



**Easter
Seals**TM

Newfoundland
and Labrador

2018 Annual Report



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



A young girl with brown hair and purple-rimmed glasses is seated in a wheelchair, wearing a red long-sleeved shirt with a floral pattern. She has a wide, joyful smile, showing her teeth. A person wearing a red shirt is leaning over her from behind, with their hands near her head. The background is a solid red wall. The floor is light-colored wood with white and green lines. The text "Our mission is to engage, inspire, and empower by providing life-changing programs for persons with disabilities" is overlaid on the right side of the image in white and blue font.

Our mission is to
engage, inspire,
and empower by
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disabilities

Table of Contents

Letter from the Chair	5
CEO Report	6
Treasurer’s Report	7
Ambassador’s Letter	8
Our Team	9
Programs	10
Fund Development	12
Career Services	14
Financial Reports	17

Letter From The Chair

2018 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 and art therapy, swimming and wall climbing. This year, in partnership with Newfoundland and Labrador Shooting Association, we were delighted to have introduced the Paralympic sport of target shooting.

In March, we continued our cherished tradition of launching Easter Seals Month at Government House, by awarding our outgoing Ambassador, Nathan Chaulk, the Frasier Edison Easter Seals Ambassador Trust Scholarship, and welcoming our new Ambassador, Anna Santos.

In May, we launched our third annual cabin lottery with the luxury cabin located right in the heart of cabin country, Brigus Junction. This year's cabin was open for viewing so that the public could fully appreciate the custom designed grand prize.

June saw us celebrate the grand opening of what had been in the making for many years, a fully inclusive playground, the Jeremy Cross Memorial Playground. This playground, provided many hours of outdoor play for our summer day camp participants as it enabled all campers to join in the fun. Fundraising for the next phase of the park, which will include a gazebo and barbeque area, continues.

Our overnight summer camps continues 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.

Breakfast with Santa and our fifth 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 2019.

Denise Durfy Sheppard

Chair, Board of Directors



CEO Report

Dear Friends of Easter Seals Newfoundland and Labrador,

2018 was a very successful year for Easter Seals NL. Our Programs Team offered over 20 life-changing safe and quality programs to participants of all disabilities and all ages with over 1000 registrations! Thank you to Eileen, Megan, and Jason for the unbelievable time, effort and love you give to the participants.

Our Career Services Team have been entrusted by Service Canada to coordinate and offer the Opportunities Fund and Horizons Program in our province. They have successfully supported a record high of 92 persons with disabilities to secure employment! Thank you to Paula, Rachel, Amy and Chantelle for the unbelievable time, effort and love you give to the participants. Our “I Can Too!” Program increased the delivery of our disability awareness to 106 presentations to 3,487 students in 20 schools throughout the entire province. An amazing achievement by Rachel, Ashley and Eileen.

Our Fund Development and Communications Team consisting of Samantha, Jayme and Ashley have done an amazing job of grant writing, communicating, organizing, planning and putting off over 16 fundraising raising initiatives (many are held multiple times) as listed later in this report. Our 2018 Luxury Cabin lottery sold out!

Our Building and Office Administration Support Team continue to handle so much in the background such as building maintenance, ensuring all inspections and filings are up-to-date and that any remaining building space after programming is rented. Thank you very much to Katie and Melandy for the dedication and effort you put into all this.

We launched our **See Ability in Disability** Capital Park Campaign in 2016. We have been quietly raising monies without seeing the justification to spend on a big campaign. We had our accessible and inclusive Playground Grand Opening in June! In 2019 we begin Phase 2 for the BBQ Event Pavilion and Plaza, Therapeutic Gardens and grass play area for everyone to enjoy.

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 with out them. On behalf of our Board of Directors, Staff, Participants, Families, and the entire disability community, we thank you so much!

Thank you to all that have been a part of Easter Seals' success. A special thank you to our 2018 Easter Seals Ambassador Anna Santos 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 very stable position year over year and has increased slightly due to success of fundraising activities such as the cabin lottery. Easter Seals is continuing to invest in capital projects to enable the organization to provide programs and ensure continued success for its participants in the future. It is important to note that accounts receivable has increased over the prior year mainly as a result of timing. However, there are no concerns over collectability of the balances. 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 mainly as a result of the success of the 2018 cabin lottery fundraiser, as well as, the recognition of 2017 cabin lottery revenues which were deferred in the prior year. Expenses have increased over the prior year mainly as a result of costs related to running of events such as the 2018 cabin lottery as well as expenditures related to the 2017 cabin lottery. As a result of these changes, Easter Seals recognized a net income of \$306,997. It is important to note, that the Board of Directors of Easter Seals has restricted the spending of \$314,000 of these funds as they are to be used for the development of phase two of the park. Therefore they are not for general use within the organization's operations.

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

This year has been an amazing one for me as Easter Seals Ambassador. I have met so many amazing people and taken part in some wonderful activities including the Easter Seals Launch at Government House, promotion for the Luxury Cabin Lottery, and the Grand Opening of the Jeremy Cross Memorial Playground. I also attended Day Camp and was part of the documentary made by AMI Inc before finishing off the year performing at Celebrate the Season.

The year went by so fast and I learned so much. Through it all I have realized that it is the support of our volunteers that make all the amazing things my friends and I want to do possible.

Thank you from the bottom of my heart,

Anna Santos
2018 Easter Seals Ambassador



Anna Santos
2018 Ambassador

Our Team

Board of Directors

- Denise Durphy-Sheppard, Chair
- Michael Duffy, Vice-Chair
- Lorrie Taylor, Treasurer
- Roger Power, Past Chair
- Phil Ryan
- Mike Murphy

Staff

- Mark Bradbury, Chief Executive Officer
- Katie Janes, Office Manager
- Melendy Bearns, Office Assistant
- Samantha Parrell, Manager of Fund Development and Communications
- Jayme Buckingham, Fund Development Coordinator
- Ashley Martin-Hanlon, Communications Coordinator
- Eileen Bartlett, Director of Programs
- Megan Fitzgerald, Programs Coordinator
- Jason Parrell, 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
- Creative Expressions Music
- Expressive Arts
- Let's Get Active
- Boccia
- Climbing Wall
- Target Shooting
- Dansability



Easter Seals Camps

- Camp Bumbleberry
 - Family Camp
 - Youth Camp at Bury heights

- 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

Social Events

- Valentine's Day
- St. Patrick's Day
- Jeremy's Cup
- Spring Dance
- Motor Cycle Run
- Halloween
- Canadian National Boccia Championships
- 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, Wheelchair Basketball, Target Shooting and boccia. Higher registration numbers for Sledge Hockey and Adult Camp.



- Easter Seals registered 91 new program participants, and 113 new volunteers. in 2018.
- The programs department expanded to 3 person staff and welcomed Jay Parrell to the team.
- Easter Seals Youth Camp successful partnered with Burry Height Camp to deliver the first Camp Bumbleberry at Burry Height Inclusive Camp.
- Access Media Inc created a documentary, "Our Community" featuring Easter Seals NL Day Camp showcasing our new inclusive and accessible playground.
- Easter Seals NL were guests at Lab West Winter Carnival March 23 –25 giving 3 sledge and 1 boccia demo.
- Easter Seals NL boccia athletes M. Mercer, H. Redmond, Lois Martin and Kristyn Collins travelled to Barcelona, Spain to compete in the CPISRA World Developmental games. Mercer, Martin and Collins won Team Silver, Redmond joined with Team Scotland to win Team bronze. Mike won individual silver and Lois won individual bronze.
- Easter Seals hosted Boccia Day in Canada September 23rd at the Avalon mall, with representatives from Boccia Canada.
- Easter Seals NL hosted the Canadian Boccia Championships in November with athletes from across the country including Newfoundland and Labrador, Quebec, Ontario, Nova Scotia, British Columbia for a total of 34 athlete 11 represented Team NL. 5 Athletes from Team NL made it to the podium.

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

Fund Development

2018 was another successful year in the Fund Development Department. It was the third year of our Ability Classic and our Luxury Cabin Lottery. The Dodge Dive Donate community has fundraised over \$50,000 to date for Easter Seals NL.

Run, Walk, Stroll and Roll was revitalized this year and took place outside in Bowring Park. It was a fun-filled day for Easter Seals participants and family members as we enjoyed a barbecue, music, face painting, games and more after the walk. 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 2018.

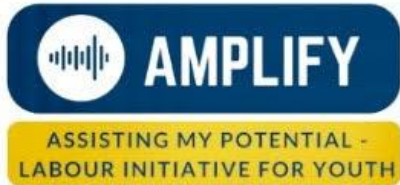
Thanks to your generosity, Easter Seals NL was able to raise funds that enable us to deliver life-changing programs and services to persons with disabilities.

2018 Fundraising Initiatives

- Luxury Cabin Lottery
- Direct Mail Campaign
- Paper Egg Campaign
- Dodge Dive Donate – ESNL Dodgeball Tournament and League
- Cork and Canvas
- Ability Classic – Golf Tournament at The Wilds
- Trivia Nights
- Run, Walk, Stroll and Roll
- Legends of Hockey
- Celebrate the Season with Séan McCann
- Urban Pursuit
- Sandbox Gaming Marathon
- Taste of India Lunches
- Friends of We Care Bowling
- Radiothon
- Century 21 Send Kids to Camp

Career Services

Employment and Educational Services



In 2018, a new partnership was developed with the Community Sector Council Newfoundland and Labrador Amplify Program. Through this initiative, two youth with limited work experience gained summer employment working at Easter Seals, Newfoundland and Labrador. Easter Seals staff members provided coaching, training and direct supervision. Positions included, Support Admin/Fundraising and a Junior Counsellor in Training. This program offered mentored employment and connected youth with peers for creative group and career and personal development opportunities.

Horizons Employability Skills through Work Experience

Nineteen years, and still going strong! With funding from Employment and Social Development Canada Easter Seals, Newfoundland and Labrador continues to coordinate our very successful Horizons Program. In 2018, three of five Horizons intakes were completed and to date we have served a total of thirty-four participants who are facing barriers to employment. From January 16th, 2017 until February 28th, 2020, we will have a total of forty-six youth take part. Participants will be involved in skills development training as well as work with an employer. This program would not be possible without the support of these amazing businesses/organizations who hired participants in 2018: A&W, Canada Car Care, Congregation of the Sisters of Mercy, Ches Penny Family YMCA, Ferryland Food Centre, GForce Funderdome, Green Food Ltd., Habitat for Humanity, Heritage Square Community Living, Learnstar Educational Program, McDonald's, Montana's, NL Canvas, Office Furniture Warehouse, PF Collins, Pipers Department Store, Polkadot Play Cafe, Pride Pak NFLD Ltd., Rustler's Family Restaurant, Skipper Bens, St. John's Farmers Market, Topsail Star Pet Centre, and WFC Properties.



Christopher Hussey - 2018 Participant, Pride Pak NFLD Ltd.

'I Can Too!' Disability Awareness Program

In 2018, 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, Pouch Cove, Logy Bay, Clarenville and Goose Bay. We reached close to three thousand students with the important message that the 'I Can Too!' Disability Awareness presentation provides. Also in 2018, Easter Seals, Newfoundland and Labrador worked with a graphic designer to create a set of characters with disabilities that are left with classes after the presentations are finished. The characters, along with suggested activities, help continue the conversation around disability awareness and allow classrooms to continue to engage with Easter Seals, Newfoundland and Labrador.



Courtney Moores - 2018 I Can Too Volunteer presenting at Cape St. Francis Elementary School

Opportunities Fund Community Coordinator

Currently in our fifth year, with multi-year funding from Employment and Social Development Canada, Easter Seals, Newfoundland and Labrador continues to successfully operate as a provincial Community Coordinator for Opportunities Fund for Persons with Disabilities. At the conclusion of our project on September 28th, 2018 we proudly placed ninety persons with disabilities in the workforce.

Forty-two supportive businesses/organizations hired persons with disabilities under Opportunities Fund in 2016 - 2018: Bay-de-Grave Regional Board, Business Portals, Capt Jacks Northwest Bed and Breakfast, Choices for Youth, Coady Metal Works, Compass Seniors Services, Computer Liquidation Centre, Church of the Good Sheppard, Debbie Hanlon Real Estate, Eastern Edge Gallery, Eastern Foundry - A Division of Burry's Shipyard, Empower the Disability Resource Centre – Take Two Thrift Store, Duffy & Associates, Fabulous Foods Limited, Keyin College, Lower Trinity South Regional Development, Maple Leaf Oil Distributors Ltd. (Sliverwood Inn), Mary Brown's, M&L Enterprises, Marystown Heritage Museum, Michael Rossy Ltd., Michael Rossy Marystown, Olio, Newfoundland and Labrador Homelessness Network, Panago Pizza, Pitcher's Take-out and Bakery, Smallwood Crescent Community Centre Inc., St. Anthony and Area Boys and Girls Club/CYN, Stella Burry Community Services Inc. (Stella's Circle), St. John's Boys and Girls Club, St. John's Native Friendship Centre (Turtle Island Childcare Centre), The Craft Council of Newfoundland and Labrador, The Hub, The Reluctant Chef, The Salvation Army New Hope Community Centre, The



Joanne Kelly – 2018 OF Participant, Marystown Heritage Museum

Town of Pinware, The Town of Roddickton, Vatchers Used Auto Parts, Wedgewood Cafe, Way's Pharmacy Ltd. Shoppers Drug Mart, Woodland Farms and Xtreme Renovations Construction Ltd.

With a new project underway on October, 1st, 2018 continuing until September 24th, 2021 we will be able to support an additional 85 participants in their search for employment. Thus far, eight individuals have secured employment with the following businesses/organizations: Alscott Air Systems, Mad Catter Cafe, Marystown Heritage Museum, NL Housing and Homelessness Network, Posie Row, South Coast Training (Keyin College), St. John's International Women's Festival, and WFC Property Services.

Financial Reports

Statement of Financial Position

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.
Statement of Financial Position
December 31, 2018

	2018	2017
ASSETS		
CURRENT		
Cash (Note 4)	\$ 1,117,654	\$ 933,330
Short term investments (Note 5)	53,850	53,156
Accounts receivable (Note 6)	86,513	60,881
Prepaid expenses	33,242	25,458
	<u>1,291,259</u>	<u>1,072,825</u>
CAPITAL ASSETS (Note 7)	2,322,688	2,323,567
LONG TERM INVESTMENTS	64,237	68,104
	<u>\$ 3,678,184</u>	<u>\$ 3,464,496</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities (Note 9)	\$ 237,800	\$ 447,350
Current portion of long term debt (Note 11)	23,609	22,686
Wages payable	33,310	33,222
Employee deductions payable	975	1,553
Deferred revenue (Note 10)	232,651	455,509
	<u>528,345</u>	<u>960,320</u>
LONG TERM DEBT (Note 11)	171,617	197,949
DEFERRED REVENUE (Note 10)	1,158,242	720,142
DEFERRED CONTRIBUTION - EASTER SEALS (Note 12)	1,706,448	1,777,550
	<u>3,564,652</u>	<u>3,655,961</u>
NET ASSETS		
General fund	(3,294,767)	(3,185,171)
Internally restricted reserve (Note 13)	374,676	62,676
Investment in capital assets	3,033,623	2,931,030
	<u>113,532</u>	<u>(191,465)</u>
	<u>\$ 3,678,184</u>	<u>\$ 3,464,496</u>

ON BEHALF OF THE BOARD

 Board Chair

 Finance Committee Chair

The accompanying notes are an integral part of these financial statements

3

The Financial Statements of Easter Seals Newfoundland and Labrador for the year ended December 31, 2018 are audited by Richard K Power, FCPA.

Statement of Operations

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.
Statement of Operations
Year Ended December 31, 2018

	2018	2017
REVENUES		
Fund development and corporate affairs	\$ 2,258,233	\$ 1,177,838
Program fees and career services funding	581,711	538,521
Contributions	159,004	328,980
Government funding	134,294	86,734
Rental income	35,439	34,021
Other	14,496	5,779
	3,183,177	2,171,873
DIRECT EXPENSES		
Fund development and corporate affairs expenses (Note 14)	1,668,965	1,207,303
	1,514,212	964,570
CONTRIBUTION MARGIN		
	1,279,325	1,220,292
EXPENSES		
Amortization of property and equipment	116,683	104,481
Operating expenses (Note 15)	383,479	354,342
Program expenses (Note 16)	779,163	761,469
	1,279,325	1,220,292
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS		
	234,887	(255,722)
OTHER INCOME (EXPENSES)		
Interest income	1,008	914
Amortization of deferred capital contribution (Note 12)	71,102	74,065
	72,110	74,979
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES		
	\$ 306,997	\$ (180,743)

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4

The Financial Statements of Easter Seals Newfoundland and Labrador for the year ended December 31, 2018 are audited by Richard K Power, FCPA.

Statement of Changes in Net Assets

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.
Statement of Changes in Net Assets
Year Ended December 31, 2018

	General Fund	Internally Restricted Capital Reserve	Investment in Capital Assets	2018	2017
NET ASSETS - BEGINNING OF YEAR	\$ (3,185,171)	\$ 62,676	\$ 2,931,030	\$ (191,465)	\$ (10,722)
Purchase of equipment	(115,803)	-	115,803	-	-
Transfer of funds - scholarship	-	(2,000)	-	(2,000)	-
Transfer of funds - playground project	(314,000)	314,000	-	-	-
Excess of revenues over expenses	320,207	-	(13,210)	306,997	(180,743)
NET ASSETS - END OF YEAR	\$ (3,294,767)	\$ 374,676	\$ 3,033,623	\$ 113,532	\$ (191,465)

The accompanying notes are an integral part of these financial statements

5

The Financial Statements of Easter Seals Newfoundland and Labrador for the year ended December 31, 2018 are audited by Richard K Power, FCPA.

A background image showing children in a room. On the left, a young girl with glasses and a colorful patterned skirt is looking towards the right. On the right, another young girl with glasses and a blue shirt is smiling. The room has a wooden floor and fluorescent lights on the ceiling.

Mark Bradbury, CPA, FCMA

Chief Executive Officer

709.754.1399 ext. 222

markb@eastersealsnl.ca

Samantha Parrell

Manager of Fund Development and Communications

709.754.1399 ext. 229

samantha@eastersealsnl.ca

Megan Fitzgerald

Program Officer

709.754.1399 ext. 230

megan@eastersealsnl.ca

Paula Hayes

Director of Career and Employment Services

709.754.1399 ext. 225

paula@eastersealsnl.ca

Katie Janes

Office Manager

709.754.1399 ext. 223

kathryn@eastersealsnl.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/

Legal name

Easter Seals Newfoundland and Labrador Inc.

Charitable Number

11950 5085 RR0001

Address

206 Mount Scio Road

St. John's, Newfoundland and Labrador

A1B 4L5

Contact