

nscC
Foundation &
Alumni Relations

MOVING FORWARD



Brittany Atwood
Oceans Technology
Ivany Campus
Class of 2019

Annual Report on Giving 2019–2020

A message for our stakeholders

This past year has been one marked by change, growth and learning. In April 2019, we welcomed Michelle Bussey, as the new Executive Director. Michelle previously served as the Director of Development and started with a mission to lead the Make Way Campaign. As new Executive Director, her mandate was to transform the team and organization to lead post Make Way.

To streamline our development initiatives, we undertook a restructure and as part of this effort, the Foundation team has changed to include a second development officer, two stewardship and donor relations officers, a gift administrator and a communications associate.

Thanks to donors like you, over \$1 million in new donations was received in 2019/2020 and this has allowed us to continue

improving programs and processes to make it easier for students to have access to funding.

In this report, we look forward to sharing with you the new community and industry partnerships that have made new programs possible. These include:

- Support to budding entrepreneurs through the Scotiabank Entrepreneur-in-the-Making program.
- A strategic partnership with Techsploration – an organization that promotes STEM careers to girls in junior high school or high school.
- The Metro Emergency Housing program which assists students that find themselves in a vulnerable situation.

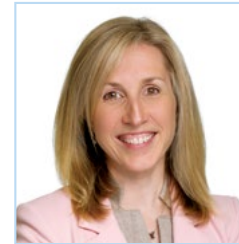
When we started the 2020/21 fiscal year it was a time of daily changes that would call on our ability to adapt, innovate and respond to student needs.

As we all look ahead for what is next and come together in this time of uncertainty, we want you to know the entire NSCC community is focused on one thing: safely delivering the high-quality learning our students expect and employers count on.

With deep appreciation,



Don Bureaux,
President, NSCC



Michelle Bussey,
Executive Director,
NSCC Foundation



URGENT AID:

1,352

STUDENTS RECEIVED
URGENT AID

\$368K

SUPPORT FOR
URGENT AID, GIFT
CARDS, AND LAPTOPS

\$272

AVERAGE PER STUDENT

2019-2020 Financial Highlights

AT A GLANCE:

 **\$1.14M**

NEW FUNDS RECEIVED

 **2,193**

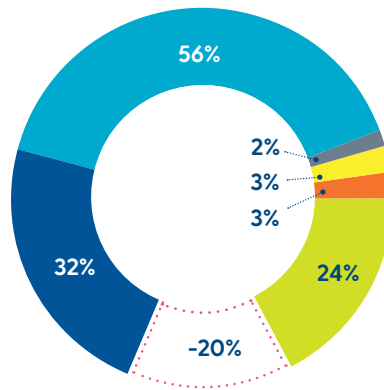
SCHOLARSHIPS AND BURSARIES AWARDED

 **\$2.5M**

VALUE OF SCHOLARSHIPS AND BURSARIES DISTRIBUTED

 **\$462K**

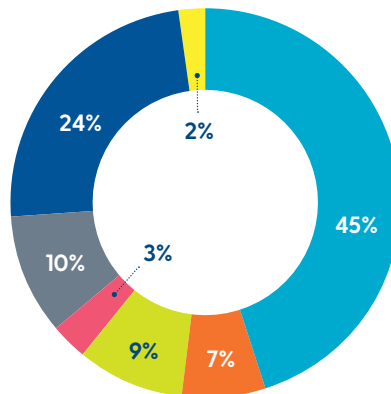
TOTAL SUPPORT FOR STUDENT PROGRAMS AND INITIATIVES



2019-20 Revenues \$5,451,834

■ Endowment Gifts (32%)	\$1,751,727
■ Annual Gifts (56%)	\$3,035,683
■ Affinity Programs (2%)	\$120,293
■ Sponsorships (3%)	\$177,500
■ Capital Gifts-In-Kind (3%)	\$172,370
■ Operating Grant (24%)	\$1,311,253
⋯ Investment Income* (-20%)	(\$1,116,992)

*Interest, realized and unrealized gains on investments



2019-20 Allocations \$5,451,834

■ Scholarships, Bursaries & Awards (45%)	\$2,457,203
■ Urgent Aid and Food Bank (7%)	\$394,349
■ Student Learning Opportunities (9%)	\$462,553
■ Instructional Capital (3%)	\$172,370
■ Future Student Initiatives (10%)	\$549,683
■ Foundation Operations* (24%)	\$1,311,253
■ Investment Mgmt & Banking Fees (2%)	\$104,423

Please find detailed, audited financial statements by KMPG LLP on our Accountability page at nsc.ca/foundation/who-we-are/accountability.asp

\$116K

SUPPORT
FOR NSCC
PRIORITIES

Emergency housing solution built from experience with students in crisis

Lisa Mader says welcoming the first student to NSCC's Metro Emergency Housing Program (MEHP) was an emotional experience for everyone involved.

"Just to see their face as they walked through the furnished apartment we had secured for them, it was clear how much it meant to have a safe place to call home," says Lisa, Student Services Counsellor, IT Campus.

Launched as a pilot in September 2019, the program offers short-term housing, care packages, as well as food and transportation assistance to students at the three metro campuses and eCampus students in the metro area who are experiencing an immediate risk to their personal safety.

"Safe housing is essential for student success and mental wellness," Mader says. "Although we have

" This was lifesaving and crucial to my son's and my own success. It was important that we stayed together, thank-you so much for ensuring just that."

– MEHP beneficiary

great shelters throughout the municipality, none of them are quite geared to meet the needs of post-secondary students who are experiencing anxiety and uncertainty about their living conditions. I wanted to create an NSCC program to fill that gap."

Thanks to financial support from donors, NSCC Foundation and the College, all costs are covered for the program, allowing students a month to plan for long term accommodation.

Contributions to the Metro Emergency Housing Program can be made online at support.nsc.ca Please indicate 'Emergency Housing' in the details section.



A bedroom in one of the one-bedroom apartments in the MEHP Pilot program

Fall tour of South Shore businesses for EAL students

Thanks to the NSCC Foundation's donor funded granting program, students in the English as an Additional Language (EAL) program at the IT Campus had the opportunity to take their learning outside of the classroom.

On a field trip to Lunenburg, students were able to practice listening and speaking with experts about cranberry farming and production, the effect of climate change on the environment, and the history of fisheries in Nova Scotia.

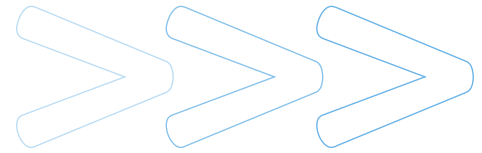
"It was interesting to learn how cranberries grow in Nova Scotia, and how big this trade is here," said student Tommy Cesarano.

ELA faculty member, Nick Veinot, said "the fall tour of successful South Shore businesses was a day full of new experiences, laughter and learning. Opportunities like this provide students with the chance to see how what they're learning can be applied in trade and business."



Students from the IT Campus EAL program in Lunenburg

RBC Student Works program has a far-reaching impact



In her first year of Social Services at the NSCC Strait Area Campus, Sara Stokes was looking to further develop her practical skills. She applied for the RBC Student Works Program, acquiring the position of Community Lead, and spent a semester working alongside the Strait Area Campus Principal on an array of projects that will have a positive influence on NSCC and the greater community.

The RBC Student Works program helps students like Sara develop skills through professional development and work practice in their field of interest. When Sara came to NSCC, her goal was to be comfortable doing uncomfortable things. She has been able to achieve that with more presentations, campus involvement, networking and leadership roles which now include her work as a peer tutor.

“The program has solidified my sense of belonging in the helping profession.” Sara says “Overall, I think the greatest thing I have taken away from this program is confidence: confidence in my professional abilities; confidence in my personal value; confidence being in unfamiliar situations and confidence in the direction my life. Do I know exactly what direction in social services I want to take? No, but I am confident that my time at NSCC will lead the way.”



Sara Stokes
Social Services, Strait Campus, Class of 2019

\$346K

**SUPPORT FOR
DONOR DIRECTED
PROGRAMS**

Physician's Philanthropic Fund to support new student awards

The Physicians' Philanthropic Fund was created by a group of physicians and community members at the Valley Regional Hospital who are passionate about giving back to the community.

Every two years the Physicians' Philanthropic Fund group hosts a fundraising gala, with the most recent event taking place in October 2019 at the Wolfville Farmers' Market. A portion of the proceeds raised that evening have been donated to support students at NSCC. **The physicians' donated \$8,100** of the

proceeds from the event to support awards for students studying in non-traditional programs at Kingstec Campus.

For their October 2019 gala, three NSCC students studying in the Baking and Pastry Arts program at Kingstec Campus provided themed cakes for auctioning and desserts for the dinner that evening.

Since 1998, the Physicians Philanthropic Fund has raised over \$268,000 to support Annapolis Valley charities and organizations.



Shown presenting the cheque (left to right): Dr. Michael Rudd, Dr. Nadia Murphy, Ben Trenaman (NSCC Foundation), Dr. Daniel Woo, Don Bureaux (NSCC President), Scott Campbell (community member and NSCC Kingstec Faculty)

.....
\$2.5M
.....

SUPPORT FOR
STUDENT AWARDS



Zoie has always known that she wants to work with children. When she learned of the Mi'kmaw Early Child Education program offered by NSCC she knew it was right for her. While

attending college, Zoie found herself overwhelmed. She tried working a full-time job in the first two months of her program but struggled to juggle work and school. After reducing her work hours, she was able to spend more time focusing on school and noticed her mental health improving.

“I have hopes of becoming a kindergarten teacher after completing this program. Receiving this award gives me hope in achieving my goals. Thank you for your generosity and support towards us students, including myself. I promise you that I will continue doing my best and will hopefully be able to give something back to others when I finish.”

– Zoie Denny-Julian
Recipient, TD Bank Group Bursary
Mi'kmaw Early Child Education
(Poqji-kina'masulti'kw tel-kina'mujik mijua'ji'jk)
Wagmatcook Learning Centre
Class of 2021



Growing up, receiving a post-secondary education was not something Robert thought would be attainable, so he worked various jobs and eventually joined the military. After completing his military contract, Robert knew he wanted to return to school to pursue carpentry. However, as a mature student he was concerned with how he would balance tuition with everyday basic needs expenses. Receiving the Maritimes and Northeast Pipelines Award alleviated some of the financial strain of returning to school and allowed Robert to start a contracting company.

“The financial assistance you provided helped me focus more on the most important aspect of school—learning. Your generosity has inspired me to help others and give back to the community.”

– Robert Johnson
Recipient, Maritimes and Northeast
Pipelines Award
Carpentry—Diploma
Pictou Campus
Class of 2021

Careers at Sea program to bolster marine industry



With the steady growth of the marine industry across Canada, NSCC has become the go-to learning centre for qualified candidates to fill the gaps within the industry for years to come. The 2019-2020 Careers at Sea campaign highlighted the Nautical Institute's programs offered at NSCC Strait Area Campus as well as training programs across the province.

Thanks to funding from Transport Canada, through the A'paqt Careers at Sea program, over \$2.5 million in bursaries is available for women and Indigenous peoples to pursue nautical training.

Throughout the first year, the project removed barriers for these underrepresented groups, and **over 140 students like Tiffany O'Donnell successfully enrolled.** As part of the program, students are eligible for awards that cover up to 90% of tuition fees and, in some cases, living expenses while they pursue their studies.

In 2019, Tiffany O'Donnell was a first-year Marine Engineering student onboard the Algoma Harvester, which is a Bulk Carrier that sails the Great Lakes.

This was part of Tiffany's first 90-day phase through NSCC Nautical Institute.

"I'm learning 100 new things a day and loving every minute of it. Every day I'm thankful for such an amazing opportunity to be pursuing my dream as a Marine Engineer. This has all been made possible through the A'paqt Careers at Sea program." Tiffany says.

"As a 27-year-old with a 9-5 office job, it was a scary decision leaving full-time employment to go back to school to learn something totally out of my comfort zone. The program eased a lot of financial stress and they've been nothing short of supportive with monthly get-togethers and frequent check-ins to see how things are going. From the moment I began my program I've felt a strong sense of community at the Nautical Institute."

To learn more about Careers at Sea, [click here.](#)

Sponsor-a-Student program a benefit for both students and employers

The Sponsor-a-Student program, which launched in 2018, has seen great momentum and growth and now includes 23 participating companies. The program combines financial support with safe, on-the-job training opportunities for students. Students can apply for Sponsor-a-Student opportunities through NSCC's online awards platform. Employers from all over the province like A.F. Theriault are able to tap into the NSCC's talent pool for committed candidates that match their recruitment goals.

170

OVER 170 STUDENTS TRAINED
THROUGH SPONSOR-A-STUDENT

For more information on the Sponsor-a-Student program, [click here](#).

“ We've been working with NSCC, mainly the Burridge Campus, for a number of years. Our relationship has been beneficial to our company on multiple levels whether it's been with recruitment or professional development. NSCC continues to produce high-quality tradespeople to fill our needs as we continue to promote and grow our company. This past year was our first experience with the Sponsor-a-Student program and the experience has been a rewarding one. With the Sponsor-a-Student program we've gained a valuable employee who has not only met the expectations we've come to expect from NSCC graduates but exceeded them. She's become a valuable member of our team. We will most definitely continue to participate in the Sponsor-a-Student based on our experience this past year.”

– Stephane LeBlanc
Marine Superintendent
A.F. Theriault Boatyard

With deepest gratitude, we recognize and celebrate all our donors and supporters.

To see the full list of 2019-2020 donors, [click here](#).



Breanna is originally from Charlottetown, PEI and feels that the opportunities that have been presented since moving to Amherst have motivated her as a student and as an employee. Her goal is to gain employment in Cumberland County in her field of study and give back to the community that has supported her throughout the last three years.

“This award has lifted great amounts of stress from my shoulders, allowing me to lessen my workload, focus on my studies, and reach my full potential as a student here on campus. Thank you for making this opportunity possible. Your generosity it greatly appreciated. This positively impacts my life as a student living in Amherst, Nova Scotia.”

– Breanna MacKinnon
Recipient, Town of Amherst Award
Practical Nursing
Cumberland Campus
Class of 2021

Gifts in Kind supporting everyday learning

Gift in kind donations continue to have a significant impact on NSCC campuses across the province. The Foundation works with donors on gifts ranging from specialized learning equipment, automobiles and personal property such as books, art, musical instruments, real estate, and more. These and other gifts in kind continue to enrich our campuses and enhance the learning experience of students.

Last year, the Foundation received **18 gifts in kind with a combined value of \$517,000** for five NSCC campuses, including trucks from East Coast International Trucking.



Alumni Highlights

The NSCC Alumni Program adds value for both our alumni and students, while strengthening the College's reputation, relationships and resources.

46,674

TOTAL # OF CONTACTABLE ALUMNI

\$203,738

GENERATED THROUGH PARTNERSHIPS

\$41,973

GRANTED FROM ALUMNI FUND

\$120,294

DONATED BY ALUMNI

PRactical Engagement

Education often isn't the only thing students gain during their time at NSCC. The personal and professional connections that are created can be just as important.

These connections enabled a group of NSCC Public Relations alumni to create and host an event, titled PRactical Engagement, in partnership with NSCC Foundation and Alumni Relations to support the Maggie McFarlane Memorial Fund.

The event, hosted in the new NATIONAL Public Relations Halifax office, brought together PR alumni, employers, and supporters to connect and learn about new industry trends in engagement.

"It was great to be part of an event that brought together more than 50 alumni for an important discussion and cause," said Lindsay Cross, a member of the event planning committee and a Public Relations program alum. "For me, the highlight of the night was seeing so many graduates stay afterward to connect with former classmates and industry peers."

Monies raised at the event brought the committee even closer to the fund's goal of \$25,000 which will enable the fund to be endowed and generate one \$1,000 bursary for an NSCC Public Relations student, annually.



Shelley Murphy addresses the crowd alongside panelists at PRactical Engagement

Remembering David Dewey

The NSCC community lost one of its most dedicated and passionate figures this year. David Wayne Dewey was a man of many talents. Beyond serving as the college's Director of Financial Services for the last 20 years, he was a skilled handyman, a patroller at Ski Martock, and a proud graduate of the Electronics program at the Pictou Campus. Above all else, he was a devoted family man, remaining heavily involved in the lives of his two kids, Kaitlyn and Benjamin, along with his wife Krista.

David's impact was felt throughout NSCC. He was beloved by all who had the pleasure of working with him, and was constantly finding new ways to dedicate his time to helping others. From equipment repairs to budget aid, David was always quick to offer his assistance.

In his memory, the **David Dewey Community Inspiration Award** was established to provide financial aid to one student annually. Through this award, David's legacy of kindness and generosity will live on.

For more information or to make a gift to the David Dewey Memorial Fund, [click here](#).



Letter from the Board Chair

We can say with certainty that this past fiscal year 2019-2020 was a year of change.

Following the successful conclusion of the Make Way campaign, we turned our focus on strengthening operational efficiency. This is being realized through structural changes that have so far included forming new subcommittees and leveraging them to focus on key areas of Finance and Risk Management, Advocacy & Alumni Relations, and Fund Development & Stewardship.

We have continued to tap into the expertise of our board members which has seen us make great improvements in the Foundation's industry relations and advocacy initiatives.



Denise Pothier

In 2019, we welcomed Denise Pothier to the board, she joins us with a wealth of industry experience and knowledge on current issues of STEM and Diversity and Inclusion.

Thanks to the contribution and foresight of the board and the procedural changes we have implemented in the

last few years, we are confident that the Foundation is well placed to adapt to the new environment and challenges that are projected for the first quarter of fiscal 2020-2021.

Michelle and the team have provided exceptional support to the Board through these many changes to get us where we are today.

On behalf of the Board, I wanted to thank and congratulate the team on their quick and effective response during the early COVID-19 days to ensure student success throughout these difficult times.



David P. Saxton, FCPA, FCA
Chair, NSCC Foundation
Board of Directors

2,600+

STUDENTS RECEIVED
FINANCIAL AID

Thank you

Your support helped these students complete their programs, it impacted communities, it delivered hope. You are making a difference.

Accountability

NSCC Foundation is governed by a Board of Directors comprising community leaders and professionals dedicated to helping students realize their full potential. Our volunteer board is responsible for advocacy, fund development, stewardship and grant-making related to donor gifts. Protecting donor rights and privacy through high ethical standards and transparency in our fundraising and financial practices is paramount to the Foundation.

2019-2020 Board of Directors

Chair

David P. Saxton, FCPA, FCA: Chartered Accountant and Financial Advisor, Raymond James Ltd.

Treasurer

Dale Noseworthy, Chief Financial Officer, Killam Apartment REIT

NSCC Board of Governors Representative

John Lindsay, Chairman, East Port Properties Limited

Directors

David Arenburg, President, Adcor Marketing Ltd.

Mike Brien, ICD.D, CEO, Rockland Capital Inc.

Tim Brownlow, Director of Industry Relations, Atlantic Towing

Don Bureaux, President, NSCC

Andy Cutten, Partner, Halifax Global Inc.

Barbara Goit, Certified Fund Raising Professional (retired)

Anna Marenick, Director, People and Strategy, Develop Nova Scotia

Julianne Misner, Program Assistant, Achieve, NSCC Annapolis Valley Campus

Pamela Reid, NSCC Executive (retired)

Denise Pothier, Vice President Practice Services and Vice President Indigenous Relations, Stantec.

Tom Wile, VP Sales, Atlantic Canada, NEI Investments

Staff

Michelle Bussey, Executive Director, NSCC Foundation (ex-officio)

We also acknowledge the leadership of the following Board sub-committees;

Advocacy & Alumni Relations Committee (AARC)

Pam Reid (Chair)

Dave Arenburg

Julianne Misner

John Lindsay

Anna Marenick

Tim Brownlow

Ashley Power

Michelle Bussey

Evie Sabeau

Patricia Kobusingye

Audit, Finance & Risk Committee (AFRC)

Mike Brien (Chair)

Dave Saxton

Dale Noseworthy

Michelle Bussey

Glenda Barrett

Susan Pike

Bruce Spares (NSCC Internal Auditor)

Fund Development & Stewardship Committee (FDSC)

Barbara Goit (Chair)

Andy Cutten

Denise Pothier

Cal Gosse (External)

Michelle Bussey

Frank Lockington

Whitney MacLean

Ben Trenaman

Caitlin McKellar

Alexa Zarins

Investment Committee (IC)

Tom Wile (Chair)

Mike Brien

Niki Keating

Stewart Mahoney

Clair Mahaney

Glenda Barrett

Michelle Bussey

Susan Pike

Chris Olive





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