



# STATEMENT OF OPERATIONS

FISCAL 2023

SEPTEMBER 1, 2022 - AUGUST 31, 2023



New Brunswick / Nouveau-Brunswick

# 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 healthy 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.



A handwritten signature in black ink that reads "Kurtis Sisk".

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.



A handwritten signature in black ink that reads "D. Reevey". The signature is written in a cursive, flowing style.

Doug Reevey  
Board Chairperson



# Statement of Operations

## Revenue

	<b>2023</b>	<b>2022</b>
Hockey Heroes	\$ 919,891	\$ 1,277,937
Bequests and Major Gifts	1,617,568	244,913
Campaign Receipts	209,740	224,000
Jump Rope for Heart	344,097	278,017
Bingo and Other Special Events	660,049	772,017
Direct Mail	300,496	289,404
Memoriam Donations	178,303	156,031
Material Sales and Other Revenue	183,246	237,208
Endowment Fund	60,000	40,000
Dividends	39,925	21,474
Interest	114,691	23,660
Gain/Loss on Disposal of Investments	212	20,011
COVID-19 Wage Subsidy	-	26,412
AED School Project Funding	121,311	-
	<b>4,749,529</b>	<b>3,611,084</b>

## Expenses

	<b>2023</b>	<b>2022</b>
Health Promotion	\$ 1,535,458	\$ 1,325,908
Fund Development	943,088	1,056,386
Medical Research and Facilities	969,311	821,634
Administration	314,099	335,857
	<b>3,761,956</b>	<b>3,539,785</b>

## Government Managed Programs

	<b>2023</b>	<b>2022</b>
LiveWell: Funding	\$ 860,091	\$ 871,164
LiveWell: Administrative Expenses	(62,500)	(62,500)
LiveWell: Health Promotion Expenses	(797,591)	(808,664)
NB School Food Program: Funding	-	117,874
NB School Food Program: Health Promotion Expenses	-	(117,874)
Stroke Navigator: Funding	169,911	105,240
Stroke Navigator: Health Promotion Expenses	(169,911)	(105,241)
NBATC: Funding	61,963	63,662
NBATC: Health Promotion Expenses	(61,963)	(63,662)

