

Annual Report 2007



Recreation
NOVA SCOTIA

HEALTHIER FUTURES *through* RECREATION

www.recreationns.ns.ca

RECREATION NOVA SCOTIA AT A GLANCE

Recreation Nova Scotia (RNS) is a not for profit organization dedicated to building and sustaining active healthy lifestyles and communities in Nova Scotia. Recreation Nova Scotia exists to lead, inspire and support Nova Scotians toward healthier futures through recreational experiences. Established in 1998, the Association is a central resource agency for members and stakeholders of the recreation industry; and provides leadership, training, and support to help meet national, provincial and local priorities. Through a diverse network of partners and extensive programs and services, RNS actively advocates accessibility and inclusiveness to recreation.

The National Recreation Statement defines recreation as including, “all those activities in which an individual chooses to participate on his/her leisure time and is not confined solely to sport and physical recreation but includes artistic, cultural, social and intellectual activities.”

RNS believes 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.



RNS has a membership of over 800 which includes community leaders, practitioners, students, academics, elected officials, and volunteers drawn from a variety of public, private and voluntary sector organizations across Nova Scotia who are the direct providers of recreational and related opportunities at the community level.

RNS's 5 Strategic Directions

Marketing and Brand Development: There will be a clear message on the benefits of participation in recreational activities to improving the lifestyle of all Nova Scotians and RNS to be recognized as the lead provincial organization.

Advocacy: Through active organizational and grassroots government relations campaigns by Recreation Nova Scotia, policy and decision making in the province of Nova Scotia will positively affect recreation facilitating the building of healthier futures.

Member Services: Volunteers, students, elected officials and recreation professionals will have renewed vitality and increased capacity to build healthy sustainable communities, supported by the networking, professional development opportunities, information brokering and programs provided by RNS.

Participation: There will be increased recreational opportunities for, and participation by, all Nova Scotians, supported by Recreation Nova Scotia.

Collaboration: There will be an active recreation community in Nova Scotia facilitated by Recreation Nova Scotia and its partners.

We're here...

Recreation Nova Scotia is *HERE*

Vision

The Vision of Recreation Nova Scotia is that Nova Scotia will become the “Recreation Capital of Canada” and that all people in Nova Scotia experience and enjoy the benefits of recreation.

Mission Statement

Recreation Nova Scotia exists to lead, inspire, and support Nova Scotians towards healthier futures through recreation experiences.

We Believe

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.

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MESSAGE from the president & executive director



Carol Pickings Anthony, President



Dawn Stegen, Executive Director

Recreation Nova Scotia experienced many successes through 2006-2007, surpassing objectives and achieving milestones. It is evident the Association is moving forward and gaining strength in key areas including: partnerships, program delivery, social marketing and membership.

Throughout the year, RNS was a key player in the development and advancement of the recreation sector. The association itself experienced a year of growth and transition in 2006-2007, with the launch of an Active Transportation

strategy and the loss of the Canada Volunteerism Initiative.

Of continued importance to RNS are partnerships. Partnerships with all levels of government, communities, members and stakeholders are what make an Association significant and influential. We continued to cultivate new and existing partnerships to develop and deliver programs that support Nova Scotians to lead healthier lifestyles. Through our partnership with The Department of Health Promotion and Protection, we lead the development of a province wide community mobilization campaign for Take the Roof Off Winter. In collaboration with The Heart and Stroke Foundation we built capacity for Move More throughout Nova Scotia, and with the support of Fanes, Community Links and CBCVO, we created www.nsvolunteerforum.ca.

Programs such as June is Recreation Month, HIGH FIVE and Activekidsns.ca also continue to gain momentum. Throughout the year, RNS connected with communities and supported them with resources and tools to help make community efforts successful. There are now 95 June is Recreation Month Community and School Supporters, 49 HIGH FIVE members and over 200 success stories recorded on activekidsns.ca.

In January 2007, Recreation Nova Scotia embarked on a membership drive to promote its new "all inclusive" municipal membership program. This is proving to be very successful with a 60 % growth in memberships. Linking with all municipal recreation practitioners and elected officials throughout Nova Scotia will position RNS as a stronger voice with decision makers at the provincial and federal level on issues important to all of us working and volunteering in the recreation field. Expanding our network and membership base is an important component of our future growth and sustainability, and will directly benefit our volunteer and board recruitment efforts.

On behalf of the Recreation Nova Scotia Board and staff members, we thank all of you for your continued support. It is this energy that will deliver a strong future for the Association and for the sector.

Yours in recreation,

Carol Pickings Anthony
President

Dawn Stegen
Executive Director

We're here to

promote the benefits of recreation

Marketing

June is Recreation Month

The June is Recreation Month awareness campaign has experienced tremendous growth in 2006 and 2007. Campaign support nearly doubled with the participation, commitment and enthusiasm of more than 95 Supporters (municipalities, libraries, schools and community groups); up from 50 Supporters the previous year.

Campaign Highlights:

- 1 Great news! 23 libraries signed on as Campaign Supporters in 2007 with events ranging from setting up JRM displays to hosting contests to including books with recreation themes in story hour programs! The partnership with Nova Scotia libraries to celebrate and promote JRM is one we hope will continue to build and grow in future campaigns.
- 2 Bilingual: Campaign materials were produced in English and French.
- 3 Tag, You're it! Province-wide games of tag were held June 1st in schools throughout Nova Scotia.
- 4 Lights, Camera, Action! A one-minute June is Recreation Month information/promotional video was produced thanks to the wonderful talents of an HRM girls' softball team who

volunteered their time and to Pink Dog Productions.

- 5 New this year - June 1st Launch Kits – first 50 Supporters to sign up received special 'launch kits.
- 6 Provincial Launch: Recreation Nova Scotia joined Sydney River Elementary School to co-host the provincial launch. More than 300 students, teachers, government representatives, recreation professionals, volunteers, and supporters came together to dance, have fun and celebrate the importance of recreation and physical activity.
- 7 June is Recreation Month PSAs aired in radio stations throughout NS and JRM ads ran in municipal recreation newsletters and programs.
- 8 A one-page editorial insert celebrating June is Recreation Month was published May 31st in the Chronicle-Herald thanks to the support of Municipal Recreation Departments, Corporate RNS members and NSHPP.

Take the Roof Off Winter Campaign

Recreation Nova Scotia in partnership with the Nova Scotia Department of Health Promotion and Protection, coordinated Take the Roof Off Winter, Nova Scotia's winter active campaign designed to help Nova Scotians of all ages improve their health and quality of



life by being outdoors and active each and every winter. RNS role was to manage the **Take The Roof Off Winter** community mobilization and awareness campaign, using a comprehensive approach that included targeted strategies.

TTROW campaign provides groups, clubs and organizations with the tools and resources to help promote and coordinate outdoor activities and events in their communities.

The campaign was a great success with over 100 schools, clubs and community groups hosting outdoor events.

Video Clip Communication

In December 2006 Recreation Nova Scotia launched information video clips on its web site as a means of promoting programs and services, increase brand awareness to its members, pre existing social networks, stakeholders and partners. The 1-3 minute video clips featuring Take the Roof off Winter, June is Recreation Month, and the Annual Conference are part of RNS's new marketing strategy that includes the use of viral marketing approaches.

We're here to

Speak up and engage government

Advocacy

Through active organizational and grassroots advocacy campaigns, policy and decision making in the province of Nova Scotia will positively affect recreation, facilitating the building of healthier futures. Recreation Nova Scotia (RNS) strives to have systematic and quantifiable approaches to communicate with elected politicians at the municipal, provincial and federal levels.

In May 2006 RNS and the Alliance for Healthy Eating and Physical Activity issue press release in response to the 2006 Report Card on Physical Activity for Children and Youth on May 25th by Active Healthy Kids Canada. Dawn Stegen interviewed on CBC Information Morning and in the Daily News.

RNS and other members of the Canadian Parks and Recreation Association Provincial Partners Infrastructure Committee release briefing note in support of a National Recreation and Sport Infrastructure Program to create awareness among government representatives attending the Sport and Recreation Ministers Meeting in Ottawa on June 21-22

In September 2006 RNS presented its position on the proposed Children's Tax Credit for physical activity programs to the Federal government's expert panel while in Halifax as part of their cross-Canada tour.

'Don't take volunteers for granted' – Recreation Nova Scotia and Community Links express concern that a significant percentage of the approximately \$1 billion

in spending cuts announced September 25th by the Federal Government will have a direct impact on volunteers and communities. Op-Ed pieces were published in the Halifax Herald and Daily News, letters were sent to all levels of government and a meeting was held with Minister Barnet.

Throughout the year RNS continues to advocate for additional funding to support community based recreation infrastructure. In March 2007 Recreation Nova Scotia was interviewed on CBC Information Morning on the state of Nova Scotia's aging sport and recreation infrastructure. That same month the provincial government announced an additional \$5 million for major recreation facility development.

RNS issued a call to action, and press releases urging federal government to reassess its decision to cut recreation-related summer career jobs and reinstate funding support. RNS was the first provincial recreation association in Canada to launch an advocacy campaign with the goal of having the funding reinstated. As a result

a new and valuable partnership was forged with the Nova Scotia Students Federation.

A position statement, policy recommendations and platform on active transportation was incorporated into the advocacy priorities of Recreation Nova Scotia.

Recreation Nova Scotia, in partnership with Community Links presented their "Talking with Volunteers Report" to the provincial government Volunteer Interdepartmental Coordinating Committee (VICC). As a result, much of the activities being carried out by VICC has been guided by the recommendations provided in the CVI report. RNS partnered with VICC to organize a stakeholders forum that brought together community volunteers, voluntary sector and government representatives to explore a need, and a preferred model, for a province-wide structure/mechanism to build capacity within the volunteer community and to work in partnership with the provincial government.

We're here to

build healthier communities through recreation

Member Services

*H*ow do we help to build healthy sustainable communities? – by providing tools of empowerment that support volunteers, elected officials, students and recreation professionals. In 2006-2007 RNS achieved this through education and training, resource development and distribution, research, public education campaigns, and networking opportunities.

2006-2007 Highlights

- 49 Principles of Healthy Child Development Workshops
- 700 leaders trained in PHCD
- 11 Using the HIGH FIVE QUEST Workshops
- 145 supervisors trained in QUEST
- 1 Best Practices workshop
- 5 Implementation Planning workshops
- 2 Sport Primer workshops for coaches
- 30 coaches trained in The Sport Primer
- 7 community sport clubs participated in the HIGH FIVE Sport Pilot program
- 20 HIGH FIVE Information sessions
- 12 new HIGH FIVE Trainers
- 20 HIGH FIVE Trainers attended Trainer Retreat
- 49 HIGH FIVE Municipal/Group Members
- 4 RNS Awards presented for outstanding achievements: Ted Scrutton, the Professional Achievement Award; John Cotton, Honorary Life Membership Award; Chad Haughn, HIGH FIVE Champion Award; Tracey Maloney, HIGH FIVE Trainer Award.
- 65 people attended Moving to Inclusion workshops
- 480 Canada Volunteerism Initiative (CVI) members
- Over \$62,000 in CVI grants were awarded to community not for profit groups
- 52 June is Recreation Month Supporters (2006)
- 95 June is Recreation Month Supporters (2007)
- 212 delegates attended the 2006 Menu of Possibilities Conference
- 117 community group members of the RNS General Liability Program
- 621 RNS members
- 3 Everybody gets to Play Demonstration Sites
- 68 seniors and 133 community leaders participated in focus groups and surveys as part of the Connecting Seniors to Active Living Project
- Over 3200 TTROW red touques distributed to Supporters
- Over 100 TTROW Supporters
- 99 Move More Leaders trained, and 18 Move More workshops hosted
- 92 new success stories and resources added to Activekidsns.ca
- 124,000 hits to Activekidsns.ca



We're here to

increase recreational opportunities and participation in recreation

Participation



- Recreation Nova Scotia's Lucky Duck Lotto supports communities – More than 155 community groups, schools, sport and recreation groups participated in the 2006-07 Lucky Duck Lotto campaign raising over \$100,000 – 70 percent of which remained with the participating groups to support their programs and services.
- RNS received a \$5,000 contribution from the Nova Scotia Department of Health Promotion and Protection in support of the James Bayer Bursary to help further academic study, research and development opportunities in the field of recreation in Nova Scotia. In 2006-2007 there were four recipients of the James Bayer Bursary.
- RNS is moving forward in its plans to establish a charitable public foundation. The Recreation for All Association has been registered and an application for Charitable Tax Status was submitted to the Canada Revenue Agency.
- RNS conducted extensive research and data collection for the Connecting Seniors to Active Living Project, and released a research report titled “ The Volunteer Experience of Women in Sport and Recreation”. The findings from both reports will guide RNS in addressing how to increase recreational opportunities for targeted populations.
- RNS approved an Active Transportation Strategy for the Association in October 2006. As a result the 2007 Annual Conference was planned and designed to increase the AT knowledge and skills of recreation providers, and the Association is designing an AT web site called www.pathwaysforpeople.ca.
- RNS continues to offer a General Liability Insurance Program to recreation community groups throughout Nova Scotia. Providing an accessible and affordable insurance program means community groups can refocus their resources and volunteer time on programs and services.



We're here to

collaborate and build partnerships

RNS works with willing partners to ensure there will be an active recreation community in Nova Scotia facilitated by RNS and its partners.

2006-2007 Highlights

The Nova Scotia Department of Health Promotion and Protection continued to partner with Recreation Nova Scotia to offer HIGH FIVE throughout Nova Scotia. A Sport Pilot initiative is just one of the new components of the partnership.

Recreation Nova Scotia and Community Links continued to co-host **The Canada Volunteerism Initiative** until February 2007.

Recreation Nova Scotia developed, launched and administers the provincial web site **www.volunteerforum.ca**, in partnership with Fanes, Cape Breton Chamber of Voluntary Organizations and Community Links. This web site is designed to be a support to volunteer and community not for profit organizations across Nova Scotia.

Our partnership with NSHPP, Active Kids Healthy Kids supported the growth and promotion of **www.Activekidsns.ca**, a website and e-bulletin service that operates as a resource for the recreation, sport and physical activity stakeholders across the province. There were 124,000 hits to Activekidsns.ca in 2006-2007.

RNS collaborated with Heart and Stroke to roll out **Move More: HeartSmart™ Physical Activity Basics** throughout Nova Scotia. 99 Move More Leaders were trained and 18 Move More workshops were hosted.

RNS, in partnership with NSHPP, Acadia University, and Sport Nova Scotia, released a research study on the **Volunteer Experience of Women in Recreation and Sport**.

The Union of Nova Scotia Municipalities and Recreation Nova Scotia came together in September 2006 to form a **Roundtable on Recreation**.

In partnership with the Nova Scotia Alliance for Health Eating and Physical Activity, RNS coordinated the 2006 **"The Menu of Possibilities"** Conference and Tradeshow.

RNS collaborated with NSHPP to enhance, expand, and increase awareness and involvement in **Take the Roof Off Winter** through a community mobilization strategy. As a result, over 100 communities, schools and businesses promoted and celebrated this

social marketing campaign from December 2006 to March 2007.

The **Connecting Seniors to Active Living Project**, in partnership with The Department of Seniors and The Department of Health Promotion and Protection, has laid the groundwork for increasing the physical activity levels of Nova Scotia seniors today and in the future. Its unique focus on older adults is significant and will complement other initiatives underway across the province to promote active living among other age groups.

As a first step in this process, a link to the list of recommended resources identified in the project will be made available electronically. This information will be of great benefit to seniors, practitioners, and community leaders with an interest in healthy active aging.



REPORT from the VICE-PRESIDENT, Finance

Fiscal Year April 1, 2006 ~ June 30, 2007

I am pleased to present the results of the past fiscal year to the Recreation Nova Scotia (RNS) membership. To better align our future fiscal years, this reporting year covers a 15 month period running April 1, 2006 - June 30, 2007 (subsequent years will run July 1 - June 30). As detailed in the Auditor's Report, our Association ended the 15 month fiscal year with a surplus of \$ 1,451.00.

The Audit has provided information to enable us to further improve the budget review processes undertaken over the past few years which will further refine budget projections to year end.

Over the past year, RNS was successful in receiving funding from a number of sources allowing the Association to continue to strengthen and sustain research, program and service delivery aligning to our Mission. Financial Highlights of the past year include...

- Canada Volunteerism Initiative \$ 201,960
- HIGH FIVE \$ 110,485 - includes Nova Scotia Health Promotion and Protection contract funding.
- RNS Program Revenues \$ 116,664 - includes the following initiatives: Take the Roof off Winter, June is Recreation Month, Regional Volunteer Network, Spring Symposium and Provincial Volunteer Awards Ceremony
- Everybody Gets to Play and Activekidsns.ca \$ 54,610 - Nova Scotia Health Promotion and Protection, Active Kids Healthy Kids Strategy
- Connecting Seniors to Active Living Initiative \$ 17,000 – NS Health Promotion and Protection and the Nova Scotia Senior's Secretariat
- The Marketing and Fund Development Coordinator with support from the Executive Director continues to work on establishing an RNS Charitable Public Foundation - presently with Revenue Canada (month 6)

Special thanks is extended to the RNS Board Members, Dawn Stegen - Executive Director and Bernie Jollie - Office Coordinator for their support and continued work on behalf of our membership.

Respectfully submitted,
Ivy Warren
Vice President, Finance



Recreation Nova Scotia

Statement of revenue and expenditures

RECREATION NOVA SCOTIA STATEMENT OF REVENUE AND EXPENDITURES

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fifteen months ended June 30, 2007	Budget 2007	Actual 2007	12 months ended March 31 Actual 2006
Revenue	\$	\$	\$
Canadian Volunteer Initiative	180,000	201,960	186,505
High Five	113,000	110,485	83,585
Program Revenue	51,400	116,664	45,602
Other Income	16,200	23,592	89,854
Provincial Conference	54,500	59,507	39,661
Fundraising Revenue	91,800	72,744	37,579
General Revenue	42,000	38,869	41,931
NS Dept of Health Promotion and Protection	180,500	213,112	133,415
	729,400	836,933	658,132
Expenditures			
Canadian Volunteer Initiative	163,000	194,838	184,144
Spring Symposium	4,400	2,939	182
High Five	83,300	80,557	81,320
Programs	65,000	134,909	27,801
Fundraising	37,100	26,706	15,729
Active Living	36,000	34,253	34,322
Administration [page 7]	273,000	290,241	210,531
Committees and Projects	17,000	23,022	55,949
Conference Expenses	48,150	47,797	58,018
Go For Green	750	220	750
	727,700	835,482	668,746
Excess of revenue over expenses	1,700	1,451	(10,614)
General Fund balance, beginning of year		35,991	46,605
General Fund balance, end of year		37,442	35,991

See accompanying notes

Recreation Nova Scotia Balance Sheet



RECREATION NOVA SCOTIA BALANCE SHEET

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June 30, 2007	2007	March 31 2006
ASSETS	\$	\$
Cash and term deposits	27,343	
Accounts receivable	73,022	60,784
Inventory	24,205	23,279
Prepaid expenses	27,785	13,362
	<u>152,355</u>	<u>97,425</u>
Restricted Cash		
Investment Fund	32,802	22,411
Go For Green Fund	11,388	31,062
James Bayer Fund	7,332	2,332
	<u>51,522</u>	<u>55,805</u>
Capital Assets [note 4]	<u>5,073</u>	<u>7,247</u>
	<u>208,950</u>	<u>160,477</u>
LIABILITIES		
Bank indebtedness		1,373
Accounts payable	18,201	65,307
Deferred Revenue	101,785	2,000
	<u>119,986</u>	<u>68,680</u>
FUND BALANCES		
General Fund	37,442	35,991
Investment Fund	32,802	22,411
Go For Green Fund	11,388	31,063
James Bayer Fund	7,332	2,332
	<u>88,964</u>	<u>91,797</u>
	<u>208,950</u>	<u>160,477</u>

See accompanying notes

Approved on behalf of the Board



 Directors

We're here...for you

Committee and Project Volunteers (2006 – 2007)



Our volunteers are the reason we continue to grow and advance the recreation field. Recreation Nova Scotia would like to thank the following 2006-2007 volunteers, committee and task group members for volunteering their time and supporting us to achieve our vision to create healthier communities through recreation.

Nancy MacAloney, Lana McMullen, Michelle Richard, Gabby Riley, Marilyn Johnston, Dave Brown, Carol Pickings-Anthony, Rick Gilbert, Paula Doyle, Pauline Doucet, Becky Mason, Paul D'Eon, John MacLean, Carol Davis Jamieson, Deb Ryan, VRCDA, Kevin Benjamin, L/Q Recreation Directors and Coordinators Association, Blaise Landry, Bob Suffron, Debby Smith, Max Chauvin, Chad Haughn, Janet Landry, Holly Gillis, Yarmouth Shelburne Recreation Directors and Coordinators, Kelton

Thomason, Norma MacLeod, Pam Adams, Doug Branscomb, Meghan Dethridge, Brenda Robertson, Philip Hochman, Eva Marks MacLissac, Frank Bruleigh, Linda Atkinson, Mary Angela Munro, Laurene Rehman, Dwight Jones, Yvonne Lepair, David Hood, Nicole MacDonald, Cindy Fraser, Frank Grant, Kathy Kehoe, Jill Jackson, Craig Burgess, Fred Williams, Trudy Payne, Peter Jollimore, Janice Rand, Jerry Locke, Frances Scott, Ray Green, Carroll Randall, Ginette d'Entremont, Tammy MacDonald,

Ivy Warren, Dwight Jones, Dr. Robert Macneill, Anna Allen, Dianne Paquet, Rachel Bedingfield, Peter McCracken, Mike Trinacty, Andrew James, Jim Campbell, Gerard MacIsaac, Ted Scrutton, Jody Conrad, Bob Powell, Trudy Payne, Highland Region Recreation Directors, Sherri Moffatt, Mike Arthur, Brenda Chediac, Michelle Richard, Shayla Kennedy. Special thanks also to the many student volunteers from Acadia University and Nova Scotia Community College.

Funders and Commercial Contributors (2006-2007)

Many thanks to all our sponsors and funding partners who generously supported Recreation Nova Scotia events and programs during 2006-2007

Nova Scotia Department of Health Promotion and Protection, Nova Scotia Alliance for Healthy Eating and Physical Activity, Cancer Care Nova Scotia, Clearwater Seafoods, Global Television, Henderson Recreation, Canadian Tire, The Nova Scotia Seniors Secretariat, Fundy Textile & Design Limited, Macdonald Chisholm Trask

Insurance, Aliant, McCain Foods Limited, Golf Central, *Active Living Alliance for Canadians with a Disability*, dma Planning & Management Services Limited, The Printer, Cape Breton Resorts, Western Recreation, Office of Acadian Affairs, NS Canada Volunteerism Initiative.

Special thanks to

The Printer

For their support by producing the 2006-2007 Annual Report

Special thanks to the many companies, supporters and municipalities that contributed prizes to the RNS Annual Golf Tournament, the Annual Conference and to RecreAuction

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We're here...for you

Recreation Nova Scotia

Board of Directors 2006-2007

President (Oct.-March)

Diane Paquet

President (March-present)

Carol Pickings Anthony

President Elect

Linda Atkinson

Vice President of Finance

Ivy Warren

Vice President of Board Development

Paula Doyle

Past President (Oct.-March)

Carol Pickings Anthony

Director at Large (1 year)

Pauline Doucet

Director at Large (1 year)

Anna Allen

Director at Large (2 years)

Dr. Robert Mcneill

Director at Large (2 years)

Laurene Rehman

Director at Large (Student Representative)

Kelton Thomason

Recreation Nova Scotia Staff (ex officio)

Dawn Stegen

Recreation Nova Scotia Staff 2006-2007

Executive Director

Dawn Stegen

Office Coordinator

Bernie Jollie

HIGH FIVE Coordinator

Debbie Bauld

HIGH FIVE Officer

Linda Donnelly

Fund Development and Marketing Officer

Bev Mahon

CVI Coordinator (ended February 2007)

Becky Mason

CVI Outreach Coordinator (ended February 2007)

Sabrina Poirier

Provincial Volunteer Awards Ceremony

Michelle Richard

Activekidsns.ca Officer

Linda Donnelly





HEALTHIER FUTURES *through* RECREATION

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