



YEARS/ANS

EASTER
SEALS
TIMBRES DE
PÂQUES

20
22



ANNUAL REPORT

2022

EASTER SEALS NEW BRUNSWICK

Easter
Seals
Timbres de
Plages

New Brunswick
Nouveau Brunswick



www.easterseals.nb.ca

A MESSAGE FROM THE PRESIDENT



2022 was another busy and eventful year at ESNB! Many thanks to all ESNB Board members for their involvement and contributions over the last year. Many thanks to our ambassador Jackson Leavitt who generously gave of his time to represent Easter Seals NB at many events and meetings. Thank you to long time ESNB employee Dora Buchanan who retired in 2022.

Many thanks to Executive Director, Julia Latham, and her dedicated staff for the incredible work they accomplished during 2022. ESNB has continued to strive as we work to recover from the impact of the pandemic on our services, equipment delivery programs, and summer camp opportunities.

Progress has been made towards the objectives of our strategic plan with the continual improvements to our client services management software which results in improved ESNB operational efficiency and better services for our clients and collaborators – what an asset for our organization! The ESNB office and workshop space limitations remain a high priority item that we need to resolve for the benefit of our clients, staff, and organization.

"Through innovation, hard work by our staff, and donations from our many supporters, ESNB has been able to continue to provide excellent services to our clients."

2022 was challenging for some of our camp sessions but overall was a success. One camp session had to be cancelled due to Covid affecting a few key Camp Rotary staff, but the other camp sessions did move forward. Great preparation, leadership, and dedication from all staff involved, led to a wonderful summer camp experience for many appreciative campers. We thank Camp Director Emma MacIntyre for her time as Camp Director and welcome Torey Smith as our new Camp Director. Camp Rotary looks great! Many thanks to all parties who have been working towards maintaining and improving the Camp Rotary infrastructure – you are incredible!

ESNB fundraising events in 2022 remained significantly impacted by the pandemic. We need to rebound in 2023 for the benefit of our clients and our organization. 2022 was an important year for the Easter Seals organization as we celebrated our 100th anniversary in Canada. Several excellent events were held to celebrate the 100th anniversary of Easter Seals in Canada, and to promote inclusion of people living with disabilities, including Red Shirt Day events, a 100th anniversary celebratory wine and cheese event, and illumination in red of key landmarks. There was also a successful day spent in Ottawa with political leaders, promoting the 100th anniversary of Easter Seals in Canada at the Parliament of Canada and in the senate. We are very thankful to all our supporters who donated to our mail campaigns and the paper egg campaign. Through innovation, hard work by our staff, and donations from our many supporters, ESNB has been able to continue to provide excellent services to our clients and remains in good financial standing.

We offer special thanks to New Brunswick Rotary Clubs, and their members, for their ongoing support of Camp Rotary. We count on your support and leadership to be able to maintain the wonderful Camp Rotary facility, and our campers count on your support to facilitate their attendance at this truly unique Camp – you are awesome!

Respectfully submitted,

President , National Representative

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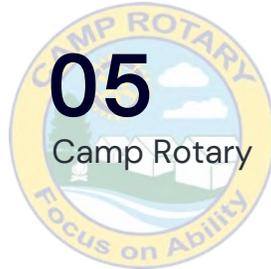
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2022 Board of Directors

President, National Representative

Glen Hughes, PEng

First - Vice President

Rhonda Rubin, SLP

Past President

Danica Wallace, PT

Secretary

Allison Banks, OT

Members at Large

- Al Thomas
- Justin Guitard
- Kim Monteith
- Lori Hird
- Martin Ferguson
- Dr. Monique Taillon

Members Emeritus

- Dr. Bruce Lockhart
- Keith Allen



Our mission is to support those living with disabilities in achieving their full potential.



Easter Seals NB

Staff List

Executive Director: Julia Latham

Accounts Manager: Svetlana Reut

Equipment Facilitator: Elias Tarfa

Equipment Manager: Trent Mundie

Resource Development Coordinator: Janina Montagna

Assistive Technology Facilitator: Oliver Barrientos

Equipment Technician: Darrell Wright

Client Coordinator (Bilingual): Lauren Klefas

Returns Coordinator: Debbie Nash

Client Coordinator: Maxine McKeil-McCarty

Returns Technician: Joshua Leger

Camp Rotary Director: Torey Smith

Executive Assistant: Jayda Shuffler

- **Easter Seals New Brunswick and Camp Rotary** both have social media
 - See the latest news on Facebook, by visiting **@CampRotaryNB** and **@EasterSealsNB**
 - Visit us on **Tik Tok!** **@CampRotaryNB** and **@EasterSealsNB**

Assistive Technology



Highlights from 2022

- The WorkingNB joint Assistive Technology Loan Program, now through AvenueNB helps eligible students overcome barriers to education and course training placements by ensuring that clients have access to the right A.T. at the right time. The Program includes an assessment, orientation, and training with a designated professional.
 - ESNB's Assistive technology loan program, loans assistive technology to people with a disability for assessment purposes and long term loans. The primary goal of the Assistive Technology Program is to provide clients with the opportunity to trial the recommended technology before purchasing.
- Easter Seals New Brunswick became a member of the AvenueNB Collective, a collective of Employment Assistance Service providers for people with disabilities.
 - AvenueNB granted Easter Seals New Brunswick \$208,000.00 for the purchasing and procurement of Assistive Technology for Post-Secondary students in need.



"I have been using the eye gaze system from Easter Seals to continue doing my job. It has allowed me to continue the tasks required including browsing, marketing social media, email and website design changes"

Adapted Toy Library

- The Adapted Toy Library became a separate program from the Assistive Technology department in November of 2022
- The Toy Library contains numerous toys adapted for children with disabilities, which can be activated by the touch of a button, tilt of a head or blink of an eye. These toys are loaned free of charge to parents, teachers and therapists in New Brunswick.

Loans per County

2021

ESNB PETL

2022

ESNB PETL & AvenueNB

Albert	0	2
Carleton	8	19
Charlotte	5	12
Gloucester	6	106
Kings	12	27
Madawaska	2	4
Northumberland	8	7
Queens	0	0
Saint John	9	71
Westmoreland	46	289
York	13	7
Totals	109	544
# of Clients	59	133

Clients by County	ESNB	PETL	AvenueNB	SD	PSP
Albert	8	11		76	9
Carleton	18	7		184	29
Charlotte	12	1		112	8
Gloucester	19	4		398	41
Kent	12	2		144	7
Kings	3	4		141	28
Madawaska	8	1		289	21
Northumberland	4	1		239	21
Queens	2	6		98	5
Restigouche	36	3		163	9
Saint John	2	1		424	39
Sunbury	146	67		32	7
Victoria	58	13		96	14
Westmorland	570	40		609	351
York	276	42		304	89

The Adapted Toy Library was first established over 20 years ago!

Equipment Recycling Programs

- The Equipment recycle programs assist individuals in the province of New Brunswick who have no ability to rent or purchase equipment. Easter Seals NB also offers financial assistance for travel to attend medical appointments, as well as for items we cannot recycle.
- The goal is to provide recycled equipment to clients across New Brunswick. The equipment is quality checked, disinfected and brought up to standard by Easter Seals NB and then accessed by Social Development to loan to eligible Clients.

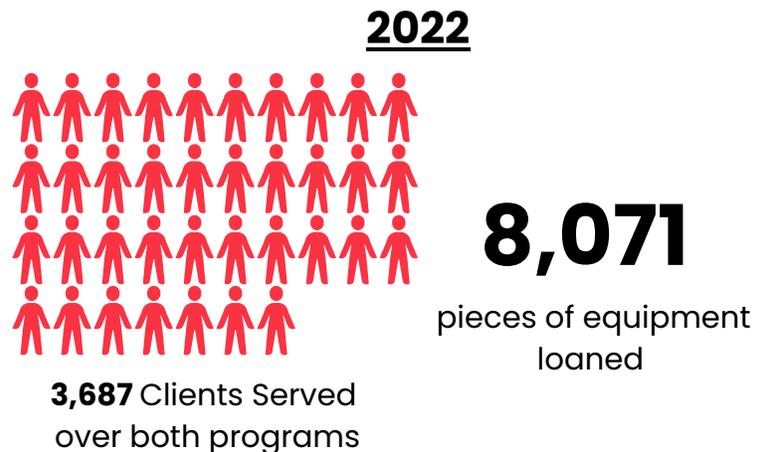
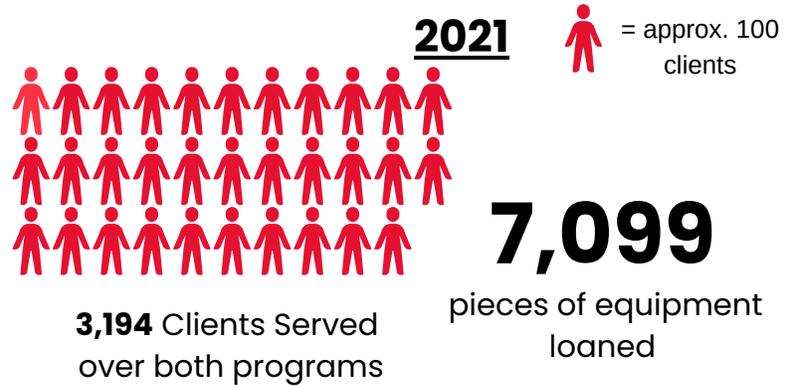


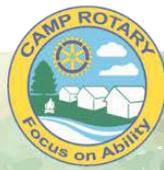
Highlights

- ESNB was gifted Energy Saving Kits from NB Power. We continue to make these available to clients through the Personal Services Program.
- Easter Seals NB as a United Way Charity ensured access to information by sending out information on 211 hotline cards with our equipment loan agreements.
- The process of loaning, preparing, and returning equipment continues to be updated,
- The Specialized Equipment Database (PSP) is fully launched and accessible by all occupational therapists in the province by request.
- The Recycling Program Pilot, jointly administered by the Department of Social Development continues to progress with the launch of the pilot program coming in early 2023.



Clients by County	2021		2022	
	SD	PSP	SD	PSP
Albert	81	8	76	9
Carleton	128	39	184	29
Charlotte	100	1	112	8
Gloucester	408	32	398	41
Kent	149	5	144	7
Kings	162	13	141	28
Madawaska	172	6	289	21
Northumberland	223	12	239	21
Queens	73	1	98	5
Restigouche	157	8	163	9
Saint John	318	14	424	39
Sunbury	41	7	32	7
Victoria	98	10	96	14
Westmorland	570	40	609	51
York	276	42	304	89





The Difference Camp Makes...

County	Registered Campers	
	2021	2022
Albert	6	7
Carleton	19	16
Charlotte	7	10
Gloucester	9	9
Kent	6	3
Kings	24	20
Madawaska	0	1
Northumberland	9	7
Queens	6	6
Restigouche	3	2
Saint John	41	38
Sunbury	19	23
Victoria	1	1
Westmorland	23	29
York	68	65
Out of Province	2	2
Other Camps* (CCS camp sessions)	75	33
Totals	318	272



"Camp Rotary has been a part of my son's life since he was seven. He's now 18. Every year he makes connections with new counsellors and new campers. Every year there's a new story from the staff "Jacob slept outside!", "Jacob went up to his chest in the water!!" 2 years ago, after counting down the days on our calendar, on the day we left for camp, my son was awake bright and early. He put on his shoes and coat over his PJs, and was ready to go by 7am. He wears his camp shirts proudly, studies his camp photographs, and his eyes light up when I talk about Camp or one of his special counsellors. In 2020, everything was different for everyone. Not having camp meant confusion and sadness for my son. It meant he'd be missing out on making those connections and making those memories. It also meant that our family (who has come to also get very excited for camp week), wouldn't getting that week of being able to "let go", knowing Jacob was having an amazing time in the company of dedicated caring staff"

- 2022 was the first year since the beginning of the COVID 19 Pandemic where Camp Rotary operated at 100% capacity!
- The two leadership programs had record high acceptance levels with over 20 people accepted and attending in total!
- Camp operated without a single outbreak of COVID 19 among the campers.



Partners & Supporters 2022



Rotary



- Rotary Club of Bathurst
- Rotary Club of Chatham
- Rotary Club of Dalhousie
- Rotary Club of Florenceville
- Rotary Club of Fredericton North
- Rotary Club of Hanwell
- Rotary Club of Moncton West/ Riverview
- Rotary Club of Oromocto
- Rotary Club of Saint John
- Rotary Club of Sussex
- Rotary Club of Woodstock

Thank
you!
you!

- Willard Franklin Brooks
- Dr. Monique Taillon
- Bruce & Audrey Poole
- R. A. Macbeth
- Leslie Ian MacMichael
- Audrey & George Peppin
- Robert J. & Ada Rogers
- G. Stephenson Wheatley
- Jack & Irene Christie
- Donald Allen
- Reid & Vivian Demerchant
- Joseph E. & Helen E. Berube
- John Craig
- George McAllister
- Rose Marie Pinet
- Les Religieuses de Notre Dame du Sacré-Coeur



Fundraising Highlights & Merit Awards

The paper egg campaign raised over:

\$11,266 !

- Lawtons Drugs Elmwood raised the most amount of money during the paper egg campaign, and they were treated with a PIZZA PARTY
- The spring mail campaign raised :

\$17,723 !



- Friends of WeCare sponsored provided \$76,000.00 towards sponsorship of campers to attend Camp Rotary
- United Way funding returned for ESNB's technology loan programming, providing over 100 clients with necessary technology

Awards of Merit 2022



- For exemplary volunteer service to
Alessa Martin
- For development of service to people with disabilities



- For exemplary financial support
Willard Brooks



Updates from our Ambassador...

2022 has been an eventful one for our ambassador **Jackson Leavitt**, here are some highlights...

- Jackson presented Easter Seals to the Lieutenant Governor at the Easter Seals New Brunswick Launch in March!
- Jackson enjoyed all of the magic of **Camp Rotary** for a second time participating in the Seekers I session.
- Jackson was the nationwide representative for **Red Shirt Day**, going on to promote inclusion and accessibility even in his own classroom!

Jackson will participate in even more fantastic adventures as Easter Seals New Brunswick's ambassador for 2023!

Red Shirt Day 2022

We wear RED for Accessibility & Inclusion

- Red Shirt Day was held on Wednesday, June 1st. Citizens across New Brunswick took part in many ways. This is a newer highlight of Disability Awareness Week that falls on the Wednesday of that week annually.
- The goal of Red Shirt Day is to bring awareness & educate others about the need for **inclusion & accessibility** for those with disabilities in our province. In 2022, we received our greatest amount of support for this event. We hope to increase participation and awareness across the province.
- Our goal is to add fundraising to this initiative to better support Easter Seals New Brunswick in supporting people with disabilities in this province.

We are currently designing shirts for **2023**, and hope to increase participation in this national event.

Red Shirt Day 2023 : May 31st

