

F16 STATEMENT OF OPERATIONS



SEPTEMBER 1, 2015 - AUGUST 31, 2016

OUR MISSION: Prevent disease, save lives, and promote recovery.

OUR VISION: Healthy lives free of heart disease and stroke.
Together, we can make this happen.

BUILDING UPON A HALF-CENTURY OF SUCCESS

The Heart and Stroke Foundation of New Brunswick (HSFNB) is never content with the status quo. We continually seek innovative ways to do more, to do better, and to have a larger impact. All who are involved with the Foundation have important roles to play – as volunteers, researchers, health professionals, donors, community members and leaders, employees, and as recipients of HSFNB services.

This past year was another busy and productive time for the Foundation, filled with success and numerous highlights. Each achievement is the result of our dedicated and passionate team who we are so fortunate to have support the Foundation in many incredible ways.

Our Foundation is known for tackling the most critical health issues facing our province. This past year we continued advocating for policy changes, including reducing the consumption of sugar-sweetened beverages, expanding tobacco control coverage, and Bill 25 (Good Samaritan Legislation) achieving royal assent. Our Health Promotion staff continued their participation with the NB Anti-Tobacco and Healthy Eating Physical Activity Coalitions, as well as launching a pilot program we call Heart Healthy Schools. This new initiative engages elementary schools and helps build resources that position healthy choices as the easiest and most popular choices to make.

We are very proud to have trained more than 5,000 students at high schools across New Brunswick this past year in hands-only CPR. In addition, our network of instructors also trained more than 12,000 providers in our suite of resuscitation courses. Placement of Automated External Defibrillators (AEDs) has been a priority for several years now at the HSFNB, and this year we placed 24 more publically-accessible devices at facilities around the province. Over the past 12 months these devices have saved three people who suffered cardiac arrest. Due to the quick action of local heroes and because an AED was available at the facility where the emergency took place, these people are alive today.

With help from our sponsors we implemented a campaign across social media, print, and television advertising to educate New Brunswickers about the signs and symptoms of stroke, and the importance of immediately calling 911 in this medical emergency. Our efforts in this category extended to the third-annual Stroke Conference, which highlights best practices in the field of stroke for more than 250 stroke healthcare professionals. This event also included a public forum for people living with the effects of stroke, their family, and caregivers.

Our signature events continue to highlight everything our Foundation stands for: dedicated volunteers, sponsors who are true partners, record-setting fundraising, and providing attendees with unforgettable experiences. The eighth annual NB Heart Truth presented by Shoppers Drug Mart, helped raise awareness that heart disease is the leading cause of death among Canadian women. More than 1,500 people attended this year's event, which was headlined by the fantastic Alan Doyle.

BMO Hockey Heroes Weekend marked its fifth anniversary this year, and the event raised more than \$700,000. This brings our five-year total to more than \$3 million. We continue to be amazed by the generosity of our participants and their passion for this event.

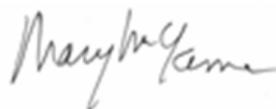
This past summer we held two Mud Run for Heart events: one at Poley Mountain in Sussex, and for the first time a second Mud Run was held at Centre plein air Mont Farlagne in Edmundston. More than 1,100 participants took part in our 2K and 5K courses through mud and over obstacles to raise more than \$98,000.

Still more fundraising events take place in each and every community across New Brunswick. Our Big Bike, Jump Rope for Heart, and annual Heart Month door-to-door campaign involve countless students, parents, canvassers, and community volunteers to whom we are very thankful.

In the years ahead we will continue to fund world-class research to better understand, treat, and prevent heart disease and stroke, and we will continue to be advocates for change so that New Brunswickers can live longer, healthier lives free of heart disease and stroke. The future looks bright.



Kurtis Sisk
CEO



Mary McKenna
Board President

STATEMENT OF REVENUE AND EXPENSES

Year Ended August 31	2016 \$	2015 \$
REVENUE		
Other Fundraising Activities	1,817,260	1,974,492
Campaign Receipts	458,497	453,727
Partnerships	147,500	182,266
Memoriam Donations	192,277	227,126
Bequests & Major Gifts	212,945	221,459
Realized and Unrealized Gains on Investments	7,711	(6,953)
Interest	5,852	7,839
Dividends	13,345	13,843
	2,855,387	3,073,799
EXPENSES		
Health Promotion	1,103,890	1,296,341
Medical Research	625,257	658,973
Fundraising Costs	965,649	965,824
Administration	250,397	226,672
	2,945,193	3,147,810
DEFICIENCY OF REVENUE OVER EXPENSES FOR THE YEAR	(89,806)	(74,011)

BREAKDOWN OF DONOR DOLLARS



60% Health Promotion, Advocacy, Research

32% Reinvested in Fundraising

8% Administration



www.heartandstroke.nb.ca

heart.stroke@hsf.nb.ca

1 800 663-3600

Hilyard Place
580 Main Street, Suite B210
Saint John, NB
E2K 1J5