

Raising funds for local priorities

If you haven't yet heard about *Make Way - The Campaign for NSCC*, you soon will.

The most ambitious province-wide fundraiser in the history of Nova Scotia Community College, *Make Way* is engaging communities across Nova Scotia served by the College.

Through campus representatives, and local leaders and volunteers, we are embarking on 13 community appeals, with funds raised staying at those campuses.

"By engaging all our campuses and communities, we are showcasing our reach and impact from one end of the province to the other. Building on our connections with community leaders, businesses, employers and decision-makers is crucial to the success of our province, our economy and our students," says Cathy MacLean, NSCC Vice-President of Campuses and Communities.

"The wonderful thing about this Campaign is that the campuses, in collaboration with their communities, are setting the priorities and raising funds that will stay right in their home town."

Each community appeal is focused on the needs of that specific campus and area. Engaging local businesses, leaders and volunteers, each NSCC location will build upon their ability to act as a vital community and innovation hub.

Join us

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

nscC.ca/makeway

MAKE WAY LAUNCHES PUBLICLY ACROSS NS

Make Way - The Campaign for NSCC is a \$25-million province-wide fundraising initiative aimed at removing barriers and improving access to education across Nova Scotia.

Now launching publicly across NSCC's 13 campuses, the Campaign leverages the belief that education has the power to transform lives.

"*Make Way* is helping secure a strong future by investing in our province's next generation of leaders," says Frank Lockington, Executive Director of the NSCC Foundation, which is leading the Campaign.

Money raised will support student success through scholarships and bursaries, urgent aid, innovative programming, cutting-edge instructional equipment, and centres of expertise.

The Campaign has been quietly building support since The Joyce Family Foundation donated \$4.6 million to NSCC in June 2015. Recently, members of the Sobey family

committed \$6.5 million to *Make Way*, pushing the total raised to date past \$21 million.

Hundreds of donors, including those closest to NSCC, have already committed their support.

"The NSCC network represents the economic future of our province," says Rob Sobey, *Make Way* Campaign Chair.

The *Make Way* Campaign Advisory Team also includes:

- NSCC President Don Bureaux
- Irene d'Entremont, President, ITG Information Management Inc.
- David Hoffman, Co-CEO, Bragg Group of Companies
- Scott McCain, President, JSM Capital Corporation
- Robbie Shaw, Chairman, DynaGen Technologies

"We want to facilitate opportunity and change, through education," says Rob Sobey.



Rob Sobey (L), Chair of the *Make Way* Campaign, and NSCC President Don Bureaux

PRINCESS AUTO FOUNDATION DRIVES STUDENT SUCCESS



When NSCC student Ryder Burt found out he had received the Princess Auto Foundation Entrance Bursary, he couldn't help but smile.

In addition to easing the financial burden of a post-secondary education, Princess Auto just happens to be a favourite destination in his family.

"My dad has an obsession with shopping at Princess Auto," says Ryder with a chuckle. "When I found out, I immediately texted him to let him know that I was receiving funding from a company he knows well."

Growing up, Ryder had an affinity for math and science, but he wasn't sure how to channel that. He decided to study geomatics at Carleton University, graduating in 2017 with a Bachelor of Science.

Having heard about the reputation of the Centre of Geographic Sciences (COGS) while at university, he chose to take his education to the next level with NSCC's Advanced Diploma in Marine Geomatics at COGS in Lawrencetown.

"When I was looking at specializing, COGS was the first place I checked out," says Ryder. "I found that the Marine Geomatics program was unlike any other offered in Canada."

"Students who graduate from COGS are sought after by industry," he says.

Ryder Burt, Princess Auto Foundation Entrance Bursary recipient
(Marine Geomatics, COGS, Class of 2018)

“ I aspire to help children learn and grow in many ways. This is something I have always wanted to do and I am so delighted to have your support. Thank you for selecting me for your gracious award. ”

Rebecca Rideout, Zonta Club of Halifax Award recipient
Early Childhood Education, Cumberland Campus, Class of 2019



SOBEY FAMILY CONTRIBUTES \$6.5M TO NSCC

A philanthropic investment in NSCC by the Sobey family – \$6.5 million collectively - is intended to “advance the principles of community engagement, training and education for Nova Scotia’s future,” says Rob Sobey.

“We can leverage this investment to brighten the economic outlook of Nova Scotian families from every community in this province,” he told hundreds of students, staff, community leaders and media gathered to hear the announcement at Ivany Campus on Sept. 21.

His father, Donald R. Sobey, spoke about his own father’s journey: leaving school in Grade 8, pursuing night-classes to hone his business skills, and dedicating himself to lifelong learning.

“Father had a great respect for education,” he said.

The gift comprises:

- \$4 million from the Donald R. Sobey Foundation to directly recruit and assist individuals facing barriers to attaining a post-secondary education, by working with community agencies and law-enforcement organizations from across Nova Scotia. Once the endowment fund is fully implemented, more than 80 bursaries valued at \$2,000 each will be provided annually
- \$2 million from the Sobey Foundation to evolve food-services education and provide bursaries to Culinary Arts students



Donald, Rob and Frank Sobey with NSCC students, staff and stakeholders

- \$500,000 from Frank, Heather, Karl and Ann Sobey to establish a legacy of access to education in memory of their parents, Doe and Bill Sobey, supporting students in financial need at NSCC’s Pictou and Marconi campuses

“This gift is a tribute to our parents, Doe and Bill Sobey, who believed in supporting people from their communities, and that education can, in fact, transform lives,” said Frank Sobey.

Representing Phoenix Youth, one of NSCC’s community partners in the Donald R. Sobey Foundation program, Executive Director Tim Crooks said the investment will be “a beacon, drawing people in, believing in the opportunity to have a full and vibrant life.”



Donor Donald Sobey speaks with NSCC President Don Bureaux

Donate now
nsc.ca/makeway

MAKE WAY
FOR THE FUTURE

SAVOURING SUCCESS



Christine White (Public Relations, Class of 2015) is Taste of Nova Scotia's Director of Communications & Marketing

Finding a career that fits isn't always easy - Christine White needed to explore the world first.

She spent six years abroad teaching and travelling in Asia, Europe, Australia and New Zealand. Upon her return to Canada, she immediately began looking for work but despite her experience and skills, she struggled to find meaningful employment.

A friend recommended the PR program at NSCC. Fast forward 12 years, and Christine is the Director of Communications & Marketing for Taste of Nova Scotia.

"I love what our mandate stands for, how I feel when I come to work in the morning and the impact we make on the culinary tourism industry in Nova Scotia each and every day," she says.

A shared mandate inspired Christine and NSCC Alumni Manager Ashley Power to join forces. On July 29, Taste of Nova Scotia hosted a local food and drink celebration on Georges Island with special VIP access for NSCC grads.

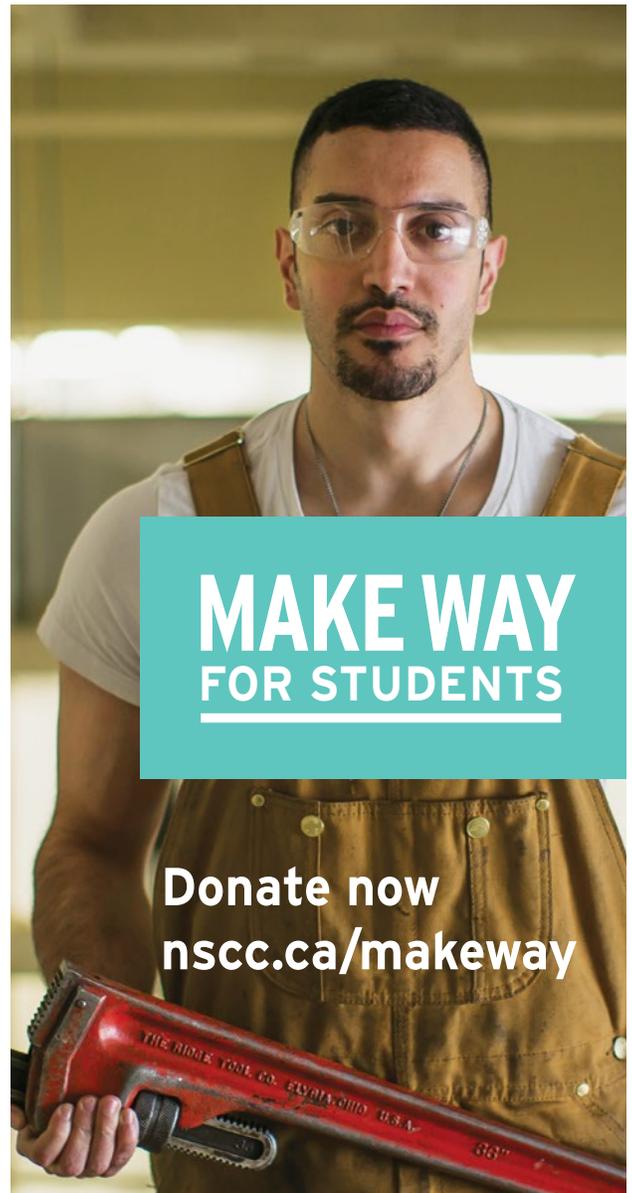
"Collaborating with local, like-minded organizations is a big focus for us right now," says Ashley. "We want to offer our grads fun and engaging ways to stay connected with NSCC, and each other."

More than 30 NSCC alumni, staff and their guests took advantage of this special alumni experience.

"Given the success of this event, we look forward to more collaborations with Christine and her team in the future," notes Ashley.



NSCC alumni enjoy the event on Georges Island



**MAKE WAY
FOR STUDENTS**

**Donate now
nscC.ca/makeway**

How to reach us:

NSCC Foundation
5685 Leeds Street PO Box 1153
Halifax, Nova Scotia B3J 2X1
Toll free: 1-866-745-7919
Fax: (902) 491-4828

foundation@nscC.ca
support.nscC.ca
nscC.ca/makeway

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