

# F17 STATEMENT OF OPERATIONS



SEPTEMBER 1, 2016 - AUGUST 31, 2017

**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.

# CELEBRATING A YEAR OF POSITIVE OUTCOMES

The Heart and Stroke Foundation of New Brunswick has made important progress over the past year while striving to tangibly improve the health of every New Brunswicker. Our Mission guides us, and our passion for the work we do motivates us to keep doing better with each new day. It's this dedicated team of individuals that supports the Foundation in their own unique ways – as volunteers, researchers, health professionals, donors, community members and leaders, employees, and as recipients of services.

A true group effort is required to offer up an entertaining and successful fundraising event. BMO Hockey Heroes Weekend is a prime example of how we bring together many different parties to deliver an unforgettable experience. Through the enthusiastic participation of our players and the generosity of our sponsors, Hockey Heroes Weekend raised \$750,000 this year, which brought our six-year total to \$3.75 million. Heart Truth raised more than \$105,000 for our Foundation while demonstrating a level of commitment and professionalism that complements the event's purpose of prioritizing women's health awareness. Health and physical activity meet outdoor fun in our Mud Run for Heart, which raised more than \$81,000 in 2017. Our intrepid participants navigated 2K and 5K courses replete with challenging obstacles and, of course, lots of mud. From one course to another, Big Bike toured the province for its 24<sup>th</sup> year, taking riders around their communities as they celebrated their fundraising efforts, which totalled more than \$248,000. And speaking of truly province-wide initiatives, our annual February door-to-door campaign saw 4,300 canvassers raise approximately \$390,000 in 2017, making it our second-largest fundraiser, with the highest per cent net revenue.

In addition to these initiatives, there are still more fantastic fundraisers that take place on an annual basis at our Foundation. While we love engineering memorable events and activities for people to enjoy, the reason we do so is to raise the funds required to support our Mission.

Our Government Relations activities continued with the formation of a coalition to focus on implementing a sugar sweetened beverage levy. And on the research front we launched our \$2 million Cardiovascular Research Endowment, designed to provide funding exclusively to New Brunswick-based researchers.

On the Health Promotion side of the Foundation the past year was also packed with activity. Heart Healthy Schools was officially launched and, after only a few months, there are nearly 20 schools registered and on their way to designation. We're thrilled with the interest shown in our initiative to improve school environments and make the healthiest choice the easiest, most popular choice available. The popularity of our CPR Anytime program keeps growing as well, with more than 4,000 high school students trained last year, bringing the grand total to more than 14,500 students prepared to take action in a health emergency. Training in Infant CPR was delivered to staff in two Family Resource Centres, who will in turn continue providing new parents and family members in primarily rural areas of the province with the essential skills to keep their new children safe. Safety and preparedness are themes that continue into our AED program: we reached a milestone with the placement of our 400<sup>th</sup> publically accessible AED, and this year alone these devices were used to save the lives of five people. Continuing with resuscitation, our network of more than 300 instructors trained nearly 14,000 New Brunswickers, most of who work for one of our two provincial healthcare networks.

Stroke-related initiatives included our annual public awareness FAST campaign, presenting the signs of stroke and highlighting the importance of calling 9-1-1 right away. We also continued with the annual stroke Public Forum and Conference, which were attended by survivors of stroke, their family members and caregivers, and professionals in the field of stroke. In total, more than 300 people participated, with the goals of sharing best-practices, answering individual concerns, and networking with peers.

Although we do not know what 2018 will bring, we do know that the Heart and Stroke Foundation of New Brunswick is operating from an improved financial position, has achieved successes in 2017 that bode well for our future, and that we have a dynamic and dedicated staff and volunteer group who are all committed to achieving a healthier New Brunswick in the year ahead.



**Kurtis Sisk**  
CEO



**Mary McKenna**  
Board President

# STATEMENT OF REVENUE AND EXPENSES

Year Ended August 31

**2017**  
**\$**                      **2016**  
**\$**

## REVENUE

Other Fundraising Activities	2,045,219	1,817,260
Campaign Receipts	431,613	458,497
Partnerships	100,873	147,500
Memoriam Donations	169,371	192,277
Bequests & Major Gifts	394,215	212,945
Endowment Fund	60,000	N/A
Realized and Unrealized Gains on Investments	16,059	7,711
Interest	5,156	5,852
Dividends	19,109	13,345
	<b>3,241,615</b>	<b>2,855,387</b>

## EXPENSES

Health Promotion	1,103,294	1,103,890
Medical Research	697,639	625,257
Fund Development	1,021,200	965,649
Administration	251,915	250,397
	<b>3,074,048</b>	<b>2,945,193</b>

**DEFICIENCY OF REVENUE OVER EXPENSES FOR THE YEAR                      167,567                      (89,806)**

### BREAKDOWN OF DONOR DOLLARS



59% Health Promotion, Advocacy, Research

33% Reinvested in Fundraising

8% Administration





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