



nourish

NOVA SCOTIA

2015 ANNUAL REPORT



July 1, 2014 - June 30, 2015

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nourishns.ca/our-story/news-and-reports

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2015 Annual Report

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VISION, MISSION AND PURPOSE

Vision

That all Nova Scotia children and youth are well nourished to live, learn and play.

Mission

Nourishing children and youth in Nova Scotia by promoting and supporting food and nutrition programs in partnership with communities and schools.

What we do:

- Provide grants and resources to support food and nutrition programs.
- Advocate for the nutritional health and well-being of children and youth.
- Cultivate nutrition knowledge, food skills and healthy eating practices through education and awareness building activities.

Purpose

To cultivate generations of healthy eaters.



ORGANIZATIONAL OVERVIEW

Who we are Nourish Nova Scotia is the provincial partner for breakfast program delivery and largest supporter of school breakfast programs in the province. Nourish was founded in 2012 by stakeholders experienced in and passionate about school food programs. Nourish volunteers, staff and board members support the health and learning of Nova Scotia’s children and youth each and every day!

"I have seen remarkable improvements in student behaviour and attention during class since the breakfast program has moved to five days a week. Kids seem happier and contented. Happy kids are productive kids."
 -Teacher, P-6 School



"Our catchment area includes a wide geographical area. Busses begin dropping students off over an hour before classes start, and many of our students don't have time for breakfast at home. Our breakfast program runs very efficiently with the help of many volunteers. The variety of foods served is impressive and every student has the option of visiting the program as they please. Using the popularity of our program as an indicator, we are sending students to class with some great food in their stomachs."
 -Principal, P-8 School

What we do Nourish helps to create healthy food environments for children and youth through nutrition program delivery and resource development. We build capacity for healthy eating in schools by offering reliable and useful resources to support nutrition programs and initiatives including school breakfast, snack, garden, and cooking skills programs. We advocate for programs and policies that contribute to healthy, supportive environments for children and youth so they may be prepared to reach their full potential in the classroom. Last year, Nourish funding helped support the delivery of more than 4.4 million breakfast meals in schools across Nova Scotia.

Board and Staff* as of June 30, 2015

Nourish Team	Role	Team Lead
Janice Silver	Chair	Business
Monica Rodriguez	Vice-Chair	Volunteer
Jill White	Treasurer	Communications
Debbie Madore	Director	Program
Margo Riebe-Butt*	Secretary (ex-officio) and Executive Director	
Kimberley Hernandez	Director	
Natalie Flinn	Director	
Janice MacNeil*	Development Officer	

STRATEGIC PATH

In April 2015, the Nourish board, staff and volunteers gathered to review and build on the four strategic priorities established at the strategic session in April 2014: Awareness, Financial Sustainability, Volunteer Engagement and Programming.

"Our own families and children make us realize the importance of teaching and providing nutrition"

Nourish Team Volunteer

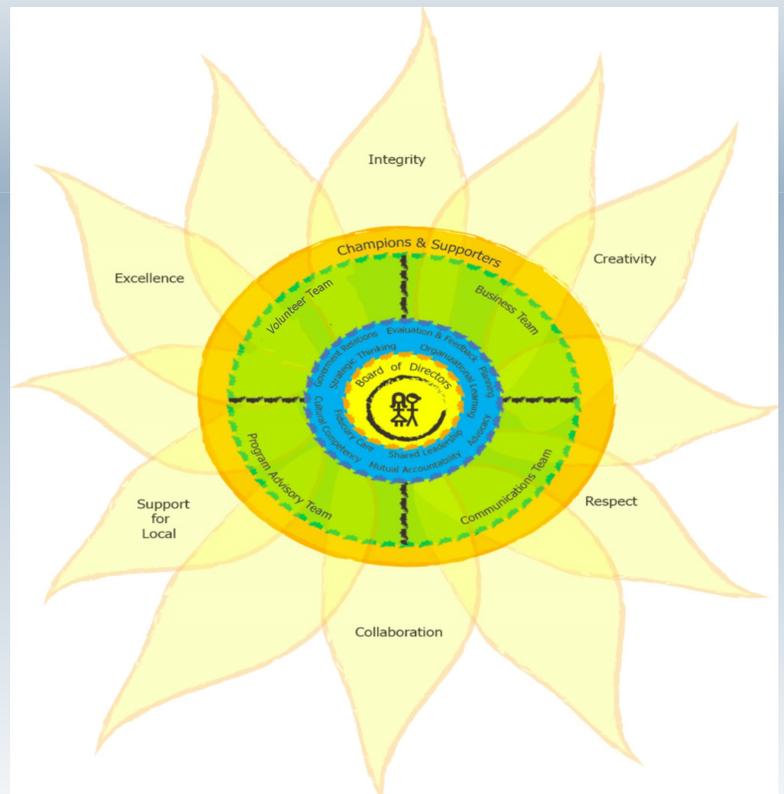
The strategic session also involved examination of the Nourish Engagement Governance Model with an eye to determining efficacy in meeting desired priority outcomes via the four leadership teams. This valuable exercise helped to author changes to the existing structure, better reflecting the needs of the organization.



Nourish Engagement Governance Model

The organization’s strategic priorities are vital to the work of the four Nourish teams.

The Nourish Engagement Governance Model builds on the principles of participation and collaboration. At Nourish, governance is a function and a process, and less a 'structure' so its functions need not be located solely within the board. This model encourages decision making to be redistributed and shared, resulting in joint ownership, empowerment and accountability with our volunteers, champions and staff. The four leadership teams of Nourish encourage those most closely vested in the interests of the organization to have an opportunity to fully participate in a meaningful manner.



HIGHLIGHTS



The Pop Up Breakfast awareness building event held in October 2014 at Alderney Landing created a lot of social media buzz (#popupbfst).

Nourish Nova Scotia, along with our partner, Dietitians Network of Nova Scotia, hosted a surprise Pop Up Breakfast and paid it forward by providing 400 healthy breakfasts to commuters on the Alderney Ferry. The breakfasts consisted of **no-bake energy balls**, a local apple and a serving of local cheese. We believe that good eating = good thinking... for everyone!



Additionally, it was a great opportunity to engage Nourish volunteers (even the young ones) in a fun and meaningful way.

Awareness



Nourish presented at conferences and hosted community booths to build awareness of our brand, provide information and share the great work that we do. A few highlights include:

- Thrive Conference
- Nova Scotia Federation of Home and School Association, Annual Conference
- Pictou Fall Food Fair
- Teachers Association for Physical Health and Education Annual Conference
- Food Secure Canada National Conference
- Seaport Farmers Market Booths
- MSVU Health Expo
- Dalhousie University Crossroads Conference
- Family Studies Annual Conference

The **Nourish Newsletter** first arrived in our inboxes in September 2014 and is now sent to our volunteers, donors, supporters and partners, four times annually during the school year.



This newsletter is a way to keep our partners and supporters informed about what is happening at Nourish and in breakfast programs around the province. We understand breakfast programs need ongoing support in addition to funding. We've listed and carefully developed **tools and resources** to help programs serve balanced breakfasts in caring environments, helping students get the best start to their day to support their learning.

We know schools are busy, so we also created and included links to **nutrition tips** for use in school newsletters. These ready-to-use healthy tips can be copied and pasted into school newsletters to share with parents and the wider school community.



HIGHLIGHTS

Nourish Your Roots

was developed as a new fundraising pilot program to connect children and families to the healthy, local and sustainable food choices available from Nova Scotia farmers (Fall 2015). Nourish developed this program with partners to:



- allow schools to meet their fundraising goals with a purposeful and healthy fundraising program that is aligned with the *Food and Nutrition Policy for Nova Scotia Public Schools, (2006)*.
- educate children and youth about healthy foods, grown and produced in Nova Scotia
- increase consumption of locally grown and produced healthy foods in Nova Scotia school communities



Gaspereau Valley Elementary School's nutrition committee hosted a **school wide taste test** featuring recipes based on **Strive For Five**. Students enjoyed a variety of healthy new foods, and voted to decide which would make it to the school lunch menu.

The Honourable Leo Glavine, Minister of Health and Wellness, attended and was presented with a Nourish thank you platter to acknowledge the continued support of the Department of Health and Wellness.

Building Capacity

Breakfast programs are volunteer driven and community owned. More than 3600 volunteers contribute to the success of programs province-wide.

To recognize the invaluable dedication of volunteers during April's **Volunteer Month**, Nourish sent thank you certificates to volunteers at every breakfast program in Nova Scotia. We also invited volunteers to share their program stories and photos — which can be seen [here](#).

Nourish partnered with the Halifax Regional School Board for its annual **Breakfast Program Workshop**. The theme of the workshop was "Back to Basics" which provided an opportunity for participants to share their stories and receive helpful hints, resources, recipes and information regarding breakfast program "Best Practices".

Nourish was pleased to help co-facilitate a World Café style session and participate in a "Master Chef" style cooking demonstration.

Resources and recipes from this workshop can be found [here](#).



4.4 million breakfasts served last year by **3600** dedicated volunteers in **366** programs

Thank you for helping students start their day off right!

In appreciation for the dedication of Breakfast Program Volunteers at **Phinney Cove Elementary**

"Our Breakfast Program is an integral part of our school's everyday function - I can't imagine not having it."
Principal, High School

HIGHLIGHTS

2014 Nutrition Month.™

Building on Dietitians of Canada's theme, "Eating 9-5," in March we supported Nutrition Month™ by developing a social media campaign.

Each day we used Twitter and Facebook to feature recipes and tips to help families eat well throughout the day where they work, learn and play.

The Nourish Food and Film Challenge



Devour! The Food Film Fest and Nourish Nova Scotia partnered to invite children and youth of all ages to make a short film about some serious food issues. In November, the best would be screened at Devour! Food Film Fest, with a \$500 prize awarded to the winner to support a healthy eating program or initiative in the local school/ community.

Growth and Success

On the eve of our Spring Strategic Session in April, we invited Nourish volunteers and supporters to join us for a healthy homemade supper, prepared by Nourish executive and staff. Keeping true to our values, this dinner had the feel of a family gathering. We shared our dreams of co-creating healthy food environments for Nova Scotia's children and youth and enjoyed the simple pleasure of eating a meal together.



Nourish in the News

From healthy snacks to holiday campaigns, we are pleased to lend our voice to spread these healthy messages. We've had several appearances on Global TV and CTV helping to raise awareness of our cause.

Social media is increasingly an important communication tool and we're pleased to report a robust following on **Twitter** and **Facebook!**

Advocacy

Nourish Nova Scotia is an active member of a nationwide movement to gain federal support **For a Universal Healthy School Food Program** that would enable all children in Canada to have access to healthy meals at school every day.

The **Coalition for Healthy School Food, (CHSF)** is represented by 32 member agencies from across Canada. The CHSF maintains that all children should have access to healthy food at school in order to lay the foundation for healthy eating habits that will last a lifetime and to ensure that learning is not hindered by a lack of access to good food.

Canada remains one of the few industrialized countries without a national school food program.

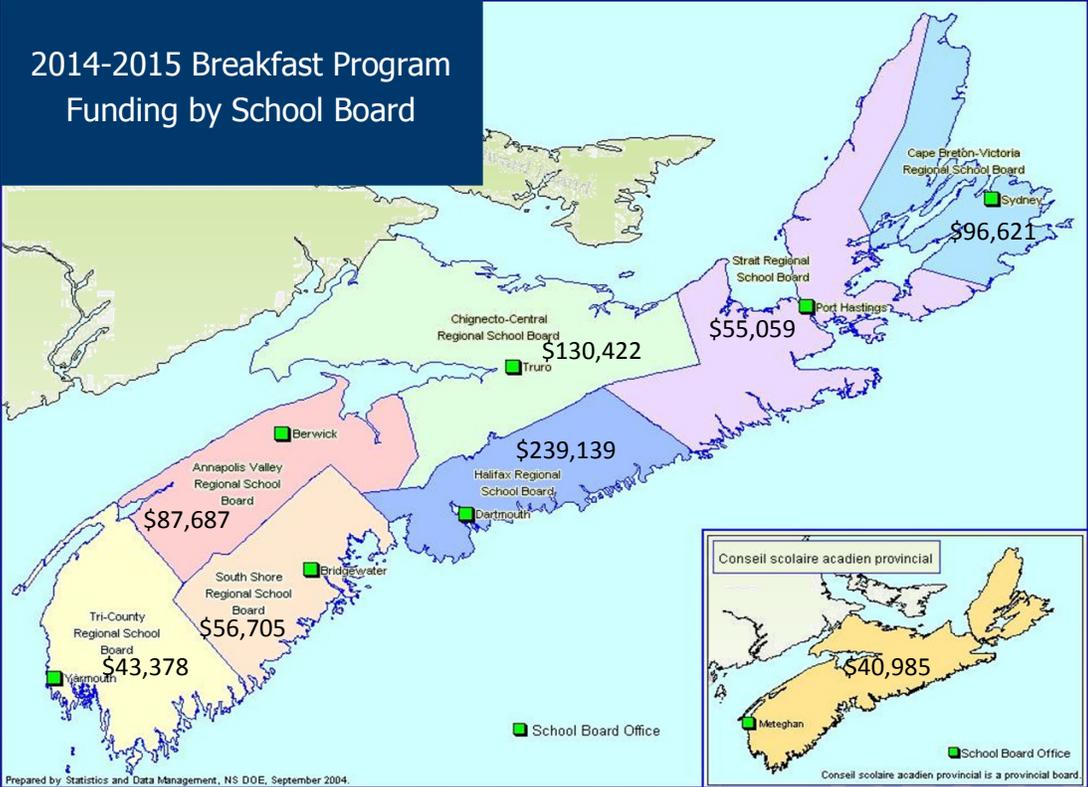
PROGRAM SUPPORT

Nourish supported 366 public school breakfast programs in Nova Scotia last year in partnership with the Province of Nova Scotia. Today, 90% of Nova Scotia schools have a breakfast program!

Using an equitable funding formula co-created with stakeholders, \$750,000 was allocated to school boards for the 2014-2015 school year. Boards then distributed funds to their schools based on their knowledge of local needs and conditions.

Regional School Board	Board Enrolment	Breakfast Meals Served
Annapolis Valley	13,300	479,141
Cape Breton—Victoria	13,600	588,670
Chignecto Central	20,500	654,345
Conseil scolaire acadien provincial	5,019	333,025
Halifax	48,600	1,237,929
Strait	6,600	443,024
South Shore	6,600	461,350
Tri-County	6,200	246,900
Total	120,419	4,444,384

FACT: 30% of Elementary and **60%** of Junior/Senior students come to school without having a healthy breakfast.



366 Breakfast Programs

3600+ Volunteers

4.4 Million Breakfasts Served

Prepared by Statistics and Data Management, NS DOE, September 2004.

LEADERSHIP MESSAGE

Reflecting back upon this past year, it is evident that our young organization has realized many achievements. Our good work continues to inspire new people to become involved in, contribute to, and share in our success.

This year Nourish stayed the course, investing fiscal and human resources to follow the path laid out in the strategic planning process of 2013. Resources were focused on achievements in our four priorities: Awareness, Financial Sustainability, Volunteer Engagement and Programming.

To this end Nourish has increased its profile provincially, attracted more financial partners, engaged new team volunteers and expanded program offerings through development of the Nourish Your Roots farm-to-school fundraising program pilot. Additionally, breakfast programs now operate in approximately 90% of all Nova Scotia public schools. Nourish is proud to support school communities and their volunteers to deliver these important programs to students so they can get the best start to their learning day.

Key to this year's success was the cultivation of essential partnerships. Two examples include relationships with the Annapolis Valley farm-to-school group and Dalhousie University Applied Research Collaborations for Health. Both have been imperative to the development and evaluation of the Nourish Your Roots program, alongside the wonderful farmers, participating schools and a childcare centre.

While the focus is clear, Nourish continues to seek out new opportunities to achieve its vision. Nourish is now involved with the Coalition for Healthy School Food, (CHSF) at the national level. Member organizations of the Coalition are advocating for federal investments for a **universal healthy school food program**. Canada remains one of the few industrialized countries without a national school food program, and Nourish is joining forces to advocate for change.

At the Spring Strategic session the Engagement Governance Model was revisited to review what was working and what was not. When the model was first conceived it was based on the learned experience of members around the table and consistent with the Nourish vision and values. Putting the model into practice revealed the need for adjustments. To this end, the Operational Policy and Planning Team evolved to become the Volunteer Team and responsibility for policy and evaluation has transitioned to the Nourish board of directors. The Volunteer team is aligned with Nourish's strategic vision and organizational needs for growth and development into the future. At Nourish we understand that innovation may also mean evolution.

We've incorporated many of our activities throughout this past year in this report—we hope our work inspires you. Our social media presence also helps to tell our story. We invite you to follow us on **Twitter** and like us on **Facebook**, as we continue to engage in this medium in real time.

Leveraging partnerships and volunteer power helps us do big things with scarce resources. We have attracted great people from across the province who share and want to invest in our vision. Nourish has taken concrete steps toward the creation of a healthier eating environment for Nova Scotians now and for the future.

Won't you help us grow?

Janice Silver

Janice Silver, RD
Chair



Margo Riebe-Butt

Margo Riebe-Butt, RD
Executive Director

FINANCIAL HEALTH

AUDITED FINANCIAL STATEMENTS

Nourish Nova Scotia Society Statement of operations

Year ended June 30	Programs and Development	Administration	Total 2015	Total 2014
Revenues				
Grants - general	\$ 138,480	\$ 24,992	\$ 163,472	\$ 137,500
Grants - programs	750,000	-	750,000	750,000
Donations	28,906	-	28,906	14,710
Other (Note 5)	16,757	2,285	19,042	8,176
	<u>934,143</u>	<u>27,277</u>	<u>961,420</u>	<u>910,386</u>
Expenses				
Advertising and promotion	5,858	549	6,407	2,360
Bank and other charges	127	137	264	92
Depreciation	1,827	249	2,076	875
Fund Development	2,576	60	2,636	-
Grants paid	762,410	1,570	763,980	750,000
Meeting expense	748	181	929	364
Office expense	5,546	721	6,267	3,056
Professional development	161	-	161	887
Professional fees	-	6,352	6,352	7,298
Rent expense	14,148	1,929	16,077	8,162
Wages and benefits	108,906	14,851	123,757	91,805
	<u>902,307</u>	<u>26,599</u>	<u>928,906</u>	<u>864,899</u>
Excess of revenues over expenses (expenses over revenues)	<u>\$ 31,836</u>	<u>\$ 678</u>	<u>\$ 32,514</u>	<u>\$ 45,487</u>

On behalf of the Board

Jill White Director

Margaret Beattie Director

GROWING SUPPORT

In November, we partnered with **Doctors Nova Scotia** and **Bell Aliant** for a "Run to Breakfast" event with Kids Run Club at École Burton Ettinger School.



Highlighted on CTV Morning Live, it was a great opportunity to promote the connection between healthy eating and being physically and mentally prepared for school and life.

Young Philanthropists are children who care about others and understand that they can help make a difference.



Children who support Nourish — and the health and learning of kids like them — are very special to us.

In fiscal 2015 five young donors supported Nourish with their birthday money. Together Isabel, Jessica, Logan, Marisol and Thomas raised more than \$1,000 for Nourish.



Nourish joined the **Scotiabank Bluenose Marathon Charity Challenge** in May 2015.

With the help and support of our many volunteers who ran and the generous donors who supported them, we surpassed our fundraising goal of \$10,000 to help support school food and nutrition programs in Nova Scotia.

We invited the top fundraising team the Department of Health and Wellness "Break-Fast Champions" to celebrate with a visit to the École Chebucto Heights School breakfast program. Students, staff and volunteers shared their stories with The Honourable Leo Glavine and his team of "Break-Fast Champions" over a healthy breakfast to start the day off right.

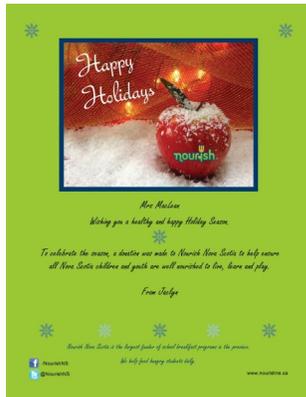


GROWING SUPPORT

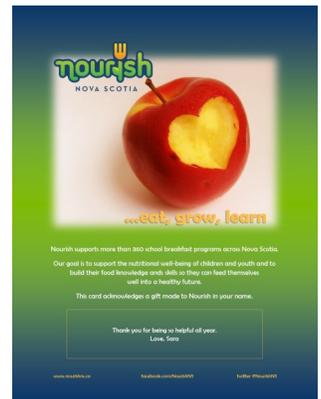
The Annual **Holiday Campaign** began immediately following our launch in November 2013.

In the fall of 2014 this campaign grew, as more donors recognized their friends and family with gifts that help create healthier learning environments for NS children and youth.

These Nourish cards and e-cards are a great way to recognize someone special on your list — and help children and youth across Nova Scotia too.



Teachers see the benefits of school breakfast programs in their classrooms everyday: Students are better prepared to learn, have better attendance, and have fewer behavioural issues.



The **Show Your Teacher You Care Campaign** began in the spring of 2014 and continued in the spring of 2015. Students thanked teachers with an end of school year donation to Nourish — helping ensure that students are well-nourished so they may be better prepared to learn.

Organizational Volunteers

as of June 30th 2015

Nourish Evaluation
 Julia Kontak
 Jessie-Lee MacIsaac

Business Team
 Janice Silver (lead)
 Megan Spidle
Major Giving
 Don Grant

Nourish Your Roots Development
 Ismay Bligh
 Chloe Kennedy

Program Team
 Debbie Madore (lead)
Breakfast Programs

Jane Cunningham
 Francis Kangata
 Nancy MacKinnon
 Mark MacLeod
 Everett MacPherson
 Richard Marchand

Shelley Moran
 Amanda Northcott
 Lori Sigfridson
 Michelle Thompson
 Erin Todd
 Jill White

Communications Team
 Jill White (lead)
 Kate Comeau
 Kelly Sherwood

Volunteer Team
 Monica Rodriguez (lead)
 Sherry Jarvis
 Erin MacRae



Volunteers and Collaborators

- Annapolis Valley Farm to School
- Coalition for Healthy School Food
- Dalhousie ARCH
- Devour! Food and Film Fest
- Dietitians Network of Nova Scotia
- Doctors Nova Scotia
- Fall River Yoga
- I Promise Performance Inc
- Longspell Point Farm
- Mount Saint Vincent University Students
- NS Alliance for Healthy Eating and Physical Activity
- Nova Scotia School Boards
- Nova Scotia Community College
- Select Nova Scotia
- Stewarts Organic Farm
- TapRoot Farms

DONORS AND SUPPORTING PARTNERS

Financial Contributors

- Atlantic Central Credit Unions
- Bell Aliant
- Cape Breton Victoria Regional School Board
- Education Week Awards Recipients
- Fall River Yoga
- Farm Credit Canada
- Hy-Way Services Ltd
- John Spurdakes Memorial Golf Classic
- Nova Agri Inc (Country Magic)
- Nova Scotia Business Inc
- Province of Nova Scotia
- Scotiabank Bluenose Charity Challenge
- Tank Xperts
- United Way Employee Payroll Program



In Kind Contributors

- Office facility — NewNet Technologies
- Marketing and Website — Extreme Group
- Pottery — Urn Song
- Mobile Website — LottaDigital
- Photoshop Workshop — Fall River Yoga
- Donor Database — FundMetric

Sustaining



Platinum



Gold



Silver



Bronze



Nourish partners with individuals and organizations that share our vision for creating healthy eating environments for children and youth in Nova Scotia. We strive to increase funding and resources for breakfast programs and to develop new nutrition programs in schools across Nova Scotia.

CREATING A HEALTHIER NOVA SCOTIA



Strategic Session



Celebrating Bluenose Success at Chebucto Heights



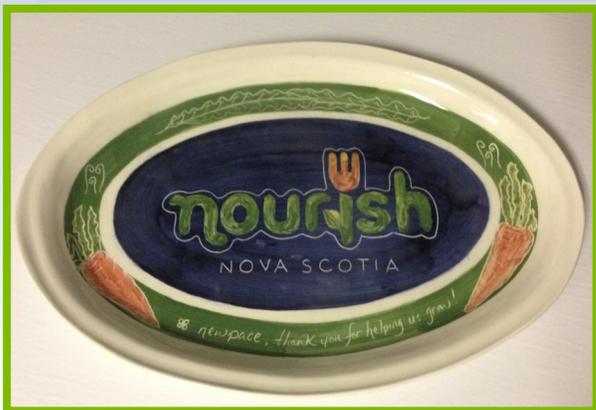
Program Volunteers

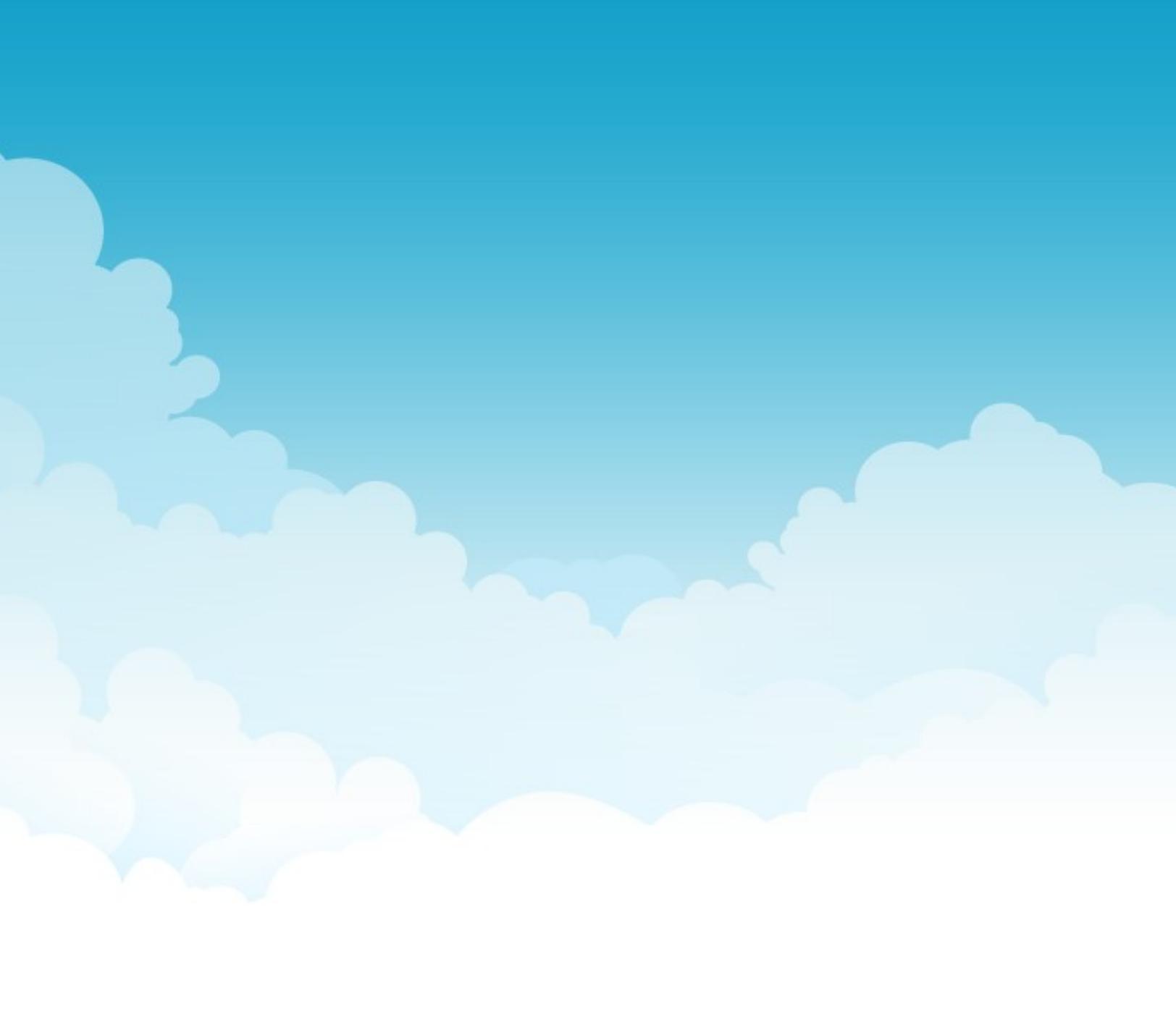


Bluenose 10k



Pop Up Breakfast Volunteers, September 2014.





NOVA SCOTIA

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