



STATEMENT OF OPERATIONS



Dr. Petra Kienesberger
Heart and Stroke NB funded Researcher

Heart & Stroke Foundation of New Brunswick
SEPTEMBER 1, 2021 - AUGUST 31, 2022

Message from the CEO

In fiscal 2022, despite COVID-19 still being a factor, things started to feel somewhat like they did prior to the pandemic. While the last two years brought forward many challenges, the reality is that it also pushed us to be more innovative, bolder and even more focused on making an impact. These attributes, and our team's unwavering persistence, resulted in our Foundation having even more programs and events to serve more clients and patients.

Our nimbleness allowed us to pivot away from certain programs, and towards others, which resulted in cost savings that allowed us to finish the year with the highest topline revenue in our history and another net surplus.

While I was pleased to know that our prudent spending, and solid decision making, has helped us achieve a great financial result, I am most proud of the impact we made on so many clients across New Brunswick. Our Stroke Navigation and Live Well program client care hours are at record highs (6,100+), our NB Stroke Conference had the highest number of attendees since it began 10 years ago (610+), and our NB School Food Program pilot was a tremendous success helping more than 4,800 students.

Our fundraising programs continue to be successful across the province. Most notably, 2022 marked 10 years since the inception of our Napa Hockey Heroes Weekend event and I am proud to say that the fundraising has increased every year. This year's event raised \$906,000 - making it the most successful fundraising event in Atlantic Canada. We are incredibly proud of this event and thankful to all of the participants, sponsors, staff and volunteers who take so much pride in making this fundraiser successful.

We continue to evaluate our fundraising initiatives and seize new opportunities. This year we moved forward with a Classic Car Lottery with sales reaching over \$224,000. Our success continued with our livestreamed Bingo, which has not only exceeded revenue projections but has provided us the opportunity to engage with New Brunswickers from all communities across the province and share our important messages.

As we saw some changes within our marketing and communications department, we have also seen significant growth in our online presence. With the launch of three new program websites and our provincial homepage, we are now much more accessible to New Brunswickers and better equipped to tell our story and showcase our impact here at home.

While our healthcare system continues to be over burdened, our advocacy efforts have been strengthened to ensure the Government of New Brunswick (GNB) knows we are here to help fill the gaps to ensure cardiovascular patients get the help they desperately need, and deserve, in a timely fashion. We are working hard to make Automated External Defibrillators mandatory in all public buildings, and we are encouraging GNB to consider implementing a comprehensive Provincial School Food Program that is based on our School Food Position Statement. We continue to advocate for two Stroke Navigators to help those that experience stroke, post discharge from hospital.

Our resilience and commitment have allowed us to move past the COVID-19 pandemic and become stronger, which is a testament to all of our staff, volunteers and donors who have gone above and beyond to lead the fight against heart disease and stroke in New Brunswick. Our collective efforts has proven once again that persistence pays off.



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

Kurtis Sisk
Chief Executive Officer



Message from the Board President

On behalf of the Board of Directors with the Heart and Stroke Foundation of New Brunswick, I wish to extend our sincere appreciation to the staff, volunteers, patient partners, advocates and donors for their support and commitment to our mission. As we continue to recover from the last three years of uncertainty, our Foundation is looking ahead and setting sights on a strong and bright future.

Financial health and a commitment to support New Brunswickers through our mission is written largely in the achievements, adaptations, and innovations we have developed this past year. We have demonstrated a resiliency to grow and to serve, especially during hard times, when other charity research and community service groups fell away or consolidated out of province. We remain strong because we persisted in being a grassroots organization that listens attentively to our scientists, clinicians, staff, patients, and their advocates. Exploring new ideas and leaving behind initiatives that no longer help us meet our goals is part of our culture of innovation. We continue to see growth through the diversity of people, experiences, professional development and advancement. The culture of caring is strong at HSFNB. The recognitions have been exemplified in this as we shared in celebrating the selection of our CEO, Mr. Kurtis Sisk, who was recently named a Top 50 CEO in Atlantic Canada by Atlantic Business Magazine. Further, this same organization recognized all of HSFNB, by naming it one of the Top 20 Best Places to Work in Atlantic Canada.

Though these accolades are just a few of the many signals of our success we see at the Board level, they also herald a brighter future; one where we will continue to invest in long-term commitments on research that saves lives and improves the patient experience. In doing so, we offer hope to this generation and the next by pushing the boundaries to achieve healthy lives. We will continue to advance an agenda that addresses the need for prevention and healthy living. We will seek out and champion the best evidence and practices, ensuring that we benefit the full spectrum of people in need of heart and brain health. As we continue on this path, we invite input and community connections and look for partnerships that will enable us to work collaboratively throughout New Brunswick for all.

It has been my pleasure and pride to serve as Board Chair, and I stand in awe of what our imagination, innovation, and caring nature as an organization will bestow upon this province.



A handwritten signature in black ink, appearing to read 'Keith Brunt'.

Dr. Keith Brunt
Board President



Statement of Operations

Revenue

	2022	2021
Hockey Heroes	\$ 1,277,937	\$ 343,047
Bequests and Major Gifts	244,913	197,733
Campaign Receipts	224,000	154,031
Jump Rope for Heart	278,017	308,421
Bingo and Other Special Events	772,017	433,826
Direct Mail	289,404	343,502
Memoriam Donations	156,031	134,516
Big Bike	-	55,031
Material Sales and Other Revenue	237,208	187,989
Endowment Fund	40,000	40,000
Dividends	21,474	19,971
Interest	23,660	13,928
Gain/Loss on Disposal of Investments	20,011	39,511
COVID-19 Wage Subsidy	26,412	707,568
	3,611,084	2,979,074

Expenses

	2022	2021
Health Promotion	\$ 1,325,908	\$ 843,320
Fund Development	1,056,386	732,596
Medical Research and Facilities	821,634	583,688
Administration	335,857	188,226
	3,539,785	2,347,830

Government Managed Programs

	2022	2021
LiveWell: Funding	\$ 871,164	\$ 1,015,177
LiveWell: Administrative Expenses	(62,500)	(92,067)
LiveWell: Health Promotion Expenses	(808,664)	(923,110)
NB School Food Program: Funding	117,874	283,126
NB School Food Program: Administrative Expenses	-	(30,000)
NB School Food Program: Health Promotion Expenses	(117,874)	(253,126)
Stroke Navigator: Funding	105,240	164,818
Stroke Navigator: Health Promotion Expenses	(105,241)	(164,818)
NBATC: Funding	63,662	22,542
NBATC: Health Promotion Expenses	(63,662)	(22,542)

