

Annual Report 2005



Recreation
NOVA SCOTIA

HEALTHIER FUTURES *through* RECREATION



Recreation Nova Scotia is committed to maintaining relationships with recreation directors, community organizations, government officials, students, the business sector and other professionals in the recreation field to ensure that stable funding and quality service continue to define the recreation delivery system in Nova Scotia.

Recreation Nova Scotia works to ensure that all Nova Scotians have the right to enjoy accessible, high quality recreational activities. The personal, social, economic, and environmental benefits of recreation are the essence of a healthy community.

We are Nova Scotia's Voice for Recreation and Leisure, We have over 550 members committed to leisure education and services that promote the value and benefits of recreation.



HEALTHIER FUTURES *through* RECREATION

Recreation Nova Scotia is a vibrant province wide, not for profit organization established in 1998 to promote the values and benefits of recreation and leisure; resulting from a merger of the Recreation Association of Nova Scotia, the Recreation Council on Disability in Nova Scotia, and Volunteer Nova Scotia. In partnership with the volunteers and professional recreation community, Recreation Nova Scotia advocates on behalf of all Nova Scotians for high quality recreation and leisure opportunities.

LEADING THE WAY

RECREATION NOVA SCOTIA

Vision Statement:

The vision of Recreation Nova Scotia is that people in Nova Scotia experience and enjoy the benefits of recreation.

We Believe:

That as adopted by the National Recreation Statement (1987), recreation is defined as “all those things that a person or group chooses to do in order to make their leisure time more interesting, more enjoyable and more personally satisfying”; and that recreation is an essential component of the quality of life and community building in Nova Scotia and must be valued and supported as a key partner in the fabric of human services in the province.

Mission Statement:

Recreation Nova Scotia exists to lead all Nova Scotians and communities toward healthier futures through advocacy and services that promote the values and benefits of recreation.

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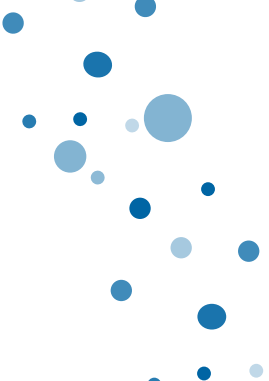
MESSAGE from **THE PRESIDENT**



It has truly been an honour to serve as President of Recreation Nova Scotia for 2004-05. As President, I was but one of 12 Board members who strove to provide forward, proactive leadership, taking on the challenges that affect recreation across our beautiful province. It has been our privilege to act as a link to your Association and we hope we have fulfilled the role of trustees of recreation in Nova Scotia. Drawing on each Board member's distinct background and skill set allowed for diverse points of view and candid discussion, which further helped shape the policy issues that arose throughout the year. In the end we spoke as one voice for the betterment of our membership and for recreation as a whole.

Engaging the membership was of great importance for the Board and we hope we gave ample opportunity to do so throughout the year. Lunch and learns, as well as meet and greets, were held throughout the province in an effort to provide members opportunities to meet the Board, and to provide educational sessions on hot topics that affect our industry. Thanks to advances in the RNS web site, members were also able to communicate electronically with their Board. Opportunities to network and communicate with our members have become so important to the Board that we hope that our by-laws will soon reflect this more accurately with the creation of a standing committee devoted solely to membership engagement.

With the approval of our strategic plan in November 2004, the Association was given the direction it needed to strive forward towards our ultimate goal of becoming the "Recreation Capital of Canada". Additional exercises identified marketing and brand development as a high priority for our Association. Fittingly, additional human and fiscal resources were allocated to ensuring that RNS is the lead organization representing recreation in the province. Advocacy was another high priority area. As such, work has been completed on crafting statements that position RNS as the leader in provincial recreation advocacy. We continued to explore new alternatives to generate revenue that will ensure the Association is fiscally strong and increasingly self-sustaining. Making certain that recreation continued to be given equal priority within Health Promotion

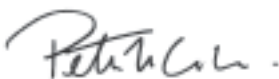


Nova Scotia's mandate was of critical importance. Promises from Minister McDonald that "recreation" would indeed continue to be identified in the priority area of "Physical Activity, Sport and Recreation" and that a provincial recreation policy will be forthcoming were indications of improved collaboration between HPNS and RNS. All of the "Board business" above was conducted with the best interests of the recreation community in mind.

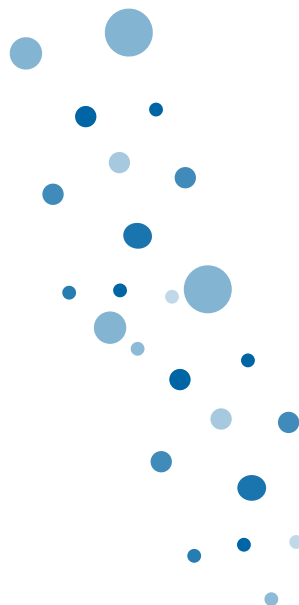
We were very excited to create, renew and reinforce many partnerships, both provincially and nationally, that enabled RNS to lead and inspire all Nova Scotians towards healthier lives. Collaboration on initiatives such as HIGH FIVE, June is Recreation Month, and Everybody Gets to Play, to name a few, proves that sharing knowledge, resources and interests with our provincial/territorial and national partners makes perfect sense. Given the opportunity to provide feedback on the National Vision and Agenda was also an opportunity to influence the future of recreation for years to come. Strengthening our ties with UNSM, as well as other provincial NGOs, has allowed for strategic partnering on issues and initiatives of similar scope and importance.

In closing, I would personally like to thank the membership for your never ending passion for recreation; thank you to Dawn and her staff who are second to none; and thank you to my fellow 2004-05 RNS board members for your endless wisdom, insights and camaraderie. To all of those Board members who came before me, a job well done, and to those who'll come after, best of luck.

Yours in recreation,



Peter McCracken
President



MESSAGE from THE EXECUTIVE DIRECTOR



Franklin D. Roosevelt said, "There are many ways of going forward, and only one way of standing still". Going forward is, by definition, progress and 2004/2005 was an exceptional year

for Recreation Nova Scotia (RNS) to move forward and make great progress.

I would like to acknowledge the dedication and commitment of the many volunteers, board and staff in helping realize the vision and mission of RNS.

This annual report summarizes the 2004-2005 year and the enclosed financial report demonstrates the importance of effectively targeting resources. In 2004-2005 we made significant advances in the areas of public education, and education and training.

Three key accomplishments that require mention include:

The launch of June Is Recreation Month: RNS delivered on a province-wide campaign that provided members, communities and partners with the tools and resources needed to observe, celebrate and create public awareness of the values and benefits of recreation.

The hosting of the National Parks and Recreation Conference: In partnership with the Halifax Regional Municipality and CPRA, Recreation Nova Scotia organized and managed the National Parks and Recreation Conference and Tradeshow in October 2004. It had been 20 years since the national conference was held in Nova Scotia. When all was said and done, close to 500 delegates and exhibitors had experienced one of the most thought provoking, exciting and engaging national conferences ever held by the Parks and Recreation sector in Canada.

HIGH FIVE: Following an extensive two-year pilot process that involved a comprehensive evaluation, HIGH FIVE was launched as a provincial program of Recreation Nova Scotia's in May 2004. With the leadership of a dedicated volunteer committee, the enthusiasm of the RNS members, and the financial support of Health Promotion Nova Scotia, RNS was able to make our HIGH FIVE dream a reality!

We are going forward with a strategic plan for 2005-2009 that will focus on the following five strategic outcomes for the next five years.

- Advocacy
- Marketing and Brand Development
- Collaboration
- Member Services
- Participation

The future looks bright and Recreation Nova Scotia will continue to affect the right kind of change and advancements in the field of recreation. We cannot do this alone. As colleagues, members, volunteers and stakeholders, we will work together to ensure that recreation remains essential for quality of life.

Yours in recreation,

Dawn Stegen
Executive Director
Recreation Nova Scotia

Leading the Way

in advancing the sector through Marketing and Advocacy

Through active organizational and grassroots advocacy campaigns, and clear messaging, RNS wants to see policy and decision making in the province of Nova Scotia positively affect the ability of recreation to facilitate the building of healthier futures, the lifestyle of Nova Scotians improve and RNS be recognized as the lead organization representing recreation in the province.

2004-2005 Advocacy and Marketing highlights:

Through meetings and presentations RNS and CVI had with the provincial government's Community Development Policy Task Force, volunteerism was identified in the policy document as a fundamental principle to successful community development in Nova Scotia.

Ongoing advocacy and messaging with the media resulted in the Insurance Bureau of Canada forming the Atlantic Canada Task Force on Access and Affordability of Insurance. The mandate of the task force is to develop recommendations intended to increase insurance availability and affordability for the commercial and not for profit sectors in Atlantic Canada.

Discussions with the Union of Nova Scotia Municipalities during this fiscal year have resulted in a commitment to create a Joint Table on Municipal Recreation.

Quantum Communications developed the position statements and back-grounders on four priority issues:

- Recreation as an Essential Service
- Accessible Recreational Opportunities
- Physical Activity
- Infrastructure

During this past year RNS discussed and addressed programs and strategies of Health Promotion Nova Scotia with Minister Rodney MacDonald, Farida Gabanni, Senior Director, and Jim Campbell, Manager of Regional Services. These discussions included the physical activity tax credit and the new physical activity grant program.



Leading the Way

to healthier communities through Member Services



How do we help to build healthier communities? – by providing tools of empowerment to support volunteers, elected officials, students and recreation professionals to build healthy, sustainable communities. In 2004-2005 RNS achieved this through education and training, resource development and distribution, research, public education campaigns, and networking opportunities.

2004-2005 Highlights

Training:

- 470 delegates and exhibitors (approximation) attended Canada's National Parks and Recreation Conference hosted by RNS and HRM
- 25 recreation professionals trained at the 2005 Spring Symposium
- 11 Lunch and Learns and focus groups hosted by the RNS Board, attended by 212 people
- 19 HIGH FIVE trainers trained
- 25 Principles in Healthy Child Development workshops
- 550 Leaders trained in PHCD
- 9 QUEST workshops
- 125 Supervisors trained in QUEST
- 60 QUESTS conducted
- 4 recreation professionals trained as Moving to Inclusion Trainers

- 52 people attended MTI workshops
- 50 recreation leaders participated in 2 Everybody Gets to Play Pilot workshops
- 650 Nova Scotians attended Volunteer Management Skills Workshops

Website:

The new and improved RNS website was developed. Besides an awesome “look and feel”, the website features a number of features for members, including a weekly e-bulletin, polls, member profiles, feedback to the Board, a calendar of events, and a job mart.

June is Recreation Month

With the tremendous support and involvement of municipalities, RNS distributed over 200 June Is Recreation Month tool kits, gave out 5000 pencils and tattoos, received 343 creative expression submissions, had close to 3000 hits to the June is Recreation Month website, and proclaimed June as Recreation Month in 26 communities.

CVI produced and distributed a bilingual information brochure, fact sheet on volunteer trends in Nova Scotia, media stories on employee volunteerism and youth volunteerism and a CVI power point presentation. The CVI Youth Coalition held its first planning meeting, attended by 23 youth from across Nova Scotia.

Leading the Way

through Collaboration and Partnerships

Recreation Nova Scotia has taken a leadership role in advancing the position of recreation with other agencies within the sector and in related sectors, such as health promotion, sport, the insurance industry, and the voluntary sector.

2004-2005 Partnership Highlights

Health Promotion Nova Scotia partnered with Recreation Nova Scotia to implement HIGH FIVE throughout Nova Scotia. A three-year partnership agreement was signed in May 2005.

Recreation Nova Scotia and Community Links co-hosted The Canada Volunteerism Initiative. The Nova Scotia CVI Network exists to enhance relationships that promote the profile of volunteerism and support volunteer empowerment.

Sport Nova Scotia, Health Promotion Nova Scotia and RNS's HIGH FIVE team worked together to develop a parent education resource and web site that is designed to create awareness and educate parents on the importance of making the best choices when it comes to recreation and sport opportunities.

A partnership with Active Kids Healthy Kids led to the launch of Activekidsns.ca, a web site and e-bulletin service that operates as

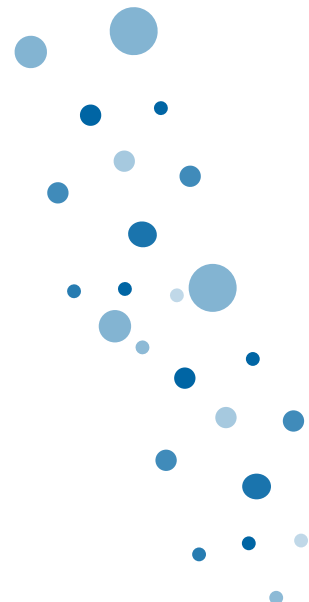
a resource for the recreation, sport and physical activity stakeholders across the province. Activekidsns.ca contains local success stories, program and resource information, as well as reviews of evidence-based research in the area of physical activity.

RNS served as the provincial partner to the Active Living Alliance for Canadians with a Disability. RNS trained four trainers who, in turn, trained 52 people in the Moving to Inclusion workshop.

Along with representatives from the insurance industry, consumer groups and government, Recreation Nova Scotia served on the Atlantic Canada Task Force on Access and Affordability of Insurance.

Acadia University, Health Promotion Nova Scotia and RNS joined forces to host the 2005 Spring Symposium in Wolfville for 25 recreation professionals.

In partnership with CPRA, RNS coordinated two Everybody Gets to Play pilot workshops, training over 50 recreation leaders on the issue of children and youth living in poverty and the benefits of recreation.



REPORT from **THE VICE-PRESIDENT, FINANCE**

Fiscal Year Ending March 31, 2005

It gives me great pleasure to report the results of the past fiscal year to the membership of Recreation Nova Scotia (RNS). As you will note in the Auditor's Report, the Association had a surplus of \$10,505 at the end of the 2004/2005 fiscal year. This surplus is a continuing trend of successful financial years for the Association. RNS strives to put in place policies and processes that continually improve the management of the Association's finances. The new budgeting and monthly financial reporting processes used during the year are examples of this endeavor.

Charitable Status

It was reported in the 2004 Financial Report that the Executive Director and the VP Finance were investigating the possibility of Recreation Nova Scotia obtaining charitable status. After reviewing the process and comparing the requirements an organization must meet to obtain this status against the mandate of the Association, it was determined that the Association did not meet the requirements to obtain charitable status. As part of the due diligence we learned that one of our provincial partners had also tried twice to obtain charitable status and was unsuccessful both times.

Planning for the Creation of a Public Foundation

The Executive Director and the Vice President, Finance completed their investigation into the possibility of setting up a Public Foundation that would provide funds not only for Recreation Nova Scotia but also to other organizations involved in the recreation field. With the approval of the RNS Board, the Association is now undertaking the creation of a Public Foundation. Plans for the creation of the Foundation are underway and a series of steps have been identified to advance the project.

Thank you

I would like to thank my fellow RNS Board members for becoming more involved in, and aware of, the finances of the Association. During the past year they have gained a better understanding of our collective fiduciary duty. I would also like to thank our Executive Director, Dawn Stegen, and Staff member, Bernie Jollie, who continually pay close attention to the financial details of the Association.

Respectfully submitted,
Andrew James
Vice President, Finance

Recreation Nova Scotia

STATEMENT OF REVENUE AND EXPENDITURES

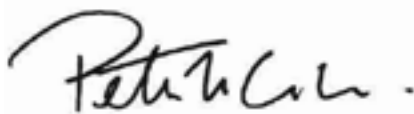
year ended March 31, 2005	Budget 2005	Actual 2005	Actual 2004
Revenue	\$	\$	\$
Canadian Volunteer Initiative	135,000	172,500	148,000
High Five	96,000	99,178	34,000
Program Revenue	39,800	39,820	31,836
Other Income	6,400	8,616	5,422
Provincial Conference			42,364
National Conference	12,000	16,000	
Fundraising Revenue	45,000	38,927	45,036
General Revenue	41,000	45,848	44,381
NS Sport & Recreation Division	170,000	147,103	161,203
	545,200	567,992	512,242
Expenditures			
Strategic Plan	7,500	9,465	
Canadian Volunteer Initiative	90,000	124,414	107,294
Spring Symposium	4,800	3,711	7,030
High Five	60,000	52,068	26,184
Programs	28,700	19,622	22,898
Fundraising	19,000	19,494	20,588
Active Living	26,000	15,911	13,736
Administration [page 5]	257,500	271,107	253,213
Committees and Projects	38,500	40,945	21,981
Conference Expenses			37,320
Go For Green	750	750	750
	532,750	557,487	510,994
Excess of revenues over expenses	12,450	10,505	1,248
Fund balances, beginning of year		110,705	109,457
		121,210	
Interfund Transfer - Go For Green		8,000	
Fund balances, end of year		113,210	110,705

Recreation Nova Scotia

BALANCE SHEET

March 31, 2005	2005	2004
ASSETS	\$	\$
Cash and term deposits		18,071
Accounts receivable	85,709	48,014
Inventory	16,474	12,427
Prepaid expenses	2,328	4,041
	104,511	82,553
Restricted Cash		
Investment Fund	27,745	22,802
Go For Green Fund	39,471	55,471
James Bayer Fund	4,332	3,285
	71,548	81,558
Capital Assets [note 4]	8,561	3,629
	184,620	167,740
LIABILITIES		
Accounts payable	52,410	57,035
Deferred Revenue	19,000	
	71,410	57,035
FUND BALANCES		
Invested in capital assets	8,561	3,629
Internally restricted	71,548	81,558
Unrestricted	33,101	25,518
	113,210	110,705
	184,620	167,740

Approved on behalf of the Board:



Directors



Leading the Way

through commitment

Committee and Project Volunteers (2004 – 2005)

Recreation Nova Scotia relies on the generosity and expertise of volunteers. Many individuals participate and contribute as members of advisory committees, working groups, and as champions throughout the province. Volunteers also help with the day-to-day tasks associated with a provincial organization. Recreation Nova Scotia is grateful to these volunteers for their dedication and commitment.

Nancy MacAloney, Lana McMullen, Dave Brown, Carol Pickings-Anthony, Karen MacTavish, Bob Nauss, Rick Gilbert, Joan McDonnell, Paul D'Eon, Annette Verge, John MacLean, Carol Davis Jamieson, Tony Martin, Deb Ryan, VRCDA, Trish Higby, Heather MacKay, Kevin Benjamin, Blaise Landry, Scott O'Reily, John Cotton, Clifford Boudreau, Bob Suffron, Debby Smith, Max Chauvin, Anne Cogdon, Chad Haughn, Noreen Guptill, Bud Brown, Janet Landry, Holly MacIntyre, Brenda Robertson, Shawna Shirley, Norma MacLean, Philip Hochman, Frank Bruleigh, Linda Atkinson, Andrew Fry, Bette Watson Borg, Mary Angela Munro, Bruce Holmes, Mark Smith, Carol DesBarres, Laurene Rehman,

Donna MacLean, Brenda Chediak, George Taylor, Gerard MacIsaac, David Hood, Nicole MacDonald, Cindy Fraser, Steve Porter, Frank Grant, Judy Purcell, Kathy Kehoe, Jill Jackson, Craig Burgess, Fred Williams, Peter Jollimore, Doug Branscomb, Jenn Coolen, Janice Rand, Rae Gunn, Jerry Locke, Frances Scott, Ray Green, Ginette d'Entremont, and the many volunteers that supported the National Parks and Recreation Conference and Tradeshow.

Funders and Commercial Contributors (2004-2005)

Many thanks to all our sponsors and funding partners who generously supported Recreation Nova Scotia events and programs during 2004-2005

Health Promotion Nova Scotia, Clearwater Seafoods, AML, Cape Breton Recreation and Tourism Directors, Fundy Textiles, Mooseheads Hockey Club, Fab Four, Shore Cycle, Active Living Alliance for Canadians with a Disability, Little Tikes, Sport Nova Scotia, Fair Play, Lunenburg Queens Recreation Associations, Valley Recreation Coordinators/Director Association, Municipality of Chester, CIMCO, Yarmouth/ Queens Recreation

Association, The Printer, Government of Canada Community Partnership Program of the Department of Canadian Heritage, Ken Mac Print, Halifax Regional Municipality, Canadian Parks and Recreation Association
Special thanks to

The Printer

For their support by producing the 2003-2004 Annual Report

Special thanks to the many companies, supporters and municipalities that contributed prizes to the 8th Annual Conference and RecreAuction

Recreation Nova Scotia

5516 Spring Garden Road, Suite 309
Halifax, Nova Scotia
B3J 1G6
www.recreationns.ns.ca
Tel: 902-425-1128
Fax: 902-422-8201
Email: info@recreationns.ns.ca

Leading the Way

through commitment

RECREATION NOVA SCOTIA

Board of Directors

2004-2005

President

Peter McCracken

President Elect

Carol Pickings Anthony

Vice President of Finance

Andrew James

Vice President of Board Development

Bruce Holmes

Past President

Bob Suffron

Recording Officer

Trudy Payne

Director at Large (1 year)

Sheila Fougere

Director at Large (1 year)

Dwight Jones

Director at large (2 years)

Sue Burley

Director at large (2 years)

Clifford Boudreau

Director at Large (Student Representative)

Meghan Tabor

Recreation Nova Scotia Staff (ex officio)

Dawn Stegen

Recreation Nova Scotia Staff

2004-2005

Executive Director

Dawn Stegen

Office Coordinator

Bernie Jollie

HIGH FIVE Coordinator

Debbie Bauld

HIGH FIVE Officer

Grace Taylor

Fund Development and Marketing Officer

Bev Mahon

CVI Coordinator

Becky Mason

CVI Outreach Coordinator

Natalie Poirier



Recreation
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Recreation Nova Scotia
5516 Spring Garden Road, Suite 309
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Fax: 902-422-8201
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