Development

The past fiscal year provided some of the greatest challenges our Foundation has experienced since our inception in 1965. Our Foundation was significantly impacted by the COVID-19 pandemic that began in early 2020, and continues today. Success during the first two quarters demonstrated that our team was on track to exceed our revenue goals, and we were excited for the upcoming event season. Thanks to a strong start to the year, we were able to withstand the impact of COVID-19 as best as possible. Please find below a brief year in review.

Bequests

Planned Gifts in the form of bequests and gifts of securities totalled $326,503, which exceeded our goal of $185,000. We continue to see success in this area, and the majority of gifts received are now from individuals with pre-existing relationships with HSFNB.

Major Gifts

Major Gifts saw a 30% decrease in revenue primarily due to the cancellation of the Stroke Conference and other programs. However, we were thrilled that the Government of New Brunswick continued their commitment to the Stroke Signs and Symptoms campaign with funding of $100,000. We were aware of the impact that COVID-19 had on people experiencing a heart attack or stroke, and the reluctance to visit the ER. An increase in the budget for the awareness campaign provided more opportunity to advertise the importance of acting immediately.

Special Events

While COVID-19 caused the postponement of our inaugural concert, we were thrilled with the new partnerships and sponsors that we found in the community. While the revenue was non-existent in 2020, we are looking forward to hosting our first concert on August 20th, 2021. In Moncton, we engaged 2 high schools in a Basketball for Heart event. While this was a modest fundraiser, it allowed us to connect with over 600 youth in the area and build relationships for future events and programs. CTV arrived and allowed us the opportunity to share our message on the evening news.

Heart Truth and Hockey

Perhaps our biggest disappointment of the year was the cancellation of both our Heart Truth and Hockey Heroes events. As the largest fundraiser for our Foundation, the loss of our signature hockey event was a difficult reality to accept. However, due to the strong relationships that we fostered throughout the years, many of our sponsors and donors allowed us to retain the funds acknowledging that COVID-19 would directly impact the way our Foundation operates.

Direct Mail

Donors responded well to direct marketing options in the face of a pandemic by increasing both mail-in and online donations. Direct Mail reached the highest revenue in the past 5 years with a 60% increase over F19. The total funds raised were $351,022.
Big Bike

The first portion of Big Bike (September 2019) and our Paper Hearts Campaign (February 2020) were not impacted by COVID-19. Over 55% of the Big Bike funds derive from the sale of paper hearts. This year our team increased our paper heart retail locations from 169 to 207. In turn the revenue increased by 50% over last fiscal, bringing the total funds raised to $221,160.

Employee Giving

Employee Giving’s totalled $20,000. Currently, our employee giving portfolio consists of our HealthPartners relationship with the employees of the Federal Government. Heart and Stroke Foundation of New Brunswick receives a small portion of the funds from HealthPartners.

Employee Giving’s is an area identified for potential growth, and we have a strategy in place to actively engage more companies in 2021.

Year in Review

While the COVID-19 pandemic took us by surprise and caused a tremendous amount of disappointment, we chose to focus on the positive. The first two quarters were successful. The time we spent building relationships was brought into focus as we retained many partners and their financial support despite events being cancelled. We were also able to look at fundraising in a new way and seize opportunities.

The COVID-19 pandemic provided the opportunity to review our programs and implement process improvements for our next events. We will survive COVID-19 because we have relied on our strong relationships within our team, our HSFNB family, the leadership of our CEO, and, most importantly, because of our stakeholders.

We are excited for 2021, the return of our events and the excitement of new opportunities.

Paula McKinley
VP Development
Health Promotion

In Health Promotion, the past year has been full of exciting new programs and growth. Of note, the Live Well | Bien Vivre program welcomed 11 new staff into our organization and has since grown to 15 due to additional grant funds to manage three Enhancement projects: Virtual, Volunteer and First Nation’s Coaching. In Stroke, HSFNB was successful in securing funding to evaluate provincial Stroke Navigation, welcoming two new employees in the spring of 2020. Lastly, 2020 saw another welcomed success when funding for a pilot school food project was secured. This funding is supporting school food programming in 20 schools with the addition of a School Food Project coordinator.

Although the COVID19 pandemic prevented HSFNB from holding large gatherings and in turn cancelled our Annual Provincial Stroke Conference, the employees of the Health Promotion department were able to redirect their efforts to supporting clients virtually and continued our important work preparing for on-going programs.

Prevent Disease

Heart Healthy Schools

In F19/20, the Heart Healthy Schools program (HHS) was originally positioned to finish the year with the best statistics to date. However, with the onset of COVID-19 many schools were unable to complete the program. The statistics listed below thus encompass schools which registered for HHS and/or had made progress toward becoming a Heart Healthy School prior to school closures in March, 2020.

<table>
<thead>
<tr>
<th>Participating Schools and Students Reached Year over Year Comparison</th>
</tr>
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<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong># of Schools</strong></td>
</tr>
<tr>
<td><strong># of Students</strong></td>
</tr>
</tbody>
</table>

A deeper look into participating schools reveals the following...

- Schools participated from all 7 school districts in New Brunswick
  - 38 Anglophone schools
  - 8 Francophone schools
- 36 returning schools (schools who have previously participated in HHS)
- 10 new schools (schools who have never participated in HHS)
• 1 school fully completed HHS prior to COVID-19 closures

School Food Pilot Project

In 2020 HSFNB was successful in securing a $200,000 commitment from the government departments of Health, Social Development, and Education to pilot a provincial school food program in NB. HSFNB was also successful in receiving matching funds from the New Brunswick Medical Society, bringing the total amount of funding to $400,000 for this project.

The following actions have been completed over the F19/20 year to secure a successful launch in F20/21.
- Funding secured in the amount of $400,000
- Established partnership with Université de Moncton for evaluation of this project
- Collaborated with Université de Moncton to establish research protocols and received ethics approval
- Hired and trained one School Food Project Coordinator
- Tentatively secured program participation with 10 NB Schools
- Establishment of program protocols including: program steps, granting procedures/guidelines, consultation frameworks, etc.
- Developed a collection of resources for school use

Live Well | Bien Vivre

In August 2019, HSFNB acquired the Live Well | Bien Vivre program, previously managed by Diabetes Canada. LW|BV health coaches provide assessable, confidential, and professional support to New Brunswickers 19 years and over. LW|BV utilizes a unique community-based health coaching approach for individual behaviour change, to help clients prevent and manage chronic disease and conditions.

A staff compliment of 9 Health Coaches, provide service to 9 communities and their surrounding areas: Saint John, Moncton, Miramichi, Bathurst, Acadian Peninsula, Campbellton, Edmundston, Woodstock and Fredericton.

With the unprecedented year we have had, navigating the challenges of a global pandemic, our Live Well | Bien Vivre Health Coaches transitioned quickly to virtual health coaching ensuring continuous service and were able to reach significant milestones:

- An average weekly caseload of 45 clients
- 375 new clients joined the program
- 3,217 1 on 1 meetings were held with clients

Many process improvements were supported through collaborative management and employee engagement. Health Coaches were supported to review client loads, time spent in community engagement activities, access to professional office spaces, and a review of their continuing education activities, with the overall goal of improving outcomes for the program and its clients. On-going work in the review of these process improvements will support effective quality services for all clients in the Live Well | Bien Vivre program.
In particular, a review of training and health coach certification led to new processes with on-boarding new employees and standardized training/certification for all staff through York University, University of Alberta and the Ontario Tobacco Research Unit.

In January 2020, HSFNB was awarded a Healthy Senior Pilot Project $445,500 grant to support the evaluation of three enhancements projects for the Live Well | Bien Vivre program: Virtual Health Coaching, Volunteer Engagement, and Indigenous Health Coaching. Our role in this project is to operationalize the three enhancement projects and provide support to the on-going evaluation of the Live Well | Bien Vivre program.

The upcoming year will focus on ensuring the best outcomes for our Enhancement projects while continuing to monitor program outcomes and client care practices, to ensure quality services for all clients in the Live Well | Bien Vivre program.

Save Lives

Resuscitation

In September 2019, the Heart and Stroke Foundation of Canada launched a new resuscitation website, making it easier for our instructors to create courses, print e-certificates themselves, and supported easier access to upcoming courses for the general public.

Although there was a decline in our resuscitation programming due to COVID-19, we still saw 2,211 courses taught in fiscal 2019-2020. Our 292 instructors adapted to a new way of learning with our Blended and Interim courses to get us through COVID-19 restrictions.

Providers trained over fiscal 2019-2020 are as follows:

<table>
<thead>
<tr>
<th>Courses</th>
<th># Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLS</td>
<td>1,580</td>
</tr>
<tr>
<td>ACLS</td>
<td>262</td>
</tr>
<tr>
<td>PALS</td>
<td>151</td>
</tr>
<tr>
<td>Heart Saver and First Aid</td>
<td>1,177</td>
</tr>
</tbody>
</table>

AEDS

As of the end of fiscal 2019-2020, Heart and Stroke has placed 473 AEDs around New Brunswick and there have been 21 lives saved!

Enhance Recovery

Community Reintegration Working Group (CRWG) of the Provincial Stroke Advisory Committee (PSAC)

The CRWG continued to work towards providing recovery support to stroke patients by engaging key stakeholders throughout our provincial health care systems: Horizon, Vitalité, Extra-Mural, and
the Departments of Social Development and Health. HSFNB Co-chairs this working group with the representative from Department of Health. Its work feeds into enhancing support systems for stroke survivors as they leave the hospital system and navigate community supports. On-going strategy is supported by the Canadian Stroke Best Practice Guidelines. One of the key components to the CRWG’s strategy is Stroke Navigation support for stroke survivors and their caregivers.

Stroke Navigation

In December 2019, HSFNB received approval from the Government of New Brunswick (GNB) to pilot a proof of concept project – Stroke Navigation in New Brunswick. This pilot project is being conducted under the “Healthy Senior Pilot Project” initiative of GNB where HSFNB received a grant of $489,000 to complete this work over 2.5 years.

Stroke Navigation is a no-cost community service which is specifically designed to help individuals who have had a stroke to adjust to life back in the community. Through the duration of this project we will be investigating the impacts that stroke navigation has on life post-stroke.

Throughout the 2019/2020 fiscal HSFNB has...
• Received funding in the amount of $489,000 to complete this project
• Partnered with DalMed as an evaluation partner
• Developed a research protocol and received REB (ethics) approval
• Hired and trained 2 Stroke Navigators (1 in Moncton and 1 in Saint John)
• Established referral pathways within the hospital setting to Stroke Navigation
• Published a website (www.strokenb.ca)

Annual Stroke Conference

The Annual Stroke Conference, now in its 7 year was cancelled as a result of the 2020 COVID19 pandemic. New virtual options for spring of 2021 have been sourced to ensure we are able to proceed with this professional educational opportunity regardless of social distancing precautions.

Christine Roherty
VP Health Promotion
Marketing & Communications

Despite the external challenges F20 brought, this past year has brought many successes for the Marketing & Communications department. Our focus was driven by supporting the foundation through the growth we saw in the first two quarters and addressing the demands of the pandemic in the quarters three and four.

Social Media Growth

With the demand to convert a lot of our operation to virtual and online platforms, our reliance on social media has grown. With that our impact and following has grown as well:

- Facebook 9430 (up from 8230)
- Twitter 1775 (up from 1660)
- Instagram 717 (up from 324)

A more accurate representation of our social media impact would be represented in our overall impressions (the number of people who have seen our posts). In F20 our Facebook and Instagram channels had 872,158 impressions across the province, not including our Live Well | Bien Vivre campaign and Stroke Signs and Symptoms campaign.

This growth is positive and over the next year we will continue to offer new and more engaging content to further the fundraising and mission of the foundation.
**Website Growth**

Our web presence has seen the largest growth over the last year with the launch of two new standalone websites between a combined Stroke Awareness and Navigation website (https://www.strokenb.ca/), and one for Online Bingo (https://www.heartandstrokenbbingo.ca/). We also completed our first year managing the Live Well | Bien Vivre website with the expectation of releasing a redesigned and more comprehensive site in the coming weeks. (Current website: https://www.livewellbienvivre.ca/)

We endeavored to build these websites as a foundation for our independent web presence and as a consideration of making this a model for the organization. These websites will enable our autonomy and ensure we are able to keep as much of the editing and design inhouse. These efforts are aimed at ensuring our communications stability moving forward.

**Stroke Campaign**

Fiscal 2020 saw our largest Stroke Awareness Campaign with an investment from the provincial government of $100,000. This increased funding allowed us to invest in the infrastructure of a New Brunswick specific website and secure the capital for decal placement on ambulances across the province.

This year’s campaign also allowed for a survey that assessed New Brunswicker’s understanding of the signs and symptoms of stroke. The results were very reassuring, recognition has increased on average by 7.25%. Specifically, recognition of FAST was broken down by Face with 41% recognition (up from 34.3% in 2017), Arms with 46% recognition (up from 24.7% in 2017), Speech with 57% recognition (down from 62.7%), and Time with 89% recognition (up from 83.7% in 2017).

These are numbers to be very proud of. While there’s still more work to be done, our efforts are clear as the average New Brunswicker is now more likely than every to recognize the signs and symptoms of a stroke and know how to react.

**COVID-19**

In March, the need to pivot our business model and communications strategy came swiftly. After ensuring the message of our cancelled events was clear, our focus went pivoting our communications specific to the Live Well | Bien Vivre program. We wanted to use the power we had in this program to ensure New Brunswickers were getting the physical and mental health support needed as the world around them was rapidly changing. A virtual coaching focused campaign was launched and as such we saw significant interest in the program and client loads increase across the province.

Our communications effort over the course of the latter half of F20 focused around supporting New Brunswickers through the pandemic and sharing our changes, cancellations, and new event launches.

**Public Relations**

Our public relations efforts significantly shifted this past year. While our annual standard would be primarily focused on sharing media event coverage and fundraising announcements, we took on a much more health promotions focused lens. In mid-April it was becoming clear that New Brunswickers were calling 9-1-1 less,
the assumption here would be that this was a positive step. However, our understanding was that because of Covid-19 people were less likely to call 9-1-1 because they were afraid to go to the hospital. We took this as an opportunity to encourage New Brunswickers to continue to call 9-1-1 in the case of an emergency and we launched a public relations campaign. As is clear from the featured stories below, Dr. Sohrab Lutchmedial played a key role in getting the message out:

Pay attention to heart and stroke symptoms especially during COVID-19

Hospitals across the province are currently seeing fewer people being admitted with heart attack and stroke symptoms, which is not necessarily a good thing. Dr. Sohrab Lutchmedial is with the New Brunswick Heart Centre.

Aired: April 17, 2020


https://atlantic.ctvnews.ca/video?clipId=1952431&binId=1.1145745&playlistPageNum=1
We also had several other opportunities to be featured in the media, such as this example from our Healthy Weights in Children Conference. We are continuing to grow relationships within the media and are focus on being the media “go to” when it comes to issues related to heart disease and stroke.

New Brunswick

**Childhood obesity experts share different ways to get kids to eat better**

If changes aren't made now, kids will face chronic health issues down the road, conference hears

Kara Lermanick - CBC News - Posted: Oct 03, 2019 6:00 AM ET | Last Updated: October 3, 2019

Christine Hobert of the Heart and Stroke Foundation in New Brunswick, which organized the Promoting Healthy Weights in Children conference, says there are things parents can do right now to encourage healthier habits for kids. (Kara Lermanick/CBC News)

Our Marketing & Communications department is continuing to grow. We are focused on finding new and innovative ways to engage our audiences whether it is in supporting Health Promotion, Development, or the story of the Heart and Stroke Foundation of NB.

David Hickey
Senior Manager
Marketing & Communications
Operations & Finance

Although F19/20 has been a very challenging year for the foundation, it has also been another year of steady growth and change. These rapid changes have highlighted the need for current process changes as well as new process creations for many of the departments that fall under Operations & Finance.

Human Resources

With the growth and addition of more government funded programing, HSFNB’s staff compliment has significantly increased which has also increased the administrative support required. New processes that have been implemented to manage or decrease the administrative burden include a self-serve payroll system that allows employees online access to their payroll accounts. Also, the Foundation has invested in the HR Downloads online platform that will streamline numerous human resource programs and systems.

Operations & IT

In F19/20 the Foundation opened two new office locations. The first was an expansion of our current space in Saint John and the second was a new location in Dieppe. These new spaces were required to accommodate new staff. The added challenge was securing and establishing new office space during the pandemic.

When the need arose to allow all staff to work from home in the early days of COVID-19, the operations team worked hard to ensure that all employees had the proper equipment and access to the shared server. This allowed for continued productivity for all departments.
The aforementioned growth has also caused the finance department to access and innovate new ways of handling and storing information as many employees are now located off site. The finance team needed to implement new shared data systems to accommodate the growth.

The HSFNB team were focused on budgeting and forecasting more than ever which caused increased need for timely financial reporting. The financial department consistently searched for aid through government subsidy programs.

Despite COVID-19 social distancing restrictions, the annual audit performed by Teed Saunders Doyle & Co., was completed in October, in the Saint John office. The audit process went smoothly and did not identify any considerable deficiencies.

Revenue Programs

The core revenue programs that fall under the Operations & Finance Department are the Annual Door to Door Campaign and the Memorial program.

Annual Door to Door Campaign

Heading into F19/20 the campaign team had several action plans in place to reach the fundraising goal of $310,000. The door to door campaign typically takes place twice a year, first in February during Heart Month and again in June to visit areas not covered in February, areas missed due to inclement weather and also to visit those who may have travelled South for the winter.

When COVID-19 hit in March 2020, we ceased all in house campaign operations and immediately communicated the same with our community volunteers. This resulted in our February campaign not being completed as many volunteers canvass into March as well. Our June campaign was cancelled due to provincial restrictions, but we maintained steady contact with our call center staff and volunteers. When restrictions stared to loosen, some volunteers still chose to canvas their neighbourhoods and I feel that is speaks to their dedication to our foundation. Despite the year, Campaign finished at $236,612, ~76% of our annual goal.

Looking forward to F20/21, the campaign team has received very positive feedback from both our annual call center staff and community volunteers. We are working within the provincial restrictions and working hard to create strategic plans around any obstacles that have been created by COVID-19.

Memorial /In Honour Program

This program felt less of an impact from COVID-19, reaching $155,555, a 12% revenue decrease from last fiscal. This was mainly attributed to less funerals taking place due to social restrictions.
Year in Review

Overall, it has been a year of growth, challenge and change. I am proud of not only the members of my team, but the Foundation as a whole for how it adapted to these unprecedented times. It has opened our eyes to potential new processes and programs to help ensure that HSFNB can weather any storm that comes our way.

Lynn Flewwelling
Director
Operations & Finance
**Policy & Research**

**Stroke Navigation** - input to proposal/application, pitched to the Government of New Brunswick, initiated contact with Horizon on ethics approval.

**Presumed Consent for Organ Donation** – pitched to HSFNB CEO, prepared information for Board meeting, consulted with HSFC and Canadian Cardiovascular Society, met with NB Medical Society. To bring forward to Minister of Health.

**Indigenous Health Coaching** – discussions/correspondence on proposal with civil servants, review/feedback on application.

**Virtual Dietician Proposal** - review of various iterations of proposal. Proposal is with Health.

**School Food Program** – met individually with each of the three cabinet ministers (Health/Social Development/Education). All three individually supported the proposal and Christine and I presented to the three ministers and their staff and finally received the green light (including funding, $200K). A working group with civil servants has been operationalized and a steering committee is in the process of being established.

**Research** - Organized annual research competition with medical advisory committee resulting in seven applications and two awards. Developed revised cycle for the competition.