

Further report filed pursuant to s. 84.6(7)

Advertising Expenditure Report of Registered Third Party
(Political Process Financing Act, S.N.B. 1978, c. P-9.3, s. 84.6)



P 04 965
(2015-10-20)

IDENTIFICATION	
General Election <input checked="" type="checkbox"/>	or By-Election _____
Number and Name of Provincial Electoral District	
For the campaign period from	<u>23-Aug-18</u> to <u>24-Sep-18</u> <small>Date of Writ Date of Ordinary Poll</small>
For the reporting period from	<u>17-Sep-18</u> to <u>2-Jul-19</u> <small>Date of first transaction Date of last transaction</small>
NB Proud, New Brunswick Proud, Fierement Nouveau-Brunswick, and/or New Brunswick Fier	
Name of registered third party	Known to the public as ... (e.g. Advertising slogan, website, etc.)
Connor MacDonald	1-868-475-9281
Name of Chief Financial Officer	Telephone number
1 Germain St, Suite 1500 PO Box 1324 Saint John NB E2L 4H8	508-632-8809
Mailing address	Fax number
cggmacdonald@gmail.com	
Email address	
Location of books and records if different from above	
RBC - 504 Queen Street Fredericton NB E3B 5G1	
Name and address of financial institution	
Acct #: 00884-1022110 Acct holder: Proudly New Brunswick	
Bank account number and name of account holder	

RECEIVED
REÇU LE

JUL 2 2019

ENB

SUMMARY OF FINANCIAL ACTIVITY		
Schedule		
Sources of funds:		
1	Election advertising contributions totalling \$100 or less per contributor	\$ -
2	Election advertising contributions totalling more than \$100 per contributor	\$ 15,000.00
3	Other sources of funding, including third party's own funds	\$ -
4	Advances from loans	\$ -
5	Outstanding liabilities	\$ -
	Sub-total	\$ 15,000.00
Uses of funds:		
4	Repayment of loans	\$ -
6	Election advertising expenses	\$ 14,271.00
	Sub-total	\$ 14,271.00
	Increase (decrease) in funds for the reporting period	Sub-total \$ 729.00
	Funds on hand, beginning of reporting period	\$ -
	Funds on hand, end of reporting period	Total \$ 729.00

DECLARATION

I, Connor MacDonald, Chief Financial Officer, have prepared this financial return for the registered third party Proudly New Brunswick for the reporting period noted above and in accordance with the *Political Process Financing Act* and the *Guidelines issued by the Supervisor of Political Financing*. To the best of my knowledge and belief, the information contained herein is true, complete, and accurate.

(Please see next page)

Date _____ Signature _____

PUBLIC INSPECTION

Pursuant to subsection 84.9(4) of the *Political Process Financing Act*, this document shall be available to the public:

(a) for inspection and copying at the office of the Supervisor during regular office hours; and

(b) on the Elections New Brunswick website.



IDENTIFICATION	
General Election <input checked="" type="checkbox"/>	or By Election <input type="checkbox"/>
For the campaign period from	23 Aug 18 to 24 Sep 18
For the reporting period from	17 Sep 18 to 2 Jul 19
Party: Proudly New Brunswick	NB Proud, New Brunswick Proud, Proudly New Brunswick and/or New Brunswick Fair
Name of registered third party	Known to the public as (e.g. Advertising slogan, website, etc.)
Name: Ma, Donald	1-866-475-9281
Name of Chief Financial Officer	Telephone number
1, Geiman St. Suite 1500 PO Box 1324 Saint John NB E2L 4H8	506-632-8600
Mailing address	Fax number
connor.mcdonald@gmail.com	
Email address	
Location of books and records if different from above	
RRC - 504 Queen Street Fredericton NB E3B 5G1	
Name and address of financial institution	
Acct # 00884-1022110 Acct holder: Proudly New Brunswick	
Bank account number and name of account holder	

**RECEIVED
REÇU LE**

JUL 2 2019

ENB

SUMMARY OF FINANCIAL ACTIVITY		
Schedule		
Sources of funds:		
1	Election advertising contributions totalling \$100 or less per contributor	\$ -
2	Election advertising contributions totalling more than \$100 per contributor	\$ 15 000 00
3	Other sources of funding, including third party's own funds	\$ -
4	Advances from loans	\$ -
5	Outstanding liabilities	\$ -
	Sub-total	\$ 15 000 00
Uses of funds:		
4	Repayment of loans	\$ -
6	Election advertising expenses	\$ 14,271 00
	Sub-total	\$ 14,271 00
	Increase (decrease) in funds for the reporting period	Sub-total \$ 729 00
	Funds on hand, beginning of reporting period	\$ -
	Funds on hand, end of reporting period	Total \$ 729 00

DECLARATION

I, Connor MacDonald, Chief Financial Officer, have prepared this financial return for the registered third party Proudly New Brunswick for the reporting period noted above and in accordance with the *Political Process Financing Act* and the *Guidelines issued by the Supervisor of Political Financing*. To the best of my knowledge and belief, the information contained herein is true, complete, and accurate.

28/06/2019 Date Signature

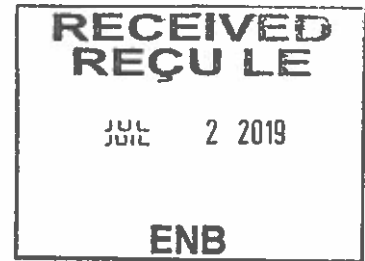
PUBLIC INSPECTION

Pursuant to subsection 84.9(4) of the *Political Process Financing Act*, this document shall be available to the public:

- for inspection and copying at the office of the Supervisor during regular office hours, and
- on the Elections New Brunswick website

Note: Provide samples of election advertising and copies of supporting invoices.

(no advertising or invoices that have not been submitted with previous return)



Schedule 1

Election advertising contributions totalling \$100 or less per contributor

PPFA, paragraph 84.6(2)(c)

Complete and attach Appendix A. From Appendix A, enter the number of contributors and the total amount of contributions.

Amount

Number of contributors 0 TOTAL (Carry forward to Page 1) \$ -

Schedule 2

Election advertising contributions totalling more than \$100 per contributor

PPFA, paragraphs 84.6(2)(c), (d), and (e)

Report the total value of election advertising contributions received by the third party where the contributions total more than \$100 per contributor.

Include election advertising contributions received in the six months prior to registration with Elections New Brunswick and reported on the *Application for Registration as a Third Party*.

If the third party is an unincorporated group, include contributions made by the members of the group.

Name of contributor (If a corporation, also disclose the name of signing officer or officer who authorized the contribution [subsection 84.5(4)])	Address	Class of contributor I = Individuals TU = Trade Unions C = Corporations	Nature of contribution M = Money P = Property S = Service	Amount or Value (\$)
Modern Miracle Network - authorized by Doug McNeill	c/o Nicholas Ouelette 1 Germain Street, Suite 1500 PO Box 1324 Saint John NB E2L 4H8	C	M	\$ 8,000.00
Manning Centre - authorized by John Whittaker	c/o Lawson Creamer 133 Prince William Street, Suite 801 Saint John NB E2L 2B5	C	M	\$ 7,000.00
				TOTAL (Report on Page 1) \$ 15,000.00

RECEIVED
REÇU

 JUL 2 2019

ENB

Schedule 3
Other sources of funding, including third party's own funds
PPFA, paragraph B4.6(2)(h)

Date received	Source and nature of funding	Amount
TOTAL (Carry forward to Page 1)		\$ -

Schedule 4
Loan granted to third party to finance election advertising
PPFA, paragraph B4.6(2)(f)

Name and address of grantor of loan _____

Term of Loan _____

Rate of interest _____

Repayment terms _____

Name and address of guarantor(s) and amount of guarantee(s) _____

Loan amount outstanding, beginning of period \$ -

Date	Nature of transaction	Advances	Payments
(Carry forward to page 1) TOTALS		\$ -	\$ -

Loan outstanding, end of period \$ -

**RECEIVED
REÇU LE**

JUL 2 2019

ENB

Schedule 5
Outstanding liabilities to which third party is subject
PPFA, paragraph B4.6(2)(g)

Date	Supplier	Nature of liability	Amount
(Carry forward to page 1) TOTAL			\$ -

Schedule 6

Election advertising expenses

PPFA, section 84.15; paragraphs 84.6(2)(a), (b)

PPFA, section 84.1:

"Election advertising expense" means an amount paid, a liability incurred or the value of a non-monetary contribution accepted for the purpose of producing or transmitting election advertising.

"Election advertising" means a message transmitted to the public by any means during a campaign period that promotes or opposes a registered political party or the election of a candidate or takes a position on an issue with which a registered political party or a candidate is associated, but does not include the following:

- (a) the transmission to the public of an editorial, a debate, a speech, an interview, a column, a letter, a commentary or news;
- (b) the distribution of a book, or the promotion of the sale of a book, for no less than its commercial value, if it was planned that the book be made available to the public regardless of whether there was an election;
- (c) the transmission of a document directly by a person or a group to its members, employees or shareholders, as the case may be; and
- (d) the transmission by an individual, on a non-commercial basis, of his or her personal political views via the Internet.

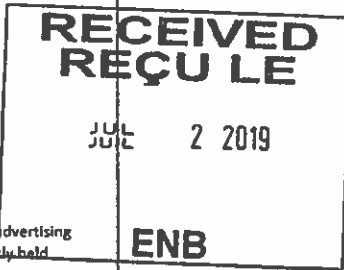
PPFA, section 84.15:

(2) Not more than 10% of the total amount of allowable election advertising expenses ... shall be incurred for election advertising that relates to a single electoral district.

(3) For the purposes of subsection (2), election advertising relates to a single electoral district if

- (a) the election advertising promotes or opposes the election of one or more of the electoral district's candidates, or
- (b) the election advertising is transmitted in the electoral district in any of the following forms:
 - (i) handbills;
 - (ii) posters;
 - (iii) billboards;
 - (iv) electronic billboards;
 - (v) other types of signs.

(4) For election advertising transmitted during the campaign period for a by-election, a third party shall not incur expenses for election advertising that relates to a single electoral district that in total exceed the amount calculated in accordance with subsection (2) for the most recently held general election.



Allowable election advertising expenses:
(As provided by Elections New Brunswick)

Province-wide \$ 14,600.00
Single electoral district \$ 1,480.00

(no change from what was submitted on previous return)

Supplier	Details concerning advertising (including time and place of advertisement)	Total Amount of Invoice	Amount of election advertising expenses relating to electoral districts or province-wide						
			Single Electoral District: No. and Name						Province-wide
Mobilize Media	Ad production and content creation for facebook	1,895							1,895
Mobilize Media	Facebook advertising - August 27 to September 22, 2018	2,979							2,979
Maxime Hupe-Labelle	Ad production and content creation for facebook	1,150							1,150
Maxime Hupe-Labelle	Facebook advertising - September 18 - 22, 2018	2,007							2,007
RMG	SMS Voter Contact - September 22, 2018	6,440							6,440
TOTAL (Carry forward to Page 1)		14,271							14,271

Note: Provide samples of election advertising and copies of supporting invoices.

Appendix A

Election advertising contributions totalling \$100 or less per contributor

PPFA, paragraph 84.8(2)(c)

Report the total value of election advertising contributions received by the third party where the contributions total \$100 or less per contributor.

Include election advertising contributions received in the six months prior to registration with Elections New Brunswick and reported on the *Application for Registration as a Third Party*.

If the third party is an unincorporated group, include contributions made by the members of the group.

Pursuant to PPFA 84.9(5), this information will not be available to the public.

Name of contributor	Address	Class of contributor I = Individuals TU = Trade Unions C = Corporations	Nature of contribution M = Money P = Property S = Service	Amount or Value (\$)

<p>RECEIVED RECULE</p>
<p>JUL 2 2019</p>
<p>ENB</p>

Number of contributors: _____ 0 TOTAL (Report on Page 1) \$ _____ -

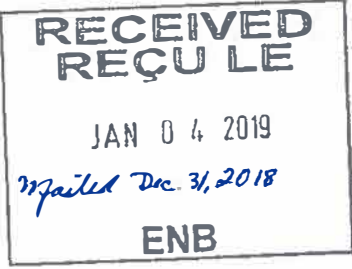
Advertising Expenditure Report of Registered Third Party
(Political Process Financing Act, S.N.B. 1978, c. P-9.3, s. 84.6)



P 04 965
(2015-10-20)

IDENTIFICATION			
General Election	<input checked="" type="checkbox"/>	or	By-Election
		Number and Name of Provincial Electoral District	
For the campaign period from	<u>23-Aug-18</u>	to	<u>24-Sep-18</u>
	Date of Writ		Date of Ordinary Poll
For the reporting period from	<u>17-Sep-18</u>	to	<u>21-Dec-18</u>
	Date of first transaction		Date of last transaction
Proudly New Brunswick	NB Proud; New Brunswick Proud, Fierement Nouveau-Brunswick, New Brunswick Fier		
Name of registered third party	Known to the public as ... (e.g. Advertising slogan, website, etc.)		
Heidi McKillop			506-440-7233
Name of Chief Financial Officer			Telephone number
1 Germain Street Suite 1500 Saint John NB E2L 4V1			
Mailing address			Fax number
hbfvd@stu.ca	Email address		
Location of books and records if different from above			
RBC - 504 Queen St. Fredericton NB E3B 5G1			
Name and address of financial institution			
00884-1022110 - Heidi McKillop			
Bank account number and name of account holder			

SUMMARY OF FINANCIAL ACTIVITY			
Schedule			
Sources of funds:			
1	Election advertising contributions totalling \$100 or less per contributor		\$ -
2	Election advertising contributions totalling more than \$100 per contributor		\$ 12,000.00
3	Other sources of funding, including third party's own funds		\$ -
4	Advances from loans		\$ -
5	Outstanding liabilities		\$ 2,979.00
	Sub-total		\$ 14,979.00
Uses of funds:			
4	Repayment of loans		\$ -
6	Election advertising expenses		\$ 14,271.00
	Sub-total		\$ 14,271.00
	Increase (decrease) in funds for the reporting period	Sub-total	\$ 708.00
	Funds on hand, beginning of reporting period		\$ -
	Funds on hand, end of reporting period	Total	\$ 708.00



DECLARATION	
I, <u>Heidi McKillop</u> , Chief Financial Officer, have prepared this financial return for	
the registered third party <u>Proudly New Brunswick</u>	
for the reporting period noted above and in accordance with the <i>Political Process Financing Act</i> and	
the <i>Guidelines issued by the Supervisor of Political Financing</i> . To the best of my knowledge and belief,	
the information contained herein is true, complete, and accurate.	
<u>Dec 21st 2018</u>	<u>Heidi McKillop</u>
Date	Signature

PUBLIC INSPECTION

Pursuant to subsection 84.9(4) of the *Political Process Financing Act*, this document shall be available to the public:

(a) for inspection and copying at the office of the Supervisor during regular office hours; and

(b) on the Elections New Brunswick website.

Note: Provide samples of election advertising and copies of supporting invoices.

**RECEIVED
REÇU LE**
JAN 0 4 2019
ENB

Schedule 1
Election advertising contributions totalling \$100 or less per contributor
PPFA, paragraph 84.6(2)(c)

Complete and attach Appendix A. From Appendix A, enter the number of contributors and the total amount of contributions.

Amount

Number of contributors 0 TOTAL (Carry forward to Page 1) \$

Schedule 2
Election advertising contributions totalling more than \$100 per contributor
PPFA, paragraphs 84.6(2)(c), (d), and (e)

Report the total value of election advertising contributions received by the third party where the contributions total more than \$100 per contributor.

Include election advertising contributions received in the six months prior to registration with Elections New Brunswick and reported on the *Application for Registration as a Third Party*.

If the third party is an unincorporated group, include contributions made by the members of the group.

**RECEIVED
REÇU LE**

JAN 24 2019

ENB

Name of contributor (If a corporation, also disclose the name of signing officer or officer who authorized the contribution [subsection 84.5(4)])	Address	Class of contributor I = Individuals TU = Trade Unions C = Corporations	Nature of contribution M = Money P = Property S = Service	Amount or Value (\$)
Modern Miracle Network - authorized by Doug McNeill	c/o Nicholas Ouellette 1 Germain Street, Suite 1500 P.O. Box 1324 Saint John, NB E2L 4H6	C	M	\$ 5,000.00
Manning Centre - authorized by John Whittaker	c/o Lawson Creamer 133 Prince William Street, Suite 801 Saint John NB E2L 2B5	C	M	\$ 7,000.00
TOTAL (Report on Page 1)				\$ 12,000.00

Schedule 3

Other sources of funding, including third party's own funds

PPFA, paragraph 84.6(2)(h)

Date received	Source and nature of funding	Amount
TOTAL (Carry forward to Page 1)		\$ -

Schedule 4

Loan granted to third party to finance election advertising

PPFA, paragraph 84.6(2)(f)

Name and address of grantor of loan _____

Term of Loan _____

Rate of interest _____

Repayment terms _____

Name and address of guarantor(s) and amount of guarantee(s) _____

**RECEIVED
REÇU LE**

JAN 04 2019

ENB

Loan amount outstanding, beginning of period \$ -

Date	Nature of transaction	Advances	Payments
(Carry forward to page 1) TOTALS		\$ -	\$ -

Loan outstanding, end of period \$ -

Schedule 5

Outstanding liabilities to which third party is subject

PPFA, paragraph 84.6(2)(g)

Date	Supplier	Nature of liability	Amount
2018-10-22	Mobilize Media	Facebook advertising - Aug 27-Sep22	\$ 2,979.00
(Carry forward to page 1) TOTAL			\$ 2,979.00

Schedule 6

Election advertising expenses

PPFA, section 84.15; paragraphs 84.6(2)(a), (b)

PPFA, section 84.1:

“Election advertising expense” means an amount paid, a liability incurred or the value of a non-monetary contribution accepted for the purpose of producing or transmitting election advertising.

“Election advertising” means a message transmitted to the public by any means during a campaign period that promotes or opposes a registered political party or the election of a candidate or takes a position on an issue with which a registered political party or a candidate is associated, but does not include the following:

- (a) the transmission to the public of an editorial, a debate, a speech, an interview, a column, a letter, a commentary or news;
- (b) the distribution of a book, or the promotion of the sale of a book, for no less than its commercial value, if it was planned that the book be made available to the public regardless of whether there was an election;
- (c) the transmission of a document directly by a person or a group to its members, employees or shareholders, as the case may be; and
- (d) the transmission by an individual, on a non-commercial basis, of his or her personal political views via the Internet.

PPFA, section 84.15:

(2) Not more than 10% of the total amount of allowable election advertising expenses ... shall be incurred for election advertising that relates to a single electoral district.

(3) For the purposes of subsection (2), election advertising relates to a single electoral district if

- (a) the election advertising promotes or opposes the election of one or more of the electoral district’s candidates, or
- (b) the election advertising is transmitted in the electoral district in any of the following forms:

- (i) handbills;
- (ii) posters;
- (iii) billboards;
- (iv) electronic billboards;
- (v) other types of signs.

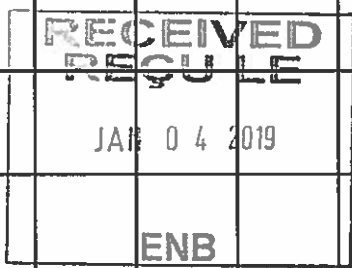
(4) For election advertising transmitted during the campaign period for a by-election, a third party shall not incur expenses for election advertising that relates to a single electoral district that in total exceed the amount calculated in accordance with subsection (2) for the most recently held general election.

Allowable election advertising expenses:

(As provided by Elections New Brunswick)

Province-wide \$ 14,600.00
 Single electoral district \$ 1,460.00

Supplier	Details concerning advertising (including time and place of advertisement)	Total Amount of Invoice	Amount of election advertising expenses relating to electoral districts or province-wide					
			Single Electoral District: No. and Name					Province-wide
Mobilize Media	Ad Production and content creation for facebook	1,695						1,695
Mobilize Media	Facebook advertising - August 27 September 22	2,979						2,979
Maxime Hupe-Labelle	Ad Production and content creation for facebook	1,150						1,150
Maxime Hupe-Labelle	Fabebook campaign - September 18-22	2,007						2,007
RMG	SMS Voter Contact - September 22	6,440						6,440
TOTAL (Carry forward to Page 1)		14,271						14,271



Note: Provide samples of election advertising and copies of supporting invoices.

Appendix A

Election advertising contributions totalling \$100 or less per contributor

PPFA, paragraph 84.6(2)(c)

Report the total value of election advertising contributions received by the third party where the contributions total \$100 or less per contributor.

Include election advertising contributions received in the six months prior to registration with Elections New Brunswick and reported on the *Application for Registration as a Third Party*.

If the third party is an unincorporated group, include contributions made by the members of the group.

Pursuant to PPFA 84.9(5), this information will not be available to the public.

Name of contributor	Address	Class of contributor I = Individuals TU = Trade Unions C = Corporations	Nature of contribution M = Money P = Property S = Service	Amount or Value (\$)

RECEIVED
RECULE
JAN 04 2019
ENB

Number of contributors: 0

TOTAL (Report on Page 1) \$ -