



# F19 Statement of Operations

September 1, 2018 - August 31, 2019

**Focused** on the future.



**Heart & Stroke**  
**Cœur + AVC**™/MC

## Focused on the future.

More moments. More life. That's why Heart & Stroke NB is leading the fight against heart disease and stroke. Powered by our donors, volunteers and staff 2019 saw even more events, life-saving research, government relations and health promotion.

Our fundraising events continued to grow, as we challenge the status quo of what it means to fundraise as a health charity. Together, we have been able to host our 8th Annual Napa Hockey Heroes Weekend, which we believe is the most successful fundraising event in Atlantic Canada, host our 10th Annual Heart Truth event presented by Jean Coutu featuring the Juno Award winning band Magic, we raced through mud, while climbing Poley Mountain and going over obstacles in our Mud Run For Heart, our 29 seat Big Bike travelled the province, we organized 90 Jump Rope For Heart events in school across our Province, and finally our 3000+ volunteers braved the cold and selflessly went door to door for us in Heart Month (February).

In Health Promotion, our programs and projects continue to focus around our mission, promote health, save lives and enhance recovery. The Heart Healthy School program, now in its third year, is working in 39 schools annually to help engage NB communities in making the healthy choice the easiest and the most popular. We continued our partnerships with both Horizon and Vitalité to provide a collaborative professional education conference to 250 delegates on stroke. Further our second professional education conference on the prevention of childhood obesity brought together almost 300 delegates to address the risk factors associated with childhood obesity. Our video series has continued to provide healthy cooking information for parents and young families.

Saving lives continues to be a driving force among our mission goals. This year, our instructor network of more than 300, have taught 2,300 CPR courses to over 13,000 New Brunswickers. We've also had the opportunity to train another 500 high schools student in hands only CPR, resulting in a total of 19,500 trained high school students. We've also continued placing AEDs in public locations across our province. We now have over 450 AEDs placed and are proud to say these AEDs have already helped saved 21 lives.

Our Cardiovascular Research Endowment continues to grow and support New Brunswick cardiovascular researchers. The endowment fund has surpassed \$1 million in private sponsorship this year. This endowment has allowed us to support another three New Brunswick cardiovascular researchers, shaping the landscape of cardiovascular research here at home.

Our government relations activities continue to have significant impact on our mission. Perhaps our largest accomplishment this year was forming a new partnership with the Government of New Brunswick in administering the Live Well/Bien Vivre program. Live Well/Bien Vivre employs a network of 9 health coaches across the province who are focused on impacting the health and wellness of New Brunswickers by coaching, guiding, motivating, and supporting clients through sustainable healthy lifestyle change.

2019 was an incredible year for our Foundation and we are focused and confident as we enter 2020. The Heart and Stroke Foundation of New Brunswick continues to operate from a strong financial position because of the unwavering support of our participants, donors, sponsors, volunteers and staff.

Thank you.



Kurtis Sisk  
CEO



Dan McKim  
Board President

# Statement of Operations

## Revenue

	<b>2019</b>		<b>2018</b>
Hockey Heroes	\$ 951 970	\$	953 291
Bequests and Major Gifts	650 275		870 351
Campaign Receipts	424 775		393 170
Jump Rope for Heart	257 322		266 546
Other Special Events	254 608		294 293
Direct Mail	219 441		282 040
Memoriam Donations	176 625		151 794
Big Bike	146 850		219 628
Material Sales and Other Revenue	94 436		90 396
Endowment Fund	55 638		-
Dividends	20 374		19 097
Interests	19 011		11 532
Loss on Disposal of Investments	(781)		(217)
	<b>3 270 544</b>		<b>3 551 921</b>

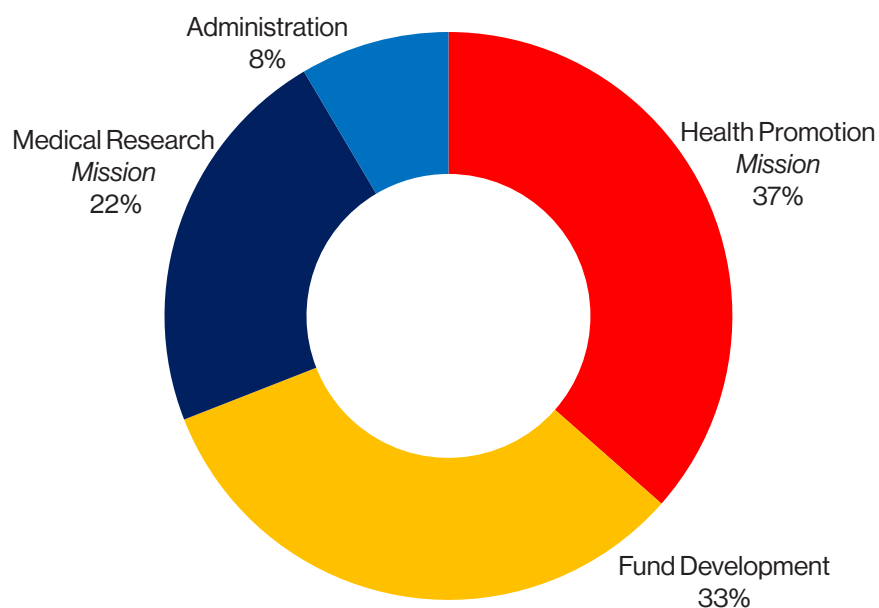
## Expenses

	<b>2019</b>		<b>2018</b>
Health Promotion	\$ 1 173 954	\$	1 125 930
Fund Development	1 047 346		1 034 404
Medical Research and Facilities	722 025		709 190
Administration	273 344		266 372
	<b>3 216 669</b>		<b>3 135 896</b>

## Government Managed Programs

	<b>2019</b>		<b>2018</b>
LiveWell Funding	\$ 69 903	\$	-
LiveWell: Administration Expenses	(16 687)		-
LiveWell: Health Promotion Expenses	(53 215)		-
	-		-

## Expenses: Breakdown





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