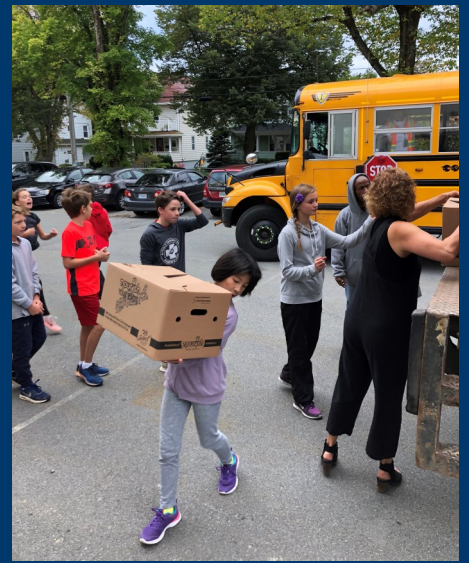


Cultivating *Healthy* Generations

2020 Annual Report



NOVA SCOTIA



nourish



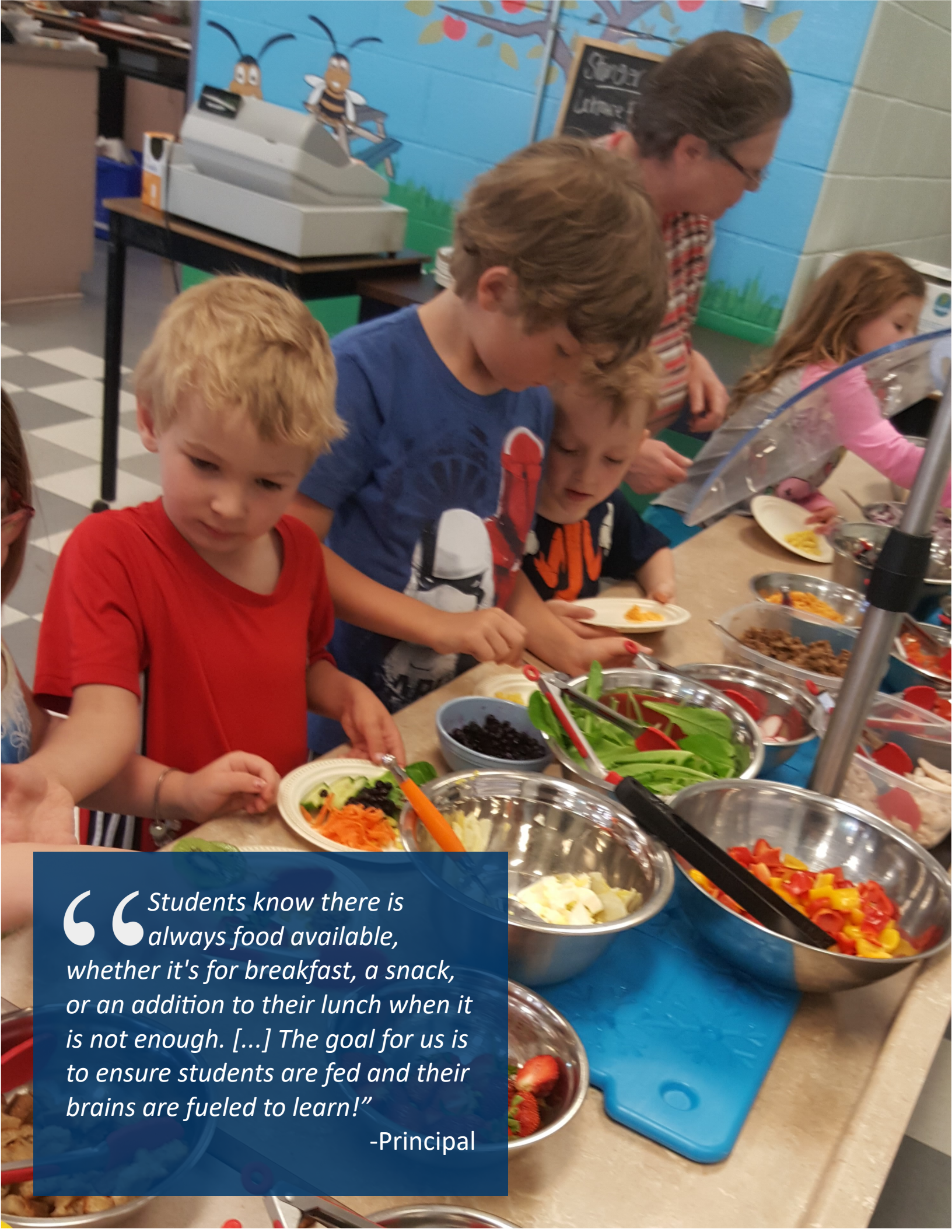
nourish YOUR ROOTS A farm to school fundraising program of Nourish Nova Scotia



- Connects schools, students and families to the fresh, healthy, local food available from Nova Scotia farmers
- Sustains healthy food programs and initiatives in schools such as breakfast, snack, lunch, gardens and food skills
- Promotes increased vegetable and fruit consumption and encourages cooking from scratch
- Builds a foundation for student success through supportive food environments in schools



Growing the Grassroots
Thriving Through COVID
Fostering Friends



“ Students know there is always food available, whether it's for breakfast, a snack, or an addition to their lunch when it is not enough. [...] The goal for us is to ensure students are fed and their brains are fueled to learn!”

-Principal

Growing the Grassroots

Thriving Through COVID

Fostering Friends

Advocacy was a central theme of last year's work on many levels. Through our #SpeakUp4SchoolFood campaign we inspired thousands of Nova Scotians who care about growing healthy kids to write, call and meet with their MPs asking why Canada was the only G7 country without a national school food program. When COVID-19 struck and children who relied on eating meals in schools were doing without, we found ourselves advocating on behalf of these children and their families. Alongside generous funders, we worked with implementation partners across the province to deliver food baskets, hampers and gift cards so children could focus on home learning with full bellies.

COVID-19 provided its share of challenges for our work here at Nourish, but it also opened doors inspiring innovation and new partnerships. Our "Healthy at Home" blog featured dozens of resources designed to link curriculum to food in the home setting. COVID-19 generated a resurgence of interest in gardening and cooking and we responded to the need creating practical activities for both parents and teachers to use as home lessons. When we found out that our Nourish Your Roots program could not be delivered in schools due to the pandemic, we quickly re-grouped and devised a plan to pivot the program into the community, understanding how important this program is for schools and farmers alike.

While COVID-19 disrupted our work plan for the year, we still managed to advance our strategic priority, building sustainability within our organization in furtherance of our mandate. We invested time and training within our leadership, hired a new part-time philanthropic officer, and continued to grow our volunteer, donor and partner bases. We recognize we need more support in order to develop and deliver programs that will have lasting impacts on the health and well-being of our children.

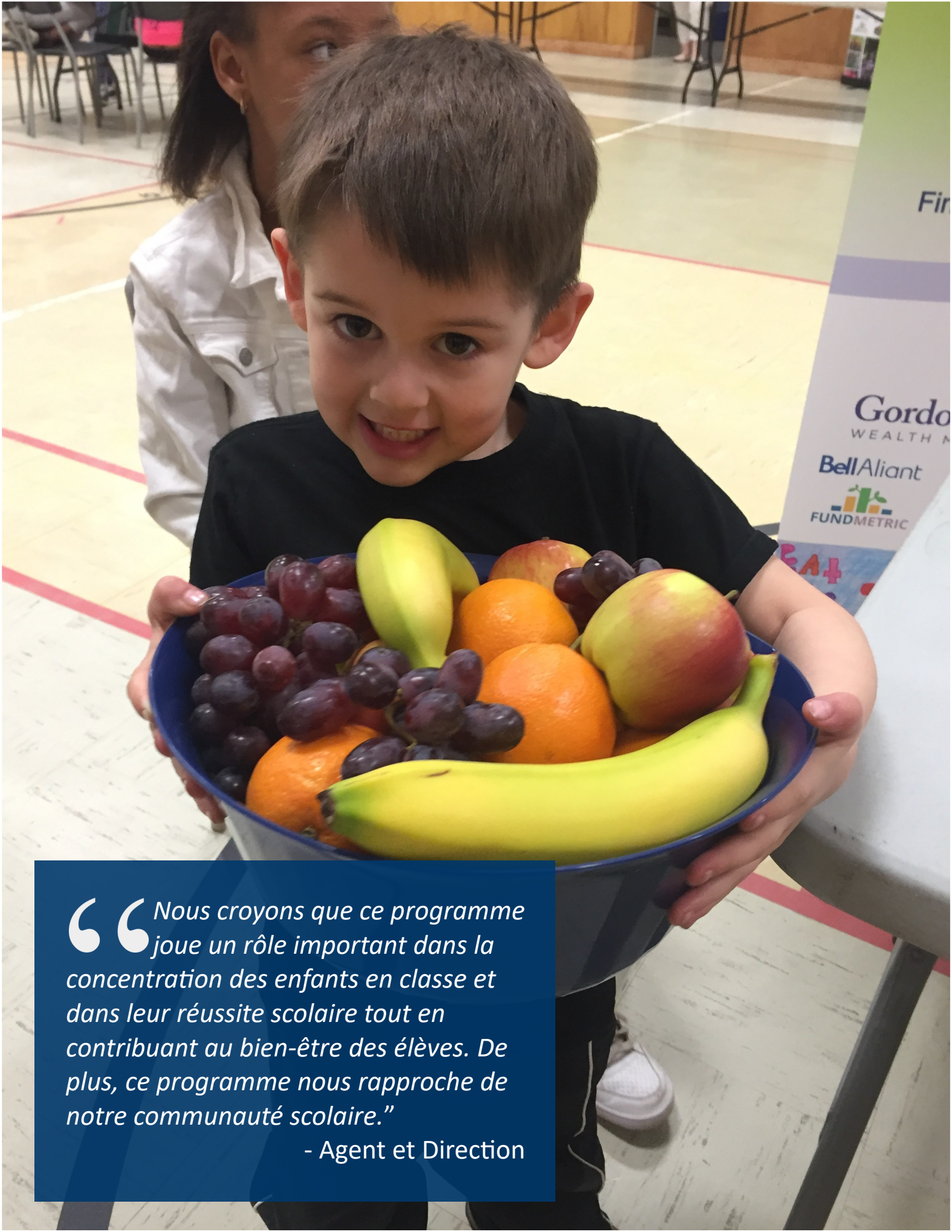
There is a saying: "If you want to go fast, go alone. If you want to go far, go together." COVID-19 revealed that we're all in this together and our "together" is growing by the day! Thank you to the many funders, donors, volunteers and partners who have contributed to our progress toward our shared vision of a healthier food future for all Nova Scotia children and youth.



Debbie Madore, RD
Chair



Margo Riebe-Butt, RD
Executive Director



“ Nous croyons que ce programme joue un rôle important dans la concentration des enfants en classe et dans leur réussite scolaire tout en contribuant au bien-être des élèves. De plus, ce programme nous rapproche de notre communauté scolaire.”

- Agent et Direction

Nova Scotians Care That:

Our Impact:

Children are well-nourished and ready to learn



Supported 95% of schools to offer breakfast programs

Local food systems are supported



Delivered 325,000lbs+ of NS produce through Nourish Your Roots

Children build food knowledge and skills



Engaged youth in food literacy opportunities

Everyone has access to healthy food



Engaged new advocates to take up the cause

Partnered with community organizations to nourish children through COVID

OUR PURPOSE

To cultivate generations of healthy eaters



“ The Breakfast Program is vital in setting our students up for learning success. By starting the day with some nutrition, our students are better able to focus and learn, feel more content, and have the opportunity to socialize with others.”

- Principal

Supporting Healthy Learners

Building Capacity

Engaging Youth

We know that school food programs support students to be healthier learners, but they are much more than that as evidenced by this quote:

“This is both a way to support our students nutritionally and socially/ emotionally. [...] It builds connection with our students and I think it makes them feel cared for and ready to start their day off in a positive way.” - Principal

To support breakfast volunteers and to build capacity for school breakfast programs we provided a forum for them to share experiences, find solutions to problems and build strong lines of communication between regions. Together with partners, we planned for volunteer workshops across three regions. Several took place and were deemed a success! Volunteers were able to share knowledge, cook new recipes and learn together. Others that were in planning stages for spring were canceled when COVID-19 struck.



Cortel's Story

COVID or no COVID, breakfast programs would not be possible without volunteers' hard work and dedication. This past school year, more than half of all volunteers were students! One such volunteer was Cortel.

In his day-to-day volunteering for the breakfast program, 8th grade student Cortel acted as a student ambassador, letting the other volunteers know what the kids wanted. The program coordinators said they couldn't do it without him. In fact, he was such a valuable part of the volunteer team that he attended a volunteer workshops to build his food skills!



We couldn't be more proud of Cortel's dedication to the program, and to nourishing his fellow students. Thanks Cortel!





“ “[The garden provided] exposure to the growing of veggies, so that they know and recognize them and feel invested in trying them. An appreciation for how much work it is to grow food, so that they respect and do not waste it.”

-School Garden Leader

Cultivating Future Gardeners

Adapting to Change

Building Food Literacy

A wise individual once said “*gardening adds years to your life, and life to your years.*” We couldn’t agree more! School gardens offer a space for hands on learning, where children can get back to nature, learn, explore and build food literacy skills. Gardens teach children about the journey of vegetables and fruits from seed to plate, while giving them the opportunity to taste new foods. Research shows early garden experiences can cultivate preferences for healthy foods.



2020 started out as a promising year for our Grow Eat Learn school food garden program. We successfully launched the Guiding Practices to help schools unlock the full potential of schools gardens as a place of learning. To celebrate the launch, we teamed up with garden guru Marjorie Willison and local teacher Erica Phillips to serve up two engaging and interactive gardening webinars. Plans to develop a pilot quickly disappeared

as COVID emerged and schools shut down at the height of the seed-starting season. With schools out, we decided to dedicate efforts to support families to garden at home.

Planting the Seeds of Knowledge during COVID

In early April, we launched our Healthy at Home blog post: a collection of resources and activities for teachers and families. These resources ranged from recipes and food preparation tips to fun activities and games. We felt that something was missing; how could we help kids experience a school food garden at home?

To fill this gap, we came up with a new series: the Grow Eat Learn Home Garden Lessons. With these cross-curricular, activity-packed lessons as their guide, children of all ages could experience gardening at home.



The pandemic has provided the unique opportunity for families to slow down. In addition to more home meal preparation there has been a resurgence of gardens. From small balcony containers to raised backyard beds, families watched their seeds grow and enjoyed harvesting and eating food they grew. Our hope is that future generations will gain the knowledge and skills to sustainably grow and enjoy their own vegetables and fruits in schoolyards, community plots and their own backyards.



“ [Nourish Your Roots] engaged students and families in recognizing local agriculture and sources of food and provided a chance to connect with our community beyond our walls.”

- Principal

Supporting Local Sustaining School Food Programs Connecting Food and Culture

Five years in, Nourish Your Roots (NYR) farm-to-school fundraising program generates funds to help sustain school-wide healthy food programs and initiatives while supporting the local farm and agricultural economy in Nova Scotia.

We see first hand the important role NYR has on nourishing Nova Scotia students both in school and at home. This year 126 schools and childcare centres participated, raising **over \$112,897 to support their healthy food programs with more than 13,000 boxes sold**. With these funds, 70% of schools choose to support their breakfast programs while other schools use the additional funds for their snack, school garden and food literacy programs. Students were engaged at the school level in selling, packing and unloading the boxes, creating both excitement and curiosity for what was inside. More than 360 NYR boxes were purchased and donated to individuals, families, food banks, schools and school-wide celebrations.

Since 2015 **more than \$1,000,000 has been generated for farmers!** NYR creates a ready-made market for farmers, also providing opportunities to introduce students and families to delicious vegetables and fruit that they may not have been exposed to before.

Celebrating Culture and Community

Cultural learning was on the menu for students from L'nu Sipuk Kina'muokuom School and Plymouth School as they kicked off their Nourish Your Roots campaigns. Students were captivated by interactive teachings led by Elders and knowledge-keepers including a smudging ceremony, feast song, deer hide stretching demonstration and stories from the peoples of Mi'kma'ki. Students, staff and community also celebrated the fall harvest with a shared meal of stew, full of Nourish Your Roots veggies! These events brought Treaty Education to life and served as a great way to acknowledge the start of Mi'kmaq History Month.



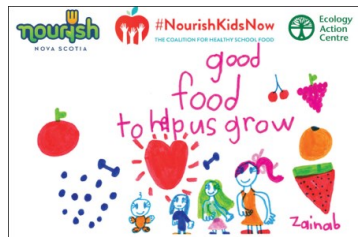


“Being exposed to multiculturalism means there are so many foods to explore and enjoy!”

- 2019 Nourish Food & Film Challenge winner

Building Momentum Mobilizing Community Inspiring a New Generation

We started the 2019 school year excited that our collective grassroots advocacy efforts in Nova Scotia (and across Canada) finally showed results. **The Federal government committed to developing a National School Food Program!** It seemed as though our advocacy work had finally paid dividends. We dug in, continued working with schools and partners, excited that more was going to be possible with new investments. Reflecting on how the school year ended in 2020, it seems September 2019 was light years ago, and so much has changed in the interim. In an effort to get the federal government to follow through on their commitment, we have reached out to provincial and municipal leaders for support. We also continue to assist our grassroots champions, like Community Health Boards, as they take up the cause.



COVID-19 revealed many gaps, but also opportunities to address inequities in access to healthy food. Having nutritious food available to all children in school each and every day is an investment worth making. We have a vast body of research to back this claim, as we continue to press for change. We invite you to join the cause at: <https://www.nourishns.ca/speakup>.

Inspiring a New Generation

In November, we kicked off the second annual Reel Talk: Youth Food Through Film celebrating the top film entries submitted as part of the Nourish Food & Film Challenge. The excitement and curiosity were palpable as youth made stops around the event playing games, trying delicious snacks, identifying foods from around the world and collecting stamps in their Reel Talk Passports. This year's theme invited youth to share how they celebrate culture through food, and the youth delivered.



Films highlighted eating, cooking and enjoying food in different ways, with themes of connection, sharing and celebrating diverse cultures, heritage and traditions. Youth left the event equipped with new ideas and tools, inspired to broaden their food horizons and ready to share the things they learned with friends and family.



nourish

NOVA SCOTIA

Our Vision:

All Nova Scotia children and youth are well nourished to live, learn and play.

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 literacy and healthy eating practices through community awareness building.

Won't You

“ It is through us that that [supporters] are going to create the change they want to see. [...] It's not fundraising - it's friend-raising.”

-Nourish Philanthropic Officer

Valuing Volunteers

Connecting Communities

Celebrating Champions

As a small non-profit, we rely on the generous support of individuals, partners and community groups to help share information, support events and inform the development of Nourish resources.

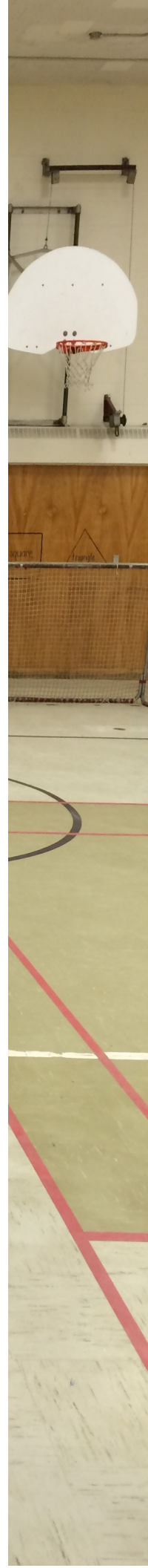
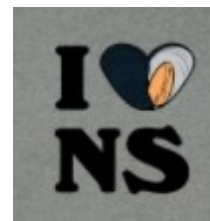
Volunteers support every area of our work. From recipe development, to letter writing campaigns, helping with fundraising events, and providing leadership through the board of directors and leadership teams. This year our volunteer translators were key to developing inclusive materials enabling us to add more healthy eating and garden resources to our web-based French portal. Our passionate volunteers help further our mission and are the key to our success.

Schools all over the province run amazing breakfast programs every school day with the help of their dedicated volunteers! This year we were able to assist with connecting volunteers to school breakfast programs with our new interactive *Breakfast Volunteer Map*. Schools express their need for breakfast volunteers and volunteers can search the map for a complete list of schools.

We are so thankful for our volunteers and their contributions and commitment to our mission to inspire every child in Nova Scotia to eat, enjoy, and value food that fuels healthier people and a healthier environment.

Nourishing the Community

In 2020, the business community supported our efforts in many ways. In August, we were delighted to welcome back Staples Bedford for their Back to School month-long campaign in support of our healthy food programs. Dooly's management and staff at three locations joined our mission and raised awareness and funds to help grow our programs. Workplaces like Perennia engaged with our Brown Bag Challenge, hosting a healthy potluck lunch and donating their lunch money. While we weren't able to host our annual community events this spring due to COVID-19, several new community champions reached out and supported our mission. JRoy Nutrition launched a "Nourishing Minds" campaign to help raise funds while donating free client services. The Local Love Store dedicated one-month of merchandise sales in support of healthy eating for children and youth. These champions shared their passion and commitment towards our mission with the broader community, further increasing awareness and engaging others in the work we do.





“ Each year our store fundraises for Nourish during August. It’s our staff that make it happen, as they truly love and support what Nourish does and believe in what you do... ”

-Norma Guthrie
Manager, Staples Bedford

Raising Friends

Increasing Awareness

Growing Support

This year, we saw more individual and corporate donors join our mission of cultivating healthy generations. While we are grateful to have continuing core funding from the NS Department of Health and Wellness, this is big work and we know we can't do it alone. With increasing awareness of the importance and impact of healthy school food programs, support is growing towards strengthening and expanding our programs.

Financial sustainability is key to continuing this work. This past year our number of monthly donors has increased by more than 45%. Our monthly donors provide a predictable yet flexible income stream, allowing us to make greater school food impacts beyond our foundational breakfast program. Donor responses also grew for our annual campaigns, which include our Holiday Cards, Nourish Brown Bag Challenge, and Show-Your-Teacher-You-Care. This year, we have seen an increase in fundraising partnerships from a wide variety of businesses and organizations.

By March, we were facing the COVID-19 health crisis and began seeing the impact of the lack of access to school food programs. As food security became more important than ever, many donors stepped up to provide support through our Giving Tuesday NOW campaign and third-party fundraisers.

We are grateful and humbled by our community champions and growing number of friends. We look forward to making a difference together by supporting students to be healthy learners in the classroom and beyond.

Building Relationships

This year, our leadership, volunteers, and staff engaged in learning and professional development to create an organizational culture of philanthropy. With the addition of a part-time fund development staff, work towards building capacity and understanding philanthropic culture began this winter. Establishing and maintaining friends and supporters are vital for any organization and we are looking forward to this journey. There is room on the bus for you!



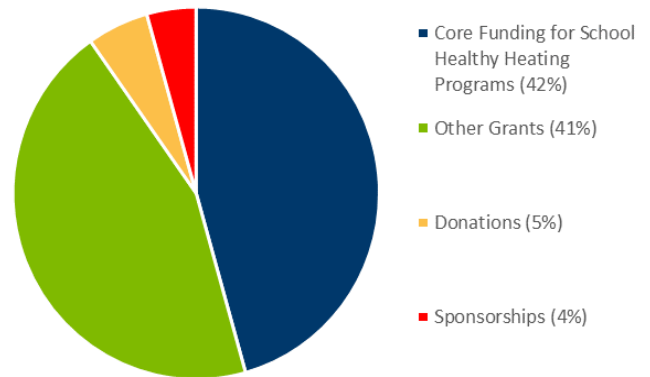
Financials

After seven years, Nourish continues to be recognized as an important provincial partner for school healthy eating programs.

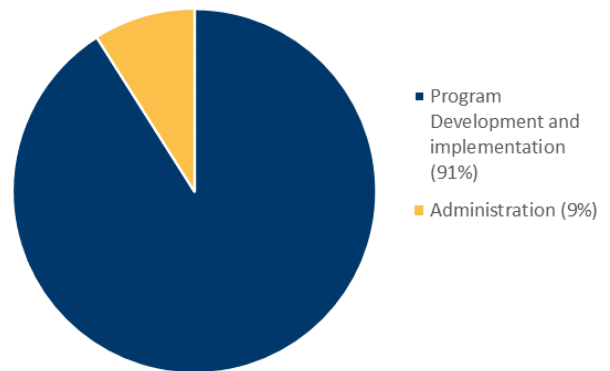
Financial sustainability is key to our ongoing work. The ongoing support of our core funder, The Province of Nova Scotia, as well as our corporate sponsors and community champions, enables us to strengthen and expand programs across the province.

Food security amid COVID-19 was a large concern across the province. We applied for and received grants through Community Food Centres Canada and the United Way to support food access initiatives across the province.

Annual Revenue \$645,688



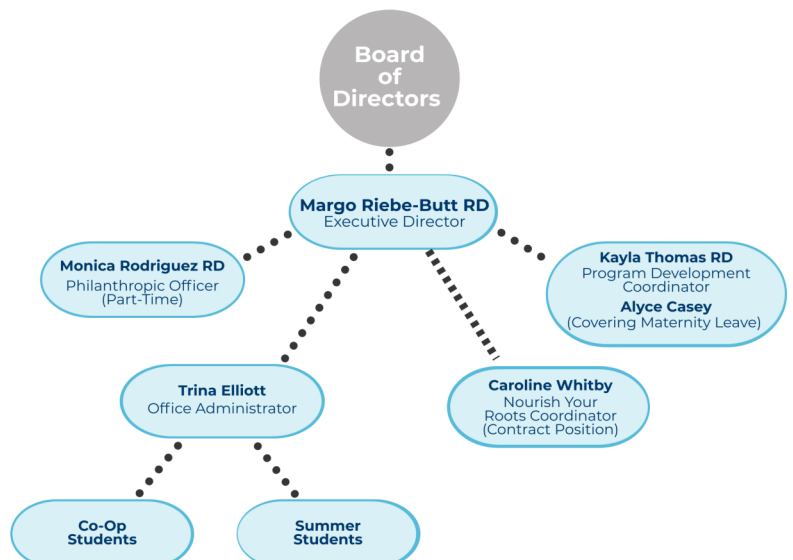
Annual Expenses \$612,125



“Through difficult circumstances we’ve stayed relevant by innovating, pivoting and persevering. Our auditor calls it ‘organizational elasticity.’ You know when you are and when you’re not: if you’re not, you break.”

-Margo Riebe-Butt

Organizational Structure



Board of Directors

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

We Are Better, Together.

Thank you to our amazing donors, supporters and community partners

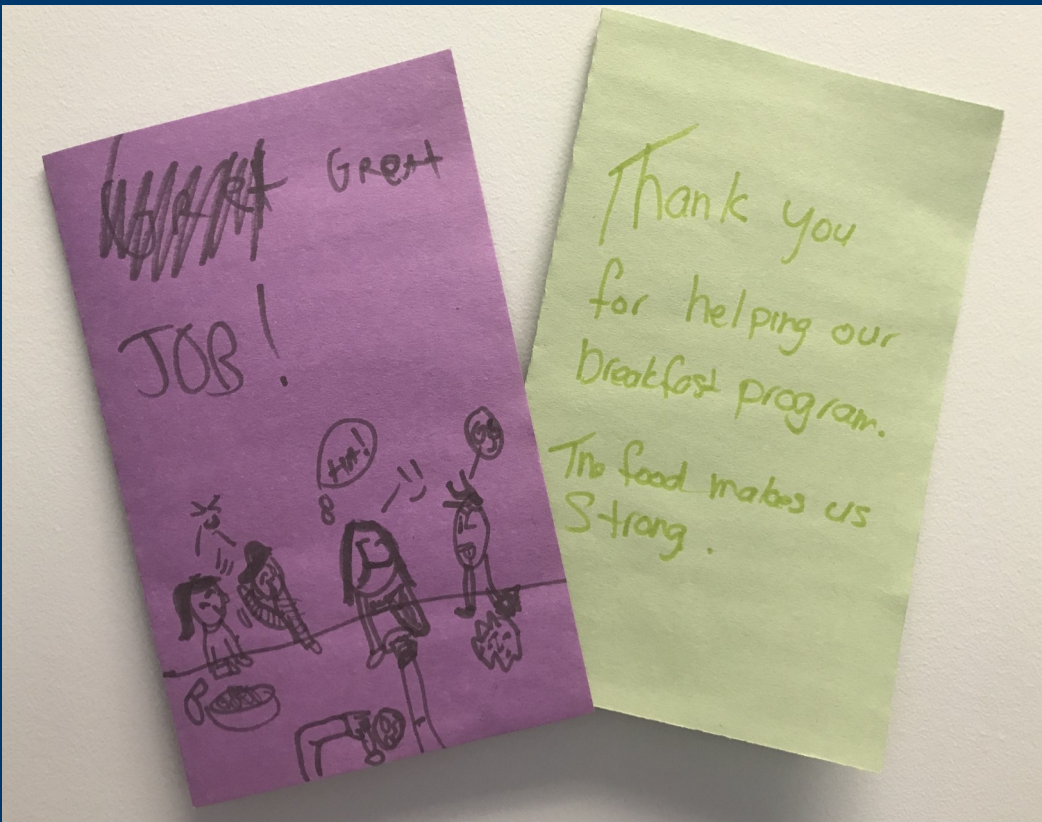
Donors and Supporters

* *monthly donors*

100 Kids Who Care	Jennifer Green	Judith Millett	Diana Schafer
ACI Central Incorporated	Candice Hayman*	Heather Morse*	Scotiabank Charity Challenge
Association of Science Teachers	Joanna Holland	Heather Monahan	Donors
Jacques Boudreau	Trudy & Frank Herritt	Kathy Mutch	Karen Seamone*
Jennie Breen	Theresa Horwill	Petra Nadeau	Janice Silver*
Lisa Brown	Ruth Hutchinson	Carolyn Newbery	Staff at Admiral Insurance
Carmen Burke	Sherry Jarvis*	Kyle Niekamp	Staff of Perennia
Stella Campbell	JRoy Nutrition	Sean O'Brien*	Len Stephenson
Canadian Institute of Food Science and Technology	Rick Kane	Suzanne Officer	Sheila Stevenson*
Darren Caseley	Sara Kirk	Lorraine Pike	Ginger Stones
Vicki Clark	Krista Leck Merner	Jodi Posavad*	Carolyn Taylor Aucoin
Kathy Dahn*	Michelle Lemieux	David Quinton	Ethel Thomson
Heather Durdle	Local Love Shop	Colleen & Nick Riebe*	Christine Tompkins
Craig Durling*	Melanie MacDermid	Erin Riebe*	Nancy Tregunno
Christine Eisenhauer*	Daniel MacKenzie	Margo Riebe-Butt*	The Trudel Family*
Trina Elliott	Janice MacNeil*	Brigitte Robicheau	David Weintraub
Family Studies Teachers Association	Reid MacPhail	Monica Rodriguez*	Lee Ann Wentzell
Aimee Gasparetto	Debbie Madore*	Jonny Rolin	Sheri White*
Marsha Grattan	Andrea Marshall	Robert Roy	Laci Williams
	Bradley McCallum	Varvara Satanina	Bernadette Willigar
	Janette McDonald	Nancy & Lorne Saul-Demers	Donald Wolsey*
	John McNeil		Michael Wood

Community & In-Kind Partnerships

Annapolis Valley Producer Supplier Committee	Kings Produce Transport
Canada Broadcasting Corporation, CBC	Masonic Lodge Kentville
Coalition for Healthy School Food, Food Secure Canada	Nova Scotia Community College
Community Cares Youth Outreach	Nova Scotia Federation of Agriculture
Conseil scolaire provincial acadien	Nova Scotia Health Authority
Devour! The Food Film Fest	Nourish Your Roots Farm Partners
Ecology Action Centre	Perennia
The Good Food Bus	Regional Centres for Education
Grow Nova Scotia	Taste of Nova Scotia
Halifax Public Libraries	TechSoup
Halifax Regional Municipality	UpLift NS and the Healthy Populations Institute at Dalhousie University
Indigenous and Northern Affairs Canada	



“The students in our school feel cared for and nourished both through the food, community environment around eating, and the love and care provided by our volunteers. They experience not only good eats, but have built healthy relationships with our volunteers. They look forward to their smiles, hugs and conversations; and when you combine food and community, the benefits are incredible. Thank you!”

-Learning Centre Teacher

Sustaining Partner



Corporate Donors

