

In-kind support from media spreads *Make Way* message



Make Way sponsored content in The Chronicle Herald

enhances our outreach to donors, sponsors, community leaders, stakeholders and the general public.

“By expressing their belief in our mission - to support students on their NSCC journey through financial aid and enhanced learning - these media partners have given us a public vote of confidence,” says Michelle Bussey, Director of Development, NSCC Foundation.

“This is proving instrumental as we begin our campus-based fundraising initiatives.”

Our in-kind media donors include:

- CTV Atlantic: sponsored content on digital platforms and air time throughout Atlantic Canada for PSA videos
- Saltwire Network: sponsored content in 17 newspapers province-wide, including The Chronicle Herald, and on digital platforms
- Eastlink: air time for PSA videos and sponsored content
- Current Studios: production of PSA videos
- OUTFRONT Media: installation of billboards and transit shelter posters

Thank you for lending your expertise and your reach!

The *Make Way* word is spreading, due in no small part to the generous support of media companies who are supporting the Campaign through in-kind gifts.

From the production and sharing of Public Service Announcement (PSA) videos, to advertisements in newspapers across Nova Scotia, to the installation of *Make Way* billboards, this support greatly enhances our outreach to donors, sponsors, community leaders,

MAKE WAY UPDATE

Make Way - The Campaign for NSCC continues to gain momentum. Thanks to you, we have now raised more than \$21.2 million of our \$25-million goal.

With the successful public launch in October, staff and students at our 13 campuses are busily connecting with their communities in an effort to raise funds to support local students and enhance the learning priorities identified at each campus.

It's amazing to see communities coming together around *Make Way*, motivated by a sincere desire to help our students succeed.

Helping people. It's a common theme this time of year. The funds being raised through the campaign will allow us to help even more students by removing financial barriers and opening doors to a post-secondary education at NSCC.

As the year comes to a close, may you find happiness in time with family and friends, and joy through the wonderful sights and sounds of the holiday season.

On behalf of the College, we thank you. Your generosity is truly a gift from the heart and an investment that will last a lifetime.

With gratitude,

Rob Sobey
Make Way Chair

Don Bureaux
President, NSCC



STUDENTS HELP MAKE WAY FOR FELLOW STUDENTS



As they make their way to classrooms, labs and shops across Nova Scotia each day, NSCC students are aware of the obstacles faced by many of their peers.

They witness - up close and personally - the barriers faced by fellow students on their educational journey. Many of these struggles relate to finances.

That's why, in a generous move that will leave a lasting legacy, NSCC students at 13 campuses across the province decided recently to support student success through *Make Way*.

Facilitated by student leaders during the past year, the gift - \$500,000 over five years beginning in 2017-2018 - will support students on each campus, with funds raised locally staying local.

Student leaders celebrate the decision to support students via the *Make Way* Campaign

"The fact that students are passionate about helping other students motivated the gift to *Make Way*," says Isabella Graves, former Student Association President (Early Childhood Education, Class of 2017, Marconi Campus).

"I think it is an incredibly powerful message. Not only are we helping advance the priorities of the Campaign - through financial aid to fellow students - but we are also making it clear to others that this is a meaningful and worthwhile initiative. It shows that NSCC students are committed to making a difference, on campus and in their communities."

BURSARY INSTRUMENTAL IN RETURN TO SCHOOL

From her first day at Marconi Campus, Skye MacLeod knew NSCC was the right place for her. She just needed to find the right program to fulfill her career goals.

After graduating from Business Administration in 2014, Skye returned to school and is now completing her Industrial Instrumentation diploma.

Her decision was made smoother because of the Stephen Sorrey Memorial Award.

"It made a huge impact on the financial burden of returning to college again," says Skye. "Post-secondary education is a huge investment to make, but this award gave me the peace of mind to know I was making the best decision by investing in myself."

The annual Stephen Sorrey Memorial Award launched in 2012 and

supports local students enrolled in trades programs at Marconi Campus. According to his father, Stephen dreamed of being a carpenter from the time he was a youngster building treehouses. He graduated from Carpentry - Apprenticeship in 2008.

"NSCC was instrumental in him fulfilling his dream," says Darren Sorrey. "He would be very proud to know that people are being helped currently with this award in his name."



Skye MacLeod, recipient, the Stephen Sorrey Memorial Award (Industrial Instrumentation, Marconi Campus, Class of 2019)

CHALLENGING PEERS THROUGH MATCHING GIFT

Mike Brien believes in the value of leverage. And he's a bit of a sports fan.

So in donating to *Make Way - The Campaign for NSCC*, he decided to challenge his peers on the College's Board of Governors and the Foundation's Board of Directors, agreeing to match their donations up to a substantial amount.

"It hopefully encourages people to respond, which should result in getting more bang for the buck, if you will," he says with a smile.

Currently Vice-Chair of the Board of Governors, Mike is CEO of Rockland Capital Limited, a consulting and investment holding company. He recently sold Macdonald Chisholm Trask Insurance, an industry leader across Atlantic Canada.

A Bachelor of Business Administration graduate of St. Francis Xavier University - where he played varsity basketball - he brings valuable experience in banking, insurance, and transformation management to both NSCC boards.

"I came at a very exciting time for the Foundation. The last couple of years there has been a tremendous amount of positive development," says Mike, who is involved in a number of for-profit and not-for-profit Boards, including the Halifax Hurricanes professional basketball club, where he was the volunteer CEO for their inaugural season when they won the National Championship.

"It's always exhilarating to be associated with positive things."

His donation comes via The Brien Family Foundation, established by Mike, his wife Beth, and their six adult children. As the first child on either side of his family to attend post-secondary, Mike believes in the power of education to transform lives.

"NSCC is doing terrific work and *Make Way* is all about students. That means a lot to us - providing financial aid to help students succeed."



Mike Brien, ICD.D, *Make Way* Donor

DONOR'S HELPING HAND HONOURS LATE HUSBAND

Like the Quiet Garden at their Kent Lodge home in Wolfville, the Reginald (Reg) Moore Horticultural Award is a fitting tribute to Patricia Moore's late husband.

Reg was a born gardener, basking in his ability to cultivate the earth and nurture plants from an early age, says Patricia. And he took great joy in opening his gardens to visitors and helping students become passionate learners.

After her husband passed away in 2014, Patricia decided to honour his memory by supporting NSCC students on their educational journey.

Each year her fund provides up to two bursaries to full-time students in financial need at any campus. First preference is given to students in the Horticulture & Landscape Technology program at Kingstec Campus; second preference is given to students in the Plumbing Program; and third preference goes to students in any hands-on trade at NSCC.

Horticulture student Emily Wilson recently received the award.

"I am honoured to be the recipient of this award, and humbled that I was chosen," she says. "Because of this award, I can follow my dreams and not stress as much about funding. I am entirely grateful for your generosity."

Reg, a longtime Geology professor at Acadia University, became well known for restoring the historic property Kent Lodge (built in 1761), which was named a Provincial Historic Site.

Under Patricia's stewardship, it was recently designated the first Quiet Garden in Nova Scotia.



Donor Patricia Moore with Emily Wilson, a recipient of The Reginald (Reg) Moore Horticultural Award (Horticulture & Landscape Technology, Kingstec Campus, Class of 2019) in Mrs. Moore's Quiet Garden

FILM GRAD THE FOCUS OF FOUNDATION TEAMWORK

NSCC Screen Arts alum Emily Fricker made a gorgeous short film about the small fishing village where she was raised. So it was no surprise *Neils Harbour: A Day Down Home* was accepted into FIN, the Atlantic International Film Festival earlier this year.

Since then, the film has taken the Los Angeles Underground Film Forum by storm, picking up the Best Student Short Film Award at the festival in November.

"Having the chance to travel to Los Angeles and present my film about my little hometown was an amazing experience," says Emily, 24.

"Getting the chance to speak with people about my film and hometown was incredible and winning Best Student Short Film was a sweet surprise! Thank you again to the NSCC Foundation and the Gainey Foundation for making this all possible."

Emily's travel and related expenses were covered by the two foundations after CBC News reported that she could not afford to go to LA.

Her story reflects the support available to students and graduates of NSCC - and the international reach of alumni, says Ashley Power, Manager, Alumni Relations.

"We're so proud of Emily for receiving this recognition. Our grads are known for making an impact in Nova Scotia, but there are a growing number of stories, like Emily's, of alumni making their mark internationally. She's one to watch!"



Emily Fricker, Screen Arts, Ivany Campus, Class of 2017
photo: Los Angeles Underground Film Forum.

Join us

The NSCC Foundation invites everyone who shares our vision to consider making a personal gift. Please help *Make Way* for others.



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