ANNUAL REPORT

July 1, 2016 - June 30, 2017
If you are reading a printed copy of this report and wish to access the live links (shown in bold throughout the report), please view our online version:

nourishns.ca/our-story/news-and-reports
Vision
All Nova Scotia children and youth are well nourished to live, learn and play.

Mission
Nourishing children and youth in Nova Scotia by promoting and supporting food and nutrition programs in partnership with communities and schools.

What we do:
- Provide grants and resources to support food and nutrition programs.
- Advocate for the nutritional health and well-being of children and youth.
- Cultivate nutrition knowledge, food skills and healthy eating practices through education and awareness building activities.

Purpose
To cultivate generations of healthy eaters.
As a young organization we are exceedingly proud of our progress over this past year. Breakfast Programs are operating in 92% of public schools, Nourish Your Roots expanded to 7 of 8 school boards supported by 17 farm partners, our Edible School Garden Program provincial consultation a great success and program development is well underway. This annual report captures program stories contributed by volunteers and collaborators who share our passion for creating healthy food environments in schools and developing food literacy in children and youth.

This year we reached the end of our strategic path laid out in April of 2014. While maintaining the overall direction for another year, the focus for this coming year will be evolving our board - effectively moving from the kitchen table to the board room. Following our Engagement Governance model, we remain committed to seeking grassroots collaboration, while building a strategic board to help direct and strengthen our organization. We welcome the challenges and change before us as we continue to focus on the health and well-being of Nova Scotia’s children and youth at the centre of our work.

We will continue to live our values, stay true to our purpose and motivate and attract others as we advance healthy food environments and food literacy in schools together. Through advocacy and outreach we will unabashedly share our story as a way to inspire, engage and empower others to help us create a healthy food future for Nova Scotia.

As always, we invite you to help us grow.

Janice Silver, RD
Chair

Margo Riebe-Butt, RD
Executive Director
Building on the principles of participation and collaboration, Nourish follows engagement governance to encourage sharing among board, staff, volunteers and grassroots champions. The result is joint-ownership, empowerment and accountability, where the teams are able to make decisions relative to their responsibility areas, provide direction to the organization and inform board decisions.

The four leadership teams of Nourish encourage those most closely vested in the interests of the organization to participate meaningfully in the work, supporting Nourish’s strategic priorities while keeping the “business of the board” effective, following legal and fiduciary requirements.

What is truly magnificent about this model is the amount of work that is accomplished, with a small and nimble staff to support. As an organization, we are able to achieve a great deal because of the effort, input and dedication of our team volunteers.

**Business Team**

Responsible for business oversight including planning budgets, financial reports, creating and implementing a fund development plan, administrative functions such as annual reports, receipting, donor/sponsor recognition, legal obligations such as contracts, MoU development and adherence to policy and procedures. Human resource management including payroll, benefits and annual performance reviews of staff are housed here. This team is also the primary contact for government relations.

**Communications Team**

Responsible for general communications including: news/newsletters, website oversight and management, social media planning and implementation, as well as public and media relations. Tasked with creative design and development for all aspects of the organization as well as program resource development in conjunction with the program team. Guides coordination of Nourish events.

**Program Team**

Responsible to guide and support programs (Breakfast Program, Nourish Your Roots and Edible School Gardens) in the areas of capacity building, volunteerism and resources. Also responsible to determine fund dispersals in programming areas, following established protocols. This team helps inform new program development and engage new and existing stakeholders. The Program Team is comprised of representatives from each of our eight school boards (several supported by public health nutritionists), Nourish board members and staff.

**Volunteer Team**

Responsible for volunteer engagement for Nourish, which includes recruitment, orientation, development, integration, and communication for all volunteers. The Volunteer Team leads volunteer orientation events, volunteer retention and satisfaction, and also recruits and manages volunteers for special events and activities. Professional development and organizational learning for staff and volunteers, are housed here as well as succession planning for the board of directors.

<table>
<thead>
<tr>
<th>Name</th>
<th>Board and Staff as of June 30, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janice Silver</td>
<td>Chair</td>
</tr>
<tr>
<td>Jill White</td>
<td>Vice-Chair</td>
</tr>
<tr>
<td>Debbie Madore</td>
<td>Treasurer</td>
</tr>
<tr>
<td>Sherry Jarvis</td>
<td>Director</td>
</tr>
<tr>
<td>Kelly Sherwood</td>
<td>Director</td>
</tr>
<tr>
<td>Margo Riebe-Butt</td>
<td>Secretary (Ex-Officio) and Executive Director</td>
</tr>
<tr>
<td>Janice MacNeil</td>
<td>Development Coordinator</td>
</tr>
<tr>
<td>Caroline Whitby</td>
<td>Nourish Your Roots Coordinator</td>
</tr>
<tr>
<td>Melissa Stewart</td>
<td>Program Assistant</td>
</tr>
<tr>
<td>Meagan Brown</td>
<td>Communications Assistant</td>
</tr>
</tbody>
</table>
This year, Nourish continued to expand its social media presence and followers. One of our posts in September 2016 got over 1,200 shares on Facebook! Wow!

On our website, we encourage people to share their stories with us, and this year we received many inspiring stories from across the province. One story discussed how working in the garden not only generates food, but also cultivates leadership skills in students. This amazing story came to us from Chedabucto Education Centre and Guysborough Academy.

“Our garden is an example of a collaborative project between school, community, and public health. In the spring of 2010, a group of students at the school, known as the “Green Team”, worked with the youth health centre coordinator who is a public health nurse, alongside school administrators, community members and organizations to facilitate a school vegetable garden project which has continued each year since. The garden provides leadership and mentoring opportunities, as part of the Green Team’s role to engage elementary students in the planting and harvesting activities.”

Partnering with Saltscapes Magazine, presenters of the Atlantic Agricultural Fall Fair, Nourish hosted a Nourish Your Roots Booth during the five day fair held over Thanksgiving weekend. Attendees had an opportunity to answer fun produce related questions for a chance to win one of three NYR boxes. The fair provided exposure for the popular farm-to-school fundraising program of Nourish, while offering attendees informal and fun nutrition education opportunities.

The second annual Nourish Nova Scotia Food and Film Challenge award, in partnership with Devour! The Food Film Festival was presented in October 2016. For the challenge, Nourish invited children and youth to submit short films on the subject of food literacy. The winning film, The Food Waste Farm Tax Credit by grade 9 Millwood High School students Jasmine Metzler and Taylor MacDonald, was screened at the Devour opening night gala in front of a live audience. On Sunday, November 6th, the Golden Tine Awards were presented for all category winners for Devour. Jasmine and Taylor received a standing ovation from the crowd. Nourish provided a $500 prize to the winners to donate to a food related program or charity in their school community. Jasmine and Taylor chose to support their school’s breakfast program. Impressive indeed!
March is Nutrition Month™ and each year we strive to engage children and youth with the theme in an interactive way. Building on the success of the 2016 social media campaign, we developed the #NSSchoolEats contest encouraging students and teachers to share their “healthy school eats” on social media for a chance to win $150 to promote healthy eating in their classroom. The winning photo was shared on twitter by a grade 5/6 class at École St. Catherine’s School.

To support nutrition month activities, Nourish developed daily school announcements for the month for students to read each morning highlighting a healthy food fact or practice. Several schools used some of their Nourish Your Roots proceeds to host Nutrition Month™ activities highlighting healthy eating.

Food literacy - like learning to read and write - is a skill that needs to be nurtured from an early age. At Nourish we define food literacy as having the knowledge, skills and attitudes necessary to choose, grow, prepare and enjoy food to support one’s health, community and the environment.

Food literacy is a theme that runs throughout our work at Nourish. In addition to funding school nutrition programs, we strive to insert food literacy opportunities into our all of our activities, be they internal, for schools, or for the public at large.

As part of the Atlantic Agricultural Fall Fair, Nourish staff and volunteers developed healthy food and nutrition messaging for the fair’s pumpkin people displayed throughout the event. Nourish also participated in the “Ag Zone” day by developing and delivering workshops to 400 elementary students - an interactive presentation, inspired by a sugar game designed with MSVU students last year. Students, teachers and chaperones were shocked to learn about the amount of added sugars in common “perceived as healthy” snack items. Healthy snacks, focusing on whole foods, were highlighted as alternatives to help make the healthy choice the easy choice.

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Food is a central theme of many holidays and celebrations. Classroom parties and school food programs can incorporate a fun nutrition lesson by involving students in the planning and preparation of healthy snacks. The key is to present healthy foods in a fun and creative way. These Healthy Holiday Treats are easy to make and add a festive touch to any holiday gathering, whether it is a classroom party, breakfast program or family gathering at home! Enjoy!

“Food literacy to me is all about learning where your food comes from, where your food is grown and who grows your food. It’s kind of answering all of the questions that you may have about what you see on your plate. I think it allows you to be engaged with your food from growing it in the garden to preparing it with a parent to bringing it to the dinner table.”
- Rose Schoonhoven, 2015 Nourish Food and Film Challenge winner
With over 92% of Nova Scotia public schools now offering a universal healthy school breakfast program, students are arriving to school with the ability to access nutritious food to help them get the best start to their learning day. Evidence shows well-nourished students perform better academically, have improved behaviours, and are absent/tardy less often - setting the stage for their success in school. Labour disruptions in schools last year highlighted the value of sound community partnerships for breakfast programs. Using the Best Practice standards to guide breakfast program operations, many schools drew upon a wide array of school community volunteers for support, both financially and physically. These programs thrived even under challenging conditions.

Advocacy is an important part of the work we do to support healthy food environments in schools. Our involvement with the Coalition for Healthy School Food (CHSF), is part of that commitment. The CHSF is a national voice, representing 30+ organizations across Canada, actively calling upon the Federal government to help support a universal healthy school food program for all Canadian students. In Nova Scotia, individuals, businesses, social organizations, civil society and the provincial government all invest in healthy school food programs. At Nourish, we believe the federal government needs to make investments too, and we’re striving to make that happen. In March, we presented at The Great Big Crunch event on Parliament Hill, joining with Parliamentarians and 300,000+ children and youth from across the country to bring attention to healthy food in school. Several Nova Scotia MPs joined in to support the cause. We have steadily been doing outreach to our Nova Scotia MPs to engage them in this work.

Donors, sponsors and partners supported the health and learning of students across the province helping sustain the increase in Nourish funding for school breakfast programs.

This year new investments for breakfast programs were declared in the provincial government’s Speech to the Throne and confirmed in the budget in the spring.
Nourish Your Roots

This was a year of exponential growth for our popular farm to school fundraising program, Nourish Your Roots (NYR). From our pilot with 13 schools in 2015, we expanded to 57 sites in fall of 2016. Over 11,000 boxes of farm fresh produce made its way to the tables of Nova Scotia families just in time for Thanksgiving and Christmas Holidays. Evaluation of the program, supported by Dalhousie’s Applied Research Collaborations for (ARCH) Health and Healthy Populations Institute (HPI), revealed cross-cutting impacts from positively influencing school food environments, to bolstering local farm economies and increasing family food literacy. Over $98,800 was raised by participating schools to reinvest in their own healthy food programs.

Many partners were integral to the growth of the program guided by the dedicated NYR Advisory Group, tasked with defining the values, principles and best practices for the program to prepare for expansion. With the help of Select Nova Scotia, Dal ARCH, Dal HPI, NS Departments of Health and Wellness, Education and Community Services, Maritime Paper, 17 farms and Kings Produce (for distribution/trucking), we were well placed to successfully grow the program under the leadership of our new NYR Coordinator.

Planning is underway for the 2017 campaign with NYR establishing itself as a signature program of Nourish - helping schools champion the healthy school food movement within their own communities.

“Nourish Your Roots is an amazing school food fundraiser - it normalized healthy local foods. It’s way better than having kids sell sugar products. There is enough questionable advertising and an overabundance of unhealthy food in our child’s life - this fundraiser helps to change the message.”
- Parent

Edible School Gardens

On Tuesday November 29, 2016 over 60 educators, school administrators, government and health representatives, community members, parents and volunteers from across the province met as a network of leaders and stakeholders to connect, learn, share and celebrate the amazing edible school gardens that thrive in NS communities.

Edible school gardens (ESGs) are increasing in number and are recognized by many educators, decision makers and the public as essential building blocks for promoting food literacy among children and youth. Gardens are also important elements of broader school food initiatives, fostering hands-on learning, engaging school and community and inspiring the next generation to learn, grow, harvest and eat healthy foods now and into the future.

All involved recognized the value of engaging children in food-related learning from an early age, as well as the powerful and foundational role school gardens play in food literacy education. Growing Together: Edible School Gardens in Nova Scotia was a joint effort between Nourish and the Ecology Action Centre (EAC) in response to the increased number of edible school gardens in recent years. The day-long event was facilitated by Michelle Coleman and Satya Ramen with support from Dalhousie’s Healthy Populations Institute. The partnership between Nourish and EAC reflects a commitment to build a strong network of garden practitioners and leaders across the province on which to grow, strengthen and sustain ESGs.
Every April, Nova Scotians celebrate Volunteer Month – a time to pay tribute to, celebrate and highlight the outstanding leadership and dedication of thousands of volunteers across the province.

In our world, none are more important than the 3600+ breakfast program volunteers province-wide, that help Nova Scotia students start their school day off with a healthy breakfast.

Breakfast programs get students excited about healthy foods and are an important part of the social and educational fabric of our schools. The warm and welcoming environment created by program volunteers engages students and inspires school communities.

All Nova Scotia breakfast programs were sent a volunteer recognition certificate to display in their breakfast program room. Additionally for elementary schools, we enclosed stickers to share with program participants.

Breakfast program volunteers help ensure that every child in school has the opportunity to be well-nourished and ready to learn!

Thank You

To the 2016-2017 Breakfast Program Volunteers at

Phinney Cove School

Nourish would like to recognize and thank the 3,500 dedicated breakfast program volunteers who strive to serve breakfast to Nova Scotia students each year.

Volunteers contribute their time, energy, and expertise to help cultivate generations of healthy eaters. From program volunteers in schools to Nourish team and organizational volunteers, they share a common passion for creating and supporting healthy eating environments for NS children and youth.

This year we nominated Board Chair, Janice Silver for a Canada Volunteer Award for her contributions and life-long dedication to healthy school food environments. Janice was also recognized at the Annual Nourish Spring Supper as the first recipient of our Nourish Volunteer Award for her contributions to breakfast programs for the past two decades and as a founding member of Nourish.

In April 2017, Nourish board and staff gathered for a Strategic Review to assess and prioritize our work for the coming year. Board Evolution - moving from the kitchen table to the board room - was identified as key component to advancing our four priority areas:

- Awareness
- Financial Sustainability
- Programming
- Volunteer Engagement

The Nourish Annual General Meeting was held on October 21, 2016 at the Public Health offices in Burnside. Program Team members and other volunteers joined board and staff for the formalities of the AGM followed by discussions about the Nourish Your Roots expansion and Edible School Garden development. Over lunch, we launched the 2016 #NourishBrownBag Challenge inviting attendees to “donate their lunch money” to Nourish and take the challenge to pass it on.

“I want the children in my community to be successful, the best way that they can be, and if I can help in any way I’m going to do something. I know how important breakfast is to learning.” - Breakfast Program Volunteer
Since 2015, Nourish has participated in the Scotiabank Blue Nose Marathon Charity Challenge. Team Nourish 2017 ran, walked and fundraised more than $6,500, with our largest gift coming from our friends at Halifax Naturopathic Health Centre. We were pleased to recognize some remarkable achievements made by teams and individuals.

Renewed annual donations from corporate partners like Atlantic Credit Unions and Bell Aliant - who have both contributed annually since Nourish launched - are significant to our ability to sustainably grow our program support and development.

Monthly giving provides reliable support to ensure that students are nutritionally prepared to learn throughout the school year. Through a mail and email appeal in March 2017, our monthly donors increased from two to ten. With monthly donations ranging from $10 to $100, this small group donated more than $2,000 between March and June.

In its second year, the #NourishBrownBag Challenge fundraising and awareness campaign was promoted primarily through social media channels. Launched at our Annual General Meeting in October 2016, with board members, staff and volunteers, the challenge invited people to make a healthy lunch for a friend, ask them to donate their lunch money to Nourish to support healthy school food programs, and tag them to pay it forward with lunch for someone else.

This year's #NourishBrownBag champion was Business Team member, Jodi Posavad. She made 50 brown bag lunches filled with healthy snacks and served Irish soda bread and potato, leek, bacon, squash and pear soup. Read the full story here.

The provincial government's commitment to increase funding to breakfast programs was substantiated in the budget announcement in April and Nourish was named the trusted provincial partner for stewarding these new investments. This acknowledgement is a credit to our work as the trusted program partner, and more specifically how we work - with integrity and in collaboration with the NSHA and our primary partners at school boards and schools across Nova Scotia.

We are grateful for a generous financial contribution from the 100 Men Who Care of Bedford. We are thrilled to welcome them to our community of supporters. Their support will help further develop our healthy food programs.
# Nourish Nova Scotia Society

## Statement of operations

<table>
<thead>
<tr>
<th>Year ended June 30</th>
<th>Programs and Development</th>
<th>Administration</th>
<th>Total 2017</th>
<th>Total 2016</th>
</tr>
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<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
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<tr>
<td>Grants - general</td>
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<td>$29,215</td>
<td>$290,852</td>
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<td>Grants - programs</td>
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<td>-</td>
<td>750,000</td>
<td>750,000</td>
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<td>Donations</td>
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<td>-</td>
<td>40,174</td>
<td>42,997</td>
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<td>Other (Note 6)</td>
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<td>18,325</td>
<td>27,703</td>
<td>18,343</td>
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<td><strong>Total</strong></td>
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<td>47,540</td>
<td>1,108,729</td>
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<tr>
<td><strong>Expenses</strong></td>
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<td></td>
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<tr>
<td>Advertising and promotion</td>
<td>712</td>
<td>97</td>
<td>809</td>
<td>1,262</td>
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<tr>
<td>Bank and other charges</td>
<td>-</td>
<td>324</td>
<td>324</td>
<td>470</td>
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<td>Depreciation</td>
<td>399</td>
<td>55</td>
<td>454</td>
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<td>Fund development</td>
<td>1,883</td>
<td>257</td>
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<td>Grants paid</td>
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<td>Professional fees</td>
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<td>6,045</td>
<td>6,318</td>
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<tr>
<td>Program development and resources</td>
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<td>Rent expense</td>
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<td>Wages and benefits</td>
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<td>19,780</td>
<td>164,837</td>
<td>140,707</td>
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<td><strong>Total</strong></td>
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<td>30,089</td>
<td>1,079,856</td>
<td>938,831</td>
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<td><strong>Excess of revenues over expenses</strong></td>
<td><strong>$11,422</strong></td>
<td><strong>$17,451</strong></td>
<td><strong>$28,873</strong></td>
<td><strong>$45,088</strong></td>
</tr>
</tbody>
</table>

On behalf of the Board

[Signatures]

Janice [Signature] Director  Mango [Signature] Director
Community Collaborators

Annapolis Valley Farm to School Committee
Dalhousie Applied Research Collaborations for Health
Dalhousie Healthy Populations Institute
Devour! Food and Film Fest
Ecology Action Centre
Edible School Garden educators and community partners
Fall River Yoga
Coalition for Healthy School Food
Nova Scotia Health Authority
Nova Scotia School Boards
Urn Song Pottery

Nourish Your Roots Farm Partners

Donors

Janet Barre  Ismay Bligh  Ellen Bray  Margaret Brown  Rae Brown  Terri Caldwell  Roger Carroll  Heather Collins
Kerry Copeland  Clifford Dahms  Trevor Daigle  Peter Dawe  John Day  Tracy DeWolfe
DHX Hour Productions NS XXIV Inc  Michael Edwards  Abdel Farrag  Jeffrey Fletcher  Blake Fox  Steven Galloway
Terry Gardiner  Kevin Geldart  Brian Globe  John Gorrill  John Greenough  Pierre Haché  Jeanne Hamilton  Jill Haverstock
Larry Hay  Elliott Hayes  Candice Hayman  Peter Hazlehurst  Barry Heffernan  Laura Hennigar
Michael Horwich  Robert Hunt  Jerry Inman  Jack Innes  Lucy Jamieson  Sherry Jarvis  Darrell Jessome  J D Johnston
Melodie Joy  Guy Kendziora  Glenroy Kerr  Grant King  Sara Kirk  Michael Landry  Paul and Cathy Langille  Paul Langlois
Ross Lloy  Gary & Louise Loughead  Larry Lundquist  Joseph MacKay  Bill MacLean  Charles Fraser MacNeil
Cheryl MacNeil  Janice MacNeil  Archie MacPherson  Dana MacQueen  Donald MacVicar  Debbie Madore  Barry Mason
Glenn Mason  Mark McCracken  Mark McGrath  Edward McHugh  Dave McIlveen  Colin David Melia  Madelyn Merner
Barry Moore  Richard Moore  Mary Morash-Watts  Lemuel Murphy  Carolyn Newbery  Ernst and Young’s Nicole Dube
Kyle Niekamp  Paul Pettipas  Leah Poirier  Peter Pope  Jodi Posavad  Craig Prall  Duane Praught  Robert Price
John Rahey  Walter Regan  Colleen Riebe  Erin Riebe  Margo Riebe Butt  Celeste Robicheau  Monica Rodriguez
Edgar Sceles  Charles Scott  Kelly Sherwood  Janice Silver  Kevin Spencer  Sandy Stevens  Sheila Stevenson
Andrew Stewart  Helen Taylor  Carolyn Taylor Aucoin  Terence Thorne  Christine Tompkins  Gerard Tompkins
Nancy Tregunno  Duane Tuttle  Urn Song Pottery  Staff PACU 10B Victoria General Hospital  Bill Vienneau
William Vye  Caroline Whitby  Sean Williams  Donald Wolsey  Bruce Yeo

“After recently hearing about Nourish Nova Scotia, we spent some time researching the concept and purpose driving the organization, and found ourselves deeply connected to your cause. We applaud your values in healthy meals lead to better health and educational outcomes.” - Emergency Medical Care Inc., Donor