



# Cultivating *Healthy* Generations

2019 Annual Report

  
nourish

NOVA SCOTIA



**Supporting Students**  
**Creating Healthy Habits**  
**Providing Opportunities**



“ Connecting the dots between what we produce here in Nova Scotia to what we put on our plates can go a long way to stem the rising tide of diet-related chronic disease.

- Margo Riebe-Butt, RD

# Supporting Students

## Creating Healthy Habits

### Providing Opportunities

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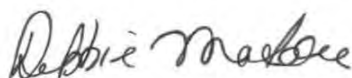
Reflecting on the 2018-2019 year, it's incredible how far we've come towards realizing our purpose of "cultivating generations of healthy eaters." Each day we work towards raising awareness and generating funds to strengthen and develop healthy school food programs in service of our mandate. We continue to challenge ourselves to do more, and to do better. Thanks to the many contributions of our partners, funders, volunteers and donors, each year we get a bit closer.

Last year our board recognized the need to better engage those we serve. Children and youth need to be supported and empowered in order to influence their own food environments and to develop the skills needed to support healthy lives. To this end we welcomed youth into our organization by way of interns, volunteers and co-op students. They brought their unique talents, ideas and skills into our world and we're better for it! We provided outlets for youth to stand up and speak out on food matters through our #SpeakUp4SchoolFood campaign, the Nourish Food and Film Challenge and our Reel Talk film screening event to name a few.

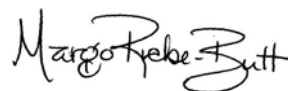
Through these opportunities we discovered that youth really care about what they eat in school. They want healthier choices and they want no students to go without. Additionally, they care about the impact food has on the environment. They want to learn essential food and life skills to support them to make choices that are good for their health, their communities and the environment. Youth stepped deeply into the work and we are grateful they did.

Recognizing that in order to support children and youth to learn and live well, we need more robust investments. We stepped up our advocacy efforts successfully co-authoring a grassroots awareness campaign in collaboration with our partners and stakeholders. The #SpeakUp4SchoolFood campaign feeds into the work of the national Coalition for Healthy School Food, seeking a federal investment in a healthy school food program for Canada. We have made significant strides and will continue to activate and engage more Nova Scotians to the cause.

In a province abundant in food resources we have the opportunity to support healthy Nova Scotians now more than ever, while at the same time supporting our local farmers, fishers and producers. Connecting the dots between what we produce here in Nova Scotia to what we put on our plates can go a long way to stem the rising tide of diet-related chronic disease, while at the same time protecting our planet. Youth will drive the shift. You can help.



**Debbie Madore, RD**  
Chair



**Margo Riebe-Butt, RD**  
Executive Director



“

We believe that if you teach kids to eat real food early on they will be great eaters throughout life, and that good food = good thinking.

- *Nourish Board*

## Nova Scotians Care That:

## The Impact We've Had:

Kids learning is  
impeded by hunger



We've supported schools  
to serve over 6.3 million  
meals across Nova Scotia

Our local food economy  
is sustained



Over \$270, 000 was  
generated through  
Nourish Your Roots for  
local farms

Children don't  
understand where their  
food comes from



We are developing a  
school food garden  
program to provide hands  
on learning experiences

Canada is the only G7  
country without a  
national school  
food program



Our  
#SpeakUp4SchoolFood  
campaign mobilized  
thousands of Nova  
Scotians to the cause

## OUR PURPOSE

To cultivate generations of healthy eaters



The program directly correlates to school success. It builds community capacity and citizenship by having the students involved in running the program.

*- Principal*



# Cultivating Healthy Habits

## Enjoying Healthy Food

### Learning Life Skills

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Understanding that a child's learning and ultimate success in life is impeded by hunger, there is no better time to invest in growing healthy kids. Cultivating healthy eating habits among our youth, encouraging them to enjoy healthy food, while helping them to develop important food literacy skills will serve our collective purpose of cultivating healthier generations. Our program areas: School Healthy Eating Program (SHEP), Grow Eat Learn (GEL), and Nourish Your Roots (NYR), contribute to this purpose. SHEP allows for the modeling of positive behaviour that can impact students' food choices and help them develop food skills for years to come. These programs also provide students with meaningful volunteer opportunities; in many schools students are serving students. **This past year over 1700 students volunteered for their school's breakfast program helping to feed 38,000 students daily.** To help build capacity within school food programs we worked with partners to create resources such as volunteer recruitment posters, budgeting and educational tools, recipes, and other support resources. We also offered workshops for program volunteers, providing on-the-ground support in overcoming common challenges, sharing successes, and cooking together! Volunteers do amazing work to the benefit of their school communities. They hold solutions to their own challenges and share their wisdom and knowledge with ease. They are the true champions.

## Strengthening School Food Gardens



School food gardens are sites of learning and when well supported, they teach essential skills for students' success and well-being. There are over 100 gardens in Nova Scotia to date and in a baseline assessment, we heard that their leaders need more support. Some challenges they're experiencing include recruiting and retaining volunteers, making gardens accessible spaces, and sustaining gardens over the summer months. For the past 3 years we've been working with stakeholders across the province to assist with these challenges by way of development of a new program, Grow Eat Learn. This year, in partnership with Ecology Action Centre, we finalized the Grow Eat Learn Guiding Practices, a set of adaptable guidelines informed by the wisdom and diverse experiences of local garden leaders, teachers and community groups. The Guiding Practices include elements of planning that will help a school food garden put down roots for years to come.





“ Love that the money raised supports our school garden! Love that the produce comes from local farms! It really is the best fundraiser. ”  
 - Principal

# Generating Funds

## Influencing Eating Habits

### Supporting Farmers

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The farm to school fundraiser, Nourish Your Roots (NYR) generates funds for healthy eating initiatives in schools and brings more fresh vegetables and fruit into family meals, while supporting the Nova Scotia farming community.

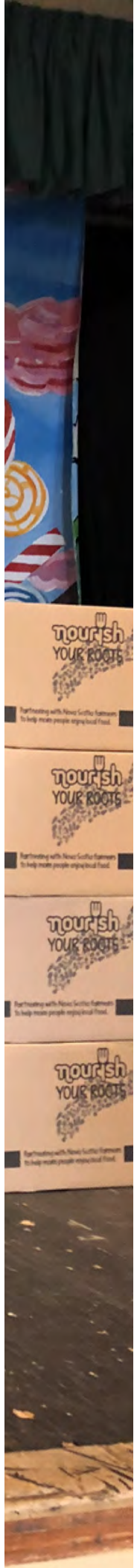
Schools rely on funds generated from Nourish Your Roots to sustain their school healthy eating initiatives; this year 70% of funds went back into breakfast programs. Money raised is used to purchase groceries or even upgrade kitchen equipment—necessary costs to help nourish students so they are ready to learn each school day.

We know kids are eating better at school as a result of NYR, and their eating habits at home are influenced as well. This year 123 schools participated in NYR and sold over 14,500 boxes. That means **over 360,000 pounds of local farm fresh produce made it into homes and families**. NYR produce boxes allow kids the opportunity to learn where their food comes from and the potential to prepare delicious meals at home with farm fresh ingredients.

This program continues to help sustain our local farm economy. Not only does Nourish Your Roots provide farmers secured sales, but 76% of box purchasers reported an increased intention to buy from local farmers in the future. We are so proud to help Nova Scotia farmers and their families thrive.

## Nourish Your Roots Gives Back

There are a multitude of impacts that home-grown vegetables can have on the social, mental, and physical health of those around us. We were so humbled to see an eruption of boxes purchased for donation this year; over 400 province-wide! Schools, charities, and families were gifted boxes through these generous acts. What a great opportunity for students to explore themes of volunteerism, helping others and building community through food!





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Where are all the  
vegetables?!

- 2018 Nourish Food & Film  
Challenge winner

# Standing Up Speaking Out Making Change

Our role at Nourish includes advocating for healthy public policy and garnering new investments in healthy food environments in schools. We know that healthy food is integral to a healthy life, and we believe that all Nova Scotia students deserve to have access to nutritious food. Yet Canada is the only G7 country without a national school food program.

Nourish has been at the forefront of trying to change this through participation with the national Coalition for Healthy School Food and provincial work with the Ecology Action Centre, co-leading the #SpeakUp4SchoolFoodCampaign. We are inspired by, and grateful for, the many health, education and food security advocates that have engaged in this work with us.

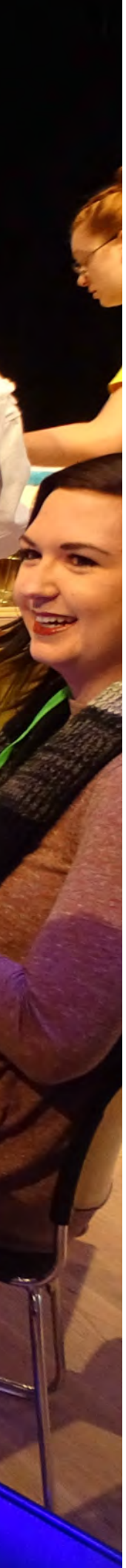
Through the #SpeakUp campaign we activated school food champions across the province. They met with their local MPs, sent postcards to provincial and federal politicians and signed petitions. People all across Nova Scotia want change and this message has been made loud and clear - it is time for a federal investment in a national school food program.



## Empowering Youth to Make a Difference

Youth care about food issues pertaining to their health, their communities and their environment. The *Reel Talk: Youth Food Through Film* event gave Nova Scotia youth a platform to speak out. A featured screening of ten submissions to the Nourish Food and Film Challenge was followed by a live podcast interview with young filmmakers. Films showcased food issues important to the young filmmakers, including support for local, healthy food in schools and their nutritional well-being. The event served as an opportunity to amplify the youth voice and engage with young advocates across the province.

Thank you to the Halifax Central Library and Devour! The Food Film Fest for partnering on this event.





“ Nourish aligns with my love for natural, healthy food and giving all kids exposure and access to it.

- Volunteer

# Recruiting Community

## Engaging Champions

# Recognizing Ambassadors

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Our volunteers are true ambassadors for Nourish, each striving to cultivate generations of healthy eaters. They embody our mission and are integral to helping us reach our milestones.

We aim to provide a volunteer experience that is enjoyable and rewarding to all of our supporters who donate their time and skill. We have a team of volunteers within Nourish that are tasked with just that - they work on volunteer recruitment, retention and recognition. This year the team's strategic direction was altered to better align our goals to our actions. Through this work, we have revamped our volunteer mandate and developed a new orientation process, volunteer video, and volunteer handbook. We are so excited about the changes and how they will guide the future of volunteering with Nourish.

Our volunteers are supporting all facets of our work. From flower preparation at our Spring Supper, to booth and event hosting, to our Board of Directors and Core Teams, to recipe development and testing to French translation; our dedicated volunteers are engaged with us every step of the way.

## Nourish in the Community

Picture this: Teenagers cheering. High fives galore. The handing off of water, smiles, and words of encouragement. Even an apple suit! That's what our community saw at Nourish's water station at the Blue Nose Marathon this year. Even in the sweltering heat and early morning light (6am!), the buzz of energy and enthusiasm around the station was astounding. The station was 80's workout themed, so picture bumping music and volunteers working on exercise equipment - so fun! Not only did our volunteers help thousands of runners hydrate that day, but they proved to us that they really value their involvement with Nourish and find meaning in our principles and purpose.





**nourish**  
Janice  
Silver

### Brown Bag It for Kids

Make Your Lunch Matter

- 1 Pack a healthy lunch
- 2 Donate your lunch money to Nourish

[nourishns.ca/donate](http://nourishns.ca/donate)



**nourish** #BrownBagIt

Thank you for helping build healthy food environments for kids  
[nourishns.ca](http://nourishns.ca) [info@nourishns.ca](mailto:info@nourishns.ca)

**nourish**  
NOVA SCOTIA  
**DONATIONS**  
Let's cultivate generations of healthy eaters!

“ Nourish does so much more than just feed kids - the impact of talking about, working with, and valuing what we eat helps children become lifelong local food proponents, forever in touch with sustainable, health and environment -conscious eating.

- Supporter





# Raising Funds

## Investing in Nova Scotia

### Impacting Community

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This is big work and we know we can't do it alone. Financial sustainability is essential to continue our collective mission of cultivating healthy generations. As you've read through this report, our hope is that you feel pride in the important part you have played in nurturing health in our youngest citizens and future leaders.

We have been strengthening and expanding programs thanks to the financial support of our core funder, the Province of Nova Scotia, and the growing number of individual and corporate donors. This past year more "Monthly Givers", have stepped in, allowing us to have a predictable and stable income stream to grow impacts on the ground. In turn, donors have reported feeling empowered and grateful to be part of a social shift with meaning and purpose.

The community at large are conjuring up creative ways to provide support for Nova Scotia children and youth too. We've been selected as the charity of choice by an increasing number of groups through their workplace, birthday initiatives, conferences and special events.

We are incredibly humbled by the generosity of our funders, donors and givers and look forward to the continued opportunity to create positive change together.

## Record Breaking Year

For a small organization with finite resources, we are able to accomplish a lot. In part, this is made possible through the in-kind support we receive from the broader business community.

Whether through the redesign of our website that improved user access to our programs, print production of tools and documents that support schools using our programs, moving assistance and even catering services — **this year's IN-KIND partnerships far surpassed any other!**

Investing in Nova Scotia kids through Nourish—Thank you all!



# Financials

New this year, School Healthy Eating Program (SHEP) grants (formerly breakfast program funding) moved to the Nova Scotia Health Authority (NSHA) from Nourish in 2018-2019. This was done in an effort to streamline processes. Health Promoting Schools funding and The Food and Nutrition Policy funding /reporting are now rolled up with SHEP and administered by NSHA. Nourish continues to be recognized as an important partner and continues to receive core funding from the Province of Nova Scotia to carry out its work to support and build capacity for school food programming.

Non-designated gifts received in fiscal 2018-2019 were allocated to three programming areas: School Healthy Eating Programs-namely breakfast, Nourish Your Roots, healthy school fundraising program, and the development of Grow Eat Learn, our school food garden program, launching fall of 2019.

## Annual Revenue \$610,277



## Annual Expenses \$603,315

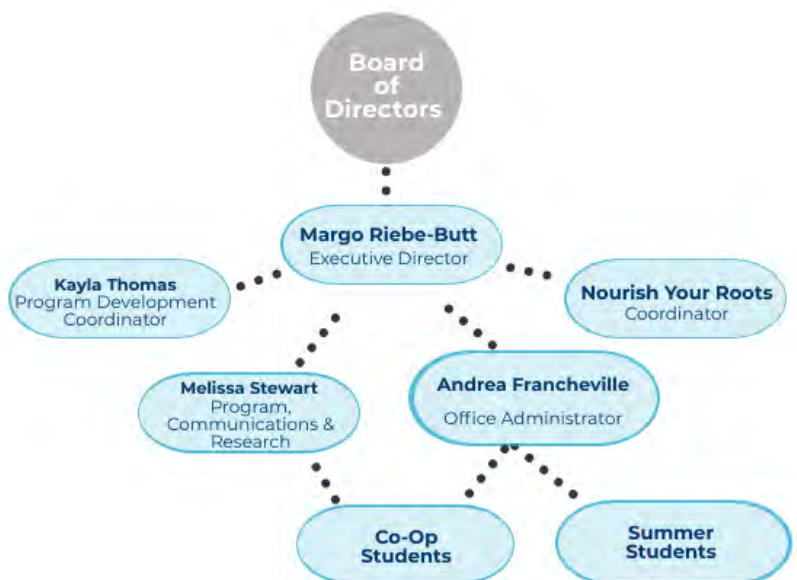


## Board of Directors

- Janice Silver: Treasurer & Business Team Lead
- Sherry Jarvis: Vice-Chair & Volunteer Team Lead
- Debbie Madore: Chair & Program Team Lead
- Aimee Gasparetto: Director
- Jodi Posavad: Director
- Heather Morse: Director
- Kelly Sherwood: Director & Communications Team Lead
- Margo Riebe-Butt: Secretary (ex-officio)



## Organizational Structure



# We Are Better, Together.

*Thank you to our amazing donors, supporters and community partners*

## Donors and Supporters

*\* monthly donors*

Janet Barre	Dawn Forrester	Siobhan Kennedy-	Pearle Michael	John Stephens
Jennifer Berry	Lauren Fougere	Cameron	Cory Mooney	<b>Sheila Stevenson*</b>
Christa Brothers	Chris Francheville	Sara Kirk	Judith Murray	Melissa Stewart
Rae Brown	Andrea Francheville	Julia Kontak	Carolyn Newbery	Ginger Stones
Lisa Brown	Doug Garrison	DA Landry	Kyle Niekamp	Tara Taylor
Blue Nose donors	Aimee Gasparetto	Krista Leck Merner	Gael Okeefe	Carolyn Taylor Aucoin
Felix Cacchione	Jeanette Gill	Dawn Lewis	Shari Owen	Kate Therien
Jamie Campbell	John Goldie	Brett Lockwood	<b>Jodi Posavad*</b>	Cast and Crew of This
Don Chard	Tamara Goudey	John MacLeod	Rena Potter	Hour has 22 Minutes
J.L. Chipman	Glenn Grabove	<b>Janice MacNeil*</b>	Jane Rafuse	Stan & Ginny Thomas
Nancy Cooper	Pierre Hache	Debbie Madore	<b>Erin Riebe*</b>	Christine Tompkins
<b>Kathy Dahn*</b>	Jim Hall	Sharon Mailman	<b>Colleen &amp; Nick</b>	<b>The Trudel family*</b>
Sylvio David	EllenB Hall	Sarah Manley	<b>Riebe*</b>	Caroline Whitby
Myles Dennis	Liz Hamilton	Glen McDougall	<b>Margo Riebe-Butt*</b>	<b>Sheri White*</b>
Jean Dennis	<b>Candice Hayman*</b>	Aubrie McGibbon	James, Linda & Josh	<b>Donald Wolsey*</b>
Danielle Dupuy	Christena Hubbard	Jessie-Lee Mclsaac	Riffert	Mike Wood
<b>Christine Eisenhauer*</b>	<b>Sherry Jarvis*</b>	Greg McKay	<b>Janice Silver*</b>	Janet Young
Jodi Eye	Craig Kelly	Craig Meister	Gail Sloane	A&E Developments
			ACI Central	Ltd

## Community & In-Kind Partnerships

Annapolis Valley Producer Supplier Committee	Indigenous and Northern Affairs Canada
BEEA Honey with Heart	Kings Produce Transport
Canada Broadcasting Corporation, CBC	Masonic Lodge Kentville
Coalition for Healthy School Food, Food Secure Canada	Nova Scotia Health Authority
Devour! Food Film Fest	Nova Scotia Federation of Agriculture
Ecology Action Centre	Nova Scotia Department of Agriculture
Grow Nova Scotia	NYR Farm Partners
Halifax Public Libraries	Regional Centres for Education
Halifax Regional Municipality	Conseil scolaire provincial acadien
	Uplift NS



## Sustaining Partner



## Corporate Donors

