

Annual Report
Easter Seals Nova Scotia
April 1, 2013 – March 31, 2014



“Even though we have ‘disabilities’, to me, they’re not disabilities, they’re special abilities. Like I always tell people, I do not have a disability. It’s a special ability because I can do some things the average person might not be able to do, and average people may be able to do some things I may not be able to do. But I feel we are all equal in our own way”.

- Sonya Demone, New Leaf Enterprises trainee

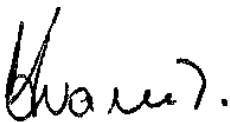
The CEO's message

The past year was a year of transition and renewal for Easter Seals Nova Scotia. I joined the team in August, 2013, fortunate to join an organization with such a well-earned reputation for helping Nova Scotians with disabilities. I was joined shortly afterwards by a new Director of Development, John MacDonald. Our immersion in – and education about – our programs and the aspirations of our clients and trainees was made easy by our program leaders Rose Cole, Veronica Dale, Faye Joudrey, and Patti Sampson, and by our entire team of staff and board members.

I made it my mission to meet with as many community leaders, partners, and supporters as possible in my early months on the job. I did this so I could better understand the needs of Nova Scotians with disabilities, and also to gauge how others perceived our work. This feedback informed me that we can – and should – do a better job of sharing the story of our work and the people we help. People respect what we do, but sometimes are unaware of our work and its impact. We cannot assume the wider community knows who we are. If our story and our organization are not visible, neither are the stories of our clients and trainees, and this does not support the aim of an inclusive and diverse society.

The past year has been challenging for our organization's operation – a few of our fundraising events underperformed, so we are consequently working to reduce our dependence on events and focus on those which can be successful in raising money *and* illustrating the story of Easter Seals Nova Scotia's work. We've renewed our strategic plan, and refined the core mission of our work. Our new mission statement reflects this change: **Easter Seals Nova Scotia advocates for a barrier-free Nova Scotia and delivers top-quality programs promoting mobility, inclusion and independence for Nova Scotians with disabilities.**

We enjoyed some terrific successes in 2013'14: we offered a new Day Camp program for children and youth with disabilities in Halifax during the March Break. Our Evening with Easter Seals fundraising gala with David Myles exceeded our fundraising and community engagement expectations. Our work to recruit campers to Camp Tidnish for the 2014 summer season resulted in an increase in registrations. We forged new partnerships, such as with Scott Jones and his 'Don't Be Afraid' campaign. Our New Leaf Enterprises' catering service revenue outperformed the previous year's sales by \$20,000. We took sledge hockey "try it" sessions to communities outside of Halifax. These developments bode well for the future stability and growth of Easter Seals Nova Scotia. It's a privilege to serve our clients and trainees, and our Directors of the Board. Thank you all for your support in making my transition to the CEO role an easy one.



Henk van Leeuwen
President & CEO

Easter Seals Nova Scotia Program Highlights

In 2013'14, 2,526 people participated in or benefitted directly from Easter Seals Nova Scotia programming. Individual program participation is cited further in this report. Additionally, we heard from another 2,700 people who contacted us to inquire about programs, to apply for assistance, to donate equipment, or to seek guidance in finding community support for themselves or for a family member.

Camp Tidnish



The summer of 2013 was the 26th summer season of Easter Seals Nova Scotia partnering with the Rotary Club of Amherst to provide campers with a barrier-free camp experience. 217 campers – children, youth and adults with physical or intellectual disabilities – attended a weeklong session at Tidnish. Program highlights included:

- A fully accessible in-ground trampoline was added to the summer camp program
- Fully accessible hayrides were added to the camp program
- Creation of a Food Service Manager position to provide a higher level of attention to campers' individual nutritional requirements
- Cooking classes and healthy eating focus incorporated

In addition to the summer Camp Tidnish season, we offered a special Day Camp for youth with disabilities during March Break 2014 for the first time. Eleven people

attended this day camp, to take part in sports and recreational programming. We were able to deliver this March Break program in large part because of our partnership with St. Stephen Elementary School in Halifax, which provided its space for our camp. In addition to expanding our programming, this March Break camp provided an opportunity for people new to our organization to experience one of our services. It led to a few new camper registrations for Tidnish. Camp Director Patti Sampson deserves credit for initiating this Day Camp program, and for working hard to promote Camp Tidnish and ensure its smooth operation!

Take PART Programming

Sledge Hockey



We partnered with the Halifax Regional Municipality to provide our fourth 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 friend and playing hockey and other skating games. This year we had 36 participants take part in our “Learn to Sledge” program. Our involvement covers the cost of the ice rental at the BMO Centre in Halifax so we can significantly reduce participant registration fees.

Additionally, we hosted sledge hockey “Try It” sessions in Truro, Kentville, and Lunenburg – 160 volunteers and participants took part. We also hosted summer day camps, with 104 participants trying out ground sledge hockey equipment.

“[Learn to Sledge] gives us a chance to have some Dad/son time on the ice. It’s something I have to admit I never thought I would be able to do with my son. It’s pretty special. I wasn’t sure if Van would enjoy playing, but it turns out he loves it”.

- Colin Bernard, father of sledge hockey participant Van Bernard

Boccia

Eight enthusiastic boccia players practiced and competed at boccia for 40 Sundays during the past year. Boccia is 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. We're happy to report that three of our Nova Scotia athletes (one being a Camp Tidnish camper, Jennica Gagne) won bronze medals at the national boccia championship in Newfoundland in March.

A big thanks to Faye Joudrey, who doubles as both our Take PART program coordinator and our Coordinator of Client & Equipment Services.

Wheelchairs & Assistive Devices

Easter Seals Nova Scotia continued its work in helping 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.

- In 2013'14, we supported nearly 200 people through this Wheelchair Recycling Program.
- We also helped 979 others with wheelchair repairs.
- Through our Assistive Devices program, we financially helped 27 Nova Scotians access mobility equipment.
- 284 people received assistance through donated or refurbished equipment.

Here are the words of one appreciative caregiver, whose sister received help from our program:

"Thank you for funding the money needed for my sister's "Tilt" chair. My sister is a 63 year old lady who has been coping and living with M.S. for over 40 years. This is the first time we have ever asked for help financially. We have always paid off the expenses over time. We were unable to do this because of our pensions and age. So thank you all so very much, on behalf of my sister...and myself!"

Polio Nova Scotia

Easter Seals Nova Scotia serves as a community resource for polio survivors in our province. There are 233 people who belong to the group and receive the Polio Nova Scotia newsletter, which we distribute.

Disability Travel Cards

We continue to promote The Disability Travel Card program. It provides free travel for support persons accompanying a person with a disability when traveling with Marine Atlantic Ferries, Via Rail, Greyhound Bus or the Motor Coach Companies of Canada. We provided 34 Nova Scotians with this card in 2013'14.

Access 2 Entertainment Cards

200 Nova Scotians took advantage of our Access 2 Entertainment card program in 2013'14. 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.

New Leaf Enterprises

In 2013'14, we hosted 35 trainees at New Leaf Enterprises, with the aim of supporting their personal development and job skills and workplace training aspirations. Four of these clients were new to the program. We also welcomed two new employees to the New Leaf team, Ashley Veinot and Traci Van Camp!

Our kitchen and catering social enterprise is justifiably excited to report that catering sales jumped by \$20,000 compared to the previous fiscal year! Additionally, revenues from our catering truck program increased by \$12,000. The donation of a commercial food processor enhanced client independence in the kitchen program.

New Leaf developed partnerships with a number of educational institutions to provide work placements for students through Pharmacy, Nursing, Dental Hygiene, Occupational Therapy, Therapeutic Recreation, Kinesiology, the NSCC Human Services program, and Eastern College's Health, Wellness & Recreation program. Our Therapeutic Works program was renewed, so our trainees were able to work at the Nova Scotia Rehab Centre cafeteria. This is a terrific opportunity for our trainees, and for ten years the Rehab Centre has served as a place where our clients can grow their confidence and independence.

Our food service staff upgraded their skills by participating in training sessions provided by SYSCO. We also enhanced our menu so we could accommodate gluten-free catering requests.

Our trainees were also introduced to music therapy, job coaching, and special events such as an in-house Opening Ceremonies to coincide with the Paralympic Games in Sochi, Russia. New Leaf also developed a Social Committee to enhance client skills in committee participation and event planning – this led to a staff and trainee picnic at Halifax's Point Pleasant Park.



New Leaf Enterprises continues to enjoy and appreciate the partnerships it holds with O'Regan's Automotive, Shannex Incorporated, and Capital Health. These relationships enable our trainees to work in the community at our cafes. Thank you to Veronica Dale, the Executive Director at New Leaf Enterprises, and the entire team of dedicated New Leaf staff for their commitment to this vital program.



Fundraising and Development

An Evening with Easter Seals Gala



Originally set for March 26th but rescheduled for April 9th due to a terrible winter storm, our gala event attracted 250 attendees at Pier 21 in Halifax. Hosted by Ron Kronstein of Global Halifax, our gala featured a fashion show by Mills, and the performance of multiple award-winning Maritime musician David Myles. This gala successfully raised \$75,000. We were able to reduce expenses thanks to the generous partnerships of The Chronicle Herald, CIBC Wood Gundy, the Port of Halifax, TD, Global Halifax, and the presenting sponsorship of CAN-Med Health Care. Thanks to the support of our staff, clients, volunteers, and board members, we were also able to illustrate Easter Seals Nova Scotia programs and services. Our Easter Seals' Ambassador Kyla Young and New Leaf Enterprises trainee Jenna Bower rocked the fashion runway!

The Kartbahn Indy 250

On December 6th, six teams competed at our second annual Kartbahn Indy 250 race at the Kartbahn go-kart facility in Halifax. Fifty people gathered for a friendly competition that raised \$23,000. A big thank you to our Camp Director Patti Sampson who took on the management of this event while we were in the midst of staffing changes within our development team. Catering was provided by New Leaf Enterprises, and our Easter Seals' Ambassador Kyla Young was on hand to encourage participants to "start their engines".

Drop Zone Celebrates its 10th Anniversary

Easter Seals' national marquee fundraising event took place on September 20th and 21st, 2013. Presented by CREIT and the Halifax Harbour Bridges Commission, 30 rappellers braved the winds of Halifax Harbour and descended to the deck of the MacDonald Bridge or the base of the office tower at 1801 Hollis Street. \$63,000 was raised. Planning and recruitment for the 2014 event began in early January. In April 2014, Scott Jones and his 'Don't Be Afraid' movement announced their participation in Drop Zone 2014. We are very appreciative of this partnership and boost to the event!

Paper Eggs & Lawtons

We thank and acknowledge the leadership and commitment of Lawtons Drugs and its in-store teams to our annual Paper Eggs program. Lawtons is the largest contributor to and supporter of Paper Eggs.

Major Gifts & Sponsorships

Easter Seals Nova Scotia is grateful and appreciative of major gifts received and sponsorships secured in 2013'14. This generosity enables us to perform our work and serve Nova Scotians with disabilities. We thank:

- CAN-med Health Care
- The Chronicle Herald
- CIBC Children's Foundation
- CIBC Wood Gundy
- CREIT
- Friends of We Care Foundation
- Global Halifax
- Grocery Industry Foundation Atlantic
- Halifax Executives' Association
- Simmons Mattress Gallery
- SYSCO

Strategic Plan

In the spring of 2014, Easter Seals Nova Scotia's staff and board committed to an exercise of strategic renewal. Based on feedback and community consultations and the work of a staff/board committee, a new mission statement will now guide and influence our work during the next three years:

Easter Seals Nova Scotia advocates for a barrier-free Nova Scotia and delivers top-quality programs promoting mobility, inclusion and independence for Nova Scotians with disabilities.

Our objectives for 2014'17 will include:

- We will become financially sustainable so we are able to deliver and grow our programs and fulfill our mission
- We will create a culture of excellence that supports our ability to meet the needs and improve the lives of Nova Scotians with disabilities
- We will educate Nova Scotians so that people will know who we are, what we do and who we serve
- We will have a high-performing team and exercise the optimal use of resources to support the work of the organization
- We will be recognized as a leading voice of and champion for Nova Scotians with disabilities

Easter Seals Nova Scotia

Consolidated Statement of Financial Position

As at March 31, 2014

	General fund \$	Reserve fund \$	2014 Total \$	2013 Total \$
Assets				
Current assets				
Cash (notes 8 and 9)	33,823	5,128	38,951	7,317
Accounts receivable	435,864	—	435,864	261,678
Due from the Reserve Fund	5,137	—	5,137	5,143
Inventory	17,328	—	17,328	14,330
Prepaid expenses	42,485	—	42,485	44,079
Marketable securities – Wheelchair Recycling Program, at market (note 10)	299,054	—	299,054	130,690
	833,691	5,128	838,819	463,237
Portfolio investments – at market value (notes 2(f), 3, 5 and 9)	5,000	231,285	236,285	236,225
Property, plant and equipment (note 4)	13,599	—	13,599	26,715
	852,290	236,413	1,088,703	726,177
Liabilities and fund balance				
Current liabilities				
Bank indebtedness (note 5)	193,600	—	193,600	185,184
Accounts payables and accrued liabilities (note 14)	528,618	—	528,618	343,635
Due to the General Fund	—	5,137	5,137	5,143
Deferred revenue (note 6)	49,886	—	49,886	38,172
Wheelchair Recycling Program (note 10)	299,054	—	299,054	130,690
	1,071,158	5,137	1,076,295	702,824
Deferred contributions related to property, plant and equipment (note 7)	391	—	391	4,622
Camp Tidnish Fund (note 8)	8,201	—	8,201	122
Long-term debt (note 13)	150,000	—	150,000	—
Elizabeth & Forest Fyfe Award Fund (note 9)	5,177	—	5,177	5,064
	1,234,927	5,137	1,240,064	712,632
Net Assets				
Investment in property, plant and equipment	(137,017)	—	(137,017)	21,868
Unrestricted – General Fund	(245,620)	—	(245,620)	(239,539)
Internally restricted – Reserve Fund	—	231,276	231,276	231,216
	(382,637)	231,276	(151,361)	13,545
	852,290	236,413	1,088,703	726,177

Commitments (note 14)

AUDITED FINANCIAL STATEMENTS

PricewaterhouseCoopers have audited the consolidated General Fund and Reserve Fund financial position at March 31, 2014, 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.

Easter Seals Nova Scotia

Consolidated Statement of Revenue and Expenditures

As at March 31, 2014

	General Fund \$	Reserve Fund \$	2014 Total \$	2013 Total \$
Revenue				
Special events	223,887	—	223,887	355,327
Campaigns	157,538	—	157,538	280,493
Planned Giving	5,110	—	5,110	6,839
Camp Tidnish	151,196	—	151,196	154,926
Development	15,829	—	15,829	15,162
Take PART	16,674	—	16,674	15,661
New Leaf Enterprises	884,948	—	884,948	814,112
Community Client Services and Polio Support	275	—	275	380
Wheelchair Recycling Program (note 10)	1,699,421	—	1,699,421	1,722,056
Assistive Devices	24,079	—	24,079	9,646
Investment income	9	7,710	7,719	12,688
Other income	565	—	565	3,122
	<u>3,179,531</u>	<u>7,710</u>	<u>3,187,241</u>	<u>3,390,412</u>
Expenditures				
Administration	67,546	—	67,546	67,850
Programs				
Assistive Devices	49,962	—	49,962	41,994
Camp Tidnish	224,968	—	224,968	215,127
Community Client Services and Polio Support	16,517	—	16,517	15,587
Wheelchair Recycling Program (note 10)	1,699,421	—	1,699,421	1,722,056
Take PART	38,046	—	38,046	33,888
New Leaf Enterprises	822,161	—	822,161	802,395
Development	290,693	—	290,693	300,149
Fund-raising (Easter Seals Drop Zone, Easter Seals Gala and Easter Seals Month Events)	141,742	—	141,742	207,719
Other amortization	1,151	—	1,151	1,843
	<u>3,352,207</u>	<u>—</u>	<u>3,352,207</u>	<u>3,408,608</u>
Excess of revenue over expenditures (expenditures over revenue) before change in fair value of investments	(172,676)	7,710	(164,966)	(18,196)
Gain on sale of investments	—	—	—	6,779
Net change in unrealized gain on investments	—	60	60	(7,969)
Excess of revenue over expenditures (expenditures over revenue) and change in fair value of investments for the year	(172,676)	7,770	(164,906)	(19,386)