



In loving memory of Corey MacLaughlin
Dedicated ESNB employee for over 20 years
May 6, 1977 – December 30, 2018

Easter Seals New Brunswick

2018 Annual General Report

Message From The President

The past year had been busy, filled with success, challenges, and loss.

Through the hard work and dedication of our resilient staff, Easter Seals NB continues to grow, and work to implement our strategic plan to enhance our services and resources.

A partnership with the Fredericton Rotary Club continues to allow Camp Rotary to flourish. The summer of 2018 was a success with most camps filled to capacity, even after surviving spring floods and blue algae. Camp welcomed New Brunswick's first member of the Century 21 "Kids to Camp Club", which we hope to grow to sponsor more children to attend camp. Over the past year, the Fredericton Rotary Club in partnership with Charlie Guitard, a member of FRC and a very generous supporter of Camp Rotary, provided for major renovations of the dining lodge. It is now known as "Charlie's Diner", in honor of him.

Easter Seals New Brunswick and the Fredericton Rotary Club continue to work together to enhance the camping experience for not only our campers, but also valued counselors and staff.

Fundraising efforts by Easter Seals NB have been successful over the past year with ongoing activities such as the Martial Arts Tournament, the Paper Egg campaign and our mail out campaigns. We look forward to ongoing growth and branding of ESNB. Through these efforts, we are better able to move forward with our strategic plan for improved services, allowing growth into new partnerships and facilities!

Our past year, along with success and happiness, there are times of sadness and loss. This year we lost Corey MacLaughlin, who had worked at ESNB over 21 years, receiving his 20-year recognition at the 2016 AGM. He was not only a key part of the Easter Seals family, but a camper at Camp Rotary as well. His contagious smile and larger than life presence is sadly missed.

As I reflect on my last year as President of the Board of Directors for Easter Seals NB, I am so proud to be part of this amazing organization and team. I have truly enjoyed my term and look forward to continuing involvement with the Board, staff, and volunteers. Best of luck.

Message From The Executive Director

It is with pleasure and excitement that I present my 2018 Executive Director's message. By now, you know that when I said, "hold onto your hats, 2018 is going to be a busy year of change, growth, and more change," I wasn't kidding.

In June 2018, we started a pilot project with the Dept. of Post-Secondary Education, Training, and Labour (PETL) in the Saint John region. Through this pilot, we are loaning assistive technology to students attending both post-secondary education institutions and work placements. We had a number of successes in getting students their equipment quickly; however, we only had 14 participants. We hope to extend the pilot to another region for the 2019-20 school year.

CIBC became a partner with Easter Seals Canada, and through this relationship, we were able to provide assistive technology to four students in NB. This was very satisfying work for the staff as we had direct contact with the families and got to know more about our clients. This program will continue into 2019, and hopefully beyond.

The Assistive Technology Department now has three programs: the EECD school program, the PETL program, and our own ESNB loan and trial program. Once we started the CIBC assistive technology grant, we deemed it necessary to modify the database to create a dedicated AT loan program: it no longer uses the PSP designation. This will make it easier to get stats, now and in the future.

We underwent a review and negotiations with SD through out 2018, and were able to finalize and signed our new contract in October. We continue to monitor and reflect on this contract as changes occurred in the recyclable equipment after the first month. Follow-up is continuing.

We began a new strategic plan in 2017 that involved all staff and board members at ESNB. After meeting with the Department of Transportation and Infrastructure to discuss our current rental arrangement, we went through a review to clarify and understand all aspects of our equipment recycling program. We received our first report in early 2019 from In-Pro Solutions, which identified the type of space and accommodations we currently occupy: the second phase will identify the space we will need in the future. Although the scope of the project was concerning the equipment recycling program, the examination of space requirements was for all of ESNB.

ESNB also participated in a review process with the Department of Education and Early Childhood Development (EECD). The review will not be complete until spring 2019, but I anticipate there will be changes in this program also.

Assistive Technology

ESNB	
Number of PSP Loans:	42
Number of Assessment Loans:	52

EECD Students Loans Checked:	
ASD-N	214
ASD-E	636
ASD-S	628
ASD-W	649

New pieces of AT for EECD:	
ASD-N	150
ASD-E	152
ASD-S	321
ASD-W	335

PETL Pilot Project 2018	
Clients	14
Equipment Pieces	60

CIBC AT Grant 2018	
Clients	4
Loans	16

2018 Highlights

- The entire office is fully Wi-Fi accessible.
- The boardroom was upgraded with video conferencing capability.
- The PETL Pilot Project is up and running in the Saint John area.
- Participated in the Tobii Dynavox "Implementing Eye Gaze Technology for Emergent Communicators" webinar.
- Jason Diorico, our AT Facilitator, is the first person at ESNB to receive a CSUN certificate of Advanced Professional Development with Distinction for Assistive Technology Applications.



"... this device will help break past those challenges and bring him beyond the limitations that dyslexia can bring."
– Parent of CIBC Grant recipient

Camp Rotary

2018 Highlights

- Successful continuation of our accessible baking program for campers.
- Friends of We Care hosted a Build-a-Bear morning session and BBQ lunch in celebration of Camp Day (July 19 2018).
- High ratio of returning camp staff, and camp alumni participation in renovation projects, staff training, and volunteering.
- Hosted another successful season of Canadian Cancer Society Family Camp.
- Significant increase in volunteers from last year's Leaders-in-Training (LIT) and Counsellors-in-Training (CIT) programs.



of CAMPERS PER COUNTY

COUNTIES	2017	2018
Albert	10	9
Carleton	22	25
Charlotte	8	13
Gloucester	22	17
Kent	3	7
Kings	25	25
Madawaska	3	5
Northumberland	10	9
Queens	26	26
Restigouche	9	4
Saint John	35	43
Sunbury	33	23
Victoria	5	3
Westmorland	26	33
York	110	105
Other Province	3	2
SUBTOTAL	350	349
SUBTOTAL OTHER CAMPERS	59	58
TOTAL CAMPERS	409	407

Equipment Recycling

2018 Highlights

- Participated in year-long process review with Dept. of Social Development
- New contract signed between SD and ESNB
- Revisions made to the SD contract, to ensure more backs are being recycled



CLIENTS BY COUNTY	2017		2018	
	SD	PSP	SD	PSP
Albert	159	17	131	18
Carleton	172	52	208	37
Charlotte	201	21	165	6
Gloucester	886	55	612	37
Kent	318	16	420	10
Kings	336	54	291	29
Madawaska	377	20	345	18
Northumberland	447	51	433	40
Queens	87	12	84	4
Restigouche	341	41	195	37
Saint John	747	60	701	31
Sunbury	94	33	55	16
Victoria	233	44	165	17
Westmorland	1, 347	126	1, 227	102
York	625	126	586	87
Other	45	256	0	0
TOTAL	SD	PSP	SD	PSP
CLIENTS	3, 294	1, 016	2, 844	1, 055
PIECES OF EQUIPMENT	5, 435	603	5,618	489
VALUE OF EQUIPMENT (\$)	10, 983, 554	720, 701	12, 584, 841	875, 417

Note: number of SD clients served in 2017 has been updated due to database corrections.

Easter Seals NB

Board Of Directors 2018

- Al Thomas, Fredericton
- Allison Banks, Fredericton
- Danica Wallace, Woodstock
- Doug Bridgman, Lincoln
- Geoffrey Cochrane, Saint John
- Glen Hughes, Fredericton
- Kim Monteith, Woodstock
- Lori Hird, Fredericton
- Martin Ferguson, Fredericton
- Dr. Monique Taillon, Fredericton
- Rhonda Rubin, Moncton
- Trent Mundie, Fredericton



2017 AGM – Board Members

(back row, from left) Al Thomas, Kim Monteith, Rhonda Rubin, Geoff Cochrane, Keith Allen, Glen Hughes
(front row, from left) Lori Hird, Doug Bridgman

Members Emeritus:

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

Our 2018 Supporters & Partners

Thank you to everyone who helps Easter Seals!

- A.L.P.A Equipment Ltd.
- Accreon
- Bayshore HealthCare
- Booster Juice
- Brad Mundle (Moncton Minor Hockey Association)
- Brandon Liston
- Camp Rotary Alumni & Volunteers
- CENTUM
- Century 21
- Charlie Guitard (Canadian Tire)
- CIBC
- CISV Canada Peace Bus
- Clint Edmondson (Torque Motorsports)
- Computers for Schools
- Darienne Tupper (Abilities Program Coordinator)
- David Coon
- 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
- Geoff MacDonald (Kimudo Tai Kwon Do)
- Gerry Curtis (A.L.P.A. Equipment Ltd.)
- Greers Mountain Salvage
- Herménégilde Patrice (Snowarama, Neguac)
- Hockey NB
- In-Pro Solutions
- Jan Cromwell (Century 21)
- Jobs Unlimited
- Kitchen Helper
- Lawtons Drugs
- Lazare Breau (Snowarama, Neguac)
- Le Club Autoneige de Neguac
- Lieutenant Governor Jocelyne Roy Vienneau
- Matt Decourcey, M.P.
- Mike Thorne (Flexiway)
- NB Rotary Clubs
- Neil Squire Society
- Nick Summers (Coastal Graphics)
- Nicole & Donald Tupper
- President's Choice Charity
- SCP
- Serge Landry (A.L.P.A. Equipment Ltd.)
- Stan Cassidy Centre for Rehabilitation
- Steven Robinson (Kitchen Helper)
- Tony McCoy (Torque Motorsports)
- Torque Motorsports
- Trent Mundie (Embracor)
- United Way Centraide - Central NB



Fundraising Highlights

- Our Spring letter was a success, raising \$20, 413.01! This letter focused on Brandon Liston's last year of high school.
- The 36th Snowarama hosted by le Club Autoneige de Neguac raised an amazing \$9, 563.80.
- The Paper Egg campaign continued to raise awareness of ESNB and funds totaling \$14, 909.
- Agent Jan Crowell from Century 21 A & T Countryside Realty became New Brunswick's first Kids 2 Camp member and Golden Heart winner.

ESNB 2018 Awards Of Merit

2018 Merit Award For Outstanding Volunteer Service:

- Steven Robinson, owner of Kitchen Helper
- Lyndon Fulton, ESNB volunteer

2018 Merit Award For Exceptional Fundraising Leadership

- ALPA Equipment Ltd. and Torque Motorsports



Statement Of Operations

REVENUE	Dec. 31, 2017	Dec 31, 2018
<i>Fundraising</i>		
Events and Campaigns	\$58,481	\$53,331
United Way	26,460	26,829
Special Projects	66,367	90,496
Department of Social Development Grant	52,086	52,086
Department of Social Development Recycle Project	424,272	433,360
PSP Services Recoveries	383	27
Assistive Technology Recoveries	574,554	513,319
Camp Rotary Operations	402,081	431,804
We Care Grant	59,691	58,722
Presidents Choice Children's Charity	5,013	938
PETL Pilot Project	-	41,542
Contributions	2,159	5,661
Interest	2,197	2,538
Miscellaneous	6,418	1,956
TOTAL	\$1,680,162	\$1,712,609
EXPENDITURES	Dec. 31, 2017	Dec 31, 2018
Administration	\$104,251	\$105,594
Promotion and public relations	49,770	41,598
Fundraising	53,923	44,760
Special Projects	37,987	66,084
Personal services	92,610	80,610
Department of Social Development Recycle Project	261,295	288,102
Assistive technology	518,584	497,362
Camp Rotary	456,785	493,160
PETL Pilot Project	-	40,711
TOTAL	\$1,575,205	\$1,657,981
Excess of revenue over expenditures, for the period	\$104,957	\$54,628

YEAR ENDED DECEMBER 31, 2018 WITH COMPARATIVE FIGURES FOR YEAR
ENDED DECEMBER 31, 2017

Statement Of Financial Position

ASSETS	Dec. 31, 2017	Dec 31, 2018
<i>Current</i>		
Cash	\$552, 002	\$437, 806
Term deposits	215, 079	217, 390
Accounts receivable	114, 888	392, 672
Prepaid expenses	12, 667	19, 317
Subtotal	894, 636	1, 004, 185
Restricted cash (note 2)	39, 322	37, 760
Capital assets (note 3)	12, 924	9, 154
TOTAL	\$946, 882	\$1, 051, 099

LIABILITIES	Dec. 31, 2017	Dec 31, 2018
<i>Current</i>		
Accounts payable and accrued liabilities (note 4)	\$41, 356	\$93, 842
Trust funds payable	565	565
Deferred revenue	112, 415	109, 518
TOTAL	\$154, 336	\$203, 925

NET ASSETS	Dec. 31, 2017	Dec 31, 2018
Unrestricted net assets	\$753, 224	\$809, 414
Restricted net assets (note 2)	39, 322	37, 760
Subtotal	792, 546	847, 174
TOTAL	\$946, 882	\$1, 051, 099

YEAR ENDED DECEMBER 31, 2018 WITH COMPARATIVE FIGURES FOR YEAR
ENDED DECEMBER 31, 2017

Distribution Of Revenue & Expenditures

REVENUES - %	Dec. 31, 2017	Dec. 31, 2018
Fundraising Campaigns	3.5	3.1
Grant – SD	3.1	3.0
United Way	1.6	1.6
SD Recycle Project	25.3	25.3
Contributions	0.1	0.3
Camp Rotary	27.8	28.7
Special Projects	3.9	5.3
AT Expenditure Recoveries	34.2	30.0
PETL Pilot Project	-	2.4
Interest & Miscellaneous	0.5	0.3
TOTAL	100.0	100.0

EXPENDITURES - %	Dec. 31, 2017	Dec 31, 2018
Administration	6.6	6.4
Promotions & Public Relations	3.2	2.5
Fundraising Campaigns	3.4	2.7
Personal Services	5.9	4.9
Assistive Technology	32.9	30.0
Camp Rotary	29	29.6
Special Projects	2.4	4.0
SD Recycle Project	16.6	17.4
PETL Pilot Project	-	2.5
TOTAL	100.0	100.0

YEAR ENDED DECEMBER 31, 2018 WITH COMPARATIVE FIGURES FOR YEAR
ENDED DECEMBER 31, 2017

Finances

YEAR ENDED DECEMBER 31, 2018 WITH COMPARATIVE FIGURES FOR YEAR ENDED DECEMBER 31, 2017

Summary of Operating Results (\$-ooo's)	Dec. 31, 2017	Dec. 31, 2018
Total Revenue	1, 680	1, 713
Total Expenditures	1, 575	1, 658
(Deficit)/Surplus	105	55



ESNB Summer Staff Barbecue

(Back row, from left) Brandon Maston, Debbie Nash, Elias Tarfa, Jason Garnier, Andrew Lavigne, Jason Diorico, Dora Buchanan

(Front row, from left) Laura Steeves, Julia Latham, Corey MacLaughlin, James McPhee, Lyne Gauthier, Lesley Porter, Darrell Wright, with Amanda Diggins behind the camera