

EASTER SEALS NEW BRUNSWICK

ANNUAL GENERAL MEETING



20 24

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**Easter
Seals
Timbres
de Pâques**

**New Brunswick
Nouveau Brunswick**



About Us.



Introduction

Easter Seals New Brunswick (ESNB) is a bilingual, not-for-profit organization dedicated to empowering persons with disabilities by fostering independence and ensuring equal opportunities within their communities. Our mission is to support individuals in reaching their full potential through programs, advocacy, and partnerships.

Since 1966, Easter Seals NB has been a trusted resource for individuals and families across the province. As the sole Easter Seals license holder in New Brunswick, we are affiliated with the Easter Seals National Council and collaborate with sister organizations across Canada to enhance services and initiatives.

With a longstanding commitment to inclusion and accessibility, we continue to provide essential programs and support for persons with disabilities. Explore this section to learn more about our history, leadership, annual reports, employment and volunteer opportunities, and how to connect with us.

Join us in building a more inclusive New Brunswick!

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MESSAGE FROM OUR PRESIDENT

2024 was another busy and eventful year at ESNB! Thank you to all ESNB Board members for their involvement and contributions over the last year. Many thanks to our ambassadors Kait and Brett who generously give of their time to represent Easter Seals NB.

Many thanks to Executive Director, Mike Mazerolle, and his dedicated staff for the incredible work they accomplished during 2024. ESNB has continued to strive with the delivery of our many services to people with disabilities in NB. ESNB is a key organization in NB helping with the delivery of assistive aids, such as wheelchairs, which is facilitated by our online client and equipment management database. Our database allows therapists to efficiently view and select equipment required for their clients with disabilities directly from our equipment inventory. The continual improvements to our client services management software have resulted in improved ESNB operational efficiency and better services for our clients and collaborators – what an asset for our organization! However, the ESNB office and workshop space limitations remain a high priority item that we need to resolve for the benefit of our clients, staff, and organization.

2024 was a great year at Camp Rotary! Torey Smith, our Camp Director, provided great leadership for the team at Camp Rotary. Great preparation, leadership, and dedication from all staff involved, led to a wonderful summer camp experience for our campers. Camp Rotary looks great! Camp cleanup day was a success in large part due to the wonderful Rotarians and friends of Camp Rotary who volunteered for the day last spring. Many thanks to all parties who have been working towards maintaining and improving the Camp Rotary infrastructure – you are incredible, and Camp Rotary is looking great!

Fundraising has not quite rebounded to pre-pandemic levels, but efforts will continue to be made to ramp up in 2025. Fundraising allows us to better serve our clients while providing increased stability for our organization.



We are very thankful to all our supporters who donated to our mail campaigns and the paper egg campaign – your support is so appreciated. Through innovation, hard work by our staff, and donations from our many supporters, ESNB has been able to continue to provide excellent services to our clients and remains in good financial standing.

We offer special thanks to New Brunswick Rotary Clubs, and their members, for their ongoing support of Camp Rotary. In 2024, Rotary clubs from across New Brunswick came together and donated funds to assist ESNB with the replacement of the Camp Rotary van – Incredible! We appreciate your support and leadership which help maintain the wonderful Camp Rotary facility. I also thank you on behalf of our campers who count on your support to facilitate their attendance at this truly unique Camp – you are awesome and appreciated!

Respectfully submitted,

Glen Hughes

President Easter Seals New Brunswick

A YEAR OF ACCOMPLISHMENTS

OUR IMPACT IN OUR COMMUNITY

ESNB
SERVED

5199
CLIENTS
IN 2024

#

4388 clients matched
with recycled equipment!

811 assistive technology
devices loaned!

#

#

357 happy campers!



MEET OUR TEAM

Vince Alcantara, Chadney Pilar, Elias Tarfa, Svetlana Reut, Trent Mundie, Oliver Barrientos,
Maxine McKeil-McCarty, Mike Mazerolle (Executive Director), Darrell Wright, Debbie Nash,
Rebecca Dykeman, Torey Smith (Not pictured)



BOARD OF DIRECTORS

Glen Hughes (President), Rhonda Rubin (Vice-President), Danica Wallace (Past President), Allison
Christie (Secretary), Al Thomas, Kim Monteith, Beth Wallace, Lori Hird, Martin Ferguson, Dr.
Monique Taillon, Dr. Bruce Lockhart (Member Emeritus), Keith Allen (Member Emeritus)

THANK YOU TO
Maxine McKeil-McCarty
for **15 YEARS** of dedicated service.

MEET OUR AMBASSADORS

2024-2026



Brett Hopper

Brett is 12 years old and lives in Moncton with her parents and younger brother. She was born with spastic quadriplegia cerebral palsy (SQCP) which affects all four of her limbs and causes her difficulty in speaking clearly and doing everyday life tasks. Brett has been to Camp Rotary 3 times now!



Kaitlyn (Kait) Chiasson

Kait is a 20 year old who graduated from Chipman High School in 2022. She lives with her parents and two younger siblings. Kait was born with Spinabifida, Scoliosis and Hydrocephalus. She uses a stander and leg braces as well as a wheel chair and other specialized equipment to help her increase her independence in her everyday life. She's a big Swiftie with a love of music, puzzles and swimming.

DOUG BRIDGMAN SCHOLARSHIP

ESNB would love to
congratulate

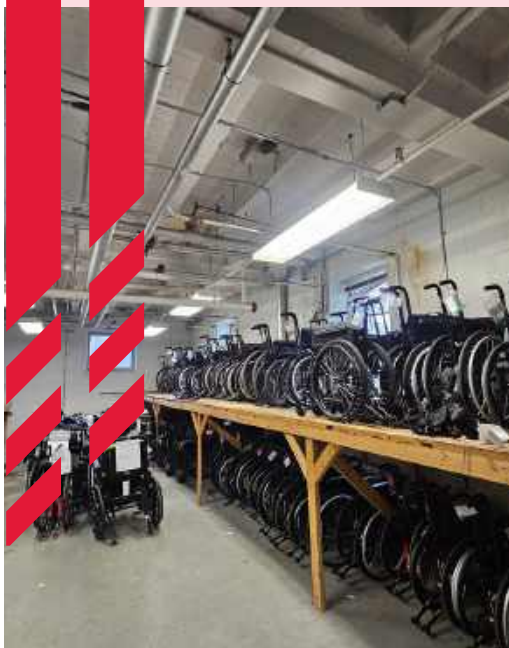
**Dante
Cormier**

for being the
recipient of the
Doug Bridgman
Scholarship for
2024.



Congratulations!



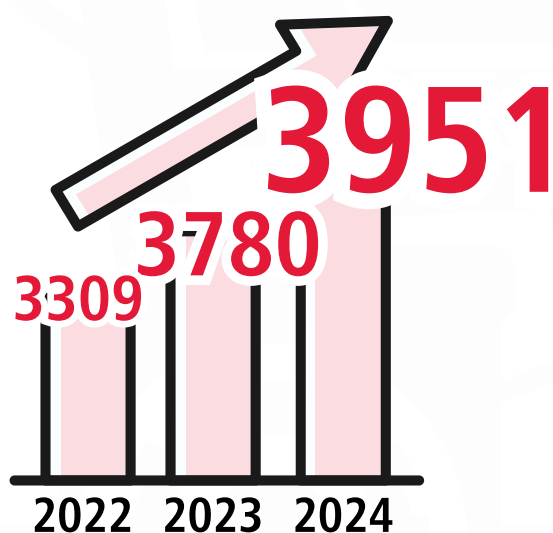


Equipment Recycling Programs



Social Development Equipment Recycle Program

ESNB helped **3951** social development clients in 2024. That's up from 3780 last year!



Personal Services Program (PSP)

ESNB helped **437** clients across ___ counties access equipment through our PSP program.



Assistive Technology Programs

Between our
Assistive Technology Program,
PETL AT Loan Program and **Toy Library**

ESNB connected **158**
clients with the technology they needed to
help them **succeed!**





Camp Rotary

Back to **Pre- Covid 19**
numbers in **2024!**



Last year, we were able to upgrade our facilities!

We renovated a bathroom in the main house, which hadn't been upgraded since the 80s and we got a new hot water tank for all of camp!

This purchase will make a huge difference for all campers and staff!





Campaigns and Fundraisers

As an organization that puts community first, we are so fortunate to receive the generosity and encouragement from our friends, clients, and neighbours each year!



In 2024, ESNB was happy to organize and run...

- the Paper Egg/ #UnstoppABLE® Campaign
- Red Shirt Day
- the Campership Mailout and Car Wash
- and the Spring and Fall Mailouts

Thank you to **EVERYONE**
who made these events
successful!

A Special Shout-out to **RED SHIRT DAY**

**MAY 28
2025!**

What is Red Shirt Day?

It is a day of Action for Accessibility and Inclusion and is a day when people across Canada come together and wear **red** in

schools, workplaces, and spaces everywhere in order to create a visible display of solidarity. Started by Easter Seals in 2019 and celebrated each year, Red Shirt Day takes place on the Wednesday of National Accessibility Week.

What does it mean to make a Red Shirt Day pledge?

Disability, accessibility, and inclusion does not end with just a one-day annual event. In order to make Canada a truly accessible and inclusive society, it requires the constant, year-round commitment and efforts of all Canadians to put it into practice in order to make it real, and to also advocate and take action to increase accessibility and inclusion.

By wearing **red** on **Red Shirt Day**, participants are also encouraged to make a commitment - a pledge - to educate and inform themselves on issues related to disability, and do what they can - individually and collectively - to remove physical, attitudinal, and systemic barriers in their schools, workplaces, and communities in order to make Canada a truly accessible and inclusive place/environment for people of all abilities.



OUR

PARTNERS SPONSORS



TELUS Friendly
Future Foundation



CENTURY 21

AND A

THANK YOU



Big



To our Rotary Club supporters whose generous donations helped us purchase a new van for camp.

Thank you to:

- Rotary Club of Rothesay- Kings
- Fredericton Sunrise Rotary Club Inc.
- Rotary Club of Perth-Andover
- Rotary Club of Chatham
- Rotary Club of Fredericton North
- Rotary Club of Woodstock
- Rotary Club of Bathurst Inc.
- Rotary Club of Florenceville



FINANCIAL REPORTS

DEC 31 2023 - DEC 31 2024

ASSETS	December 31/2024	December 31/2023
<i>Current</i>		
Cash	\$ 159,474	\$ 61,765
Term deposits	\$ 760,371	\$ 172,353
Accounts receivable	\$ 81,116	\$ 96,278
Prepaid expenses	\$ 29,292	\$ 36,986
Subtotal	\$ 1,030,253	\$ 367,382
Guaranteed investment certificates	\$ -	\$ 57,270
Restricted cash (note 3)	\$ 183,745	\$ 686,386
Restricted investments (note 3)	\$ 266,666	\$ 233,318
Capital assets (note 4)	\$ 1,415,308	\$ 1,435,112
TOTAL	\$ 2,895,972	\$ 2,779,468

NET ASSETS	December 31/2024	December 31/2023
Unrestricted net assets	\$ 219,030	\$ 433,300
Internally Restricted net assets Camp Rotary	\$ 448,934	\$ 410,425
Internally Restricted net assets Building fund	\$ 527,476	\$ 509,279
Internally Restricted contingency fund net assets	\$ 234,371	\$ -
Subtotal	\$ 1,429,811	\$ 1,353,004
TOTAL	\$ 2,895,972	\$ 2,779,468

LIABILITIES	December 31/2024	December 31/2023
<i>Current</i>		
Accounts payable and accrued liabilities (note 5)	\$ 44,450	\$ 24,128
Trust funds payable	\$ 2,565	\$ 3,165
Deferred revenue	\$ 97,016	\$ 52,301
Subtotal	\$ 144,031	\$ 79,594
Deferred contributions for capital purposes (Note 6)	\$ 1,322,130	\$ 1,346,870
TOTAL	\$ 1,466,161	\$ 1,426,464