

# LEAD THE WAY

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# WRAP UP REPORT

**When we set a goal to expand support for NSCC students two years ago - amidst turbulence and uncertainty - through Lead the Way, we knew it was ambitious.** Lead the Way was a campaign unlike any other, the need was urgent. We set a goal of \$5M and rallied a group of changemakers from across the province to be our connectors and advisory team. We set out with a call to action, and wow, were we overwhelmed by the response!

You, our donors and supporters, heard our call and answered immediately helping to raise over **\$6.9M** for Lead the Way. We are incredibly grateful for your leadership and generosity. By believing in NSCC and its students at such a critical time, you helped provide the opportunity for them to continue their journey after facing many unexpected turns due to COVID-19 and the rising cost of living.

Your willingness to jump in and help fund programs like Rapid Response – providing students with immediate financial relief – was incredible. Rapid Response donors funded over 300 Emergency Cost of Living Bursaries and 30 COVID Relief Bursaries for students as well as several other initiatives. In response to employment gaps, you stepped up to support career preparation programs

like the Sponsor-a-Student Program, providing students financial relief along with the opportunity to work and learn while attending NSCC because of our community partners' dedication to student learning.

We cannot thank you enough for your dedication to NSCC students. You have changed lives. Your impact is felt not only in the lives of students, but in their families and communities as well. Your unwavering commitment empowers the future leaders of our province.

**Thank you for leading the way.**



**Don Bureaux,**  
President, NSCC



**John Lindsay,**  
Chair, Lead the Way

## TOP FINANCIAL HIGHLIGHTS

**\$6.9M**

TOTAL RAISED

**8,554**

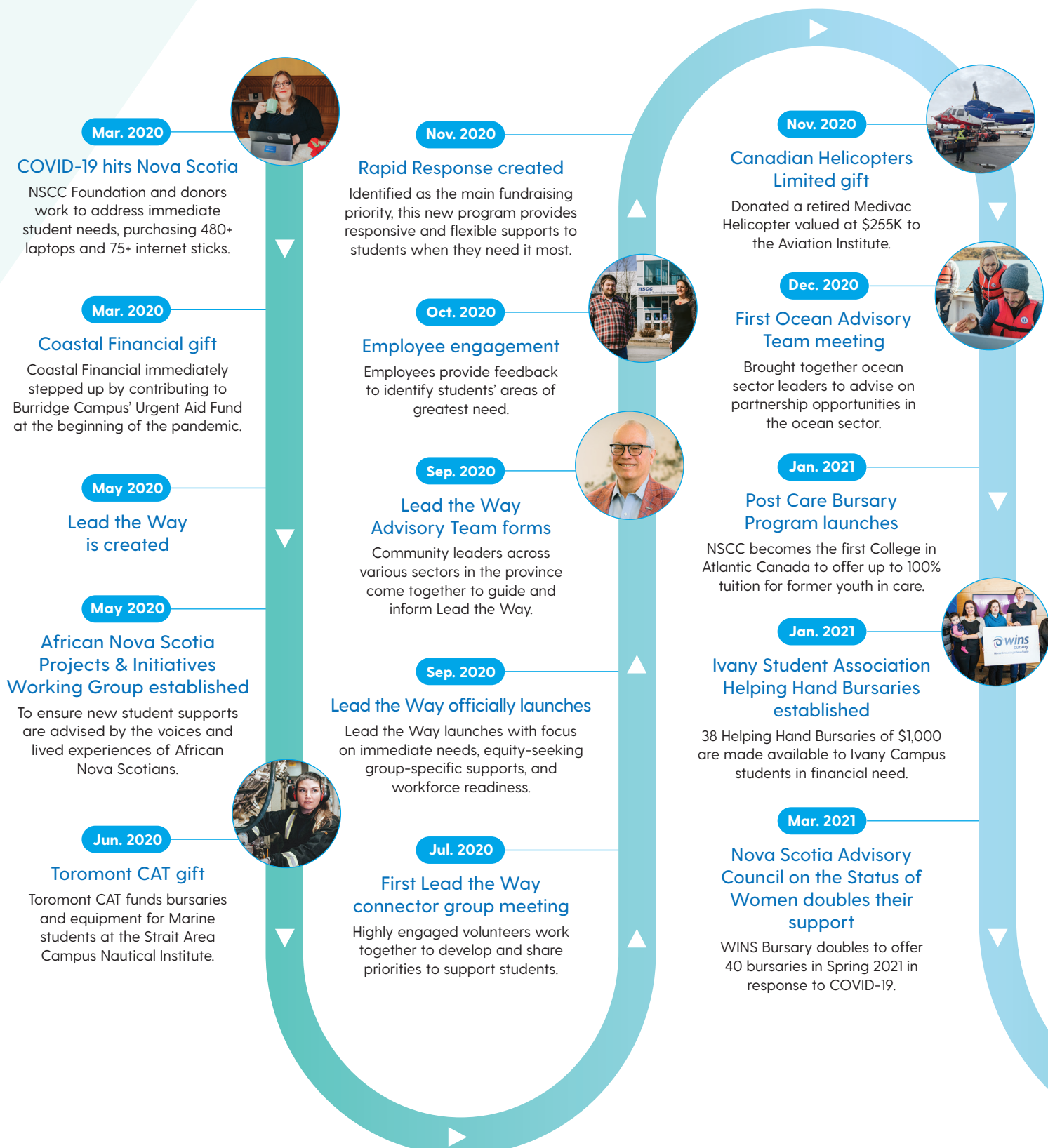
TOTAL NUMBER OF GIFTS

**\$1.39M**

VALUE OF GIFTS-IN-KIND



# LEAD THE WAY TIMELINE



# Follow along on our journey's highlights and milestones



Oct. 2021

## NSCC's 25th Anniversary

NSCC marks 25 years with virtual celebrations along with the Foundation's 25th Anniversary appeal.

Sep. 2021

## Indigenous Student Supports Program created

Created to meet the immediate to long-term needs of Indigenous students at NSCC. This grassroots fundraising effort raised \$10K.

Jun. 2021

## Nova Scotia Forestry Innovation Trust announces funding to NSCC

NS Forest Innovation Trust Awards were established with a \$647K commitment.

Jun. 2021

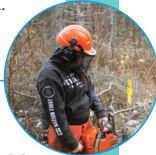
## COVID Relief Bursaries established

Rapid Response funds \$60K in COVID Relief Bursaries.

May 2021

## Walker Wood Foundation commits \$120K to the Post Care Bursary Program

Becoming the lead donor for the program, ensuring five annual bursaries for six years.



Nov. 2021

## Folk Family gift

\$1M Adam Folk Memorial Endowment funds bursaries for Plumbing students in honour of Adam's legacy.



Nov. 2021

## Giving Tuesday

NSCC staff and the J&W Murphy Foundation raise \$7K for Urgent Aid to address student food insecurity, while NSCC alumni and TD Insurance raise over \$13K for Rapid Response.



Dec. 2021

## TK Foundation gift

\$250K in bursaries for equity-seeking marine students and research into the Sea Change sexual violence prevention course.

Dec. 2021

## Rath Innovation Fund

Stu Rath contributes \$100K to create Truro Campus' inaugural Rath Innovation Fund.

Dec. 2021

## Lysol Gift-in-Kind

Lysol donates over \$370K worth of sanitizing wipes to NSCC to distribute throughout the province with the help of our community partners.

Jun. 2022

## Lead the Way officially wraps

Jun. 2022

## J&W Murphy Foundation Gift

\$250K donated to Rapid Response with special focus on students at South Shore Campuses.

May 2022

## Sponsor-a-Student – Marine Atlantic

Marine Atlantic commits to sponsoring up to two Marine students per year, covering their full tuition costs and expenses.

May 2022

## Honda Gift-in-Kind

Honda Canada donates nine vehicles valued at \$128K for NSCC automotive programs.

Apr. 2022

## Building Vibrant Communities Grant

NSCC receives a Building Vibrant Communities Grant valued at \$45K from the Province of Nova Scotia for the Indigenous Student Supports Program, bringing the program fundraising total to \$55K.



# LEAD THE WAY RESULTS



8,554

TOTAL NUMBER  
OF GIFTS

\$500K

PLEGGED BY STUDENT  
ASSOCIATIONS

\$6.9M

TOTAL RAISED

\$260K

RAISED FOR RAPID  
RESPONSE

\$120K

RAISED FOR NEW  
EMERGENCY BURSARIES

(Emergency Cost of Living  
Bursaries and COVID Relief  
Bursaries)

## 11 NEW STUDENT SUPPORTS CREATED THROUGH LEAD THE WAY



ACCESS TO TECHNOLOGY



COLLEGE READINESS FUND



COVID RELIEF BURSARIES



EMERGENCY COST OF LIVING BURSARIES



FOOD INSECURITY/FOOD LITERACY FUND



INDIGENOUS STUDENT SUPPORT PROGRAM



INTERNATIONAL STUDENT INITIATIVES



JOB READINESS FUND



NEW BEGINNINGS BURSARIES



POST-CARE BURSARIES



RAPID RESPONSE



**Kathryn M.**, 2020 Recipient, Your Goals, Your Future! Award and R.G. Sobey  
Leadership Award  
Occupational Health & Safety, IT Campus



## J&W Murphy Foundation maximizes impact through targeted giving

Over the pandemic, the unpredictable environment showed us that we needed to be nimble and adaptable, especially in programs to help students. Thankfully, donors like the J&W Murphy Foundation understood this need and saw an opportunity to partner.

“We’re delighted to work with NSCC and earmark our gift to Rapid Response – we have seen how important this kind of flexible needs-based financial support can be to student success,” says Lisa Murphy, on behalf of the J&W Murphy Foundation. “With our connection to the South Shore, we were pleased to know that our gift will impact students directly in that region, along with students across the province.”

For the Lead the Way Campaign, the J&W Murphy Foundation was proud to make a \$250,000 donation to Rapid Response, with a preference for students at Campuses in Nova Scotia’s South Shore region.



**Olivia F.**, 2022 Recipient, Emergency Cost of Living Bursary, 2021 Recipient, Algoma Central Corporation Marine Navigation Technology Scholarship and Secunda Canada Employment Equity Bursary  
**Marine Navigation Technology, Strait Area Campus**

“On behalf of NSCC campuses in the South Shore region, we’re incredibly grateful for the J&W Murphy Foundation’s dedication to our students. Through their donation, they directly impact both rural students and their communities in the region,” said Principal for NSCC Burrige and Shelburne Campuses, Mary Thompson.

## Forestry Innovation Trust funds a more equitable and sustainable future

In Summer 2021, the Nova Scotia Forestry Innovation Trust announced its \$6.1 million in funding over four years for NSCC to establish the Centre for Forest Innovation at Truro Campus to promote growth and diversity in Nova Scotia’s forestry sector.

Through the funding, the College now offers a simulator immersion lab, demonstration woodlot, and innovative technology and programming at the Centre for students to build on industry-specific skills to meet the needs of the forestry sector.



In addition to advancing programming, \$647K of the funding also supports equity-seeking students who are pursuing a career in the forestry sector through the Nova Scotia Forest Innovation Trust Award. This award offers 20 bursaries valued at \$3,600 annually to increase their access to sector-related education and training.

“Making education more affordable and accessible is a truly noble goal, and for me, this award does that in abundance. I’d also like to express how worthy of an aim ecological forestry is. In the age of climate change, reconfiguring established systems to better consider the environment is more necessary than ever before.”

**Nicholas C.**, 2022 Recipient, Nova Scotia Forest Innovation Trust Award  
**Geographic Information Systems, Annapolis Valley Campus**

**Alexa G.**, (left) 2021 Recipient, The Nova Scotia Forest Innovation Trust Award  
**Natural Resources Environmental Technology, Strait Area Campus**

**Abigail L.**, (right) 2021 Recipient, The Nova Scotia Forest Innovation Trust Award  
**Geospatial Data Analytics, Annapolis Valley Campus**

# Students pay it forward with 80 new awards

At NSCC, we are proud to see our students supporting fellow students. As a part of the Lead the Way Campaign, all 15 of NSCC's Student Associations committed to renewing a \$500,000 pledge over five years to assist their classmates' education goals at each campus. Thanks to the outstanding dedication of these Student Associations, a total of 80 awards will be available for students to apply for during the 2022-23 academic year.

In addition to the pledge renewal, the Student Associations at Ivany, Cumberland, and Annapolis Valley Campuses decided to take an extra step for the coming academic year. The Ivany Student Association created an endowment to support students in perpetuity, committing to grow the endowment to \$100,000 in the academic year. The Cumberland and Annapolis Valley Student Associations chose to fund additional awards for students at their campuses.



"I think helping students with financial issues is the best we can do for our students. That is the biggest impact we can have on somebody who wants to study, get good grades and keep up with school."

**Maria I.**, Ivany Student Association President, 2021 Recipient, Jim & Linda Ross Award and The Joe Gallagher Bursary for Water Resources  
**Environmental Engineering Technology, Ivany Campus**

# NSCC IT Campus staff jump to action to feed students

During COVID-19, students faced food insecurity more than ever. Staff at NSCC's Institute of Technology (IT) Campus noticed their struggles and rallied together, creating the IT Campus Food Security Project.

"We're not going to have the ability to retain students if they have to leave school to work to feed their families, or if they're just not succeeding due to lack of nutrition," says Stephanie Wells, Adult Learning Program Counsellor at the IT Campus.

In November 2021, campus staff started meeting to discuss ways to help feed the students by using any resources and funding they could get. In February 2022, they started giving away 75 or more bagged lunches once a week on campus, running out each time because of the high demand.

"We're excited to see where it can go next year. We know the importance of this, so as a community, I think it's up to all of us to support one another," said Stephanie.



Pizza Day in celebration of NSCC's 25th Anniversary (left). Left to right are Sarah MacDonald, ALP Faculty; Stephanie Wells, ALP Counsellor; Iriane Yim, Achieve Program Assistant; Katie Smith, ALP Faculty; and Samuel Mundy, Practicum Student Teacher, MSVU Education program

Breakfast meal offering (right). Left to right are Katie Smith, ALP Faculty; Stephanie Wells, ALP Counsellor; and Karen Mulvihill, Campus Events Coordinator



# Full circle moment for Pathways alumni Juno Beals Keizer

Juno Beals Keizer continues to show how the impact of investing in students goes further than you think. He started at NSCC in 2017 in the Adult Learning Program, after being laid off from the call centre he worked at for ten years. After hearing about the Pathways to Shipbuilding program and being accepted, it only went up from there. Juno proudly graduated from NSCC's Welding program in 2020 and has worked full-time for Irving Shipbuilding ever since.

"Without the donors and supporters, I wouldn't be where I'm at today. 19 other Black Nova Scotians wouldn't be in the positions they are in today. With this skilled trade, we will be able to provide a better life for our families for years to come," says Juno.

Juno and fellow pathways alum were inspired to give back after graduating. Together, they created The Black Empowerment to Success Award to give students the opportunity to succeed as they did.



**Juno B. K.**, Pathways to Shipbuilding (African Nova Scotian Cohort) Welding, Class of 2020, Akerley Campus

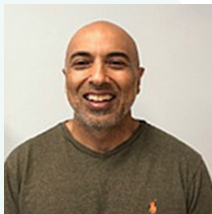
"We know opportunities like this don't come around often for people like us and we want to help make it easier for those pursuing further education," said Juno.

## Lead the Way Advisory Team



"As an NSCC alumni, I witnessed the power of accessible education transforming peoples' lives. To be a part of the Lead the Way Team was an honour for me, to help the College work with the community to provide more opportunities for individuals to access the education they need."

**Dima Aburub**, Member, Lead the Way Advisory Team, Planning and Development Division, HRM



"The Lead the Way Campaign's tremendous success was made possible by many contributing factors, one being the diversity and inclusion of the individuals and communities involved with the campaign. It is also reflected in the culture and collaboration of NSCC's campuses and their communities throughout Nova Scotia."

**Raj Makkar**, Member, Lead the Way Advisory Team, NSH Manager of Ambulatory Care/Cardio-respiratory Services and Senior's Clinic, Colchester East Hants Health Centre

**Don Bureaux**  
President, NSCC

**John Lindsay JR.**  
Chair, Lead the Way

**Dima Aburub**  
Planning and Development Division, HRM

**Alfred Bergusson**  
Founder and CEO, Tribe Network

**Barbara Goit**  
Retired CFRE, Vice-Chair, NSCC Foundation Board of Directors

**Lynn Hartwell**  
VP Campuses and Communities, NSCC

**Liza MacDonald**  
Regional VP, Financial Planning – Atlantic, RBC

**Raj Makkar**  
NSH Manager of Ambulatory Care/Cardio-respiratory Services and Senior's Clinic, Colchester East Hants Health Centre

**Michael Peters**  
CEO, Glooscap Ventures


**Gerry Post**  
Former ED, Nova Scotia Accessibility Directorate

**Denise Pothier**  
VP, Indigenous Relations, VP Practice Services, Stantec

**Mary Thompson**  
Principal, NSCC Burrigde and Shelburne Campuses

**Kathleen Yurchesyn**  
VP, Operations and Corporate Development, Novaporte

# THANK YOU



**Margaret C.**, 2021 Recipient, Sobey Award, BMO Change Maker Bursary, Harrison McCain Foundation Bursary, and Gordon Latter Memorial Bursary  
**Early Childhood Education, Akerley Campus**

**To our donors, employees, alumni, retirees, volunteers, industry and community partners:** thank you for stepping up to listen, learn and respond to our students' needs. As the Lead the Way Campaign wraps up, we are grateful to each of you for helping NSCC students through these difficult times.

Setting out on this campaign together, we identified four priority areas of focus: Culture, Society, Economy and Future. We believed these were the areas our community could make the greatest impact, and thanks to your support, we have seen remarkable success.

We would also like to give a special thank you to our Lead the Way Advisory Team for their time and guidance throughout the campaign. The leadership and

perseverance shown by the members of the team was like no other, and we are grateful for their commitment and guidance.

Lastly, we continue to be impressed by the culture of philanthropy at NSCC. Supporters like you continue to change the lives of students and their communities with your passion for helping others. We look forward to coming together again to further support NSCC students, and please stay tuned to see how your impact continues to be felt throughout the province.

## **Thank you for Leading the Way.**

From the bottom of our hearts,  
– The NSCC Foundation Team

### **Please contact us anytime:**

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