



A small gesture can make a big difference. easterseals.ca



Message from the Chair of the Board and the Chief Executive Officer

With our provincial members, Easter Seals provides services to over 100,000 Canadians with disabilities and their families. Active lifestyles and getting people engaged in the community are increasingly important themes of our work. Easter Seals summer camps are one of the largest and wide spread activities across Canada with 16 camp programs serving almost 7,000 campers each summer.

Our Access 2 Entertainment program has been growing steadily and we now have 36,000 Access 2 cards issued to persons with disabilities. This program provides them and their families or care givers opportunities to get out to major entertainment venues such as movie theatres, museums, galleries, and sporting events. In addition, the Easter Seals Travel Card program supports another 4,000 individuals.

Despite difficult financial times over the past two years, Easter Seals Canada continues to receive strong support from our major corporate supporters. National fundraising activities were up almost 10 per cent to \$3,271,107; while disbursements to provincial members were up over 10 per cent to \$3,377,210. From fiscal year end March 2008, just before the recession, to fiscal year end 2010, fundraising was up 53 per cent while disbursements to provincial members were up 59 per cent.

Much of this success is due to a new working relationship with Easter Seals US, and their assistance in securing Canada Safeway as a major new sponsor for Western Canada. This year Canada Safeway provided \$1,154,715 to Easter Seals. Thank you Canada Safeway—this additional corporate support has been invaluable at a time when some provincial members were facing challenges in fundraising.

Our Board and provincial members continue to be committed to rolling out a strong program to build awareness of Easter Seals services and to expand on the numbers of individuals and families that we reach.

Easter Seals Canada, our provincial members, donors and supporters all across Canada collectively make a difference in the lives of individuals living with a disability.



Michael Duffy
Chair, Easter Seals Canada



Max Beck
CEO, Easter Seals Canada

Our Programs and Fundraising

Access 2 Entertainment

The Access 2 Entertainment program is approaching a significant milestone of 40,000 cards issued across Canada. An achievement equal in merit is the addition of 20 new attractions that have adopted the Access 2 Entertainment Program as their customer service policy for their visitors with disabilities. In the near future, the Access 2 Entertainment team will be looking to develop new partnerships with cultural attractions across Canada and to further add value to the card to both satisfy current members and to attract new cardholders.



Easter Seals Drop Zone

Getting out of your comfort zone for Easter Seals continues to be Canada's most unique fundraising experience. The fifth annual Easter Seals Drop Zone, where participants raise money to rappel down some of Canada's tallest buildings, celebrated another fundraising milestone in 2009. It raised **\$1.49 million** for Easter Seals programs and services, a five per cent increase from the previous year. The nation-wide event inspired 56 media personalities to rappel, many while live on air. Overall event media coverage reached an audience of nine million people. Special thanks to CREIT, National Founding Sponsor and Nutrilite, National Ascending Sponsor.



*A firefighter and his dog
rappel at the 2009
Vancouver Drop Zone*

Easter Seals Paper Egg Campaign

Despite the recession, Easter Seals celebrated its highest grossing Paper Egg since it began in 2000. Together national, regional and local retail sponsors raised **\$838,671** for Easter Seals' active living and mobility services. During the campaign, enthusiastic sales clerks encourage customers to purchase paper eggs and write their name on them in a show of support for Canadians with disabilities. During the course of the four week campaign, which ended on Easter, the accumulation of these colourful eggs is a testament to the communities' commitment to make a difference.



*Celebrating the Paper Egg campaign at
tbs! The Bargain Shop*

Special mention to Top National Fundraising Store, The Bargain! Shop, which increased its fundraising by 53 per cent from the previous year. Sobeys Ontario increased fundraising by 69 per cent, and Atlantic partners Lawtons Drugs and Price Chopper celebrated growth as well. Easter Seals also welcomed Money Mart, which raised \$69,000 in Ontario with plans to roll out their involvement nationally in 2010.

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Our Programs and Fundraising (continued)

Money Mart Easter Seals 24 Hour Relay

The Money Mart Easter Seals 24 Hour Relay is Easter Seals' biggest fundraising event, bringing in **\$2.37 million** in 2009 through eight participating cities. Easter Seals was thrilled by Money Mart's elevation from National Presenting Sponsor to Title Sponsor.

While the event is experiencing a decline in participant numbers and overall fundraising, Easter Seals Canada and its provincial members are working together to revitalize this signature event. A new promotional campaign was launched in 2009, and event managers continue to work with participants to ensure the event remains fresh and dynamic.



*Volunteers at the 2009
Halifax 24 Hour Relay*

2009 Canada Safeway Campaign: Helping All Kids Reach Their Full Potential

Safeway is fast becoming Easter Seals' highest fundraiser. The second annual Safeway campaign raised a remarkable **\$1,154,715** for Easter Seals during April. This is an increase of 55 per cent over the previous year.

Thanks to the generosity of Safeway customers, and the enthusiasm of Safeway employees, more kids with disabilities attended Easter Seals camps in the provinces where Safeway does business.

In addition to the money raised, Safeway provided Easter Seals with additional exposure through volunteer store visits. Easter Seals looks forward to continuing to work with Safeway in its quest to make a real difference in the lives of kids with disabilities.

A vertical poster with a blue and yellow background. At the top, it says "THANK YOU" in large blue letters. Below that, it says "for helping all kids reach their FULL Potential" in white and blue text. A large "\$1,443,394" is displayed in the center. Below the amount, it says "Together Canada Safeway employees, customers and the Canada Safeway Foundation raised". At the bottom, there is a photo of four children smiling. The Safeway logo is at the bottom right, and a small "Easter Seals" logo is at the bottom left.

Treasurer's Report

Financial Statements to March 31, 2010

Easter Seals had a successful year with 40 per cent growth in revenues from fundraising and a similar increase in disbursements to provincial members, despite a weakening economy. Multi-year corporate sponsors have increased their funding and new ones continue to come on board. The Board this year decided to invest funds from reserves into a major Brand Building Initiative. This new initiative and a net loss on investments resulted in an overall deficiency of Income over Expenses.

The consolidated financial statements of Easter Seals Canada are prepared by the management in accordance with Canadian generally accepted accounting principles. Management, with the aid of proper accounting systems with internal checks and balances, maintains the integrity and objectivity of the financial statements and ensures that reliable financial reports are prepared on a regular basis.

The Board of Directors, through its Executive Committee, monitors the functioning of accounting and control systems. The Audit Committee meets with management and external auditors to review the results of the audit examination. The external auditors have conducted an independent audit in accordance with generally accepted auditing standards. Their report outlines the scope of the audit and includes an assessment of the financial statements of Easter Seals Canada and its adherence to Canadian generally accepted accounting principles.

Dale Briske, CA
Secretary/Treasurer

Balance Sheet As at March 31, 2010

Assets	2010	2009
Current Assets	462,301	449,583
Long-Term Investments	1,063,443	989,176
Property and Equipment	7,631	10,051
Total	1,533,375	1,448,810
Liabilities and Net Asset Balances		
Current Liabilities	93,148	151,957
Deferred Contributions	560,905	365,981
Net Assets	879,322	930,872
Total	1,533,375	1,448,810

Statement of Income and Expenses For the year ended March 31, 2010

Income	2010	2009
Provincial Member Fees	414,000	399,500
Donations	19,815	37,993
Easter Seals Fundraising Committee	3,271,071	2,989,242
Program Funding and Cost Recoveries	162,161	311,731
Investment Income (loss)	116,332	(147,897)
Bequests and Other	23,819	126,265
Total	4,007,198	3,716,834
Expenses		
General	490,129	472,025
National Programs	138,315	291,233
To Provincial Members	3,377,210	3,051,500
Brand Building Initiative	53,093	118,639
Bequests to Members	--	105,000
Total	4,058,747	4,038,397
Deficiency of Income Over Expenses	(51,549)	(321,563)

Board of Directors 2009/10

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