

Easter Seals™

Newfoundland
and Labrador



2015 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

This year saw the launch of the **See Ability in Disability Capital Campaign** to build a fully accessible park on the grounds of Easter Seals House and to fund an endowment.

This park will be a place where persons with and without disabilities can play side-by-side and create life-long memories of play. The endowment will ensure that Easter Seals can continue to offer programs and services for persons with disabilities and that Easter Seals house stays open to the community in perpetuity.

This is **your house** and this is **your park** and we will need your help. Over the coming months we will be looking for your input on what should be included in the park, how we can raise money for the campaign, and how we can ensure that Easter Seals is permanent resource for the disability community.

The community is a continuous source of inspiration for us at Easter Seals. I want to sincerely thank the community of participants, families, volunteers, and partners that continue to make Easter Seals thrive.

Roger Power

Chair, Board of Directors



CEO Report

2015 was another successful year for Easter Seals NL. We grew all our functional units and even created new ones such as Corporate Affairs and Communications and implemented the new Opportunities Fund Program within our Career Services Unit. This increases our services and advances our key strategic 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.

Led by our long-term 2020 Vision Strategic Plan our Mission is to Engage, Inspire, and Empower by providing life-changing programs and services for persons with disabilities. we continue to implement our strategy. Our clear focus on this strategy and the dedication of our team has been critical to delivering strong performance and setting us up for even higher performance in future years – despite the highly volatile and challenging economic environment.

2015 has been an important year of strategizing with the Board of Directors and our Management Team. It has brought a lot of positive change with board committees set up in alignment with our functional units such as the Programs and Parents Advisory Committee; planning a Capital Campaign that was officially launched this past February with the announcement of a Capital Cabinet to assist us with making connections and relationships; the recent launch of our inaugural major Luxury Cabin Lottery that has already broke even and now every ticket sold will go towards Easter Seals programs and services; enhanced Project reporting; Online registrations; hiring of one of our previous Horizons participants, Ashley Martin-Hanlon as Communications Coordinator; Continuous Improvement Systems such as surveys being conducted after every program and event; partnerships with Taste of India to utilize our assets such as our commercially licensed kitchen; tremendous assistance from parents with fundraisers such as Claire's Craft Fair and Reason for the Rink, just name a few. We are committed to our strategy and targets and promise to deliver excellent results.

It has only been a year and a half for me as CEO and 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 good financial position. Cash is stable even after the release of Deferred Revenues for the construction of the Parking Lot on the side of the building. Accounts Receivables is favourably lower mainly due to timing issue of normal HST Rebates. All of our trade payables and long-term liabilities are up to date. All Assets and amortization has been accounted for. The Frasier Edison Ambassador Trust investment has been reviewed and re-invested in accordance with the investment policy, which should garner improved results in future years.

Overall Revenues are stable with an increase in Contributions mainly due to a \$25,000 donation from the United Way. Thank you United Way! A significant investment has been made in Fund Development/Raising which is expected to realize favourable Event and Corporate donation revenues in future years. Operating Expenses are maintaining with no major variances over prior year. Amortization of deferred capital contribution is for the amortization of the building. Write down of marketable securities is due to the downturn in market in 2014.

Although we are subject to normal operating challenges that most charitable organizations are faced with, we are planning and investing for the upcoming years to face them head on, 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

Easter Seals Newfoundland and Labrador is an amazing organization which has truly been an honor for me to represent as Ambassador.

Some of the great things that I have done with Easter Seals over the past year are the Stroll and Roll, Drop Zone, Spin 4 Kids, The Car Show and especially The Christmas Concert with Sean McCann. Sean is a real inspiration and this concert truly showcases the many talents of Easter Seals youth and is an excellent example of demonstrating how people with disabilities can do absolutely anything that anyone else can do.

It would be impossible for me to tell you everything that Easter Seals does for this community each and every year and how amazing their staff is. They just make you feel like you can always come to them if you need help with anything or just want to chat.

I can't thank Easter Seals enough for giving me this special opportunity. My role as Ambassador has allowed me to meet so many wonderful people and has helped instill in me the confidence to do anything in the future.

RJ Lee

2015 – 2016 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
- Lloyd Power
- Kim Hickman

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
- Sarah Hardiman, Programs Coordinator
- Paula Hayes, Director of Career and Employment Services
- Rachel Warren, Programs Assistant-Opportunities Fund

Capital Cabinet

- Lloyd Power, Capital Campaign Chair
- Trevor Hickey
- Roger Power
- Mark Bradbury
- Kevin Aylward
- Gord Hiscock



Programs

Life changing experiences were led by a team of staff and volunteers for persons of all ages and abilities. Successful delivery of wheelchair basketball, boccia, swimming, music therapy, Let's Get Active, sledge hockey and camp provided amazing experiences for all registered participants.

This year we were able to ensure quality experiences for an increasing number of participants with diverse interests and abilities.



Exceptional Achievements

- Boccia players continued to hone their skills at interprovincial competitions with Mike Mercer winning individual Gold at Defi Sportif, Montreal and a team of Hayley Redmond, Kristyn Collins and Mike Mercer winning a team Bronze at Boccia Blast, London, ON. Hayley Redmond was awarded “Spirit of The Games” for Boccia Blast.
- Liam Hickey, member Team Canada Senior Men’s Wheelchair Basketball won a Silver medal at Parapan Am Games Toronto 2015
- Danielle Arbour, member U25 National Ladies Wheelchair Basketball Team played at the Women’s U25 World Championships in Beijing, China with a 4th place finish.
- The Climbing Wall program was enhanced with partnership with TA Loeffler offering belay training to volunteers.
- Summer camp saw increased registration both in numbers and geographical reach.
- Further development of our outreach program saw start-up of boccia programs in Clarendville, Gander and Colliers.





Fund Development

2015 was another successful year in the Fund Development Department. Urban Pursuit returned for a third consecutive year, the Subsea 7 Tee It Up For the Kids Golf Classic, and Stroll and Roll continued to be successful initiatives 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.

Sean McCann returned in December for our gala luncheon “Celebrate the Season with Sean McCann”. It was an inspiring event with Sean singing Christmas songs, his own music, and three songs with Easter Seals individuals. We are grateful to the many other organizations, corporations, community partners, and hundreds of individuals who generously provided funding support in 2015. 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.

2015 Fundraising Initiatives

- Subsea 7 Tee It Up For the Kids Golf Classic
- Drop Zone
- Urban Pursuit
- Stroll and Roll
- Classic Cars
- Direct Mail Campaign
- Sandbox Gaming Marathon
- Paper Egg Campaign
- Reason for the Rink
- I CAN TOO!
- Celebrate the Season with Sean McCann
- Megan’ s Night of Music
- see ABILITY in disABILITY T-shirts



Career Services

Horizons Employability Skills Through Work Experience

In Partnership with Service Canada's Youth Employment Strategy, eight youth with disabilities enrolled in an Employability Skills through Work Experience Program. The program began in November 2014 and ran until July 2015. Participants were involved in skills development training as well as work with an employer. Placements included: Wal-Mart, Easter Seals, NL, Celtic Hearth, Jump +, GoBag, Button Shop, Wedgewood Park Community Centre, Mary Browns, Target, Bidgoods Grocery, Piper's, GR Industrial and Aerus Electrolux.



Opportunities Fund Community Coordinator (OF-CC)

On December 1st, 2014, through a partnership with Service Canada under the Opportunities Fund for Persons with Disabilities Program, Easter Seals implemented the OF-CC program through wage subsidy, work experience and OF services. Easter Seals entered into agreements with eligible participants and employers throughout Newfoundland and Labrador. In 2015 Opportunities Fund assisted 37 people with disabilities to prepare for, obtain and maintain employment.



Corporate Affairs and Communications

Communications

It has been a busy year for the new corporate affairs and communications department. To start things off we developed a marketing and communications plan which included a complete audit of our marketing and communications activities and then a re-build our activities as necessary. This involved building a new website in conjunction with Open Communications Ltd., re-structuring our social media channels, and re-building our newsletters so that we 'tell the Easter Seals Story' to all of our stakeholder's through the most engaging and efficient means possible. This led to an increase in engagement rates upwards of 400%.

Corporate Affairs

We have seen an impact 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 that we have undertaken involved building and delivering donor presentations to new and existing partners, hosting corporate engagement activities such as the board of trade event held at Easter Seals House in September, and an overall increased emphasis on donor-centric stewardship.



These activities have led to increased engagement with both new and existing partners. Notable partners that came aboard 2015 include: TD Financial Group, the Albert Edgar Hickman Foundation, the Sobey's Foundation, Pennecon Construction Ltd., Donovan Homes, and NL Hydro

Capital Campaign

Developing our corporate affairs and communications activities has helped position Easter Seals for our upcoming capital campaign to build a park on Easter Seals' grounds. As a first step we have set up a capital cabinet to help drive the campaign forward. Over the next two years we will host several fundraising events, lotteries, and information sessions, as we bring awareness of, and raise capital for, the **See Ability in Disability Campaign**.

Financial Reports

Balance Sheet

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.
Statement of Financial Position
December 31, 2015

	2015	2014 <i>(Revised)</i>
ASSETS		
CURRENT		
Cash	\$ 94,702	\$ 153,562
Short term investments <i>(Note 4)</i>	51,626	51,626
Accounts receivable <i>(Note 5)</i>	16,092	36,262
Prepaid expenses	21,779	21,546
	184,199	262,996
CAPITAL ASSETS <i>(Note 6)</i>	2,176,696	2,273,415
LONG TERM INVESTMENTS	64,403	62,676
	\$ 2,425,298	\$ 2,599,087
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 88,739	\$ 74,897
Current portion of long term debt <i>(Note 9)</i>	20,946	20,476
Wages payable	21,434	14,851
Employee deductions payable	10,376	11,723
Deferred revenue <i>(Note 8)</i>	122,372	91,797
	263,867	213,744
LONG TERM DEBT <i>(Note 9)</i>	241,862	262,344
DEFERRED CONTRIBUTION - EASTER SEALS <i>(Note 10)</i>	1,933,302	2,018,357
	2,439,031	2,494,445
NET ASSETS		
General fund <i>(Note 15.)</i>	(2,338,161)	(2,231,449)
Capital reserve <i>(Note 11)</i>	62,676	62,676
Investment in capital assets	2,261,752	2,273,415
	(13,733)	104,642
	\$ 2,425,298	\$ 2,599,087

The Financial Statements of Easter Seals Newfoundland and Labrador for the year ended December 31, 2015 are audited by Richard Power, CA.

Income Statement

EASTER SEALS, NEWFOUNDLAND AND LABRADOR INC.

Statement of Operations

Year Ended December 31, 2015

	2015	2014 <i>(Revised - Note 15)</i>
REVENUES		
Fund development and corporate affairs	\$ 255,395	\$ 343,110
Government funding	68,422	116,626
Contributions	182,300	224,930
Rental income	31,043	29,039
Other	12,693	17,762
Program fees and career services funding	444,207	159,397
	994,060	890,864
Fund development and corporate affairs expenses <i>(Note 12)</i>	269,896	194,988
CONTRIBUTION MARGIN	724,164	695,876
EXPENSES		
Amortization of property and equipment	98,550	101,149
Operating expenses <i>(Note 13)</i>	268,176	207,783
Program expenses <i>(Note 14)</i>	562,594	510,932
	929,320	819,864
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS	(205,156)	(123,988)
OTHER INCOME (EXPENSES)		
Interest income	1,726	4,916
Amortization of deferred capital contribution <i>(Note 10)</i>	85,055	88,599
Write-down of marketable securities	-	(5,802)
	86,781	87,713
DEFICIENCY OF REVENUES OVER EXPENSES	\$ (118,375)	\$ (36,275)

The Financial Statements of Easter Seals Newfoundland and Labrador for the year ended December 31, 2015 are audited by Richard Power, CA.

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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/

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Charitable Number

11950 5085 RR0001

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