



**nsc**

Foundation &  
Alumni Relations

Annual Report on Giving 2018–2019

Denika Coakley  
Recipient, WINS Bursary  
Carpentry, Class of 2015  
Ivany Campus (formerly Waterfront Campus)  
Owner, DC Woodworks

MOMENTUM

# Message from our President and Executive Director

This year has been one for the history books, thanks to your generous support and belief in NSCC students.

Our fiscal year was devoted almost entirely to *Make Way – The Campaign for NSCC*, Nova Scotia Community College's first-ever provincial fundraising initiative.

**Because of you, we surpassed our original goal of \$25 million, raising more than \$33 million to support students on their NSCC journey.**

Your dedication, passion and commitment to NSCC students is humbling.

After beginning quietly in 2014 and launching publicly three years later, *Make Way* was in full swing in 2018-2019.

Connecting with people like you in every corner of Nova Scotia was an amazing experience for our team, and for our Campaign Chair, Rob Sobey.

We had the pleasure of announcing special gifts that helped propel us toward success, such as:

- a bursary fund from the Rotary Club of Wolfville-Mud Creek
- an in-kind gift of a BO 105 Helicopter from the Canadian Coast Guard to enhance learning for NSCC aviation students
- funding allotted by BMO Financial Group to help students who have received bursary assistance but are still struggling financially

Within this report, you will find more examples of donor generosity, and the positive impact that generosity sparks in the lives of NSCC students each day.

Your commitment to education has been truly gratifying. In fact, your energy and goodwill makes the theme for this year's Annual Report on Giving – *MOMENTUM* – possible. Thank you.

As we transition out of *Make Way*, we are propelled by your spirit of giving and motivated to do all we can to help our students succeed. These

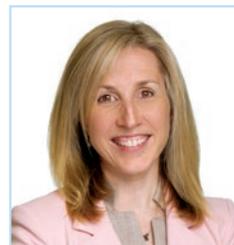
efforts will continue through bursaries, extraordinary learning opportunities, innovative programming and instructional equipment. The future looks very promising for NSCC students.

**We are honoured to have you with us on this journey.**

With gratitude,



Don Bureaux,  
President, NSCC



Michelle Bussey,  
Executive Director,  
NSCC Foundation &  
Alumni Relations

## ON THE COVER



While in the Carpentry program, alumni Denika Coakley received the WINS (Women Innovating in Nova Scotia) Bursary, funded by the Nova Scotia Advisory Council on the Status of Women and their supporters.

"It allowed me to complete the program, 100 per cent, without a doubt," says Denika. "I remember crying. Aside from the financial help, it was the message that somebody believed in me."

Since graduating in 2015, Denika has received countless accolades for her work and her company, DC Woodworks, which specializes in custom carpentry. She credits donor generosity with making her success possible.

**Speaking of generosity, we would like to thank photographer Riley Smith for his gift of our cover photograph of Denika. View more of his images at [www.rileysmithphotographer.com](http://www.rileysmithphotographer.com)**

# 2018-2019 Financial Highlights

## AT A GLANCE:

 **149%**

**INCREASE IN DONATIONS  
FROM 2017-2018**

 **\$1.65M**

**VALUE OF SCHOLARSHIPS  
AND BURSARIES DISTRIBUTED**

 **1,505**

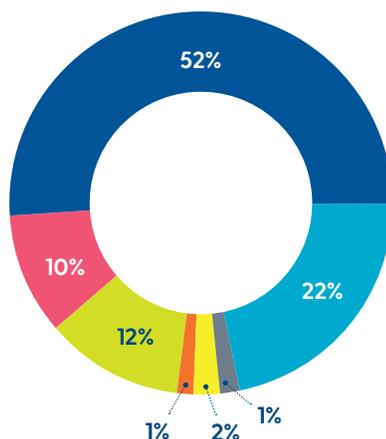
**SCHOLARSHIPS AND  
BURSARIES AWARDED**

 **\$212K**

**URGENT AID DISTRIBUTED**

 **739**

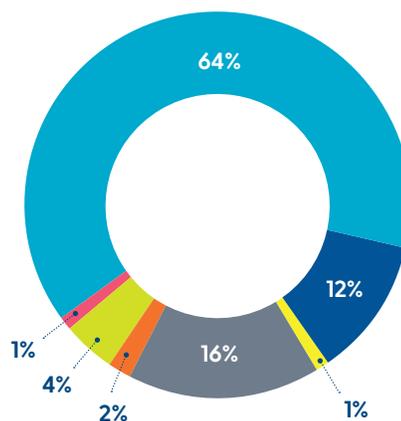
**STUDENTS WHO RECEIVED  
URGENT AID**



### 2018-19 Revenues \$10,235,427

■ Endowment Gifts (52%)	\$5,256,866
■ Annual Gifts (22%)	\$2,218,795
■ Affinity Programs (1%)	\$149,026
■ Sponsorships (2%)	\$234,416
■ Capital Gifts-In-Kind (1%)	\$140,724
■ Operating Grant (12%)	\$1,194,815
■ Investment Income* (10%)	\$1,040,785

\*Interest, realized and unrealized gains on investments



### 2018-19 Allocations \$10,235,427

■ Scholarships, Bursaries & Awards (16%)	\$1,651,977
■ Urgent Aid and Food Bank (2%)	\$211,774
■ Student Learning Opportunities (4%)	\$440,134
■ Instructional Capital (1%)	\$140,724
■ Future Student Initiatives (64%)	\$6,505,587
■ Foundation Operations (12%)	\$1,194,815
■ Investment Mgmt & Banking Fees (1%)	\$90,416

Please find detailed, audited financial statements by KMPG LLLP on our Accountability page at [foundation.nsc.ca](http://foundation.nsc.ca)

# MAKE WAY

## THE CAMPAIGN FOR NSCC



## Foundation funds extraordinary learning



NSCC students in Los Angeles

Thanks to the generosity of donors, the NSCC Foundation is able to provide funding each year for special projects and initiatives that enhance student learning outcomes while supporting NSCC's mission.

Last year, these extraordinary learning opportunities included **Pathways to Shipbuilding** **African Nova Scotian Program;**

**TechConnect Conference; the Public Relations Portfolio Showcase; Truth and Reconciliation activities; the Los Primos Project for Music Arts students; the Therapeutic Recreation student conference;** and an opportunity for culinary and tourism students to travel to Los Angeles and participate in events hosted by **Devour! The Food Film Fest.**

“The trip was something none of us could have been able to attain on our own and we will forever remember the experiences and teachings from the Devour trip,” says culinary student Amy Steeves.

The special funding program aims to support diverse projects at NSCC campuses across Nova Scotia.

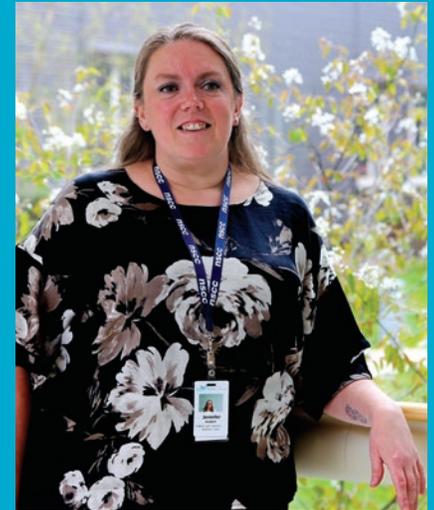
60+

# OF PROJECTS  
SUPPORTED BY  
FOUNDATION GRANTS

\$440K

VALUE OF SPECIAL  
FUNDING DISBURSED

MOMENTUM



“ People like you give students like me the chance to further our education without the financial stress hovering over our heads. Because of this I am able to pursue opportunities that I never thought possible. I've gained so much confidence in myself and grown as a person. I look forward to being in the workforce and continuing to advance. ”

– Jennifer Atkinson  
Recipient, Ruth Pulsifer Memorial  
Determination Award  
Medical Office Administration  
Truro Campus, Class of 2019

“ I’ve always been a big believer in NSCC, and the life-changing impact it has on students. I knew that *Make Way* would open doors so that even more people would have a chance at a transformative education. Through your kindness and generosity, that is happening. Students are receiving very practical financial help, along with a boost in confidence that will help them achieve their dreams and build a stronger Nova Scotia. I am humbled by your support. Thank you. ”

Rob Sobey, Chair, *Make Way*

## Partnering with community for greatest impact

Chrissy Clayton faced many obstacles on her educational journey.

She grew up in a single parent family with four siblings. She left high school after becoming a mother at age 15. She came to NSCC’s Adult Learning Program and while obtaining her high-school diploma discovered she had a learning disability.

However, she persevered. What’s more, thanks in part to the Donald R. Sobey Bursary Program, Chrissy is now a full-time student in the Heavy Duty Equipment / Truck & Transport Repair program at Akerley Campus.

“I had kids really early, and I worked jobs that I didn’t really like,” says the mother of two. “I wanted to do more, and I wanted to show my kids that education is important.”

The Donald R. Sobey Bursary Program – a unique financial aid program

established through a \$4-million gift from the Donald R. Sobey Foundation – provides a \$2,500 renewable bursary to each recipient.

Applicants, who might otherwise consider post-secondary education unattainable, are referred by community organizations and law enforcement agencies across the province. Chrissy was referred by Women Unlimited, where she discovered her love of trades.

“When I received the bursary, I realized I could do this – that everything would work out,” she says.



Donald R. Sobey Bursary recipient  
Chrissy Clayton

Since its inception less than a year ago, the program has already helped more than 70 students facing barriers to education at NSCC campuses around the province. An additional 59 recipients have been approved for 2019-2020.



“ Volunteering as an ambassador to help forge new relationships between the College and local businesses gave me added insight into the connections between NSCC and our economy. It’s clear that our future depends on a highly skilled workforce, and that Nova Scotia Community College is providing that. ”

– Michelle Crouse  
Donor, The Michelle Crouse Business Award  
Co-Chair, *Make Way* Community Appeal Committee, Lunenburg Campus

It is with deep gratitude that we recognize and celebrate your generosity.

To our donors, partners and sponsors, thank you for your support from April 1, 2018 to March 31, 2019

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CIBC Banking Centre	Herron Chevrolet Buick GMC Ltd	Office Interiors	Sisters of Saint Martha Antigonish	<b>FOUNDATIONS</b>	Marconi Student Association		
CIBC Parrsboro Banking Centre	High Liner Foods Inc.	OSCO Construction Group	Sobeys, Atlantic Division	Canadian Hospitality Foundation	Merit Nova Scotia		
CIBC Springhill Banking Centre	High-Crest Enterprises	OSCO Construction Group	Stanhope Simpson Insurance Ltd.	CWB Welding Foundation	Mount Denson Garden Club		
CKBW	Horizon Maritime Services Ltd.	Patterson Dental	Stantec	Donald R. Sobeys Foundation	Municipality of the County of Cumberland		
Clearwater Seafoods Limited Partnership	Intact Insurance	PCL Constructors Canada Inc.	Stingray Radio Inc.	Dr. and Mrs. H.E. Christie Community Foundation	Nova Scotia Advisory Council on the Status of Women		
Coast Financial Credit Union	IPEX Inc.	Perennia Innovation Centre	Strait Engineering Limited	Harrison McCain Foundation	Nova Scotia Construction Curling Association		
Conrad, Hurlbert, LeBlanc	Iron Dog Inc.	Pharmacy First Ltd.	SubC Imaging	Hugh & Linda Brown Educational Foundation	Nova Scotia Construction Labour Relations Association		
Copperfield	Irving Shipbuilding Inc.	Pierce Fisheries Ltd.	Sullivan Fuels	John Carl MacIsaac Foundation	Nova Scotia Construction Safety Association		
Cox & Palmer	Island Cartridge Rebuilders	Pioneer Coal Limited	Switzer Canada Ltd.	Masonic Foundation of NS	Nova Scotia Construction Safety Association		
Cumberland Adult Network for Upgrading	J. P. McCarthy Urology Inc.	Polysteel Atlantic Ltd.	Sweeney's Funeral Home and Crematorium	New Waterford Scholarship Fund			
D & M Document Services	Java Blend Coffee Roasters	Pomerleau	Sysco Food Services of Atlantic Canada	Princess Auto Foundation Inc.			
David George Electrical Contracting Limited	Jazz Aviation LP	Port Hawkesbury Paper LP	T & E Heighton Construction Limited	Raymond James Canada Foundation			
Debian Information Technology Inc.	John W. Crosby CA Inc.	Port of Sydney Development Corporation	TD Insurance Meloche Monnex	Rotary Club of Truro Foundation Trust			
Destination Eastern and Northumberland Shores	Johnson Inc.	Precision Hydraulics Ltd.	The Company of Master Mariners of Canada Maritimes				
Digby Auto Supplies	Jones ZG Inc.	PRO-DENT Laboratory Ltd - Halifax	The CSL Group Inc.				
Digihub Marketing	Kameron Coal	Proudford Motors	The Shaw Group				
DLA Piper (Canada) LLP	Knowledge First Financial Inc.	Proudfoots Inc.	Thistle Hyundai & Yarmouth Nissan				
Dominion Biologicals Limited	Leeway Marine	Pure Season 2 Inc.	Topsail Productions Limited				
DORA Construction	Leica Geosystems Canada	QPS Canada Inc.	Total Gas & The Fire Place				
Eastern Fence Erectors Ltd	M & R Engineering MacDonald Chisholm Trask Insurance MacFarlands Events	Quest Auto Supplies Ltd					
		R. I. Smith Lobster Co. Ltd.					
		Rath Real Estate Holdings Limited					
		rcs Construction					
		Redmond & Associates					
		ResMed Halifax Inc.					

Truro Student Association  
 United Brotherhood of  
 Carpenters & Joiners of  
 America Local 1588 -  
 Cape Breton  
 Valley Harvest Marathon  
 Virtual Student Association  
 Workers' Compensation  
 Board of Nova Scotia  
 Zonta Club of Halifax

**NSSC**

**ENDOWMENT**

**FUNDS**

AB Mechanical Limited  
 AECON Atlantic Group  
 Alan David Fraser Memorial  
 Amber Kirwan Memorial  
 Annette Masse Memorial  
 Aramark Canada  
 Atlantica Mechanical  
 Avondale  
 Beth Murray  
 Bird Construction  
 BMO Financial Group  
 Burridge Campus  
 C. Vanessa Hammock  
 Memorial  
 C.C. MacDonald Limited  
 Callum Mireault Memorial  
 Canadian Institute of  
 Marine Engineering  
 Cape Breton Island Building  
 & Construction Trades  
 Council & Unionized Cape  
 Breton Contractors  
 Cherubini Metal  
 Works Limited  
 Children of Promise  
 Claude Langley Memorial  
 Colin & Ryan A. MacAskill  
 Memorial  
 Community Legacy of Hope  
 Conrad Brothers  
 Construction Association  
 of Nova Scotia  
 Core Conference  
 Danny Tobin Memorial  
 Dennis H. Covill Memorial  
 Design & Construction  
 Institute of Nova Scotia  
 Dexter Construction  
 Doe and Bill Sobey

DORA Construction  
 Elmsdale Landscaping  
 Energy Disabilities  
 Ernie & Delia Edwards  
 ESRI Inc.  
 Estate of Ellen Webster  
 Estate of Walter K. Morrison  
 Global Maritimes Media  
 Gordon Latter Memorial  
 Grant E. Crouse Memorial  
 Graybar Canada  
 Gregory W. Dean Memorial  
 Guildfords (2005)  
 Hope & Inspiration  
 Int'l Ironworkers Local 752  
 Ivany Campus Students'  
 Association Extraordinary  
 Learning Opportunities  
 J.B. Hall  
 J.R. Eisener Contracting  
 James Mattatall Memorial  
 John Carl MacIsaac  
 Foundation  
 John R. Williamson P.Eng  
 The Joyce Family Foundation  
 Kevin Megeney Memorial  
 Kingstec Campus  
 Lane Family  
 Law Foundation  
 Law Foundation Field Trip  
 Lieutenant Governor  
 Lillian Rodgers Memorial  
 Lindsay Construction  
 MacDougall Steel  
 Maggie McFarlane Memorial  
 Margaret and Ian Oulton  
 Marid Industries  
 Maritimes & Northeast Pipeline  
 Masstown Market  
 Community Builder  
 Maxim Construction  
 Merit Contractors  
 Natalie Charbonneau  
 Memorial  
 Nova Scotia Construction  
 Labour Relations  
 Association  
 Nova Scotia Construction  
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 Electrical Contractors  
 Nova Scotia  
 Construction Safety  
 NSCC Board of Governors  
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 Board of Directors

NSCLRA Claude Langley  
 Memorial  
 Ocean Contractors Limited  
 Office Interiors  
 Power of Transformation  
 Princess Auto Foundation  
 Raymond Ivany Merit  
 rcs Construction  
 RKO Steel  
 Robert McKelvie Memorial  
 Robert Sampson Memorial  
 Rotary Club of Truro  
 Rotary Club of Wolfville -  
 Mud Creek  
 Scotiabank NSCC Entrance  
 Shaw Group Limited -  
 Construction Materials  
 Group (CMG)  
 Smith-Moore Family  
 Snider Family  
 Sobeys Culinary Centre  
 Stevens Group  
 TD Bank Group  
 The Chad Smith Memorial  
 The Donald R. Sobey  
 Foundation  
 The NSCC Foundation -  
 Barry Saunders  
 Chairman's Fund  
 The Ruth Pulsifier Memorial  
 Determination Award  
 Tom Norwood  
 Truefoam Limited  
 Wanda and Raymond Ivany  
 Wendy Paquette  
 Wilcraft Concrete  
 William Nickerson Community  
 Involvement  
 Women Innovating in  
 Nova Scotia (W.I.N.S.)

The NSCC Foundation also  
 gratefully acknowledges  
 the support of 250 donors  
 who have chosen to remain  
 anonymous. Thank you to  
 all of our donors.

MOMENTUM



# Former NSCC executive brings savvy and passion to Board of Directors

Pamela Reid is no stranger to the education system. In fact, it's one of her life passions and one of the reasons why she recently joined the NSCC Foundation's Board of Directors.

After retiring from NSCC, she missed being part of the College environment and looked for a way to get involved.

"It's a gift to be part of the Foundation. Its staff is so committed and has passion for what they do," says Pamela.

Originally from New Brunswick, she moved to Halifax to work as a pediatric nurse before teaching at the Victoria General School of Nursing. After her postgraduate studies, she went on to become Director of the School, leading the amalgamation of the VG's nursing program into the current Nursing baccalaureate at Dalhousie University.

Leading the Health Science Degree Program in several allied health disciplines, the development and delivery of accredited specialty post-diploma programs and

related on-the-job continuing education for the largest health-care corporation in the Maritimes, positioned her perfectly to join NSCC.

She did so in 2001, tasked with establishing the new School of Health and Human Services, as its first Dean. After establishing the School and building enrollment in related programming, she became the VP Academic for the College, a position she held for four years.

Now she sees being a member of the NSCC Foundation's Board of Directors as "a way of giving back to the community," while staying connected to the College and its mandate.



Pamela Reid,  
Foundation Board Member

Pamela Reid is one of four new members on our Board of Directors this year. She is joined by Barbara Goit, Tom Wile and John Lindsay, who represents NSCC's Board of Governors.

# MOMENTUM



"I would like to thank the donor of this award and say that they've made a lot of dreams come true, including mine. I would encourage organizations that are able, not to hesitate in assisting less privileged students to reach their goals. The awards and scholarships go a long way in helping to fulfill a student's dreams."

– Anthony Obisesan  
Recipient, Electro-Federation Canada Atlantic Scholarship  
Electronic Engineering Technician  
Ivany Campus, Class of 2017

# Planned gift will offer second chance

From an early age, Malcolm Lake's parents drummed into him the value of education. Now a legacy gift in their memory will ensure recipients have access to a transformational learning experience.

"I like the idea of giving somebody a second chance," says Malcolm.

Beyond his own lifetime, a bequest in his will is set to establish The NSCC Malcolm Lake Endowment Fund.

Proceeds from the endowment will finance the Wilfred & Kathleen Lake Bursaries at Kingstec Campus, in perpetuity. A minimum of two renewable bursaries

will be available annually to students who demonstrate financial need, good academic standing, civic engagement and leadership potential.

"In terms of my objectives – I'm trying to help people to lead productive, socially responsible lives," says Malcolm, an accountant with an MBA who has settled



Planned giving donor Malcolm Lake

in the Annapolis Valley, where he has family ties.

"I opted for NSCC because the programs tend to be shorter so I can help more people. But also because the world has changed and college is more results oriented. If people care about the world they're leaving when they're gone, the best thing they can do is to help give people the skills and the knowledge to carve their own way."

Interested in establishing a planned gift to help future NSCC students? Contact the NSCC Foundation: 1-866-745-7919 or [foundation@nsc.ca](mailto:foundation@nsc.ca)



"I think the Zonta Club of Halifax Award is a wonderful way to support women of all ages who wish to improve their lives through education. It's empowering for our members to provide this award to someone who wants to return to the work force. When you educate a woman, the whole community benefits."

– Kathryn Patterson  
Treasurer, Zonta Club of Halifax

## Urgent Aid relieves stress

Ayla Timmons was working two part-time jobs while studying at Strait Area Campus when basic expenses simply became overwhelming. But instead of leaving the Practical Nursing program, she got help from Urgent Aid.

The program – which helps students in financial crisis – came through with money towards groceries and rent.

"It had quite an emotional impact on me," says Ayla. "I hadn't been able to think clearly about my finances for a while. This gave me a little hope."

# Alumni Highlights

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

# MOMENTUM

**75,000**

**GRADUATES IN OUR ALUMNI NETWORK**

**88%**

**OF GRADS EMPLOYED**

**83%**

**OF GRADS WORKING IN THEIR FIELD OF STUDY**

**92%**

**OF EMPLOYED GRADS LIVING & WORKING IN NS**

## Alumni Giving

The Maggie McFarlane Memorial Endowment Fund honours the NSCC Public Relations Advanced Diploma grad who lost her life to cancer shortly after graduating in 2014. This year, Maggie's classmate Kate Elliot of Up Public Relations set up a matching gift, up to \$1,000, to encourage classmates to honour her memory. "Maggie was such a great friend and definitely the most promising of our class. She had a great amount of knowledge and was always willing to share it with all of us," says Kate.



The Maggie McFarlane Memorial Endowment Fund supports PR students

## Career Support

Like our students, NSCC alumni continue to show great interest in career development and professional growth. In response, Alumni Relations launched a series of career webinars offering support with interview skills, personal branding, resumes and online profiles, and much more.



Watch for our new mentorship and networking platform, Career Link, coming soon

## Student Awards

Alumni Relations offers three awards recognizing and supporting students at each of our 14 campuses. The criteria ranges from financial need, to leadership on campus, to community impact. This year 27 incoming, current and graduating students were recognized.



Danielle Martell (Social Services, Strait Area Campus, Class of 2019) receives the Alumni Award from Bob MacEachern, Chair, NSCC Board of Governors

# Message from our Board Chair

Looking back, it's clear the success of *Make Way – The Campaign for NSCC* has afforded us a great deal of MOMENTUM. Hence the theme of this year's Annual Report on Giving.

It's important to remember that the work of the NSCC Foundation began in 2001, and with the continued support of dedicated volunteers, will continue long into the future.

Our Board of Directors is engaged and vibrant. We are motivated and guided by our new Strategic Plan, *Aspire & Inspire*, to take us into the next phase of our work.

We have also evolved our governance

model to be more aligned with that of NSCC's Board of Governors.

Through new committees, our Board members will hone in on Fund Development & Stewardship, and Advocacy & Alumni Relations, while our Investment, and Audit, Finance & Risk committees will continue their important work. Committee information appears under Accountability at [foundation.nssc.ca](http://foundation.nssc.ca)

As always, our goal is to enhance learning and help students succeed. Thanks to donors and supporters like you, there's a bright future ahead.



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

## Accountability

The NSCC Foundation is governed by a Board of Directors comprised of 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.

### 2018–2019 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.

Clayton Bartlett, Manager, Special Projects, DORA Construction

Michael Brien, ICDD, 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)

Paul Walter, Lawyer, Waterbury Newton

Tom Wile, VP Sales, Atlantic Canada, NEI Investments

#### Staff

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



Our Foundation Board of Directors:  
(front, l-r) Barbara Goit, David Saxton  
(Chair), Pamela Reid, Tom Wile; (back, l-r)  
Michelle Bussey, Andy Cutten, Paul Walter,  
Tim Brownlow, David Arenburg, Julianne  
Misner, John Lindsay. Absent: Michael  
Brien, Dale Noseworthy, Anna Marenick,  
Clayton Bartlett, Don Bureaux

NSCC Foundation is a member of the Canadian Council for the Advancement of Education and The Association of Fundraising Professionals.

Registered Charitable Number: 887210318 RR0001



**DONATE ONLINE TODAY**  
[support.nsc.ca](https://support.nsc.ca)

**Please contact us anytime:**  
 NSCC Foundation  
 5685 Leeds Street, PO Box 1153  
 Halifax, NS B3J 2X1

Toll free: 1-866-745-7919 | Phone: 902-491-2181 | Fax: 902-491-4828  
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