

## Urgent Aid helps student get back to the books

Katie McDonald was looking forward to starting the Business Administration program at NSCC Kingstec. After a promising start, she drove home to Digby to find a fire had consumed her rental home.

"My house was essentially in the ground," she recalls. It was devastating for Katie and her boyfriend, who lost their two cats and all of their belongings in the blaze.

Because of the costs of getting back on their feet - everything from toothbrushes to clothing to furniture needed to be purchased - Katie had no money to cover the cost of books for her business courses.

"My first day back, I met with my counselor and she suggested that I apply for Urgent Aid," she says.

"Getting that assistance was very important to continuing my education, because all my school supplies were lost in the fire. Everybody I spoke to from Student Services was overwhelmingly helpful, and supportive."

Originally from Halifax, Katie had been working in a pub and handling marketing for several small businesses in Annapolis Royal when she decided to return to school.

"I plan to continue into electronic engineering technology and eventually be a self-employed entrepreneur with help from the business admin course," says Katie.

Things are definitely looking up. "I'm trying to be positive," she says. "Things are getting better now. We are slowly rebuilding."



**Katie McDonald, Business Administration, Kingstec Campus, Class of 2019**

## MAKE WAY UPDATE

Greetings from the Campaign Committee! I am delighted to share wonderful news with you, our donors, partners and stakeholders.

We have now surpassed \$22 million on our *Make Way* journey, thanks to your generosity and desire to help students at Nova Scotia Community College succeed. Your willingness to open doors for students on their NSCC journey has struck a chord with me since I joined this vital initiative nearly two years ago.

When I speak with community and business leaders, and donors from every walk of life, most tell me about their own personal connection to NSCC. They may have a friend or family member who has realized success after attending NSCC; perhaps their company accesses the many human and other resources made possible by NSCC; or they clearly recognize their local campus as a gathering place and innovation hub.

This is particularly evident amongst members of the Construction Association of Nova Scotia (CANS) and the construction industry as a whole.

Because of the College's strong foundation in the world of trades, we have long and mutually beneficial partnerships with those in the field. Individuals and companies have always supported our students unsparingly. Over the past nine years, CANS members have helped nearly 300 NSCC students through scholarships and bursaries.

And they are certainly stepping up to the plate for *Make Way*. CANS members are partnering with our team to raise funds from the sector, and for that we are so grateful. I recently hosted a gathering for professionals in the field to find out more about the Campaign - the support for our mission was palpable.

As Rene Cox, Vice President, Atlantic Canada for Bird Construction, said: "I know many of you have faced hiring challenges recently, and that is why we should all be supporting *Make Way*. Along with helping students - which is the right thing to do - it is also directly helping our own labour force and the sustainability of our industry."



**Robbie Shaw is a member of the *Make Way* Campaign Advisory Team and a retired executive with extensive corporate, not-for-profit and government sector experience.**

## NSCC HELPS COMMUNITIES STAY STRONG

David Hoffman believes in supporting his community, and he's clear on his reasons for investing time and resources at NSCC's Cumberland Campus.

"The campus provides some of the fundamental infrastructure we need for the community to stay strong," says the Co-CEO of Oxford Frozen Foods Limited and the Bragg Group of Companies.

"It creates the skilled workforce that we as a thriving region need, and it keeps people at home in their local communities. And in rural Nova Scotia, that's really important because we need our young people to stay here to help sustain and build our communities for the future."

A longtime volunteer with NSCC provincially, David was an inaugural member of the NSCC Foundation Board of Directors, serving as Chair for several years in its early days. He has maintained his connection with the College and is a member of the Provincial Campaign Advisory Team for *Make Way - The Campaign for NSCC* and Chair of the Cumberland Campus Community Fundraising Committee.

"Each of NSCC's 13 campuses across the province has tremendous support in its own community, and I know that's true here in Cumberland County," he notes.

"Every dollar we raise here in our local campaign will stay right here, and support local students. I think we will be successful because people here relate well to the College. We understand the important role it plays in educating and preparing our young people, and I'm convinced there will be strong support."

Beyond his time commitment, David has donated \$25,000 to the Cumberland Campus Campaign and has a matching contribution of \$50,000 with NSCC's Board of Governors and the NSCC Foundation's Board of Directors. His gift to the local Campaign supports bursaries and Urgent Aid.

"Some students are really struggling financially, whether it's transportation, books or buying groceries. They are sacrificing so much to come to school, but at the same time they recognize the need to invest in their own futures. I admire this determination, and I wanted to see that their lives are made a little easier and the financial strain is eased somewhat," he says.

"I encourage everybody who wants to help students in this community and in all the other NSCC communities across the province, to give as generously as they can."



David Hoffman, *Make Way* donor and volunteer

## TOUGH TIMES MOTIVATE STRAIT AREA STUDENT

For Keisha Price-Pierro, the past year has been challenging. But thanks to her incredible drive to succeed, she has found her happy place.

"I recently left a toxic relationship which left me practically homeless," says Keisha, an Office Administration student at Strait Area Campus. "I was struggling to make ends meet. I had bills to pay and \$2,000 worth of repairs to do on my vehicle. I didn't know what to do."

But with campus supports and an opportunity to participate in the RBC Student Works Fund, Keisha has been able to stay in school and work as a file archivist with Student Services on Campus.

"I feel like I've been saved by NSCC. I've never had this kind of support from a school in my life," she says. "Everyone has been extremely supportive – they've helped me find a place to live, find a way to get to school, and helped me get through this hard time."

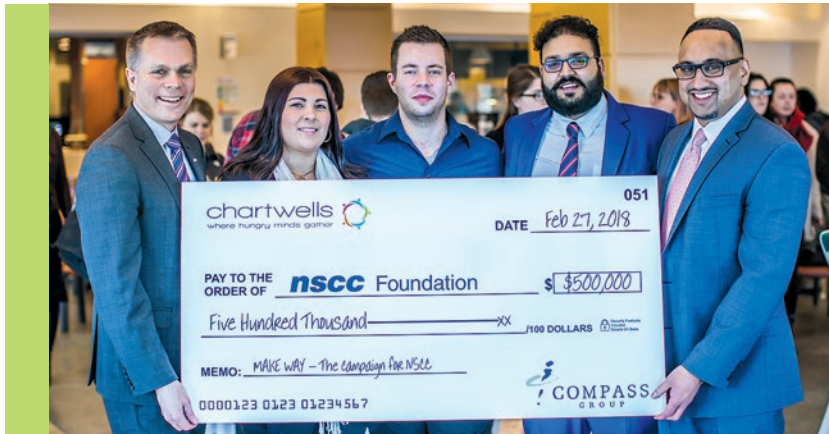
The RBC Student Works Fund is a pilot project at the Strait Area Campus that allows students to work on campus, earning funds to offset financial barriers to education.

"The RBC Student Works program has been a tremendous help, allowing me to balance my student life and my tough financial situation," says Keisha.



RBC Student Works participant Keisha Price-Pierro  
Office Administration, Strait Area Campus  
Class of 2018

## CHARTWELLS FUND PROVIDES FOOD RELIEF



(l-r) Don Bureaux, President, NSCC, celebrates the Chartwells contribution with Student Association Presidents Krista Holland-Guy (IT Campus), Mike Pinkney (Truro Campus), Akash Pandey (Ivany Campus) and Ashton Sequeira, President, Chartwells (missing: Katelyne Keddy, Kingstec Campus)

Chartwells, a member of Compass Group Canada, is contributing \$500,000 over five years to Nova Scotia Community College's Urgent Aid Fund via *Make Way - The Campaign for NSCC* to help students access food.

The funding, which will provide credits at Chartwells' NSCC dining halls, as well as grocery-store gift cards, was announced recently at a special event at Ivany Campus.

It will support students in urgent need of food relief at the four campuses where Chartwells is present: Ivany, Institute of Technology, Truro and Kingstec.



Guests enjoy a wonderful banquet showcasing the talents of Chartwells' chefs



Don Bureaux applauds the contribution from Chartwells, which will provide food relief, through the Urgent Aid Fund, at four NSCC campuses

## CIBC GIFT TO IMPROVE FINANCIAL LITERACY



Students from the Business Administration – Financial Services program celebrate the CIBC donation with (l-r) Barry Saunders, Chair, NSCC Foundation Board of Directors; Mike Bagnall, Vice President and Region Head, CIBC; and Don Bureaux, President, NSCC

A donation from CIBC will help NSCC students build their financial literacy skills.

CIBC is contributing \$125,000 to *Make Way - The Campaign for NSCC* to support the development of a financial literacy course to be available to all Community College students throughout Nova Scotia.

The gift was announced recently at Ivany Campus during an event that saw Financial Services students engaging guests and fellow students in a financial literacy quiz.



Mike Bagnall of CIBC talks to CTV Atlantic about the company's gift in support of student financial literacy

## ALUM CHANGING PATHS THROUGH NSCC

When Kendra Mattinson embarked on a career in Continuing Care, she was on a good path. Just not the right path for her.

"I really enjoyed the program and everything it had to offer, but once I started working full-time, I realized that it wasn't exactly what I wanted to do," says Kendra. "I looked through the NSCC website and this program sounded awesome."

Now a student in Medical Office Administration at Truro Campus, she previously graduated from the Continuing Care course at Cumberland Campus. That credential meant that, when she decided to return to NSCC as a full-time student, she was eligible for the Alumni Legacy Award.

She received the entrance award - children or grandchildren of alumni are also eligible - toward her tuition costs.

"It just took a lot of the stress away, which was amazing," says Kendra. "A lot of people don't go to college because they don't have the money. It's a huge issue."

These days she's busy learning about human anatomy, relevant computer programs and medical transcription - skills she's confident will carry her into a job at a hospital or doctor's office.

"I'm really enjoying it. I'm getting great marks and the teachers are awesome," says Kendra.



Alumni Legacy Award recipient  
Kendra Mattinson (Continuing Care,  
Class of 2015; Cumberland Campus;  
Medical Office Administration, Class  
of 2018, Truro Campus)

## STUDENT AID CAPACITY RISING

*Make Way - The Campaign for NSCC* launched publicly just six months ago, but the positive reverberations are already being felt at Nova Scotia Community College campuses across the province.

The majority of *Make Way's* \$25-million goal is designated for direct student financial aid - bursaries, scholarships, urgent aid and extraordinary learning opportunities - to improve access to education and enhance student success.

It's certainly working, says Susan Pike, Manager, Finance & Donor Relations, NSCC Foundation.

"We want to open doors to education at NSCC through the Campaign, and our generous donors and partners are making that happen," she says.

In fact, *Make Way* has funded more than 1,100 student financial awards this academic year, up from just under 1,000 in 2016-17, and that number continues to rise. That equates to \$1.2 million disbursed by the Foundation to date, compared with over \$800,000 for the entire 2016-2017 academic year.

"These results are significant," says Susan. "We are so pleased to see the effect that Campaign donors are having on our capacity to help students succeed.

### 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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