note 11)	22,686	21,798
Wages payable	33,222	25,681
Employee deductions payable	1,553	1,334
Deferred revenue (Note 10)	455,509	442,059
	960,320	777,010
LONG TERM DEBT (Note 11)	197,949	219,836
DEFERRED REVENUE (Note 10)	720,142	536,663
DEFERRED CONTRIBUTION - EASTER SEALS (Note 12)	1,777,550	1,851,615
	3,655,961	3,385,124
NET ASSETS		
General fund	(3,185,171)	(2,693,063)
Capital reserve (Note 13)	62,676	62,676
Investment in capital assets	2,931,030	2,619,665
	(191,465)	(10,722)
	\$ 3,464,496	\$ 3,374,402

ON BEHALF OF THE BOARD

_____ Board Chair

_____ Finance Committee Chair

The accompanying notes are an integral part of these financial statements

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The Financial Statements of Easter Seals Newfoundland and Labrador for the year ended December 31, 2016 are audited by Richard Power, CA.

Income Statement

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.
Statement of Operations
Year Ended December 31, 2017

	2017	2016
REVENUES		
Fund development and corporate affairs	\$ 1,177,838	\$ 1,248,470
Program fees and career services funding	538,521	326,868
Contributions	328,980	165,288
Government funding	86,734	114,311
Rental income	34,021	39,027
Other	5,779	26,383
	<u>2,171,873</u>	<u>1,920,347</u>
DIRECT EXPENSES		
Fund development and corporate affairs expenses (Note 14)	1,207,303	1,049,043
	<u>964,570</u>	<u>871,304</u>
CONTRIBUTION MARGIN		
	<u>964,570</u>	<u>871,304</u>
EXPENSES		
Amortization of property and equipment	104,481	94,897
Operating expenses (Note 15)	354,342	331,737
Program expenses (Note 16)	761,469	527,833
	<u>1,220,292</u>	<u>954,467</u>
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS		
	<u>(255,722)</u>	<u>(83,163)</u>
OTHER INCOME (EXPENSES)		
Interest income	914	4,486
Amortization of deferred capital contribution (Note 12)	74,065	81,687
	<u>74,979</u>	<u>86,173</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ (180,743)</u>	<u>\$ 3,010</u>

The accompanying notes are an integral part of these financial statements

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Interested in becoming a donor?

Go to eastersealsnl.ca/how-to-give/

Considering leaving a legacy for Easter Seals?

Go to eastersealsnl.ca/planned-giving/

Legal name

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Charitable Number

11950 5085 RR0001

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