



Mike Oulton minutes before he experienced cardiac arrest at Hockey Heroes Weekend.
Discover his story on page 6.




Heart & Stroke
Cœur + AVC TM/MC

New Brunswick / Nouveau-Brunswick

2023-2024

ANNUAL REPORT

YOUR SUPPORT POWERS LIFE-CHANGING IMPACT



The Heart and Stroke Foundation of New Brunswick exists to make a meaningful difference in the lives of New Brunswickers. This past year, we worked tirelessly to expand our programs, strengthen our partnerships, and enhance the services that support heart and brain health across the province.

Despite rising costs and economic uncertainty, the resilience of our community was inspiring. Together, we raised over \$5.3 million, marking the second-highest fundraising total in our history. Events like Hockey Heroes Weekend and initiatives like our Heart Healthy Schools program demonstrated the collective power of our donors, volunteers, and participants.

Our programs delivered results where they mattered most. From training nearly 18,000 people in CPR to placing a record number of AEDs in communities, we empowered New Brunswickers with life-saving tools and knowledge. Investments in local research also continued to grow, fueling innovations that will benefit our province for years to come.

Every achievement we celebrate is rooted in the dedication of New Brunswickers. Your generosity is changing lives and building a healthier, stronger province.

KURTIS SISK

CEO, Heart & Stroke NB

A MESSAGE FROM THE BOARD CHAIRPERSON

As we wrap up another year at the Heart and Stroke Foundation of New Brunswick, I want to take a moment to celebrate the collective effort that has fueled our mission. I am filled with gratitude for the dedication and passion of our staff, volunteers, generous donors and community partners. Your unwavering support has been instrumental in achieving meaningful progress across the province.

While many organizations face challenges and contraction, our Foundation has demonstrated extraordinary resilience. Heart & Stroke NB continues to defy the odds through innovation, adaptability, and collaboration, as we reinforce our position as a leading health charity in Atlantic Canada. Milestones such as forging stronger government partnerships, launching groundbreaking fundraising initiatives, and expanding our community outreach have been critical to our ongoing success.

Our impact over the past year has been profound. From the life-saving placements of AEDs to supporting groundbreaking research led by local researchers, our grassroots initiatives reflect our deep commitment to enhancing the lives of New Brunswickers. Each success story reminds us of the vital importance of our work and fuels our determination to achieve even more.

Looking ahead to 2025, we remain steadfast in our vision. This year, we are thrilled to launch a new strategic plan that builds on our financial strength, expands our reach, and ensures our programs address the evolving needs of those affected by heart disease and stroke. Together, we are forging a future where every resident of New Brunswick can thrive.

We are also proud to celebrate our culture of excellence. For the third consecutive year, Heart & Stroke NB has been recognized among the Top 20 Best Places to Work in Atlantic Canada by Atlantic Business Magazine. This honour reflects the supportive, growth-oriented environment we've fostered, which is an achievement made possible by the unwavering commitment of our team and the visionary leadership of our CEO, Mr. Kurtis Sisk, who continues to inspire innovation and collaboration across all levels of our organization.

It is both an honor and a privilege to serve as Board Chairperson. With your continued support, I am confident we will build on our successes and drive transformative change across New Brunswick. Together, we are charting a course toward a healthier, more resilient future for all New Brunswickers.

Thank you for your commitment to this vital mission.

DOUG REEVEY
Board Chairperson



OUR YEAR BY THE NUMBERS



1.2M RAISED

A RECORD-BREAKING TOTAL FROM OUR **NAPA HOCKEY HEROES WEEKEND**



17,864 TRAINED

NEW BRUNSWICKERS COMPLETED **FIRST AID & CPR** THROUGH **3,583 COURSES** THIS YEAR



11,497 STUDENTS

PARTICIPATED IN **HEART HEALTHY SCHOOLS** PROGRAMS ACROSS THE PROVINCE



66% IMPROVEMENT

REPORTED BY **STROKE NAVIGATION CLIENTS** IN THEIR ABILITY TO PREVENT A **SECONDARY STROKE**



779 ATTENDEES

A RECORD FOR OUR **10TH ANNUAL STROKE CONFERENCE** PROMOTING **BEST PRACTICES**

2023-2024



\$479,600 INVESTED
SUPPORTING
CARDIOVASCULAR
RESEARCH LOCALLY AND
NATIONALLY



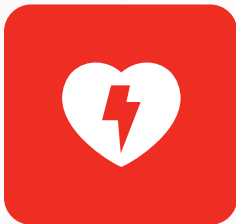
20,000 STUDENTS
LEARNED HEALTHY HABITS
WHILE **RAISING \$376,030 FOR**
JUMP ROPE FOR HEART

26 LIVES SAVED

AEDS PLACED BY HEART &
STROKE NB HAVE **MADE A**
LIFE-SAVING DIFFERENCE
SINCE 2014



Richard Hebb, saved by AED at
Nackawic Arena in January 2023.



\$67,110 AWARDED
ALLOWING **32**
ORGANIZATIONS TO
PLACE AEDs THROUGH OUR
SUBSIDY PROGRAM



TOP EMPLOYER
NAMED ONE OF
ATLANTIC CANADA'S
BEST PLACES TO WORK
FOR THE 3RD TIME



**LIFE SAVED AT
HOCKEY HEREOS**

The 12th Annual NAPA Hockey Heroes Weekend is one we **won't soon forget**. Not only did our dedicated participants help us achieve a banner fundraising year — **raising an incredible \$1.2 million but, it also became a testament to the life-saving power of teamwork and preparedness.**

This unforgettable weekend took a dramatic turn when Mike Oulton and his teammates were in the dressing room following a game, and Mike suddenly collapsed. The team immediately yelled for help, and foundation CEO Kurtis Sisk overheard their cries.

Kurtis quickly identified that Mike was in cardiac arrest. He asked a colleague, Annie Smith, to call 911 before running to retrieve the Automated External Defibrillator (AED) from the lobby. Meanwhile, Carole Gautreau and Isabelle Babineau, both off-duty paramedics participating in the tournament, overheard the desperate shouts and rushed to the dressing room.

Carole and Isabelle placed the AED pads on Mike's chest and immediately started CPR. Their quick actions, combined with the support of everyone involved, saved Mike's life.

"I am incredibly grateful to everyone who helped save my life," said Mike.



From the moment I collapsed, every second mattered. I can't thank my teammates, Kurtis, and the paramedics enough. Their actions truly made the difference. - *Mike Oulton*

Mike's AED experience underscores the **critical importance of ensuring these life saving devices are accessible to communities across New Brunswick.**



Mike Oulton, saved by AED at 12th Annual NAPA Hockey Heroes Weekend.



Heart&Stroke
Cœur+AVC™/MC

New Brunswick / Nouveau-Brunswick

Date: JUNE 1, 2024

EMPOWERING COMMUNITIES WITH LIFE-SAVING AEDs

In 2024, we partnered with the Government of New Brunswick to launch the AED Subsidy Program, **awarding \$67,110 to organizations across the province for** AED-related costs.

This initiative improves the availability of AEDs, providing communities across New Brunswick with the tools they need to save lives.

Through the program, we supported 32 organizations this year, including River Valley Ground Search and Rescue. Although they already owned an AED, their equipment needed critical updates.

“Having an AED allows us to provide life-saving care,” said Lucas Fearn.

After hearing about the program through local agencies, the organization reached out, knowing their supplies were nearing expiry. Lucas described the application process as seamless, highlighting the support provided every step of the way.



Programs like these help us source life-saving equipment on a budget

- Lucas Fearn

In 2025, we're committed to expanding the AED Subsidy Program, **ensuring even more businesses and organizations can access the tools they need to make a life-saving difference** in their communities.





**CHARLES' JOURNEY
TO A SMOKE-FREE LIFE**

The Live Well | Bien Vivre program promotes healthier lifestyles, **empowering all New Brunswickers to take charge of their health and wellness goals with the help of a professional Health Coach.**

Charles Aucoin had struggled with smoking for years, trying to quit on his own but never quite succeeding. It wasn't until his wife, who had heard about the *Live Well Bien Vivre* program, encouraged him to seek support that things began to change.

In January 2024, Charles decided it was finally time to tackle his smoking habit with the right tools. "I knew I couldn't do it alone anymore," says Charles. "Working with my health coach gave me the direction and support I needed. I picked a date, February 1st, and committed to it."

Throughout the process, Charles and his coach worked on identifying triggers, stress management techniques, and alternative strategies to replace smoking. "I feel so much more confident now," Charles shares.

Charles has been smoke-free since his chosen quit date and is now focused on maintaining his success, knowing that the right support made all the difference.



With my coach's guidance, I'm confident that I can stay smoke-free long-term

- Charles Aucoin

Live Well Bien Vivre Health Coaches are available to work with **any New Brunswicker looking to make meaningful changes in their health and wellness.**



**Nous sommes
déterminés à aider les
personnes atteintes
d'insuffisance
cardiaque!**

**It's not normal
to be breathless.**

**Know the signs
and symptoms of
Heart Failure.**

**Sudden
weight gain.**

**We are dedicated to
helping people living
with Heart Failure!**

**Tired & low energy
for daily activities.**

**ADVANCING HEART
FAILURE CARE IN NB**

Heart failure is a silent crisis in New Brunswick, **ranking as the third-leading cause of hospital admissions.** With thousands affected and gaps in care persisting, **the need for action has never been greater.**

That's why, in September, Heart & Stroke NB hosted its first-ever Heart Failure in Primary Care Symposium, bringing together 224 healthcare professionals and leaders to spark change.

The symposium, planned in partnership with the NB Heart Center and NB Medical Society, attracted a diverse group of attendees, including physicians, nurses, pharmacists, and allied-health professionals. Together, they explored practical strategies to diagnose, treat, and manage heart failure more effectively.

The event delivered on its promise—100% of participants gained valuable knowledge, and 98% felt inspired to enhance their clinical practices.

Discussions went beyond the lecture hall, tackling real-world challenges like removing barriers to care, promoting early diagnosis, and expanding interdisciplinary collaboration. These insights are already informing our advocacy and care improvement efforts, ensuring we address the needs of every New Brunswicker living with heart failure.



I loved that I learned something from each lecture that I will use.

- Heart Failure Symposium Delegate

Heart & Stroke NB is committed to turning this momentum into meaningful action. As one attendee said, **“All talks were fascinating and very informative.”** With feedback like that, **it's clear we're on the right path — one step closer to a healthier, stronger New Brunswick.**





Dave McIntosh, Stroke Navigation
client from Fredericton.

STROKE NAVIGATION & RECLAIMING LIFE

In 2024, our **Stroke Navigators supported 150 patients across New Brunswick** in their transition back into the community after experiencing a stroke.

Among them was Dave MacIntosh, who was referred to our program.

After his stroke, Dave spent a week in the hospital before beginning rehabilitation, working closely with occupational and physical therapy staff to regain lost motor skills.

Once home, it became clear his lifestyle needed adjustments to help prevent future strokes. Dave collaborated with our Stroke Navigator, Lisa, to develop practical solutions and set recovery goals.


While the effects of his stroke remain, Dave's positive mindset and determination continue to guide his recovery.



I got a lot out of the stroke navigation program and would recommend it to anyone who's experienced a stroke
- Dave McIntosh

In 2025, the Stroke Navigation program aims to support even more stroke patients like Dave, **helping them set recovery goals and connect with vital community resources and services.**



A photograph of two men standing on a rocky mountain peak. They are holding a large red banner. The man on the left is wearing a dark blue jacket and a blue cap. The man on the right is wearing a grey jacket and yellow pants. In the background, a large, snow-capped mountain peak is visible under a clear blue sky. The banner they are holding has a white heart and the text 'Heart & Stroke Cœur + AVC', 'New Brunswick / Nouveau-Brunswick', and 'EXPEDITION HEART CLIMBING MOUNT EVEREST'.

Brian Jones, adventurer
from Fredericton.

BRAVE ATTEMPT AT MOUNT EVEREST

Few journeys capture the spirit of determination and resilience like Brian Jones' attempt to climb Mount Everest. **This Fredericton native embarked on an extraordinary mission, raising an incredible \$27,000 for our foundation along the way.**

Diagnosed with Atrial Fibrillation, Brian's climb was deeply personal and closely tied to our mission. "We were excited, and a little scared, by this ambitious idea, but most of all, we were incredibly touched to have been his charity of choice," said our CEO, Kurtis Sisk.

Though health concerns forced Brian to turn back just a mile from the summit, his courageous effort has left a lasting legacy. While he was disappointed not to reach the top, we are immensely proud of his determination and his role in advancing our cause.

In recognition of his extraordinary commitment, we were honored to present Brian with our foundation's highest accolade, the Heart Hero Award.



At Heart & Stroke NB, we know that groundbreaking solutions to heart and stroke challenges begin with **investing in research right here in New Brunswick.**

Grant Recipient

Dr. Keith Brunt, from Dalhousie Medicine New Brunswick, is focusing on Group II Pulmonary Hypertension (G2PH), a condition linked to heart damage and higher mortality rates. By studying how heart and lung cells interact, his work is uncovering new therapeutic possibilities for this under-researched disease, particularly among women.

Grant Recipient

Dr. Myles O'Brien, from the Laboratoire IMPACTS at the Centre de formation médicale du Nouveau-Brunswick, is tackling frailty in cardiovascular inpatients. His study tests mobilization strategies, such as resistance band exercises and increased movement, to reduce hospital stays and improve recovery. With a focus on female patients, who are often more affected by frailty, this research has the potential to transform care plans for hospitalized individuals.

Thanks to the generosity of our donors and our partnership with **ResearchNB**, **we proudly co-funded two \$40,000 research projects, enabling local researchers to address pressing cardiovascular issues in our province's healthcare system.**

In addition to supporting local innovation, we contributed to the Heart & Stroke Foundation's national research program this year. Altogether, our total research investment—including local and national projects—reached \$479,618, a testament to our commitment to advancing cardiovascular care across the country.

Your support makes this possible. Together, we're building a healthier future for all.



**INSPIRING HEALTHIER
SCHOOL HABITS**

Our Heart Healthy Schools program **gives students the tools to embrace healthier lifestyles through fun, engaging activities.**

In 2024, 53 schools across New Brunswick participated, including École Mgr-Matthieu-Mazzerolle, where the program continues to make a lasting impact.

École Mgr-Matthieu-Mazzerolle has embraced Heart Healthy Schools for years, fostering healthier habits among both students and staff. A once-popular iPad privilege period has been replaced with more active options like outdoor play, gym time, or walking. Students now flavor their water with fruit, while teachers incorporate quiet corners and Zen time into their classrooms.

In 2024, the school went beyond the curriculum by launching a student-led wellness committee to promote health in creative ways. This initiative was so well-received by peers and staff that it's continuing into 2025, inspiring a culture of wellness throughout the school.



The program was simple and accessible, so we decided to participate

- Management Mentor, Melanie Volpe

With programs like Heart Healthy Schools, **we're empowering students to build healthier, happier futures.**





**FUNDRAISING WITH
AVA'S ART**



Jump Rope for Heart is a fundraising event that helps students discover **fun ways to get active, practice healthy habits, and teach the importance of giving back.**

In 2024, we were thrilled to see over 20,000 students across New Brunswick participate in Jump Rope for Heart.

Among those participants is, Ava Grantham, a fourth-grade student at Hubbard Elementary School, who went above and beyond by raising an astonishing \$1,602.75.

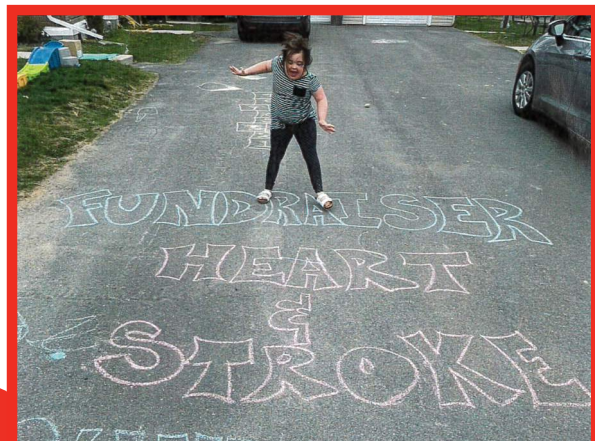
Ava's mom, Jennifer, shared that our foundation's mission holds a special place in the family's heart, as Ava underwent open-heart surgery at four months old.

Initially, Jennifer reached out to family members for support. However, they encouraged her to share Ava's art on social media. The response was overwhelming, and Jennifer's inbox was flooded with messages from people across Canada eager to purchase a painting. Within just two days, they had raised \$750.



She impacted a lot of people. I'm extremely proud of her. She has a special talent - *Jennifer Grantham*

We hope that Ava and her dedication to fundraising for Jump Rope for Heart **serves as motivation for other students across the province, highlighting the importance of giving back to their communities.**





FIRST AID & CPR
TRAINING PARTNERSHIP

At Heart & Stroke NB, we're committed to empowering communities across the province by **expanding access to first aid and CPR training and growing our network of dedicated instructors.**

In 2024, we partnered with the Peter McKee Community Food Centre to make training more accessible. In exchange for offering one complimentary spot per class to a community member, we use the centre's space free of charge—a collaboration that benefits everyone involved.

We also welcomed the centre's General Manager, Christine Taylor, as a First Aid Ambassador. Christine is one of eight ambassadors working to bring life-saving skills to communities throughout New Brunswick.

"I'm proud to say that we offer first aid training services at the Peter McKee Centre," Christine shared.

Together, we're building a safer, stronger New Brunswick.



I've enjoyed the professional relationship we've developed with Heart & Stroke NB and feel confident reaching out for support whenever needed
- Christine Taylor

With partnerships like this, we can recruit and support instructors who deliver critical training to their local communities. **Thanks to these collaborations, 63 people across the province received first aid and CPR training in 2024.**



BOARD OF DIRECTORS

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Heart&Stroke
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New Brunswick / Nouveau-Brunswick

Statement of Operations

Revenue

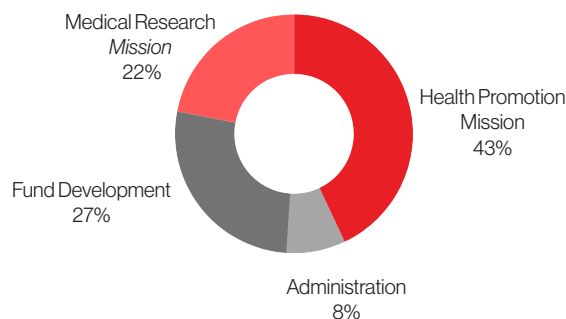
	2024	2023
Hockey Heroes	\$1,206,469	\$ 919,891
Bequests and Major Gifts	424,389	1,617,568
Campaign Receipts	99,737	209,740
Jump Rope for Heart	376,030	344,097
Bingo and Other Special Events	663,083	660,049
Direct Mail	348,094	300,496
Memoriam Donations	123,688	178,303
Material Sales and Other Revenue	265,160	183,246
Endowment Fund	40,000	60,000
Dividends	49,509	39,925
Interest	172,702	114,691
Gain/Loss on Disposal of Investments	(348)	212
Special Projects	44,219	-
AED School Project Funding	53,689	121,311
	3,866,421	4,749,529

Expenses

	2024	2023
Health Promotion	\$1,671,777	\$1,535,458
Fund Development	1,025,865	943,088
Medical Research	847,462	969,311
Administration	305,568	314,099
	3,850,672	3,761,956

Government Managed Programs

	2024	2023
LiveWell: Funding	\$937,324	\$860,091
LiveWell: Administrative Expenses	(62,500)	(62,500)
LiveWell: Health Promotion Expenses	(874,824)	(797,591)
AED Subsidy Campaign: Funding	145,342	-
AED Subsidy Campaign: Admin Expenses	(23,500)	-
AED Subsidy Campaign: Health Promotion Expenses	(121,842)	-
Stroke Navigator: Funding	202,612	169,911
Stroke Navigator: Health Promotion Expenses	(202,612)	(169,911)
SMVFNB: Funding	64,450	61,963
SMVFNB: Health Promotion Expenses	(64,450)	(61,963)



You can help save a life.



BeAEDready.ca



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