

# STATEMENT OF OPERATIONS FISCAL 2023



## **Message** from the CEO

As I look back on our journey through fiscal 2023, I am filled with immense gratitude. Our Foundation has made incredible strides towards our mission of promoting health, saving lives and enhancing recovery in New Brunswick. Those strides were the result of the culmination of the dedication of our team, the selflessness of our volunteers and the generosity of so many donors and participants.

While we appreciate every gift, no matter the size, we would be remiss in not acknowledging the largest single donation we have ever received, a \$1.132 million bequest, from the estate of Mrs. Joyce Sherwood. This gift was pivotal in propelling our Foundation to raise a record high of \$5.7 million, the most in our 58-year history. Mrs. Sherwood's enduring support, both as a donor and a CPR instructor, has left an indelible mark on our Foundation. Her selflessness, through making many generous gifts to our Foundation over the years and never wanting recognition, was a great example of the kindness that still exists in the world.

We celebrated historic fundraising success, notably with Jump Rope for Heart raising \$344,000—an impressive 25% increase from the previous year. Our latest event, the Heart & Stroke NB Concert Series, raised over \$150,000 while offering a memorable experience and promoting essential messages to a sold-out audience.

Our impact with the Heart Healthy Schools program reached nearly half of all elementary schools in New Brunswick, touching the lives of over 25,000 students and their families. Additionally, we were proud to play an integral part, with our partners at the Government of New Brunswick, in placing Automated External Defibrillators (AEDs) in all 49 remaining schools that required one.

We took significant strides in innovation with the full launch of heartandstrokenb.ca, a user-friendly platform showcasing our programs and fundraising initiatives. This digital leap significantly improved accessibility, resulting in increased engagement, digital donations, and volunteer participation. Moreover, securing a grant for our IT Revitalization Project highlights our commitment to modernization, enhancing our internal and external communication to better serve our community.

Collaborative efforts in advocacy led to the passage of Avery's Law, transforming organ donation in New Brunswick. In addition, new partnerships were formed by joining the NB Children & Youth Physical Activity and Nutrition Coalition, which will help advocate for healthly public policies that will make a meaning impact on our children.

Advancing research capacity in our province, we awarded three Cardiovascular Research Endowment grants to local researchers, continuing to foster innovation and enhance healthcare outcomes right here at home.

Operational and financial achievements, including recognition as one of Atlantic Canada's Best Places to Work in 2023, showcase our dedication to creating a dynamic work environment focused on fostering growth and excellence in everything we do.

These accomplishments emphasize our collective commitment to a healthier New Brunswick. As we wrap up 2023, I extend my heartfelt gratitude to all of our stakeholders who we consider part of our Heart & Stroke family. Your unwavering support has been instrumental in our success. Thank you for standing with us in the fight against heart disease and stroke.

Kurtis Sisk

Chief Executive Officer

## **Message** from the Board President

As we reflect on the remarkable strides made by the Heart and Stroke Foundation of New Brunswick throughout this past year, I am deeply grateful for the unwavering dedication displayed by the staff, volunteers, stakeholders, and donors who have played a crucial role in maintaining our organizational stability.

In a landscape where many similar organizations are retracting, resulting in them choosing to depart from our Province, our Foundation has exemplified resilience, embracing innovation and adaptability to push ahead as a leading health charity in Atlantic Canada. Strengthened government partnerships, groundbreaking fundraising initiatives, and an unwavering commitment to advancing our Foundation's mission have been pivotal in achieving these milestones.

The cornerstone of our success this year lies in the far-reaching impact we've made across the province. From the strategic placement of AEDs, to continuing to support local researchers, our grassroots efforts underscore our unwavering commitment to enhancing lives within our community. These stories, experiences, and victories serve as the driving force behind our passion and reinforce the profound significance of our mission.

Moving forward, our vision remains resolute. We are dedicated to launching a new strategic plan, building upon our financial strength, and ensuring that our initiatives propel us toward a future where our Foundation impacts all residents touched by heart disease or stroke in New Brunswick.

Heart & Stroke NB stands as a testament to the unwavering commitment of our team. Your dedication lays the groundwork for our achievements and continues to inspire us to push beyond conventional boundaries.

Furthermore, the Heart and Stroke NB's recognition among the Top 20 Best Places to Work in Atlantic Canada by Atlantic Business Magazine signifies our commitment to fostering an exceptional workplace. This acknowledgment reflects our staff's dedication, showcasing the supportive culture that encourages growth and teamwork within our Foundation. Additionally, the repeated recognition of our CEO, Mr. Kurtis Sisk, as a Top 50 CEO in Atlantic Canada highlights his leadership's pivotal role in shaping our positive workplace atmosphere, empowering and supporting everyone within our organization.

It is an honor to serve as board chairperson, and I am confident that, collectively, we will continue charting a course toward a healthier, more resilient future for New Brunswick.

Doug Reevey
Board Chairperson

# **Statement** of Operations

#### Revenue

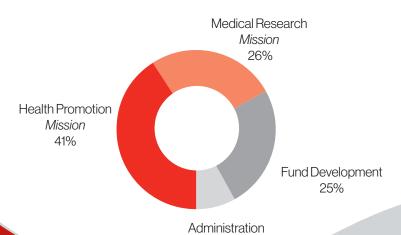
	2023
Hockey Heroes	\$ 919,891
Bequests and Major Gifts	1,617,568
Campaign Receipts	209,740
Jump Rope for Heart	344,097
Bingo and Other Special Events	660,049
Direct Mail	300,496
Memoriam Donations	178,303
Material Sales and Other Revenue	183,246
Endowment Fund	60,000
Dividends	39,925
Interest	114,691
Gain/Loss on Disposal of Investments	212
COVID-19 Wage Subsidy	-
AED School Project Funding	121,311
	4,749,52

### Expenses

Health Promotion
Fund Development
Medical Research and Facilities
Administration

## Government Managed Programs

Livevveii: Funding
LiveWell: Administrative Expenses
LiveWell: Health Promotion Expenses
NB School Food Program: Funding
NB School Food Program: Health Promotion Expenses
Stroke Navigator: Funding
Stroke Navigator: Health Promotion Expenses
NBATC: Funding
NBATC: Health Promotion Expenses



8%

2023 2022 \$ 1,277,937 8 244,913 224,000 278,017 772,017 289,404 156,031 237,208 40,000 21,474 23,660 20,011 26,412 3,611,084 29

2	023	2022
\$	1,535,458	\$ 1,325,908
	943,088	1,056,386
	969,311	821,634
	314,099	335,857
	3,761,956	3,539,785

2023	2022
\$ 860,091	\$ 871,164
(62,500)	(62, 500)
(797,591)	(808, 664)
-	117, 874
-	(117, 874)
169,911	105, 240
(169,911)	(105, 241)
61,963	63,662
(61,963)	(63, 662)