



Easter Seals New Brunswick

2020 Annual General Report



2

Table Of Contents

- 3 - Message From The President
- 4 - Message From The Executive Director
- 5 - Assistive Technology
- 6 - Camp Rotary
- 7 - Equipment Recycling
- 8 - Board Of Directors
- 9 - 2020 Partners & Supporters
- 10 - Fundraising & ESNB Merit Awards
- 11 - Statement Of Operations
- 12 - Statement Of Financial Position
- 13 - Distribution Of Revenues & Expenditures
- 14 - Finances



Ambassador Jackson Leavitt meeting Camp Director Matthew during his first official visit to Camp Rotary!

Message From The President

I must begin by thanking my fellow board members for their involvement and guidance over the last year. The past year has been filled with huge challenges, successes, and great opportunities.

Through the hard work and dedication of our Executive Director, Julia Latham, and her dedicated staff, ESNB continued to provide essential services to our clients while struggling through the uncertainties and hardships created by the Covid-19 pandemic. A pilot program with the Department of Post-Secondary Education, Training, and Labour (PETL) has resulted in a new provincial program for the provision of assistive equipment for people with disabilities in New Brunswick, which ESNB is now helping deliver. Progress has also been made towards the objectives of our strategic plan with the implementation of new client services management software which results in improved ESNB operational efficiency and better services for our clients. ESNB office and workshop space limitations remain a high priority item we need to resolve and is a potential impediment to growth of our services for our clients.

2020 was a year of challenges due to the Covid-19 pandemic which impacted ESNB on many fronts. The cancellation of in-person summer camps was a huge lost opportunity for our campers, who look forward to going to Camp Rotary every year. The financial implications for ESNB of the cancelled camp season were huge as well. Camp did proceed virtually, and staff also took the opportunity to focus on maintenance of the Camp Rotary infrastructure, in collaboration with Charlie Guitard.

ESNB fundraising activities in 2020 were significantly impacted by the pandemic as well. Snowarama proceeded before the pandemic but the Martial Arts Tournament and Paper Egg campaigns had to be cancelled. Other fundraising campaigns had diminished success due to the economic uncertainties of the times. We are very hopeful that our fundraising activities and donors will return to help us finance the important ESNB services. That said, through innovation, dedication, and pandemic response programs, ESNB has been able to continue to provide excellent services to our clients and remains in good financial standing.

A major organizational milestone in 2020 was the gift of the Camp Rotary facility to ESNB by the Fredericton Rotary Club. We have been partners with the Fredericton Rotary Club since the 70s for the delivery of summer camp sessions for people with disabilities at Camp Rotary. This generous gift will help ensure ESNB will have access to a suitable camp facility for the delivery of camp opportunities for people with disabilities for the future. However, this gift does come with the additional burden of maintaining this large facility in good order for our campers. We will request assistance from Rotary Clubs (who have historically been great supporters of Camp Rotary), will seek new corporate donations, and will increase fundraising activities targeted towards generating the revenues required for the Camp Rotary facility maintenance. Camp sessions will resume in 2021 if it is determined we can do so safely.

Finally, 2022 will be the 100th anniversary of Easter Seals in Canada. We look forward to celebrating this national milestone in 2022 and hope all ESNB friends and clients will help celebrate with us.

Message From The Executive Director

2020 started out as a normal year, and ended as the year we all wanted to close the door on and leave behind. During our partial shutdown, the staff came together to make sure we were able to keep serving our clients. They all deserve a pat on the back.

Although the pandemic affected many of us in a negative way, some good things happened in 2020. ESNB was gifted Camp Rotary from our long-time friend and partner, the Rotary Club of Fredericton. Although we were not able to hold camp sessions, we were able to continue the great work that the Rotary Club started. We can't wait for the campers to see the upgrades to the facilities. We were also able to roll our PETL AT loan program to the whole province of NB. This program provides students with quality assistive technology that they can use for the duration of their studies.

We implemented our new client and equipment management database system. The option for our partners to use the database to locate equipment for their clients is a very positive option. Although we had a few glitches with the migration because of the age and lack of updates in our old data, with a number of tweaks and a few additions we were able to have things up and running efficiently.

Throughout the pandemic, we were able to take advantage of government programs and although our numbers were down, we continued to serve clients with reduced hours. Like most charities this year, without the wage subsidy and rent subsidy we would have had a serious deficit.

A big thank you to all the staff and the board for making the best of a bad situation. I feel honoured to be working with you all.

Assistive Technology



AT Loans Per County	2020	
	ESNB	PETL
Albert	9	4
Carleton	3	6
Charlotte	6	12
Gloucester	1	34
Kent	6	0
Kings	22	9
Madawaska	3	0
Northumberland	2	10
Queens	0	0
Restigouche	12	29
Saint John	12	49
Sunbury	3	0
Victoria	0	1
Westmorland	23	117
York	16	21
Total AT Loaned	118	292
# of Clients	46	65

AT Highlights

- The PETL AT Loan Program is now province-wide, which in turn increased the number of clients and loans by 270% from the previous year.
- The ESNB database was migrated to a new web-based platform and a cloud-based server. Training and support were also provided.
- Replaced/upgraded Equipment Team computers to speed up accessing the new database.
- Tyrone Guillermo and Laura Steeves finished the ATACP course at CSUN. They are now certified AT Specialists.

6

Camp Rotary

Camp Highlights

- Multiple renovations: Painting of all interior cabin walls & bunks, new paint throughout Sussex Station & Chapel, new Chapel floors.
- Camp Rotary Connect had 63 registered participants, with social media live videos having on average 800-1000 views.
- Able to hire 8 staff to do large-scale maintenance & virtual programming.
- Camp property gifted to ESNB by the Rotary Club of Fredericton.



Before & after of one of Camp Rotary's 2020 summer renovations: re-staining the cabin decks!

# of campers per county	2019	2020
Albert	9	-
Carleton	29	-
Charlotte	12	-
Gloucester	17	-
Kent	9	-
Kings	32	-
Madawaska	2	-
Northumberland	12	-
Queens	21	-
Restigouche	8	-
Saint John	43	-
Sunbury	15	-
Victoria	2	-
Westmorland	36	-
York	110	-
Other Province	4	-
SUBTOTAL	361	-
SUBTOTAL OTHER CAMPERS	64	-
TOTAL CAMPERS	425	-

Equipment Recycling

CLIENTS BY COUNTY	2019		2020	
	SD	PSP	SD	PSP
Albert	100	25	165	40
Carleton	358	8	262	38
Charlotte	214	5	185	4
Gloucester	796	78	685	82
Kent	278	32	310	21
Kings	262	54	260	29
Madawaska	699	32	510	19
Northumberland	392	16	335	20
Queens	72	29	157	2
Restigouche	314	10	286	12
Saint John	694	33	529	21
Sunbury	67	13	83	13
Victoria	198	23	155	24
Westmorland	1,332	121	1095	111
York	437	108	463	53
TOTAL	SD	PSP	SD	PSP
CLIENTS	2,558	1,205	2566	233
PIECES OF EQUIPMENT	6,213	639	5480	489
VALUE OF EQUIPMENT	\$12,442,459	\$1,011,698	\$12,883,516	\$831,446

Equipment Program Highlights

- ▶ Equipment Program Team continues to meet quarterly with ESNB board members. Issues and concerns with the loaning programs are dealt with regularly.
- ▶ A few staffing changes as well as COVID-19 have presented many obstacles during the past year.
- ▶ ESNB assisted families with travel for medical appointments, paid for repairs & shipping equipment, and purchased items for the Personal Services Program.

Board Of Directors

Board Members:

- ▶ Al Thomas, Fredericton
- ▶ Allison Banks, Fredericton
- ▶ Danica Wallace, Woodstock
- ▶ Geoffrey Cochrane, Saint John
- ▶ Glen Hughes, Fredericton
- ▶ Justin Guitard, Moncton
- ▶ Kim Monteith, Woodstock
- ▶ Krista Wilson, Fredericton
- ▶ Lori Hird, Fredericton
- ▶ Martin Ferguson, Fredericton
- ▶ Dr. Monique Taillon, Fredericton
- ▶ Rhonda Rubin, Moncton
- ▶ Trent Mundie, Fredericton

Members Emeritus:

- ▶ Dr. Bruce Lockhart, Bath
- ▶ Keith Allen, Fredericton



2020 Partners & Supporters

- Accreon
- A.J. Lefort (Fredericton Karate Dojo)
- Alain Lajoie (Northwest Shaolin Kung Fu Kwoon)
- Andrew Mazerolle
- Booster Juice
- Brad Mundle
- Brandon Liston
- Camp Rotary Alumni & Volunteers
- CENTUM
- Century 21
- Charlie Guitard (Canadian Tire)
- CIBC
- CISV Canada Peace Bus
- Computers for Schools
- Covey Basics
- David Coon, M.L.A.
- Department of Education & Early Childhood Development
- Department of Post Secondary Education, Training, & Labour
- Department of Social Development
- Department of Transportation and Infrastructure
- Fredericton Karate Dojo
- Fredericton Rotary Club
- Friends of We Care
- Giant Tiger
- Greers Mountain Salvage
- Herménégilde Patrice (Snowarama, Neguac)
- Hockey NB
- Jan Cromwell (Exit Realty)
- Jason Garnier
- Jobs Unlimited
- Lawtons Drugs
- Lazare Breau (Snowarama, Neguac)
- Le Club Autoneige de Neguac
- Lieutenant Governor Brenda Murphy
- Matt Decourcey
- Mike Thorne (Flexiway)
- Missing Link Technologies
- Moncton Minor Hockey Association
- Neil Squire
- Nick Summers (Coastal Graphics)
- Nicole & Donald Tupper
- President's Choice Charity
- Rob McFee (Fredericton Karate Dojo)
- Rogers Foundation
- Rotary Club of Fredericton
- Rotary Club of Fredericton North
- Rotary Club of Florenceville
- SCP
- Stan Cassidy Centre for Rehabilitation
- Telus Atlantic Canada Community Board
- Trent Mundie
- Tom Vardy
- United Way Centraide - Central NB
- W. Frank Brooks



Thank you to our partners at the Moncton Minor Hockey Association!

Fundraising & ESNB Merit Awards



2020 Awards Of Merit

- ▶ Leadership In Development Of Services To Persons With Disabilities:
 - ▶ CIBC
- ▶ Exceptional Volunteer Service To Camp Rotary:
 - ▶ Tom Vardy
- ▶ Outstanding Volunteer Support of ESNB:
 - ▶ Jason Garnier

Fundraising Highlights

- ▶ Our Spring letter was a success, raising \$16,783.00! This letter focused on our new Ambassador, Jackson.
- ▶ The Fall direct mail campaign announcing the transfer of ownership of Camp Rotary raised 297% more funds than in 2019.
- ▶ We received \$20,000 from the Telus Atlantic Canada Community Board to support the Assistive Technology Program.
- ▶ The annual Snowarama event raised \$5,614.00.

Statement Of Operations

YEAR ENDED DECEMBER 31, 2020 WITH COMPARATIVE FIGURES FOR YEAR ENDED DECEMBER 31, 2019

REVENUE	Dec 31, 2019	Dec. 31, 2020
Fundraising Campaigns, Events, and Special Projects	\$149,797	\$79,883
Camp Rotary Operations	443,626	133,170
We Care Grant	56,890	57,652
President's Choice Children's Charity	7,056	-
Restricted Fund	-	318,537
United Way	16,608	11,118
Department of Social Development Grant	52,086	52,086
Department of Social Development Recycle Project	490,591	391,692
PSP Services Recoveries	11,058	473
Assistive Technology Recoveries	227,654	12,041
PETL Pilot Project (AT)	69,603	108,304
Government Grants & Subsidies	-	233,004
Interest	3,380	3,556
TOTAL	\$1,528,349	\$1,401,516

EXPENDITURES	Dec 31, 2019	Dec. 31, 2020
Administration	\$108,941	\$139,563
Promotion and Public Relations	46,532	50,851
Fundraising and Special Projects	113,592	75,759
Personal Services Program	92,572	85,652
Department of Social Development Recycle Project	298,280	308,537
Assistive Technology	262,584	71,385
Camp Rotary	497,572	216,300
PETL Pilot Project (AT)	45,636	98,851
TOTAL	\$1,465,709	\$1,046,899
Excess of revenue over expenditures, for the period	\$62,640	\$354,617
<i>318,537 of Camp Rotary revenue is restricted, so net profit of</i>	<i>\$62,640</i>	<i>\$36,080</i>

Statement Of Financial Position

YEAR ENDED DECEMBER 31, 2020 WITH COMPARATIVE FIGURES FOR YEAR ENDED
DECEMBER 31, 2019

ASSETS	Dec 31, 2019	Dec. 31, 2020
<i>Current</i>		
Cash	\$653,326	\$748,917
Term Deposits	220,486	112,613
Accounts Receivable	116,400	135,154
Prepaid Expenses	27,415	17,055
Subtotal	1,017,627	1,013,739
Guaranteed Investment Certificates	-	110,571
Restricted Cash (note 3)	48,009	146,938
Restricted Investments (note 3)	-	197,433
Capital Assets (note 4)	6,534	1,539,976
TOTAL	\$1,072,170	\$3,008,657
LIABILITIES	Dec 31, 2019	Dec. 31, 2020
<i>Current</i>		
Accounts Payable and Accrued Liabilities (note 5)	\$50,109	\$45,668
Trust Funds Payable	565	565
Deferred Revenue	11,682	158,993
Subtotal	162,356	205,226
Deferred Contributions for Capital Purposes (note 6)	-	1,509,000
Long Term Debt (note 7)	-	30,000
TOTAL	\$162,356	\$1,744,226
NET ASSETS	Dec 31, 2019	Dec. 31, 2020
Unrestricted Net Assets	\$861,805	\$920,060
Externally Restricted Net Assets (note 2)	48,009	344,371
Subtotal	909,814	1,264,431
TOTAL	\$1,072,170	\$3,008,657

Distribution Of Revenues & Expenditures

YEAR ENDED DECEMBER 31, 2020 WITH COMPARATIVE FIGURES FOR YEAR ENDED DECEMBER 31, 2019

REVENUES - %	Dec. 31, 2019	Dec. 31, 2020
Fundraising Campaigns	3.2	2.2
Grant – SD	3.4	3.7
United Way	1.1	0.8
SD Recycle Project	32.1	27.9
PSP Recoveries	0.7	0.1
Contributions	0.5	0.3
Camp Rotary	33.2	36.4
Special Projects	5.9	3.1
AT Expenditure Recoveries	15.0	0.9
PETL Pilot Project	4.6	7.7
Interest & Miscellaneous	0.3	0.3
Grants & Subsidies	-	16.6
TOTAL	100	100

EXPENDITURES - %	Dec 31, 2019	Dec. 31, 2020
Administration	7.4	13.2
Promotions & Public Relations	3.2	4.9
Fundraising Campaigns	3.4	7.3
Personal Services	6.3	8.2
Assistive Technology	17.9	6.8
Camp Rotary	33.9	20.7
Special Projects	4.4	-
SD Recycle Project	20.4	29.5
PETL Pilot Project	3.1	9.4
TOTAL	100.0	100

Finances

YEAR ENDED DECEMBER 31, 2020 WITH COMPARATIVE FIGURES FOR YEAR ENDED DECEMBER 31, 2019

Summary of Operating Results (\$-000's)	Dec. 31, 2019	Dec 31, 2020
Total Revenue	1,528	1,402
Total Expenditures	1,465	1,047
(Deficit)/Surplus	63	355
Camp Restricted	-	319
Total (Deficit)/Surplus	63	36

