



**Easter
Seals**

TM

Newfoundland
and Labrador

2016 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

2016 saw incredible progress on the See Ability in Disability Campaign: the dream to build an accessible park on the grounds of Easter Seals house is now a reality.

In February, we held the **See Ability in Disability** Gala which brought in over 80,000 dollars towards the Capital Campaign. This was a beautiful evening that was enjoyed by everyone who attended. A highlight of the evening for me was seeing Anna Santos, one of our participants, perform her original song to a standing ovation.

In March, we continued the cherished tradition of launching our 2016 Easter Seals at Government House, of awarding our previous Ambassador RJ Lee the Frasier Edison Easter Seals Ambassador Trust Scholarship, and of naming our 2016 – 2017 Ambassador, our very own Suzan Deng.

When I joined the Board of Directors of Easter Seals NL my main dream was to start work on the fully accessible park. Through the tireless efforts of our Capital Cabinet, our Board of Directors, our staff, our sponsors and our volunteers and families my dream has come true.

As I step down as Chair of the Board of Directors I look back on 2016 with great pride. I want to sincerely thank our community- our family- that help make Easter Seals House the home we are so very proud of.



Roger Power

Chair, Board of Director

CEO Report

Dear Friends of Easter Seals Newfoundland and Labrador,

2016 was another successful year for Easter Seals NL. All of our functional units have experienced great success stories and all have advanced our key strategic objectives and initiatives. It has also enabled us to improve our awareness, communication channels, relationships, and create value for our shareholders, particularly our participants, volunteers and donors.

2016 has been an important year of strategizing with all of our functional units. Our Programs Unit has faced its challenges head-on as our new mandate of providing programs to all persons of all disabilities has begun to gain in popularity. Continuous improvement systems such as surveys being conducted after every program allow us to adapt our programs to accommodate all to the best of our capabilities and resources. Registrations are higher than ever and we have hired Melandy Bearns as our administrative receptionist to relieve the registrations and collections tasks from Programs staff.

In March 2016, our Career Services Unit obtained new funding to coordinate the Opportunities Fund for Persons with Disabilities Program, allowing us to support 55 persons with disabilities to secure employment. At the end of 2016 we secured multi-year funding from Service Canada to implement five Horizons Skills Link projects, which will enable us to serve 40 participants who face barriers to employment. Husky Energy, United Way and Canada Post came on as sponsors for our I Can Too Program, allowing us to increase the delivery of our disability awareness presentations and place more focus on outreach. As mentioned we are facing a challenging economic environment and our Fund Development unit has had to reinvent themselves with fundraising events with more of them but they are smaller with many of them created for niche markets such as Cup Cake Battles, Cork and Canvas, and Dodgeball leagues. Our 2016 inaugural luxury cabin lottery was a tremendous success. The 1st annual 2017 luxury cabin lottery promises to be another great success. 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 yet Corporate Affairs and Communications have still managed to bring in over \$500,000 and we had our accessible and inclusive Park ground-breaking ceremony today. We will see constructed this 2017 year the playground and BBQ event plaza being built with plans for other Park components for 2018. We are committed to our strategy and targets and promise to deliver excellent results.

This organization and its people have had a tremendous positive impact on me. I am deeply grateful for my position with Easter Seals, and I am convinced the organization is well positioned to continue to prosper and grow. Thank you for your continued support and trust and 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.



Mark Bradbury, FCPA, FCMA

Chief Executive Officer

Treasurer's Report

We are pleased to report that the Easter Seals organization is in a very healthy financial position. In 2016, Easter Seals had approximately \$1M in cash, due in large part, to newly launched fundraising initiatives. It is important to note that approximately 950K of this balance is restricted meaning it is not for day-to-day operations. Accounts receivable has increased mainly due to timing. This will fluctuate from year to year. All of our trade payables and long-term liabilities are up-to-date and all assets and amortization has been accounted for. Deferred revenue has increased significantly over the prior year mainly due to monies received for the capital campaign and cottage lottery. As the associated capital projects are completed, these monies will be released into revenue. This will have a positive impact on net income.

Overall revenues have increased mainly due to the success of the cottage lottery and the gala. There was also a slight increase in revenues from some third-party events, government grants and corporate donations. We are striving to build on the success of our events, such as our cottage lottery, to enable our success in the upcoming year.

As consistent with revenue, expenses have increased over the prior year due in large part to some of the events undertaken such as the gala and the cottage lottery. Aside from expenditures related to these two events, expenses have remained relatively consistent with no major variances over the prior year. Amortization of deferred capital contribution is an offset to the amortization of the building.

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

My name is Suzan Deng. I was so happy to be the Easter Seals Ambassador for 2016. Where I came from, there was no place for people with any kind of disability. So, for years, I questioned myself "Where do I belong in this world?" Finally, when I moved to St. John's and became involved with Easter Seals, my questions were answered. I finally felt like I belonged somewhere.

After being involved for so many years, I can truly say that Easter Seals is a second home to me. Easter Seals has offered me so many programs and so many opportunities that I will be forever thankful. One of the greatest programs Easter Seals has offered me is wheelchair basketball, Which I love very much.

My experience as the ambassador of 2015-2016 was a great one. It has opened many doors for me, such as the many volunteering opportunities I took on. I have especially found love in this area. I've gotten to meet a lot of great people who have left a positive mark on me. It has certainly been an experience and wouldn't change anything about it.



Suzan Deng

2016 – 2017 Ambassador

Our Team

Board of Directors

- Roger Power, Chair
- Denise Durphy-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
- 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

Capital Cabinet

- | | | |
|-----------------|------------------|---------------------|
| • Roger Power | • Gord Hiscock | • Sarah Constantine |
| • Mark Bradbury | • Trevor Melendy | • Larry Puddister |
| • Trevor Hickey | • Cory Basha | |
| • Kevin Aylward | • Phil Ryan | |

Programs

Successful experiences were had in many programs in 2016. An increase in registration was seen with 50 new families joining Easter Seals NL. There was high interest and registration in many programs but in particular swimming, Let's Get Active and summer camp saw a significant increase.

Programs offered in 2016 included

- Sledge Hockey
- Seasonal socials
- Swimming
- Linda's Equipment Crossing
- Music Therapy
- Equipment Loans
- Camp Bumbleberry
- Summer Day Camp
- Easter Camp
- Let's Get Active
- Wheelchair Basketball
- Breakfast with Santa
- Climbing Wall
- Boccia

Highlights

- Introduction of a weekly climbing wall program
- Outreach in Clarendville offering a sledge hockey try it session
- Krystin Collins won silver and Hayley Redmond won bronze, both in individual boccia play at Defi Sportif in Montreal.
- Easter Seals NL provincial boccia team won gold and Hayley Redmond won silver in individual play at Boccia Blast tournament in London, ON
- Mike Mercer was named by Boccia Canada to Team Canada
- Liam Hickey played for Team Canada at Rio Paralympics for wheelchair basketball
- Program and Parent Advisory Committee revitalized

Program delivery was supported by amazing volunteers that assisted with the planning, and delivery of programs that brought successful experiences to all of our participants and their families. Many thanks for their generosity and commitment to our programs so that we may bring life changing experiences to persons with a disability.

Fund Development

2016 was another successful year in the Fund Development Department. Drop Zone returned for a 6th consecutive year, it was the first year of our Ability Classic and our Luxury Cabin Lottery at The Wilds, and Stroll and Roll continued to be a successful initiative for Easter Seals participants, and all who participated had a wonderful time. 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 2016.

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.

2016 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
- Drop Zone
- Stroll and Roll
- Celebrate the Season with Séan McCann
- Reason for the Rink
- Sandbox Gaming Marathon
- Megan’s Night of Music
- Cupcake Battle with Best Kind Bake Shoppe
- Classic Cars
- Recycling Program – Ever Green Recycling
- Taste of India Lunches

Career Services

Horizons Employability Skills through Work Experience

Through Funding from Employment and Social Development Canada, twelve youth with disabilities completed a Work Experience Program from May 2, until December 2, 2016. Participants were involved in skills development training as well as work with an employer. Placements included: Wal-Mart Mt. Pearl, The Signature Salon, Bemister Janitorial Services, The Newfoundland Chocolate Company, The Newfoundland and Labrador Buy and Sell Magazine Inc., Pipers Department Store Topsail Road, Nick Whalen's MP Office, Shoppers Drug Mart Lemarchant Road and Dominion Stavanger Drive.



Opportunities Fund Community Coordinator

Through funding provided by Employment and Social Development Canada, on February 26, 2016 we successfully concluded our first delivery as a provincial Community Coordinator for the Opportunities Fund Project. Thirty-seven persons with disabilities entered into a wage subsidy or work experience, exceeding our goal of thirty.

Opportunities Fund Employers included: Avalon Wolverines Search and Rescue, Bay de Verde Peninsula Manor, St. John's Boys and Girls Club, Burin Peninsula Autism Support Group, Burin Peninsula Chamber of Commerce, The Newfoundland Buy and Sell Magazine Inc., Canadian Hard of Hearing Association Newfoundland and Labrador, Choices for Youth, Canadian National Institute for the Blind, Coalition of Persons with Disabilities – NL, Duffy and Associates, Griffin Financial Holdings Inc., Harbour Authority of Foxtrap, Heritage Foundation Terra Nova National Park, South Coast Training and Consulting Services (Keyin College), Marystown Heritage Museum, NL Housing and Homelessness Network Inc., Rogers Farm and Greenhouses Ltd, Safety Marketing Ltd., Tara Investments Ltd (ServiceMaster Clean), House's Ltd (Shallow Bay Motel), Vital Pharmacy Inc. St. John's Native friendship Centre, Society for the Prevention of Cruelty to Animals - St. John's Branch, St. Barbe Consumer Coop Society Ltd. St. Gabriel's Hall Inc., The Stone Jug, Traverse Holdings, Turf Master Ltd. (Green Lawn), Wal-Mart Canada Corp.,



Woodward Motors Ltd. and YMCA of Northeast Avalon.

Easter Seals successfully obtained new funding from Employment and Social Development Canada to continue to deliver the Opportunities Fund Project. Our new project commenced on March 28, 2016. To date we have secured employment for 16 persons with disabilities. Employers thus far include: A&W, St. Anthony Boys and Girls Club/CYN, Business Portals Inc., Debbie Hanlon Real Estate, Duffy and Associates, Eastern Foundry. A Division of Burry's Shipyard Inc., Evergreen Sons Inc., South Coast Training and Consulting Ltd.(Keyin College), Lower Trinity South Regional Development Association, Michael Rossy Ltd., The Salvation Army New Hope Community Centre, NL Housing and Homelessness Network, Party Bus Inc., Way's Pharmacy Ltd. (Shoppers Drug Mart), Smallwood Crescent Community Centre Inc. and WFC Property Services.



'I Can Too!' Disability Awareness Program

2016 was a very successful year for the 'I Can Too!' Disability Awareness Program, which saw Easter Seals Newfoundland and Labrador, set the framework for future growth of the program. We were able to deliver over sixty presentations to schools in St. John's, Mount Pearl, Paradise, Conception Bay South, Portugal Cove-St. Philip's, Coley's Point and Spaniards Bay. We reached over fifteen hundred students with the important message that the 'I Can Too!' Disability Awareness presentation provides. We were awarded two grants for the 'I Can Too!' program from the United Way of Newfoundland and Labrador and the Canada Post Foundation.



Corporate Affairs and Communications

Communications

It has been a busy year for the corporate affairs and communications department. Last year we developed our marketing and communications strategies and this year we began to execute them. We've improved our social media presence, newsletter, and media presence all in the name of telling the wonderful stories that we see everyday at Easter Seals.

Corporate Affairs

We have seen an increase in our corporate engagement rates which has led to both increased awareness of Easter Seals in the corporate community, and increased returns in the form of new and deeper partnerships. Activities of the corporate affairs department includes boardroom presentations, plaque presentations to existing and prospective partners, food fairs, and The Royal St. John's Regatta.



These activities have led to new and increased funding from both new and existing partners. Notable partners that came aboard in 2016 include: Husky Energy, President's Choice Children's Charities, Goodlife Kids Foundation, United Way of Newfoundland and Labrador, TD Financial Group, ACOA, the City of St. John's, and Pippy Insurance.

Capital Campaign

The last year has seen great success in getting funding together for our **See Ability in Disability Campaign** for a park on the ground of Easter Seals. We have raised over \$500,000 in combined capital and endowment funding to date.

Financial Reports

Balance Sheet

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.

Statement of Financial Position

December 31, 2016

	2016	2015
ASSETS		
CURRENT		
Cash (Note 4)	\$ 1,057,405	\$ 94,702
Short term investments (Note 5)	52,687	51,626
Accounts receivable (Note 6)	70,809	16,092
Prepaid expenses	25,201	21,779
	1,206,102	184,199
CAPITAL ASSETS (Note 7)	2,100,464	2,176,696
LONG TERM INVESTMENTS (Note 12)	67,836	64,403
	\$ 3,374,402	\$ 2,425,298
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 286,140	\$ 88,739
Current portion of long term debt (Note 10)	21,798	20,946
Wages payable	25,681	21,434
Employee deductions payable	1,334	10,376
Deferred revenue (Note 9)	978,721	122,372
	1,313,674	263,867
LONG TERM DEBT (Note 10)	219,836	241,862
DEFERRED CONTRIBUTION - EASTER SEALS (Note 11)	1,851,615	1,933,302
	3,385,125	2,439,031
NET ASSETS		
General fund (Note 14)	(2,340,605)	(2,338,161)
Capital reserve (Note 12)	62,676	62,676
Investment in capital assets	2,267,206	2,261,752
	(10,723)	(13,733)
	\$ 3,374,402	\$ 2,425,298

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, 2016

	2016	2015
REVENUES		
Fund development and corporate affairs	\$ 1,248,470	\$ 255,395
Program fees and career services funding	326,868	444,207
Contributions	165,288	182,300
Government funding	114,311	88,422
Rental income	39,027	31,043
Other	26,383	12,693
	1,920,347	994,060
DIRECT EXPENSES		
Fund development and corporate affairs expenses (Note 13)	1,049,043	269,896
	871,304	724,164
CONTRIBUTION MARGIN		
	871,304	724,164
EXPENSES		
Amortization of property and equipment	94,897	98,550
Operating expenses (Note 14)	331,737	268,176
Program expenses (Note 15)	527,833	562,594
	954,467	929,320
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS		
	(83,163)	(205,156)
OTHER INCOME (EXPENSES)		
Interest income	4,486	1,728
Amortization of deferred capital contribution (Note 11)	81,687	85,055
	86,173	86,781
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES		
	\$ 3,010	\$ (118,375)

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

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

Considering leaving a legacy for Easter Seals?

Go to eastersealsnl.ca/planned-giving/

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Charitable Number

11950 5085 RR0001

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