

Easter  
Seals  
Timbres  
de Pâques

TM  
MD

New Brunswick  
Nouveau Brunswick

# ANNUAL REPORT

# 2023

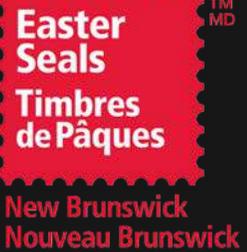


[WWW.EASTERSEALS.NB.CA](http://WWW.EASTERSEALS.NB.CA)

## EASTER SEALS NEW BRUNSWICK

ASSISTING PERSONS WITH DISABILITIES IN REACHING THEIR FULL POTENTIAL

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## EASTER SEALS STAFF

**Executive Director:** Mike Mazerolle

**Executive Assistant:** Lauren Klefas

**Accounts Manager:** Svetlana Reut

**Camp Rotary Director:** Torey Smith

**Client Coordinator:** Max McKeil McCarty

**Equipment Manager:** Trent Mundie

**Equipment Facilitator:** Elias Tarfa

**Returns Coordinator:** Debbie Nash

**Returns Technicians:** Erwin Violeta/Chadney Pillar

**Resource Development Coordinator:** Janina Montagna

**Assistive Technology Facilitator:** Oliver Barrientos

**Equipment Technician:** Darrell Wright

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## 2023 BOARD OF DIRECTORS

**President**

Glen Hughes, PEng

**First Vice President**

Rhonda Rubin, SLP

**Past president**

Danica Wallace, PT

**Secretary**

Allison Banks, OT

**Members at Large**

Al Thomas

Kim Monteith

Lori Hird

Martin Ferguson

Dr. Monique Taillon

**Members Emeritus**

Dr. Bruce Lockhart

Keith Allen

# MESSAGE FROM THE PRESIDENT

2023 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 Julia Latham, long time ESNB Executive Director, who retired in 2023 after leading our organization for 17 years. Julia was a very impactful Executive Director who helped our organization grow and thrive. That said, we are very happy to welcome Mike Mazerolle as the new Executive Director for ESNB. We are confident that Mike will help ESNB continue to provide excellent services to people with disabilities in NB while managing our operations in an efficient and effective manner. We also acknowledge, and are grateful for, the efforts by Werner Baum, ESNB staff member who unexpectedly passed away last winter. Werner was a dedicated employee, very concerned with the quality of our equipment provision programs, who is fondly remembered and missed by his co-workers and all of the ESNB organization.

Many thanks to Executive Director, Mike Mazerolle, and his dedicated staff for the incredible work they accomplished during 2023. ESNB has continued to strive with the delivery of our many services for people with disabilities in NB. ESNB is a key organization in NB helping with the delivery of assistive aids, such as wheelchairs, which is facilitated by our online client and equipment management database. Our database allows therapists to efficiently view and select equipment required for their clients with disabilities directly from our equipment inventory. The continual improvements to our client services management software have resulted in improved ESNB operational efficiency and better services for our clients and collaborators – what an asset for our organization! However, 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.

2023 was a great year at Camp Rotary! Torey Smith, our Camp Director, provided great leadership for the team at Camp Rotary. Great preparation, leadership, and dedication from all staff involved, led to a wonderful summer camp experience for our campers. Camp Rotary looks great! Many thanks to all parties who have been working towards maintaining and improving the Camp Rotary infrastructure – you are incredible!

New fundraising events were started in 2023 including a car show in Fredericton and a haunted house themed event just before Halloween which was held at Camp Rotary. The fundraising rebound has started in 2023 and will benefit of our clients and our organization. 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,

Glen Hughes  
President Easter Seals New Brunswick



# REFLECTING ON 2023: A MESSAGE FROM MIKE MAZEROLLE, EXECUTIVE DIRECTOR

It has been an exciting and busy first year as the new Executive Director of Easter Seals New Brunswick. When I began my new role, I was energized by the passion and enthusiasm I witnessed from my team, donors, and community champions for Easter Seals New Brunswick, and Camp Rotary. The work ESNB does, and the lives it touches is inspirational. Of course, we faced our challenges, but Together, we will continue to make a difference in the lives of those we serve.

Easter Seals New Brunswick has been serving clients since 1966. From our fun and exciting summer camps at Camp Rotary, to our Assistive Technology program helping people with disabilities have the opportunity to trial the recommended technology before purchasing, to our Equipment Recycling Program which assists people in the province of New Brunswick who require mobility equipment. These are just a few of the programs and supports that we offer. The 2023 annual general report is a testament to the collective achievements and hard work from our team at Easter Seals New Brunswick.

Today, we recognize our Donors, sponsors and community champions who see the value in the work that we do and continue to contribute and celebrate our accomplishments. I am proud of all the hard work my staff has done this past year and I am even more excited for the future.

Warmest regards,

Mike Mazerolle,  
Executive Director/CEO of ESNB



LEFT: HUGH CAMERON, CHARLIE GUITARD, JULIA LATHAM (FORMER ESNB ED), MIKE MAZEROLLE (CURRENT ESNB ED)

# EQUIPMENT RECYCLING PROGRAMS (SD&PSP)

Clients by County	2021		2022		2023	
	SD	PSP	SD	PSP	SD	PSP
Albert	81	8	76	9	79	8
Carleton	128	39	184	29	197	52
Charlotte	100	1	112	8	90	12
Gloucester	408	32	398	41	573	66
Kent	149	5	144	7	168	8
Kings	162	13	141	28	160	26
Madawaska	172	6	289	21	241	23
Northumberland	223	12	239	21	264	43
Queens	73	1	98	5	54	8
Restigouche	157	8	163	9	245	17
Saint John	318	14	424	39	389	29
Sunbudy	41	7	32	7	29	8
Victoria	98	10	96	14	141	30
Westmoreland	570	40	609	51	768	64
York	276	42	304	89	382	121
<b>TOTALS</b>	<b>2956</b>	<b>238</b>	<b>3309</b>	<b>378</b>	<b>3780</b>	<b>515</b>

**3194 CLIENTS SERVED IN 2021**

**3,687 CLIENTS SERVED IN 2022**

**4,303 CLIENTS SERVED IN 2023**

- SD Program (MEALP) fully implemented
- New pricing negotiated with SD in Nov '23
- The process of loaning, preparing, and returning equipment continues to be improved
- New programs on the way in 2024



# ASSISTIVE TECHNOLOGY



The Assistive Technology Loan Program by ESNB aims to support eligible students in surmounting educational obstacles and securing training placements by providing timely access to suitable aids. The program encompasses an assessment, orientation, and training conducted by a specialized professional.

**2021                      2022                      2023**

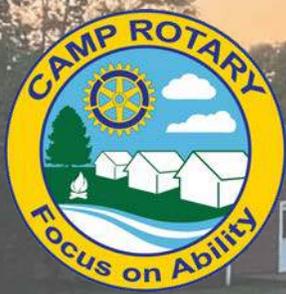
Clients by County	ESNB	PETL	ESNB	PETL	ESNB	PETL
Albert	0	2	8	11	-	10
Carleton	8	19	18	7	4	23
Charlotte	5	12	12	136	2	14
Gloucester	6	106	19	16	75	136
Kent	-	-	-	-	6	21
Kings	12	27	12	46	21	32
Madawaska	2	4	3	23	8	5
Northumberland	8	7	8	45	1	6
Restigouche	-	-	-	-	41	191
Queens	0	0	4	153	-	-
Saint John	9	71	2	6	75	174
Westmoreland	46	289	26	202	25	120
York	13	7	36	32	28	42
<b>TOTALS</b>	<b>109</b>	<b>544</b>	<b>148</b>	<b>677</b>	<b>286</b>	<b>774</b>



## ADAPTED TOY LIBRARY

The toy library contains numerous toys adapted for children with disabilities, which can be activated by touch of a button, tilt of the head, or blink of the eye. These toys are loaned free of charge to parents, teachers, and therapists across New Brunswick



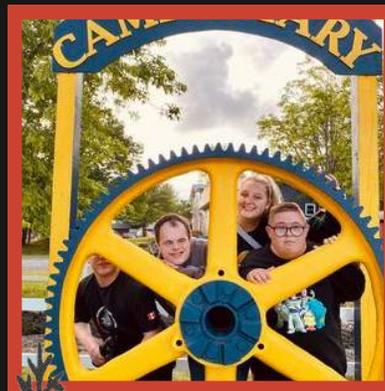


# CAMP ROTARY

**Easter Seals**  
**Timbres de Pâques**

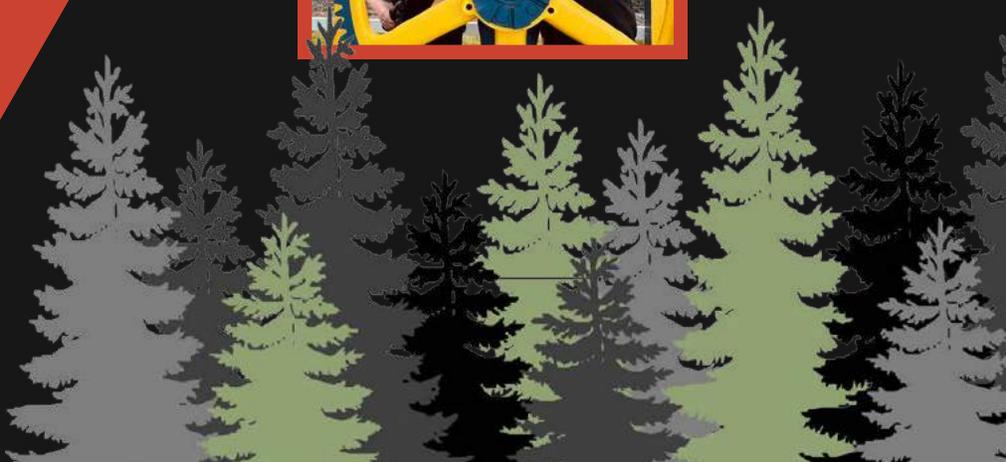
New Brunswick  
 Nouveau Brunswick

Clients by County	2021	2022	2023
Albert	6	7	12
Carleton	19	16	14
Charlotte	7	10	11
Gloucester	9	9	9
Kent	6	3	6
Kings	24	20	18
Madawaska	0	1	0
Northumberland	9	7	12
Queens	6	6	22
Restigouche	3	2	2
Saint John	41	38	47
Sunbury	19	23	21
Victoria	1	1	1
Westmorland	23	29	34
York	68	65	79
Out of Province	2	2	3
Other Camps	75	33	45
Totals	318	272	291



The staff are incredible and upbeat. When you look at every photo it is so clear how welcomed and happy everyone feels. Our kids have had two amazing summers there. We look forward to seeing them go many more years to come. We can't thank the staff enough for everything they do making this camp such a inclusive, fun and welcoming place

**-LISA LAYTON**



## FAREWELL MESSAGE FROM OUR AMBASSADOR JACKSON



As my time as the ambassador for Easter Seals NB comes to a close, I want to say thank you and goodbye! Serving in this role has been a great honour and was so fun! My favorite memory from this past year was being at Camp Rotary in August with all of my friends and counselors, I can't wait to go back this summer!

Your generosity and commitment to Easter Seals have made a lasting impact on the lives of individuals with disabilities and their families, including mine! As I say goodbye, I want to extend my heartfelt thanks for your continued support. Your kindness has not only touched my heart but has also made a difference in the lives of those Easter Seals serves.

Please stay connected with Easter Seals, as there are always new opportunities to make a difference. Please continue to carry the spirit of compassion and inclusivity forward, creating a world where everyone can live their lives to the fullest. Thank you once again for your support, and I look forward to seeing the continued success of Easter Seals.

Jackson Leavitt & Family



# FUNDRAISING HIGHLIGHTS & MERIT AWARDS



- The Spring Appeal Direct Mail Campaign raised \$20,872.50
- The UnstoppABLE® Paper Egg Campaign raised \$11,146.05 Lawtons Drugs in the Brookside Mall in Fredericton raised the most at \$2,188.00
- Red Shirt Day (first time being a fundraiser) raised \$5,736.44
- The Capital City Car Show Event (first ever one) raised \$1,205.95
- The Fall Direct Mail Campaign raised \$3,110.00



## AWARDS OF MERIT 2023



- Options Outreach recognized for Leadership in the Development of Services to Persons with Disabilities in New Brunswick
- Dr. Monique Taillon recognized for Exceptional Financial Supporter of Easter Seals New Brunswick/Camp Rotary
- Smartypants.com Inc. recognized for Exceptional Background Organizational Support of Easter Seals New Brunswick/Camp Rotary



# PARTNERS & SPONSORS 2023

Easter Seals  
Timbres de Pâques  
New Brunswick  
Nouveau Brunswick



**Rotary** 

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

## B. Statement of Financial Position

### Assets

Current:	December 31st, 2021	December 31st, 2022	December 31, 2023
Cash	\$680,691	\$116,840	\$61,765
Guaranteed Investment Certificates	\$224,212	\$225,712	\$172,712
Accounts Receivable (note 2)	\$199,787	\$89,481	\$96,278
Prepaid Expenses	\$25,514	\$32,146	\$36,986
<b>Sub-Total</b>	<b>\$1,130,204</b>	<b>\$464,179</b>	<b>\$367,382</b>
Restricted cash (note 3)	\$178,253	\$679,845	\$686,386
Restricted Investments (note 3)	\$229,771	\$214,474	\$233,318
Capital Assets (note 4)	\$1,502,506	\$1,477,204	\$1,477,204
<b>Totals</b>	<b>\$3,040,734</b>	<b>\$2,835,702</b>	<b>\$2,779,468</b>

## B. Statement of Financial Position

### Liabilities

Current:	December 31st, 2021	December 31st, 2022	December 31, 2023
Accounts Payable and Accrued Liabilities (note 5)	\$43,284	\$28,625	\$24,128
Trust funds payable	\$2065	\$1065	\$3,165
Deferred Revenue	\$183,999	\$89,123	\$52,301
<b>Sub-Total</b>	\$229,348	\$118,813	\$79,594
Deferred Contributions for Capital Purposes (note 6)	\$1,467,930	\$1,405,370	\$1,346,870
Long-term debt (note 7)	\$40,000	-	-
<b>Totals</b>	\$1,737,278	\$1,524,183	\$1,426,464

### Net Assets

Current:	December 31st, 2021	December 31st, 2022	December 31, 2023
Unrestricted Net Assets	\$895,432	\$417,200	\$433,300
Internally Restricted Camp Rotary net assets	\$408,024	\$394,319	\$410,425
Internally Restricted building fund net assets	-	\$500,000	\$509,279
<b>Sub-Total</b>	\$1,303,456	\$1,311,519	\$1,353,004
<b>Totals</b>	\$3,040,734	\$2,835,702	\$2,779,468

2023

# Red Shirt Day

## We wear RED for Accessibility & Inclusion

- Red Shirt Day was held on Wednesday, May 31st. 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. We hope to increase participation and awareness across the province in years to come.
- Our goal is to increase the amount that the fundraising aspect to this initiative receives and to increase awareness to better support Easter Seals New Brunswick in supporting people with disabilities in this province.



**Red Shirt Day 2024 : May 29th**

# IN MEMORY OF JUNE HOOPER

June Hooper was the Executive Director of CRCO, now known as Easter Seals New Brunswick, for over 23 years when she retired in 2006.

June was a great supporter of Camp Rotary and loved visiting the facility every year. She enjoyed working with the Camp Directors and meeting the counsellors that worked there. June made sure everyone who worked there knew the importance of the work and was aware of the responsibilities of working at Camp Rotary.

June was both an innovator and a builder of services for people with disabilities. She contributed to all facets of improving the lives of persons with disabilities, including helping to co-found the original Wheelchair Sports and Recreation Organization in New Brunswick.

Although June was tall, she was not necessarily a great basketball player, or even an avid fan of the sport, but she was a leader in the development of services for people with disabilities.

June Hooper was inducted into the Canadian Disability Hall of Fame in 2006, previously known as the Terry Fox Hall of Fame. June was inducted in the Builder category as an individual who has contributed greatly towards the improvement of the quality of life of persons with disabilities.

Other people you may recognize in the HOF builder's category include: Rick Hansen (1993), Clifford Chadderton (1999), more recently former Prime Minister Brian Mulroney (2019), and current cabinet minister Carla Qualtrough (2021). June was also named a Paul Harris fellow by the Fredericton Rotary club.

June's leadership in the area of development of Wheelchair Sports and Recreation for persons with disabilities in New Brunswick, is what we are recognizing by naming of the basketball/sports court at Camp Rotary: Hooper's Hoops.

Hooper's Hoops is intended as a reminder that accessibility and equality of opportunity can be improved in our society with great leadership and a "Yes We Can" attitude.

## HOOPER'S HOOPS

