



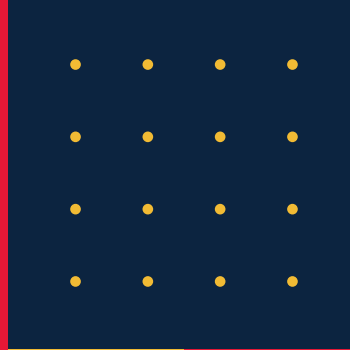
Easter Seals
**Newfoundland &
Labrador**

Gratitude Report 2023



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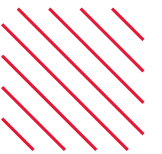
Our vision is for a community where all people with disabilities live full, healthy, and active lives. Our mission is to **engage, inspire, and maximize opportunities** for people with disabilities of all ages by providing meaningful programs and services.

Approximately 100,000 people of all ages in our province live with disabilities such as physical, sensory, cognitive or other disabilities which present barriers to full participation in society. It is our objective to tear down these barriers and build an inclusive Newfoundland and Labrador.





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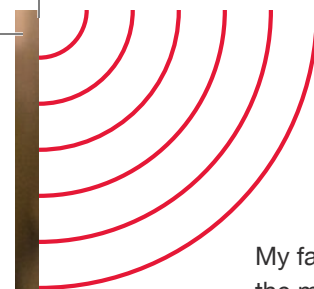
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Hi! My name is Andrew Woodrow.

My name is Andrew Woodrow, and I am the 2023 Easter Seals Ambassador for Newfoundland and Labrador.

It seems like only yesterday I was sworn in as Ambassador by Her Honour, The Honorable Judy Foote, at Government House. As my time as the Easter Seals Ambassador is coming to an end, I reflect on how much this experience has meant to me.

Being the Ambassador has allowed me to not only spread awareness of Easter Seals and the amazing programs that help so many people with disabilities but also to have the privilege of representing people with disabilities and advocating for a more accessible province. I met many new people and got to show how Easter Seals bettered the lives of people with disabilities, and I had a lot of fun along the way.



My favourite part of being an Ambassador was the media, video, and radio experiences. When I recorded ads at VOCM, I learned how to best use my voice to make the ad higher quality. They taught me how to use inflection and pauses to make my message as impactful as possible. This not only helped me make effective ads for Easter Seals, but I also used this advice when I presented in class, in debate club, and on my YouTube channel. This is just one of many examples of how the people I met, our sponsors and partners, impacted me personally.

I've been involved with Easter Seals since I was 13 years old. The opportunities that I have been able to avail of are immeasurable. I've been involved with wheelchair basketball, swimming, overnight camps, camp days, family days, and fun nights, to name a few. Through Easter Seals, I was introduced to boccia - a paralympic sport that is similar to lawn bowling or curling that is played indoors. I have been playing for three years now; I love the game and have won silver and gold medals in provincial tournaments. This year, I got to travel to London, Ontario, where I competed in a national boccia tournament, and I came in fourth in my class. This is all thanks to the staff, volunteers, and participants at Easter Seals, who gave me the opportunity to learn how to play boccia and provided me with equipment and a fully accessible facility to practice in.

Easter Seals is like that - the moment you walk in, your disability is left outside the door, as the building, amphitheater, and park are fully accessible. The entire campus allows me to be independent and able to participate in anything I want to do - they even loan adaptive equipment. I can't wait for phase 3 of the park project, which, once completed, will be the biggest inclusive and accessible park east of Toronto! I'm very excited about the accessible outdoor rink and hardcourt surface - all possible because of your generosity!

I have seen firsthand how much work the volunteers and staff put into these programs. The impact they have had on my life has inspired me to give back, and now I regularly volunteer, too. I have volunteered at summer Youth Camp and Junior

Boccia every week. It makes me feel great that I get to help out with this amazing organization that means so much to me.

I'd like to thank the donors, staff, volunteers, participants, sponsors, government, and community for helping Easter Seals to succeed so that my Easter Seals friends and I can thrive. **Your continued support allows people with disabilities to enjoy life to the fullest, regardless of their abilities.**

Last but not least, I want to say a big thank you to Fraser Edison for funding the Fraser Edison Easter Seals Ambassador Trust (FEESAT). This scholarship will help me achieve my goals of going to university and becoming a civil engineer so I can create more inclusive designs that will help people with physical disabilities live their best lives in the communities in which they live. I am really appreciative and grateful for your support.

Together, everyone who contributes to Easter Seals makes it possible for me to have experiences that would not be possible without your support. **You have helped me take the 'dis' out of my disability, and I am truly grateful!**

Sincerely,
Andrew Woodrow



The Fraser Edison Easter Seals Ambassador Trust (FEESAT) was established by Fraser Edison in 2003 and provides a \$2,000 educational scholarship to Easter Seals Ambassadors. FEESAT celebrates the unwavering determination, positive attitude and future promise of children with physical disabilities.

To learn more about the ambassador program or the FEESAT, please visit www.eastersealsnl.ca/ambassadors.



To our community of supporters



2023 was another fantastic year as Easter Seals Newfoundland and Labrador continues to grow where participant registrants, the number of programs and services offered, and community partnerships are concerned. We continue to make strides in our mission to engage, inspire, and maximize opportunities for people with disabilities in the province. I want to extend a heartfelt **thank you** to all who gave to our organization in 2023. Whether your contribution was monetary or in-kind, **we could not do it without you.**

Through our 3rd annual Gratitude Report, we recognize our donors, sponsors, and community champions who believe in the value of our work and continue to contribute and celebrate our accomplishments. I appreciate your commitment to inclusion and accessibility. We have a long way to go before the barriers for people with disabilities are broken down in the province, but we will continue to strive for this goal and believe that we can reach it with you by our side.

Please enjoy our 2023 Gratitude Report.

Sincerely,

Mark Bradbury, MBA, CPA, FCMA
Chief Executive Officer

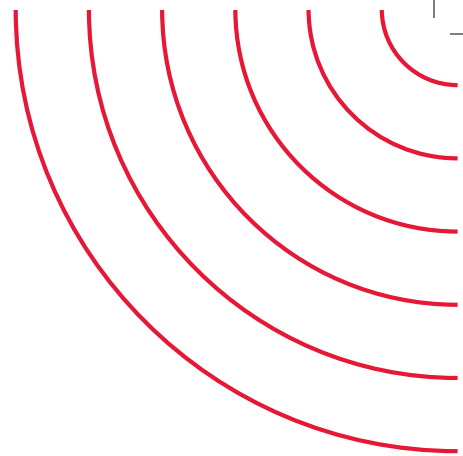


On behalf of the Board of Directors, I would like to acknowledge the generosity of supporters who gave the gift of inclusion in 2023. Your gift to Easter Seals NL allows us to continue to strive toward a community free from barriers for people with disabilities.

Thank you to the countless donors, sponsors, volunteers, staff members, participants, and families. We celebrate our successes with you, as they are yours as much as ours.

Gratefully yours,

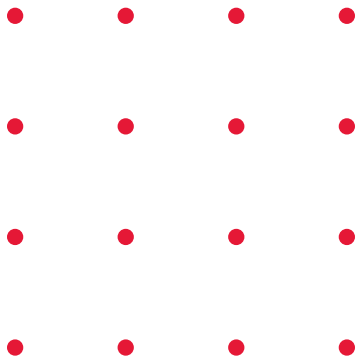
Michael Duffy
Board Chair, completed June 2023



This year's annual Gratitude Report is once again a testament of the tremendous power of our community and its commitment to an inclusive Newfoundland and Labrador. The significance of Easter Seals NL's impact on our participants, their families and ultimately our community is reflected in the wonderful stories, testaments and smiling faces you will see throughout this year's report, all of which would not be possible without the tireless efforts our volunteers, donors, sponsors and staff members. Easter Seals NL's meaningful programs and services continue to grow, not only in enrollment and focus areas but also in geographic reach as programs continue to expand throughout our province, maximizing opportunities for persons with disabilities of all ages to live full, active and healthy lives.

As we look ahead to the development of Phase III of our fully accessible and inclusive park – construction of an outdoor hardcourt surface area -our community will play a significant role in making this project a reality and creating a space for everyone to enjoy. On behalf of Easter Seals NL's Board of Directors I would like to extend our gratitude to our community for their time, effort and dedication to our organization. I hope you enjoy this year's report.

With thanks,
Kelley Santos
 Board Chair, began June 2023





Thank **you**

2023 was a fantastic year. On behalf of the staff, Board of Directors, and volunteers at Easter Seals Newfoundland and Labrador, we want to thank our donors, supporters, and community champions who supported our organization. Your contribution, big or small, has contributed to the success of our organization and has made a difference in the lives of people with disabilities in our province.

When reading these stories, we hope you understand your support's lasting impact on our participants and know that some of these moments would not have been possible without your support.

Thank you to all the families and participants for sharing your memories, learnings, and triumphs.

We hope you enjoy our 2023 Gratitude Report.





ENGAGE



On wheels at Easter Seals!



Diagnosed with a rare chromosomal abnormality, **Aiden's** condition is generally referred to as a Global Developmental Delay. Aiden is a sweet and loving boy with a great sense of humor who loves bugs and playing with other kids. Aiden is eight years old, non-verbal, and only began walking independently at the age of five. For years, we had been unable to find suitable activities that Aiden could participate in with other kids so he could get the exercise and social interaction he needed and loved. Up to that point, most of Aiden's activity, exercise, and play had been done with us (mom and dad) until we were fortunate enough to get Aiden enrolled in the 2023 Easter Seals NL Summer Camp.

The first day we dropped him off at camp, we were so nervous that it would be overwhelming for him, and we found it hard leaving him that morning. We were so happy when we returned to see how much fun he was having with the new friends he had made. Every day after was the same. He would go and come with an excited smile, which, as a parent, is just so reassuring to see, and it helped put our minds at ease knowing he was in great hands, having fun playing with friends, getting exercise, and looking for bugs, of course. During the camp, Aiden was introduced to wheelchair basketball, which was an instant hit. Although it was his first time in a wheelchair, Aiden was quick to figure out how to maneuver the chair and, in no time, was going flat out. He absolutely loved it, and we knew then that we had finally found an activity that Aiden wanted to do where he could get the exercise and social interaction we had been seeking.

Since attending Summer Camp, Aiden has found an activity that he loves, and he participates weekly in the Wheelchair Basketball Program. He has made some new lifelong friends and developed a very special bond with many of the Easter Seals Camp counselors and volunteers, who are fantastic. The best decision we have made as parents has been

to get Aiden involved with Easter Seals. There are no words to express how grateful we are for the opportunities and experiences the Easter Seals have given Aiden. We look forward to many more years of programming, fun, and friends at Easter Seals.

Written by: Brian & Barbara Ann Sullivan



To learn more about our Recreation Programs including Summer Camp and Wheelchair Basketball, please visit www.eastersealsnl.ca/what-we-do.

In 2023...

110 participants and their families attended Summer Camps.

All in for Inclusion

“ The children and staff at our school look forward each year to Rachel’s interactive, fun, and engaging ‘I Can Too!’ presentation. This program helps to increase awareness of individuals with disabilities and provides the students with opportunities to share their own experiences and to learn from the experiences of others. It helps to reinforce our school culture of being safe, respectful, and kind, focusing on disability awareness and the expectation that people with disabilities can do the same thing as everyone else, just in their own way! This presentation always yields wonderful discussions and allows our students to look within and examine their challenges, the challenges of others, and how they and others can thrive in adversity. We are so thankful to have Rachel and her meaningful ‘I Can Too!’ presentation as part of our programming here at Holy Trinity Elementary.

Written by: Rebecca Trask, Guidance Counsellor at Holy Trinity Elementary, Torbay

Since 2005, Easter Seals NL staff and volunteers have delivered the “**I Can Too**” **Disability Awareness Program** in elementary schools virtually and in person across the Country. This program uses stories, videos, and dolls with various disabilities to demonstrate to students that disability does not mean inability. **Thank you** to the countless schools for opening your doors and allowing Easter Seals NL the opportunity to teach students about the importance of inclusion.

To learn more about the ‘I Can Too’ disability awareness program, please visit <https://eastersealsnl.ca/i-can-too>.



In 2023...

276

‘I Can Too!’ presentations were delivered, both in-person and virtually

7234

students received the ‘I Can Too!’ presentation across the province

50

schools across the province received presentations, including 4 in Central NL





Meet Owen

Owen is eight years old and has been an Easter Seals participant throughout the years. With Owen's congenital myasthenia, he requires aids to assist with mobility.

Thanks to the Equipment Loan Program, Owen has gained a love for sledge skating and now enjoys frequent skates with his friends and family. His 8th birthday party was a skating party!

Owen's recent highlight was the Easter Seals Christmas luncheon with Shanneyganock. Wow, did he ever enjoy himself! He adores music. His joy of listening to these artists play his favourite songs and meeting new people was beyond expectations. His excitement and happiness melted our hearts.

Easter Seals has brought Owen the opportunity to understand that there are no boundaries to his abilities. We are sincerely grateful for Easter Seals and the opportunities they provide.

Written by: Jim Giles and Peggy Tuttle

Meet Smith

Smith, age 8, has enjoyed being a member of Easter Seals NL for about a year, and we already know he will be a lifelong active member of this amazing community!

As his parents, we were hesitant to sign Smith up for anything. It's always been such a struggle to communicate his needs and to ensure he enjoyed his time while being cognisant of his unique medical and intellectual needs. We are so glad we found Easter Seals and for the wonderful volunteers that have made Smith's time with them his absolute favourite.

He loves the swimming program, playing at the amazing playground on-site, and listening to music at the Summer Concert Series. His dreams came true when he met Shanneyganock at the annual Celebrate the Season Gala.

So much of Smith's physical and social development has been a direct result of his time with Easter Seals Programming, made possible by the caring donors. Thank you!

Written by: Gillian & Damien Smythe



Meet **Christian**

Open a book, slip into the comfy seat of a movie theatre, turn on your favourite show, or play your favourite video game, and you will be transported to another world where you can escape from the day-to-day stresses of being human. However, once that story or game has ended, you will slip back into the day-to-day grind of the real world.

Imagine being stuck in the world of make-believe, 24 hours a day, seven days a week, because the outside world was too confusing and painful. This is what the real world felt like for **Christian**.

In October 2009, after nine long years of frustration, tears, and dizzy confusion, our son, Christian Peter Traverse, was diagnosed with autism. It was a time of both sadness and joy. Joy because, after nine years of wondering what was wrong with our child, we now knew. Sadness because the dedicated professionals who guided us told us that this new path would not be smooth.

They weren't kidding. It has been hard for Christian to comprehend what this diagnosis meant to him, why he felt different from his peers, or why family members would shy away, not knowing how to react in the course of a meltdown.

This went on for years until our social worker brought information about an organization called Easter Seals, which provides a large catalogue of programs for people with different abilities, specifically Horizons, a career enhancement program to assist their participants in obtaining valuable job skills. From the moment Christian walked through those doors and met the staff and fellow participants, he said that even after one day, he had found his home. He's been returning to Easter Seals every year since enjoying the Build Your Skills program and maintaining close friendships with everyone there. Christian, our strapping, 22-year-old young lad, has found his joy, and to us, his family, it is a miracle.

Written by: Tina Traverse





In 2023...

132

new participants
registered with
Easter Seals NL

1042

registrations were
completed for
recreation programs
and social events

22

special events,
workshops and
socials were held

Build Your Skills: A Journey of Growth, Inclusivity, and Continued Transformation

Build Your Skills, Easter Seals NL's Adult Day program for individuals with disabilities, has undergone a remarkable evolution in its short time so far. What began as a pilot project has become a thriving initiative, empowering individuals with diverse abilities through a unique blend of life skill-building and recreational activities. This one-of-a-kind program undoubtedly improves the lives of each participant and encourages skill development and recreation.

Build Your Skills started as a pilot project in 2021 after noticing a gap in adult day programming within the province. The program, offered twice weekly, focused on specific skills such as cooking, fitness, communication, and many more. **The pilot's success quickly became evident, revealing a significant need for such tailored programming.** The overwhelming response led to the decision to maintain the program and invest in its expansion.

Thanks to funding, we could hire a part-time employee to provide the necessary resources to devote more time and attention to the program. With having a part-time staff allotted solely to the program and a generous budget came advancements such as hiring outside presenters and ASL interpreters to share their knowledge. Recognizing the need for continuity and year-round engagement, Build Your Skills embraced the challenge of addressing the summer gap. The introduction of summer socials proved valuable, offering a bridge between sessions and demonstrating our commitment to meeting the evolving needs of our adult population.



Josh, a Build Your Skills participant, said the Summer Socials were “super fun!” and noted they “broke up the summer” while waiting for programming to begin again.

Building on the program’s success, the primary Build Your Skills instructor completed American Sign Language (ASL) classes. This not only enhanced communication accessibility for our deaf participants but also underscored our commitment to inclusivity. “By being able to communicate with our participants who communicate using ASL, their personalities shine through!” said Emily.

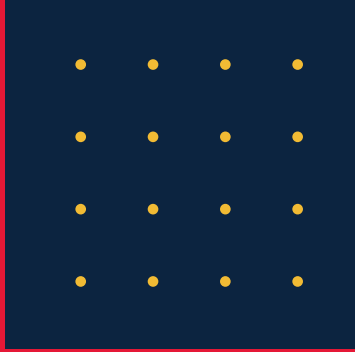
We currently accommodate around 12-14 participants per session, and each session has reached capacity. We have a waitlist of eager participants who want to join for the first time or return to a program they love. In 2023, we added more socials and educational workshops to help extend the benefits of Build Your Skills to a broader group of participants. These are an opportunity for participants who may or may not be involved in the weekly Build Your Skills program to come and socialize with friends or learn a new skill, like computer literacy, yoga, and communication. **Ryan**, a Build Your Skills participant, said that his favorite part of the Socials and Workshops is “learning cool new things!”

The impact of our donors extends beyond communication accessibility. For individuals with visual impairments, funding has enabled us to purchase braille games, books, and other resources, ensuring that our visually impaired participants have equal access to the enriching experiences offered by Build Your Skills and get true inclusion. **Blaire**, a participant with a visual impairment, says that having braille Bingo cards makes him feel “good and happy!”

With the continued support of our donors and sponsors, **we aspire to expand further and enhance the program**, reaching more individuals and making a **lasting impact** on their lives.



To learn more about our Socials & Workshops, please visit www.eastersealsnl.ca/socials-family-events/.



INSPIRE



A new form of freedom!



We have been living in St. John's for a little while now but only fairly recently became acquainted with Easter Seals NL. I confess I didn't know a lot about what they offered until I took the time to find out. I am a single mom to a complex, special needs 23-year-old young lady, **Hannah**.

Hannah has decreased mobility due to a congenital heart defect and very significant scoliosis. We try to encourage her mobility as much as possible, but there are limitations in that regard, no matter how much I would hope to the contrary. I have rented wheelchairs for her when we've been to Disney and other places we have traveled, but I have never gone so far as to purchase one. After becoming a member at Easter Seals NL, I learned of the **Equipment Loan Program**.

They give new members a lovely visual booklet with all of the information included. So far, we have borrowed a wheelchair that we used for a couple of days. That was excellent and most helpful at that time. The most recent item we borrowed, however, was a hippocampe wheelchair. **I can't begin to tell you how incredible that was!** We will be borrowing it many times in the future, I don't doubt! The cost of such a chair is definitely out of reach for a lot of people, so having the ability to borrow one is an absolute blessing!

We went everywhere with that thing! We went to areas of parks that she normally can't get to, through trails, around ponds, and even downtown, where she struggles to walk, as she also can't stand for long periods of time. I so appreciated being able to have the opportunity to borrow such items, and it is wonderful what the lovely people at Easter Seals NL are providing to those who need it!

Written by: Tina Mesher



To learn more about our free Equipment Loan Programs, please visit www.eastersealsnl.ca/equipment-loan-program

In 2023...

68 families accessed free, specialized equipment through the Equipment Loan Program and Linda's Equipment Crossing.





Donut underestimate the power of a good pastry!

Three, two, one, GO!

The ribbon dropped, and registrants took off to start their run, walk, stroll, or roll in Bowring Park. This event is never about a competition but rather a time for the community to unite, meet new people, and support Easter Seals Newfoundland and Labrador. Participants chose their preferred route: a 2km or 5km loop was ahead of them. Both options were challenging in their own right, but ultimately, the choice was theirs.

On a scorching day in June, most participants took it slow, but a few challenged themselves to run the entire loop - a success in and of itself. As participants finished their run, walk, stroll, or roll, some felt exhausted and were sweating from the heat. At the finish line, they were greeted by Andrew Woodrow, the Easter Seals NL 2023 Ambassador. He handed them their participation medals, but this year, something else was waiting for them at the finish line, too!

In 2023, **Dash for Donuts** was born. A take on our annual Run, Walk, Stroll, and Roll event, but with a delicious twist. The idea was run by our title sponsor, the Rotary Club of St. John's Northwest, and they were excited about the theme. We made arrangements with Newfoundland Donut Company and Born and Bread NL to ensure that we had gluten-free options for the event. However, we needed a place to put the donuts. We suggested a donut wall to volunteer Andrew Kelloway, who built it in just a few weeks. As we finalized the details, things started to take shape, and we were eager to see how the participants would react to the idea.

Everyone had a great afternoon, and the feedback was overwhelmingly positive! As the participants crossed the finish line, they received a congratulatory donut and an invitation to stick around for a barbecue, get airbrush tattoos, and enjoy live music from the very talented Brandon

Bowen Band. At its core, this event is about community. Families and participants of all ages register to raise money for a great cause, hang out with friends, meet new people, and raise awareness for Easter Seals Newfoundland and Labrador.

We are immensely grateful to everyone who contributed to the fundraising efforts for our event, Dash for Donuts. Your efforts surpassed our expectations, and you are the true champions of this event! Our goal was to raise \$10,000, but thanks to our registrants' incredible efforts, we raised a total of \$20,094.93. These dollars have supported our recreation programs and employment and educational services for people with disabilities in the province. Thank you once again for your generosity and support. **Donut underestimate the power of a good pastry!**

Thank you to the sponsors of Dash for Donuts, the **Rotary Club of St. John's Northwest, Sobeys, and PF Collins**; thank you to all who volunteered their time at the event; and one last **thank you to all who fundraised** for Dash for Donuts 2023. We certainly couldn't have done it without you!

To learn more about our fundraising events, please visit www.eastersealsnl.ca/events and follow us on Facebook to stay up-to-date (@EasterSealsNL)



“ In their own words...



“The Run, Walk, Stroll, and Roll event was a fun and welcoming event! No matter your fitness level it was a comforting event! I am all set to participate from this day forward! Next year, I will likely enter a team! Whoop! Whoop!”

“It was a great idea! My family felt very appreciated for their efforts to fundraise which is always nice.”



“Trystin and the Crispy Chicken Nuggets had an amazing time supporting and taking part in a wonderful event. Looking forward to future events.”



“Fantastic job to all the Easter Seals staff and volunteers! It was a very well-organized event. The “Dash for Donuts” idea was cool! The donuts were delicious! Thanks to Rotary for doing a great job on the BBQ! The Brandon Bowen Band was awesome! They had everyone tapping their toes and singing along! I loved having outdoor games! A fantastic day!”



Music for everyone



Valerie is thoroughly enjoying her individual music sessions at Easter Seals. She has participated for many years, and the sessions are tailored to her interests and needs, using a variety of instruments.

Valerie is at high risk from complications of respiratory infections, so when COVID-19 hit, Valerie wasn't able to participate in any in-person sessions and had to spend most of her time at home. Luckily, Easter Seals is also offering music sessions online so Valerie could continue to make music and be involved.

This was a much-needed and welcome opportunity for her to have a creative outlet and stay connected with the community. The instructor adapted the session so Valerie would use instruments we have at home, whether it be a little kid's piano, baby shakers, or drum, and as always, following Valerie's lead and interests. And since Valerie loves to sing, she now often just works on her voice and sings the latest pop songs. She even wrote her own song with the help of the instructor.

While Valerie is back to also doing in-person sessions, she has continued with the online music program. It has been very convenient for us as a family as we don't have to plan and arrange for transportation, especially in the winter, or have to worry about additional exposures during cold/flu season. Valerie gets the same quality music session from the comfort of her own home. **We are very thankful to Easter Seals for offering an online music program and making sure that everyone is truly included!**

Written by: Katrin Zipperlen

To learn about our Recreation Programs including the Creative Expressions Music Program, please visit www.eastersealsnl.ca/programs.

In 2023...

18

meaningful recreation programs offered to participants

43

hours of weekly programs were delivered

48

new volunteers assisted with programming







MAXIMIZE OPPORTUNITIES



Sending my gratitude

This summer, my son **Luc Huxter** was hired as a junior soccer coach with Springdale Soccer Association through funding support from the Opportunities Fund Program. Luc is a talented 17-year-old who has cerebral palsy and a passion for soccer.

Luc has always loved soccer and played it from the age of 2 while sitting on a small wicker chair in Deschappelles, Haiti where we lived at the mission Hands Across the Sea-Haiti. I founded a mission in Haiti in 1995 which today has a school, children's home, and church. A month before his 4th birthday, Luc walked for the first time. After that, he played in bare feet, like most other Haitian children, falling and being injured often; but he would never give up soccer.

I was fortunate to adopt Luc and proudly brought him home to Newfoundland for the first time as a Canadian citizen in June 2015. While here, Luc felt connected and absolutely loved our province so here we are today, happily living in Springdale.

Luc was able to gain valuable work experience doing something he truly loves. He worked hard and saved all of his pay to contribute to his education which he plans to use in September 2024, to attend post-secondary in Corner Brook.

We are very appreciative of the Government of Canada for funding this program and for seeing the value in supporting youth like Luc with his employment goals. Luc is one of many who has benefited from the services offered by the Employment and Educational Services Department.

Written by: Karen Huxter

Thank you to **Service Canada** for funding the Opportunities Fund, and to the amazing employers who hire participants like Luc. To learn more about the Opportunities Fund, please visit www.eastersealsnl.ca/opportunities-fund.



In 2023...

48

people with disabilities across the province secured employment through our wage subsidy program

11

- participants took part in additional training to help them work towards their career goals

7

- participants were given disability-related support to help them overcome barriers in the workplace, including job coaching, interpreting services, transportation, and personal protective equipment



Creating meaningful employment opportunities



Mad Catter Cafe has participated in the Opportunities Fund in various capacities for the better part of 5 years. As a company, we have always valued the significant strengths that come with diversity and inclusion, as different backgrounds and perspectives only fortify our efforts as a business and our ability to make a difference in the local community.

Having the support of Easter SealsNL and the Opportunities Fund has allowed us to create and maintain stable employment which not only benefits us as an organization but also helps us be able to provide meaningful employment, including for those with disabilities. Easter Seals NL has had a profound positive impact on our operations and has been instrumental, especially during challenging times, to allow us to continue to do what we do in the community.

Written by: Josh Eddy, Mad Catter Cafe Owner





“It’s a win” - The story of a local employer who has hired participants from the Horizons program.

From the employer:

With more than 20 years of experience in retail management, Les Crane has transformed Rossy’s workforce through the Horizons program, emphasizing inclusivity.

Les discovered the benefits of hiring individuals with disabilities while working at Walmart.

Witnessing their success inspired him to continue this practice at Rossy. Reflecting on his experience, Les says, “Working with people with disabilities has been a tremendous journey. I stumbled upon it, and it turned out to be one of the best decisions for our team.”

Hiring through Horizons goes beyond a wage subsidy for Les; it’s a crucial part of his staffing strategy, bringing committed individuals to his team. Reflecting on the program’s impact, Les states, “The wage subsidy is a bonus, but the most important thing is getting good employees. It lowers the cost of doing business and helps us maintain a strong and committed team.”

Since hiring employees from programs like Horizons, Les has noticed a positive change in team dynamics. Horizons employees enhance stability, solving the high turnover problem in retail. The wage subsidy, especially valuable in tight budgets, allows Les to have someone working almost full time, benefiting both the business and the employee.

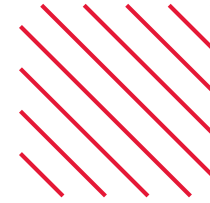
Speaking to fellow managers, Les emphasizes that hiring people with disabilities is a win-win. He dispels misconceptions, stressing the similarities to traditional hiring methods. Les advises, “Pairing people with tasks they excel at is crucial. Treat them well, provide opportunities to learn, and more often than not, they’ll stay and do a good job for you.”

Les highlights the continuous support offered by the Horizons program in hiring. He values the always-available Horizons staff, ensuring a smooth integration of participants into the workplace. According to Les, “If you do have issues with a staff member, you’re not alone; there’s always someone there to help support me when I need it.” Les Crane’s story is proof of the impact of inclusive hiring practices. Through his commitment to the Horizons program, he built a dedicated team, setting a precedent for other employers to embrace diversity.

To our sponsors and donors, your support has created opportunities for growth, not just for individuals but for businesses as well. Thank you for being the driving force behind positive change.

To learn about the Horizons Work Experience Program, please visit www.eastersealsnl.ca/horizons.

“ From the employees:



“I can’t thank [everyone] enough for providing my son with the opportunity to work there over the past year. Employment has made a huge difference in Noah’s life including developing social skills, building self-esteem, and providing him with a purpose day-to-day. Les is very understanding and supportive and has provided good guidance to Noah and allowed him to work towards his strengths. Again, thank you Les you have made a very positively impactful difference in Noah’s life!”

- **Bren**, Parents of a Horizons participant working at Rossy

“Working at Rossy has been a great experience and really helped me improve my people skills.”

- **Alexander**, Horizons participant hired at Rossy

“I really enjoy my job. It has helped me learn new skills, meet new people and given me the confidence to take on new challenges in the workplace.”

- **Nathan**, Horizons participant hired at Rossy

“My favourite part about working was feeling important and the friends I’ve made.”

- **Joshua**, Horizons participant hired at Rossy

“I am really enjoying my job at Rossy. I have learned a lot of things, and Les is an excellent boss. I also enjoy talking with my co-workers and the customers.”

- **Noah**, Horizons participant hired at Rossy

In 2023...

318

Hours participants spent in employment skills training

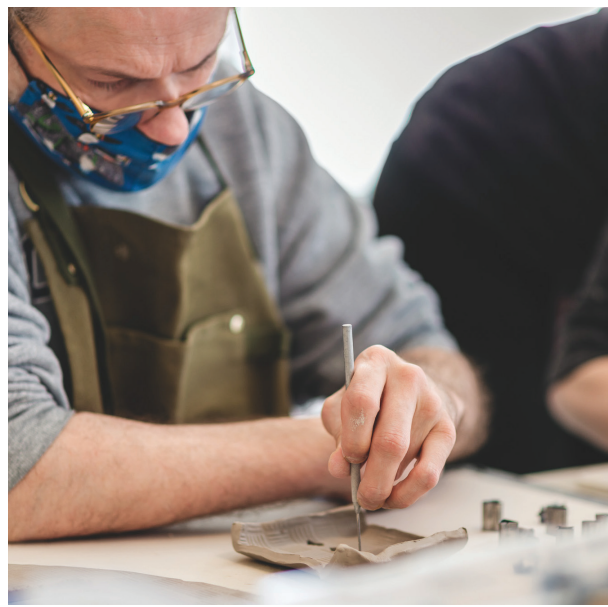
22

participants gained the skills, confidence, and opportunity to be successful in the workplace

15

employers became a partner of Easter Seals NL







Give the gift of inclusion

Our vision is for a community where people with disabilities of all ages in Newfoundland and Labrador live full, healthy, and active lives. Our mission is to engage, inspire, and maximize opportunities by providing meaningful programs and services, some of which are highlighted in this report.

By donating to Easter Seals NL, you create a lasting impact in our community. To date, we serve over 1,000 participants, which continues to grow as we extend our capacity.

With your gift, we can continue to break down barriers.

To give, please visit our website at

www.eastersealsnl.ca/donate

or mail in the slip below to:

Fund Development Department
 Easter Seals Newfoundland and Labrador
 206 Mount Scio Road
 St. John's, NL
 A1B 4L5



ONE TIME DONATION

YES! I would like to support Easter Seals Newfoundland and Labrador's programs and services for people with disabilities by making a donation of:

\$25 \$50 \$100 **Other \$** _____

Donations of \$15 or more received by December 31, 2024 will be sent a 2024 tax receipt.

I have enclosed my cheque payable to: **Easter Seals Newfoundland and Labrador**

Please charge my donation to my credit card: **VISA** **MASTERCARD**

Name: _____

Address: _____

Credit Card #: _____

Name On Card: _____ Expiry Date: _____

Signature: _____ Phone: _____

Email: _____ (help us save on postage)

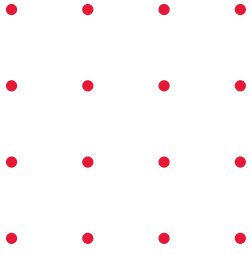


Easter Seals Newfoundland & Labrador:
 206 Mount Scio Road, St. John's, NL A1B 4L5

P: 709.754.1399 | F: 709.754.1398
 TF: 1.888.601.6767 | info@eastersealsnl.ca
www.eastersealsnl.ca

Charitable Registration No. 11905 5085 RR0001

You can change or cancel your contribution at any time, simply by contacting us at **1.709.754.1399**.



Luxury Cabin Lottery

The 2023 Luxury Cabin Lottery was another incredible success. Thank you to all of the Newfoundlanders and Labradorians who purchased tickets in support of our programs and services for people with disabilities in the province!

This lottery is changing the lives of people with disabilities by allowing us to continue to break down barriers and provide programs and services in an accessible and inclusive building, park, and playground.

And thank you to our sponsors for your continued support:

Blue Water Marine, www.bluewatermarine.ca

BONSHAW, www.bonshawgroup.com

Can-Am, can-am.brp.com

Cohen's Home Furnishings, www.cohens.ca

Core Contracting, www.corecontracting.ca

North Atlantic, www.northatlantic.ca

NTV, www.ntv.ca

Outdoor Pros, www.outdoorpros.ca

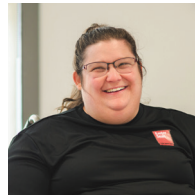
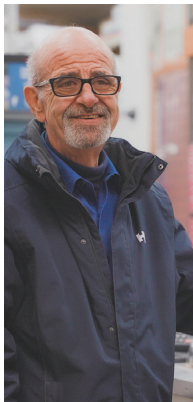
Steele Honda, www.steelehonda.com

Stingray, www.stingray.com

Saltwire, www.saltwire.com/newfoundland-labrador

Universal Travel, www.universaltravelgroup.com

Our Cabin Lottery will be launching in **End of April 2024!** To stay up-to-date about announcements, please visit www.cabinlottery.ca and subscribe to our newsletter.

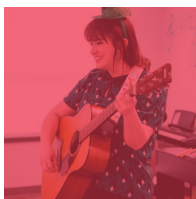


With **gratitude**

You have made a lasting impact on our community. Easter Seals Newfoundland and Labrador brightens the souls of so many, and with your help, we will continue to do so for years to come. Our achievements are as much yours as they are ours, and we are very grateful for your continued support.

Thank you, from the bottom of our hearts.

Gratefully yours,
Easter Seals Newfoundland and Labrador



If you would like to tell your story about how Easter Seals NL has impacted you, share a fundraising idea, or provide feedback on the report, we encourage you to reach out.

Please contact our Fund Development and Communications Officer, **Laura Douglas**, at laura@eastersealsnl.ca.

We encourage you to follow us on social media (@EasterSealsNL) to keep up-to date on upcoming events and campaigns, and available programs and services, or subscribe to our monthly newsletter by visiting www.eastersealsnl.ca/planner.







Newfoundland
and Labrador

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