

STATEMENT OF OPERATIONS



**HEART &
STROKE**
FOUNDATION OF
NEW BRUNSWICK

FONDATION TM
DES MALADIES
DU CŒUR
ET DE L'AVC
DU NOUVEAU-
BRUNSWICK

SERVING
NEW BRUNSWICK
FOR OVER



AU SERVICE DU
NOUVEAU-BRUNSWICK
PENDANT PLUS DE

SEPTEMBER 1, 2014 - AUGUST 31, 2015

OUR MISSION: Healthy lives free of heart disease and stroke

OUR VISION: To identify, implement and promote health solutions that improve the lives of New Brunswickers

CELEBRATING A SIGNIFICANT MILESTONE

This year marks an important milestone for our Foundation – our 50th anniversary. We are so grateful to our donors, volunteers and partners who have been instrumental in helping us achieve incredible things over the last 50 years.

Our Foundation has a long history of tackling the most critical health issues facing our province. With our partners, we have successfully influenced policy and practices around tobacco control, the province’s catastrophic drug program, and stroke care delivery. Most recently we have been strong advocates for healthy eating – including reducing the consumption of sugar-sweetened beverages – and the placement of automated external defibrillators (or AEDs) in public spaces in New Brunswick.

Since the inception of our AED program, we have placed close to 400 AEDs throughout the province, including one in every arena and high school. In the last year alone, four men were saved thanks to the quick action of local residents because an AED was there.

As with our AED program, we are now seeing lives saved with Telestroke. Our Foundation was instrumental in implementing Canada’s first province-wide Telestroke System. Telestroke uses telecommunications technology to link 10 hospitals in New Brunswick to neurologists who are on call 24/7. It can literally mean the difference between a stroke patient leaving the hospital a few days after their stroke – and returning to their normal life – or spending the rest of their life in a nursing home.

With the Telestroke system in place, the next step was to educate New Brunswickers on how to recognize the signs and symptoms of stroke and understand what to do in this medical emergency. With support from the Government of New Brunswick, Bell Aliant and Scotiabank, we launched a stroke awareness initiative, which consisted of a social media, print and television campaign.

Our signature events continue to highlight everything our organization stands for – dedicated volunteers, sponsors who are truly partners, record-setting fundraising and an unforgettable experience.

Our 7th annual NB Heart Truth – presented by Shoppers Drug Mart – raises awareness that heart disease is the leading cause of death of women in Canada. BMO Hockey Heroes Weekend raised over \$700,000 this year. This brings our total to just over \$2.3 million since the inception of the event four years ago.

This year we also decided to launch a brand new event called Mud Run for Heart, held at Poley Mountain in Sussex. This 5km run through mud and over obstacles brought together over 400 participants from across the province and raised over \$80,000. This event proved to be so successful that we have plans to expand it to Centre plein air Mont Farlagne in Edmundston next year.

We know that some of the most important fundraising we do involves each and every community across New Brunswick. Our Big Bike, Jump Rope for Heart and annual door-to-door campaign involve countless students, parents, canvassers and community volunteers. They have acted as our ambassadors and contributed significant amounts of time and money to our Foundation. This generosity has made us the organization we are today.

We remain hopeful regarding what the next 50 years will bring as we continue to work to reduce the number of New Brunswickers impacted by heart disease and stroke. We will continue to fund world-class research to better understand, treat and prevent heart disease and stroke. We will continue to be advocates for change. Thank you for your continued support.



Kurtis Sisk
CEO



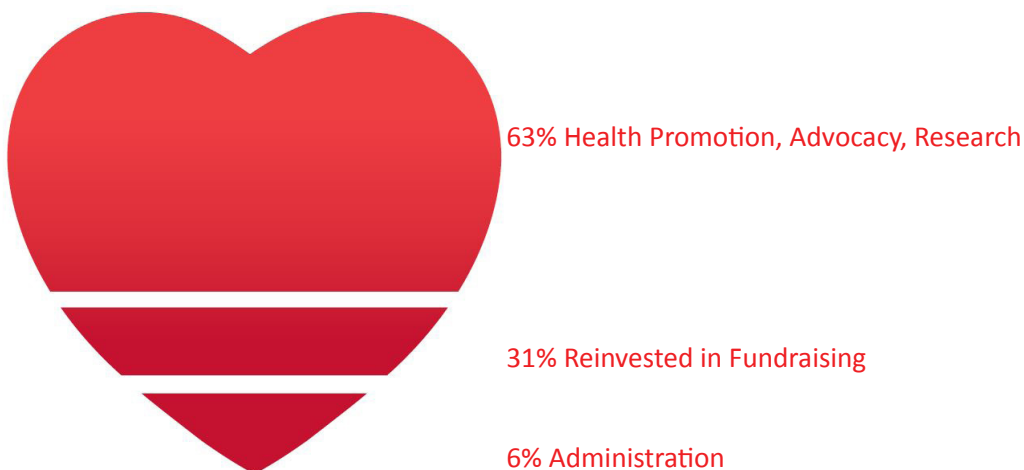
Fred Welsford
Board President

STATEMENT OF REVENUE AND EXPENSES

Year Ended August 31

	2015	2014
	\$	\$
REVENUE		
Other Fundraising Activities	1,974,492	1,841,845
Campaign Receipts	453,727	471,675
Partnerships	182,266	51,500
Memoriam Donations	227,126	243,437
Bequests & Major Gifts	221,459	130,816
Realized and unrealized gains on investments	(6,953)	54,218
Interest	7,839	11,210
Dividends	13,843	11,073
	3,073,799	2,815,774
EXPENSES		
Health Promotion	1,296,341	1,233,617
Medical Research	658,973	588,028
Fundraising Costs	965,824	1,066,258
Administration	226,672	195,995
	3,147,810	3,083,898
DEFICIENCY OF REVENUE OVER EXPENSES FOR THE YEAR	(74,011)	(268,124)

BREAKDOWN OF DONOR DOLLARS





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