

#### MESSAGE FROM THE CHAIR

What an exciting year it has been. Easter Seals Nova Scotia (ESNS) has transitioned into a pattern of renewal and growth on multiple fronts – program innovation, financial sustainability, expanding our base of supporters, and most importantly, to increasing awareness in the community about our mission, the work we do, and the people we serve.

Last year, the Board and leadership team developed a three-year strategic plan, based on the collective vision of our stakeholders. Now, having completed the first year of the three-year plan, I am pleased to report we have made tremendous strides against our five main goals in the areas of: Awareness; Advocacy; Program Excellence; Financial Well-Being; and Organizational Effectiveness. You will read all about the details of these achievements in the pages to come. Congratulations to Henk and the management team – John, Ronnie, Rose and Faye.

I would like to highlight and commend the work of the relatively new *Changing Lives* Committee, chaired by Terry Gardiner and ably supported by John MacDonald, our Director of Development. This committee leads our charity's major gifts fundraising work, and in the past year raised \$180,000 in support, a three-fold increase over the previous year's total. Additionally, we have received another \$85,000 of pledge commitments for the next two years. This important work was the underpinning of ESNS's financial turnaround this past year, based on the foresight and action of the Board over the previous years. Continued success here will only enable us to do more for our clients.

The Board, too, continues on a path of renewal. In the last year, we welcomed DJ French, and had four board members retire – Bonnie Caldarozzi, Zeda Redden, Peter Moorhouse and Lisette Hachey. For the coming year, I am pleased to welcome new board members Sean Murphy, Sarah Flynn, and Gina McFetridge. Also, we bid farewell to Louise Abraham-Pace as she retires from the Board after a six-year tenure. ESNS is stronger for Louise's dedication, and her leadership and guidance, especially as Chair of the Program and Governance Committees over the years.

I want to take this opportunity to thank all board members, past and present, for their dedication to the Easter Seals cause and our clients, their hard work, and their support over this past year. I am fortunate to have such a strong and engaged team of great people.

I look forward to next year with both excitement and anticipation about where Easter Seals Nova Scotia is headed, as we strive to eliminate barriers to work, play, and to the aspirations of Nova Scotians with disabilities.

Sincerely,

Adriana Dolnyckyj Chair of the Board Easter Seals Nova Scotia

ON THE COVER: Scott Jones training for Drop Zone, and the New Leaf Enterprises team with our Christmas baking! Michelle Wilson, Sonya Demone, Christine Riley, Joe Hickling

### THE CEO'S MESSAGE

It's a pleasure to share our 2014-15 annual report with you! Whether you're one of our clients, supporters, partners, donors, staff, or volunteers, I must thank you for an extremely rewarding and exhilarating year at Easter Seals Nova Scotia. Our team accomplished so much, and that was only possible through your collective effort, time, and talent. We directly touched and changed the lives of more than 2,500 Nova Scotians living with a disability, and by extension, helped thousands more by enabling a loved one to access one of our programs.

Last summer, we hosted more campers at our barrier-free Camp Tidnish. And this past winter, for the first time in recent memory, we lowered camp registration fees. We forged new partnerships with friends like Scott Jones and his Don't Be Afraid team. Easter Seals Nova Scotia helped several hundred Nova Scotians access life-changing mobility equipment. Our New Leaf Enterprises skills training program produced new entrepreneur and self-employment workshops to support the career aspirations of our clients with disabilities.

The past year also represented significant renewal for Easter Seals Nova Scotia. We produced a mission statement for our organization: Easter Seals Nova Scotia advocates for a barrier-free Nova Scotia and delivers top-quality programs that promote mobility, inclusion, and independence for Nova Scotians with disabilities. We continually refine our strategic plan to pursue objectives such as the expansion of our inclusive sports programs, the continued renewal of our camp facility and programs, and the growth of our mobility equipment provision services.

We launched a new website, easterseals.ns.ca, so that news and information about our programs and the people that we serve is more visible and easily accessible. We increased our use of platforms such as YouTube and other social media to better engage Nova Scotians about our valuable work. In our efforts to win the hearts and minds of Nova Scotians, in 2014-15 we enjoyed a significant increase in traditional media coverage over the previous year.

Our financial position has improved considerably; we experienced a \$230,000+ improvement in our fiscal year-end performance from 2013-14 to 2014-15. This trend was sparked by a concerted effort to minimize fundraising event expenses, the revitalization of events such as Drop Zone and our Evening with Easter Seals Gala, and the successful launch of our *Changing Lives* major gifts program.

I sincerely thank you for contributing to an outstanding year for Easter Seals Nova Scotia. It is a privilege to serve this organization.

Henk van Leeuwen President & CEO

Faster Seals Nova Scotia



PROGRAM HIGHLIGHTS

In 2014-15, 2,520 children, youth, and adults with disabilities participated in or benefitted directly from Easter Seals Nova Scotia programming. We are a provincial organization dedicated to a mission of mobility, inclusion, and independence. Our clients live in every county of Nova Scotia. We help several thousand other Nova Scotians when one of their loved ones is able to access one of our programs.

> "I'd like to thank Faster Seals Nova Scotia for giving me this great opportunity, and I can't wait to start spreading the word about Camp Tidnish and our programs."

> > KIERA SPARKS LUCAS **ESNS** Ambassador



Wally Betts enjoying the view at Camp Tidnish.

### **OUR NEW AMBASSADORS**

Easter Seals Nova Scotia is delighted to introduce two new ambassadors who will share our story of promoting mobility, inclusion and independence for Nova Scotians with disabilities. Welcome to the team, Kiera Sparks Lucas and Sonya Demone! Kiera and Sonya will help share their Easter Seals Nova Scotia program experiences with their peers, our funders, partners, and community leaders.

Fourteen-year-old Kiera Sparks Lucas is from Cole Harbour, NS, and is a Grade 9 student at Astral Drive Junior High. She says being chosen as an Easter Seals Nova Scotia ambassador is her first ever volunteer experience. "I'm really excited to be involved," Kiera says. "I'd like to thank Easter Seals Nova Scotia for giving me this great opportunity, and I can't wait to start spreading the word about Camp Tidnish and our programs."

Kiera is involved in many activities including cheerleading, Pathfinders, dance, singing, and glee club.

Sonya Demone lives independently in Halifax, and is a client of Easter Seals Nova Scotia's New Leaf Enterprises skills training program. She says being at New Leaf has "taught me that anything is possible," and emphasizes that her disability does not hold her back from community participation: "[My disability] is a special ability because there are some things that I can do that other people cannot. And there are some things that the average person can do, that I cannot do. But I feel that we are all equal, in our own way."



## OUR BARRIER-FREE CAMP TIDNISH

The summer of 2014 was the 27th summer season of Easter Seals Nova Scotia partnering with the Rotary Club of Amherst to provide campers with a barrier-free camp experience. 239 campers – children, youth and adults with physical or intellectual disabilities from across Nova Scotia – attended a weeklong session at Tidnish.

We thank our excellent staff and our friends at Amherst Rotary for ensuring our campers have a safe, accessible, fun, and inclusive experience at Camp Tidnish! Our camp programs and activities include swimming, river tours, canoeing, hayrides, trampoline, singing, and drama.

Our barrier-free camp is a unique place which provides a unique opportunity for Nova Scotians with disabilities to forge lifelong friendships, and it's a space for our campers to grow their independence, confidence, and self-esteem. A big thank you to Camp Director Patti Sampson and the entire Camp Tidnish team for your hard work in 2014!



Amherst Rotarians like Angela Bourgeois and Bob Janes are a huge help to our camp.



Patrick Flewelling enjoying Camp Tidnish.



#### 239 campers

an increase of 22 from 2013!

#### 12,000 + campers

Camp Tidnish has hosted 12,000 + campers over 80 years!

## Nova Scotia's barrier-free camp

our campers come from every corner of Nova Scotia.



## SKILLS TRAINING & SOCIAL ENTERPRISE

Our New Leaf Enterprises program helped 41 clients with the aim of supporting their personal development and job skills and career development aspirations. Four of these clients were new to the program. We also welcomed several new employees to the team which provides support to our trainees daily: Erin Spencer, Carla McNutt, Kyla Gagne, Amanda Creswell, and Georgina Megens.

Our kitchen continued its success in catering meals for Halifax businesses and supporters last year.

Our New Leaf team also introduced new programs for our clients, notably our self-employment and entrepreneur workshops. We thank CEED, the Centre for Entrepreneurship Education & Development, for collaborating with us and helping our clients channel their inner entrepreneur and produce business ideas!

In addition to our baking and catering, our team has been busy creating new products to diversify our social enterprise offering! Coasters, pallet clocks, and candles have been added to the New Leaf production and enabled more of our clients to participate in our skills training!

We thank O'Regan's Automotive, Shannex, and Capital Health for their leadership in hosting our New Leaf Café sites in Halifax. These training locations are a huge help to enabling our clients to acquire workplace skills.

Thanks to everyone who ordered our catering and used our mailing services over the past year, and supported inclusion and independence for Nova Scotians with disabilities!

We thank our Executive Director of New Leaf Enterprises, Veronica Dale, and the entire team for their leadership, dedication, and professional care they provide for our clients.





Jenna Bower on carrot cake production.

FAST FACTS

\$97,000

in catering sales!

\$197,000

in New Leaf Café sales!

\$1,800

increase in Christmas baking sales!

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Our Take Part programs are designed to create opportunities for Nova Scotians with disabilities to participate in sports and active living.



Team Nova Scotia at the 2015 National Boccia Championships in Whitby, Ontario.

#### BOCCIA

We support the Boccia Association of Nova Scotia, with several enthusiastic boccia players practicing and competing during the past year. Boccia is a precision ball sport, related to lawn bowling. The sport is contested at local, national and international levels, by athletes with severe physical disabilities. In 1984, it became a Paralympic sport, and is now played in more than 50 countries worldwide. Three of our Nova Scotia athletes (one being a Camp Tidnish camper, Jennica Gagne) won silver medals at the national boccia championship in March!



Sledge hockey players & instructors.

#### SLEDGE HOCKEY

We partnered with the Halifax Regional Municipality to provide our fifth season of "Learn to Sledge." Sledge hockey is a winter sport which enables children with disabilities to experience being on the ice and pursue a Canadian passion – going to the rink and getting on the ice with a parent, caregiver, or volunteer, and playing hockey and other skating games. Last year 40 participants took part in our "Learn to Sledge" program.

We also provided sledge instructor and volunteer training to a group in Southwest Nova. One of the youth who participated had never been able to play hockey before, and according to his mom, "it was a dream for him, and he loved every moment! We were happy he could finally play a sport with his friends!"

We thank the city of Halifax, Hockey Nova Scotia and the IWK Health Centre for their support of Learn to Sledge!

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# WHEELCHAIRS & ASSISTIVE DEVICES

Easter Seals Nova Scotia helps Nova Scotians access wheelchairs, assistive devices, and other mobility equipment. We partner with the Nova Scotia Department of Community Services to provide wheelchairs to low-income clients, and, through our fundraising, are able to help many more children, youth, and adults with disabilities. This year we supported the wheelchair and mobility equipment needs of 1,564 people.

We welcomed Amanda McCulloch to our equipment program staff. Thanks Amanda, and thanks Faye Joudrey, who doubles as both our Take Part program coordinator and our Coordinator of Client & Equipment Services!

POLIO NOVA SCOTIA

Easter Seals Nova Scotia serves as a community resource for polio survivors in our province. There are 225 people who belong to the group and receive the Polio Nova Scotia newsletter, which we distribute.

# DISABILITY TRAVEL CARDS

We continue to provide and promote the Disability Travel Card program. It provides free travel for support persons accompanying a person with a disability when travelling with Marine Atlantic Ferries, Via Rail, Greyhound Bus or the Motor Coach Companies of Canada. We provided 23 Nova Scotians with this card in 2014-15.

"Thank you for
approving the money towards the
cost of the joystick and battery for my
power wheelchair. The help is all the more
important because it has come at a particularly
difficult juncture in my life. I did feel somewhat
overwhelmed. Your program has made a difference;
it's not just the financial aspect, but knowing
there are those who understand enough to help
me and others when times get rough is
enormously affirming."

ASSISTIVE DEVICES FUNDING RECIPIENT Dartmouth, NS

FAST FACTS

185 people

received new wheelchairs.

993 people

had their wheelchairs repaired.

386 people

were served through our assistive devices and refurbished equipment programs.





278 Nova Scotians took advantage of our Access 2 Entertainment card program last year. This program offers opportunities for people with disabilities to participate in recreational activities with an attendant, such as theatres, museums, and other venues. When someone presents this card, their attendant receives free admission.

Thank you to everyone who served on our Program Committee this year! Thanks committee chair Joan MacLeod, and to committee members Charlie MacDonald, Tom Loane, Jane Gillis, Michael Shearer, Faye Joudrey, and Veronica Dale. Your input and guidance made our programs better!

Thanks to all of our partners, supporters, and volunteers who came to our Open House in March to learn more about our programs and our social enterprise!



RJ Walters with visitors from Dalhousie's School of Occupational Therapy

#### **COMMUNITY**

Nova Scotia Community College staff and students hosted members of our New Leaf Enterprises team at their Akerley Campus in Dartmouth. It was amazing for our staff and clients to learn about high-calibre culinary production from these pros!

We thank Live Art Dance for promoting inclusion by providing tickets to some of our clients with disabilities to attend performances during the 2014-15 seasons! We value your partnership and appreciate your community leadership!





### CHANGING LIVES

Our staff and volunteer board of directors introduced a new major gifts program to diversify our revenue sources and to reduce our dependence on fundraising events. Our *Changing Lives* program raised \$180,000 last year, a tripling of our previous year's major gifts donations. Additionally, pledge commitments of \$85,000 over the next two years have been received.

Easter Seals Nova Scotia sincerely thanks all individuals, foundations, and businesses that have made a gift to *Changing Lives* and invested in our programs and services.

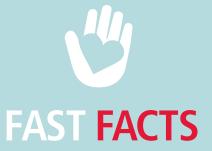
We also thank Easter Seals Nova Scotia board member Terry Gardiner for his leadership and for chairing the *Changing Lives* committee. We appreciate his time and energy in helping us transform our development program, and we also thank his fellow *Changing Lives* committee members Barry Saunders, Bob Steeves, John Corney, and Adriana Dolnyckyj.



Matthew Maxwell



**Christine Riley** 



#### funds raised

for Easter Seals Nova Scotia remain in Nova Scotia.

#### without your support

we would not be able to provide our barrier-free Camp Tidnish, sports, equipment provision, or skills training programs.



#### **DROP ZONE**

What a year it was for our signature fundraising event! On October 3rd, 65 people rappelled from the roof of 1801 Hollis Street and collectively raised \$125,000! We're grateful for the leadership and support of Scott Jones, who shared his "Don't Be Afraid" message to empower his team to raise nearly \$30,000. Thank you to everyone who rappelled or donated! It was our most successful Drop Zone since 2010! Thank you CREIT for your support, and for letting us use your building!



The Kartbahn 250 raised nearly \$18,000 for our programs



Ten Strings And A Goat Skin onstage!

## AN EVENING WITH EASTER SEALS GALA

High fashion and the high energy of Ten Strings And A Goatskin made for a great combination as we hosted our annual gala event at The Westin Nova Scotian in March. We thank Lisa Drader-Murphy for producing an inclusive fashion show (featuring two of our clients, Christine Riley and Jennica Gagne), and we appreciate Harding Medical's generous event sponsorship. Thank you to all of our event sponsors, and to everyone who purchased a ticket! Through your contributions, we raised \$68,000!

# THE KARTBAHN 250

Six teams battled it out on the indoor track at Kartbahn Racing in Halifax for our go-kart relay checkered flag! Congrats to the fastest team, Team Dale Fabrication, and the top fundraising team, The Dirty Dogs! The Kartbahn 250 raised nearly \$18,000 for our programs, and we thank Aston Hill Financial for its event sponsorship!





#### PAPER EGGS

Our spring Paper Eggs campaign raised \$41,000! Customers purchased our \$2 dollar eggs at Nova Scotia retailers. Lawtons Drugs is our largest supporter of Paper Eggs. Hundreds of Lawtons staff at stores across the province did a terrific job in engaging their customers in our story of mobility, inclusion, and independence! Fabricville, Rona, Booster Juice, and The Bargain Shop also participated in the campaign, and we thank all of these fine businesses for their support!

The Bunnyland fundraiser remains an annual hit with younger members of our community who like to get their picture taken with our furry friend! This spring's event raised \$14,000.



The Gagnes were a huge help at Bunnyland!

#### BUNNYLAND

We thank everyone who hopped over to Mic Mac Mall in Dartmouth to meet the Easter Bunny! This year's Bunnyland raised \$14,000. We thank Mic Mac Mall for once again hosting Bunnyland, and to our fabulous volunteers from Prince Andrew and Cole Harbour High Schools and the Halifax Progress Club!

We thank everyone who participated in one of our fundraising programs. We also thank Easter Seals Nova Scotia board member Mary Ellen Byrne for her leadership and for chairing our Development Planning / Events committee. We appreciate her time and commitment, as we do of our other committee board members Conrad Coughlan, DJ French, and Peter Moorhouse.

A big thanks to our Director of Development, John MacDonald, and to the newest members of our Development team, Lauren MacKenzie and Tanya Poulton! Your effort over the past year has been tremendous.

#### THANK YOU

to all of our clients for participating in our programs, and for reminding us that we have much further to go in building an inclusive and barrier-free Nova Scotia.

to our volunteer Directors of the Board for their support, guidance, governance, and help with our fundraising programs. We thank all of our volunteers, without whom events such as Drop Zone and Bunnyland and programs such as Learn to Sledge would not happen.

to our incredible staff – your professionalism and dedication are inspiring.

to our program partners: The Department of Community Services, Capital Health, Halifax Recreation, The Rotary Club of Amherst, NS, O'Regan's Automotive, Shannex, Polio Nova Scotia, Hockey Nova Scotia, the Boccia Association of Nova Scotia, the IWK Health Centre, and our community's health professionals.

to businesses and organizations who initiated their own fundraising campaigns for our benefit, such as The NSLC, The Halifax International Airport Authority, CIBC Wood Gundy, Century21, and The Friends of We Care Foundation.

to journalists, editors and producers at these newsrooms who included us or our perspectives in their coverage: CTV, Global, the CBC, the Chronicle Herald, the Community Herald, Metro, the Amherst News, the Hub, the Truro Daily News, C100, and Eastlink.

to our champions and storytellers. Your testimonials are our fuel, and enable us to engage Nova Scotians in the story of mobility, inclusion, and independence. Thank you for sharing how Easter Seals Nova Scotia changes lives with the community.

A special thank you to our 2014 Supporter of the Year, Scott Jones. Scott, your courage, leadership, and your message of hope, inclusion, and overcoming fears are empowering.

We advocate for a barrier-free Nova Scotia and provide top-quality services promoting mobility, inclusion and independence for Nova Scotians with disabilities.

Campers & counsellors at Camp Tidnish.



### TREASURER'S REPORT

The fiscal year end March 31, 2015 capped a transformational year for Easter Seals Nova Scotia with a surplus of \$73,008, a \$237,974 improvement from the previous year's fiscal year end (the 2013-14 year ended with a deficit of \$164,966).

This turnaround was achieved through the dedicated efforts of staff, management, and the board of directors, and included the following:

- The successful implementation of our major gifts *Changing Lives* fundraising program, along with a reduced reliance on events for fundraising as discussed at last year's Annual General Meeting.
- Excellent expense management by staff and management.
- A carryover of \$56,535 in Paper Eggs and Bunnyland event revenue from the previous year as a result of Easter not occurring until late April 2014, after our year end.

The Changing Lives program remains a priority for 2015-16 and beyond, as our fundraising culture and expertise evolve from event driven to a combination of major gifts and two or three signature annual fundraising events. A small surplus is forecast for 2015-16, and we are all working hard to make this a reality.

Robert (Bob) Steeves

R.D. Steer

Treasurer

Easter Seals Nova Scotia

#### **AUDITED FINANCIAL STATEMENTS**

PricewaterhouseCoopers has audited the consolidated General Fund and Reserve Fund financial position at March 31, 2015, and the consolidated statements of Revenue and Expenditures and cash flows for the year then ended.

The Consolidated Statement of Financial Position and Consolidated Statement of Revenue and Expenditures from the audited financial reports are included in this annual report. Complete copies of the audited financial statements with the auditor's report and notes are available by contacting the Easter Seals Nova Scotia office.

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2015

	General Fund \$	Reserve Fund \$	2015 Total \$	2014 Total \$
Assets				
Current assets				
Cash (notes 8 and 9)	16,084	14,378	30,462	38,951
Accounts receivable	366,012		366,012	435,864
Due from the Reserve Fund	5,137	_	5,137	5,137
Inventory	16,540	-	16,540	17,328
Prepaid expenses	41,363	-	41,363	42,485
Marketable securities – Wheelchair Recycling Program, at market (note 10)	285,632	_	285,632	299,054
	730,768	14,378	745,146	838,819
Portfolio investments – at market value (notes 2(f), 3, 5 and 9)	5,000	221,729	226,729	236,285
Property, plant and equipment (note 4)	7,596	-	7,596	13,599
	743,364	236,107	979,471	1,088,703
Liabilities and fund balance				
Current liabilities				
Bank indebtedness (note 5)	176,493	-	176,493	193,600
Accounts payables and accrued liabilities	433,894	-	433,894	528,618
Due to the General Fund	-	5,137	5,137	5,137
Deferred revenue (note 6)	38,301	-	38,301	49,886
Wheelchair Recycling Program (note 10)	285,632	-	285,632	299,054
Current portion of long-term debt (note 13)	100,000	_	100,000	_
	1,034,320	5,137	1,039,457	1,076,295
Deferred contributions related to property, plant and equipment (note 7)	_	-	-	391
Camp Tidnish Fund (note 8)	13,092	-	13,092	8,201
Long-term debt (note 13)	-	-	-	150,000
Elizabeth & Forest Fyfe Award Fund (note 9)	5,275	-	5,275	5,177
	1,052,687	5,137	1,057,824	1,240,064
Net Assets				
Investment in property, plant and equipment	(75,522)	-	(75,522)	(137,017)
Unrestricted – General Fund	(233,801)	-	(233,801)	(245,620)
Internally restricted – Reserve Fund	_	230,970	230,970	231,276
	(309,323)	230,970	(78,353)	(151,361)
	743,364	236,107	979,471	1,088,703
Commitments (note 14)				

## CONSOLIDATED STATEMENT OF REVENUES & EXPENDITURES AS AT MARCH 31, 2015

	General Fund \$	Reserve Fund \$	2015 Total \$	2014 Total \$
Revenue	+	v		
Special events	273,913	-	273,913	223,887
Campaigns	324,480	-	324,480	157,538
Planned Giving	5,177	-	5,177	5,110
Camp Tidnish	167,246	-	167,246	151,196
Development	-	_	_	15,829
Take PART	2,793	-	2,793	16,674
New Leaf Enterprises	910,114	_	910,114	884,948
Community Client Services and Polio Support	315	-	315	275
Wheelchair Recycling Program (note 10)	1,529,474	_	1,529,474	1,699,421
Assistive Devices	13,280	_	13,280	24,079
Investment income	11	7,215	7,226	7,719
Other income	520	_	520	565
	3,227,323	7,215	3,234,538	3,187,241
Expenditures				
Administration	69,645	-	69,645	67,546
Programs				
Assistive Devices	48,592	_	48,592	49,962
Camp Tidnish	219,924	_	219,924	224,968
Community Client Services and Polio Support	15,397	_	15,397	16,517
Wheelchair Recycling Program (note 10)	1,529,474	_	1,529,474	1,699,421
Take PART	30,248	_	30,248	38,046
New Leaf Enterprises	854,421	_	854,421	822,161
Development	292,522	_	292,522	290,693
Fund-raising (Easter Seals Drop Zone, Easter Seals Gala and Easter Seals Month Events)	100,026	_	100,026	141,742
Other amortization	975	_	975	1,151
	3,161,224	_	3,161,224	3,352,207
Excess of revenue over expenditures (expenditures over revenue) before change in fair value of investments	66,099	7,215	73,314	(164,966)
Net change in realized and unrealized gain (loss) on investments	_	(306)	(306)	60
Excess of revenue over expenditures (expenditures over revenue) and change in fair value of investments for the year	66,099	6,909	73,008	(164,906)

