

Annual Report 2008



Making
recreation matter
for **10** years
Recreation
NOVA SCOTIA

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. Established in 1998, the Association is a central resource agency for members and stakeholders of the recreation sector; and provides leadership, training and support to help meet national, provincial and local priorities. Through a diverse network for partners and extensive programs and services, RNS actively advocates accessibility and inclusiveness to recreation.

Recreation Nova Scotia believes that recreation enhances the health and quality of life of individuals and communities throughout Nova Scotia.

RNS has a membership of over 1000, which includes community leaders, practitioners, students, academics, elected officials, and voluntary sector organizations across Nova Scotia who are the direct providers of recreation and related opportunities at the community level.



“Pathways for People” conference chairs Ted Scrutton and Bob Powell.

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 advocacy campaigns by RNS, 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.

Recreation Nova Scotia

Mission Statement

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

We Believe

“Recreation is... freely chosen participation in pursuits that revitalize the mind, body and spirit, promoting societal well being.”

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.

Recreation enhances the health and quality of life of individuals and communities throughout Nova Scotia

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Member Laura Barkhouse exercising on outdoor exercise equipment.

message from the president

Linda Atkinson



Linda Atkinson, President

It has been my pleasure and privilege to serve as your President this year. It was a year of high energy for the Association as we began our 10th Anniversary celebrations, and I am proud to have been part of the activity.

The Board has attended to a number of policy and governance issues which have clarified direction and increased efficiency. The fruit of this labour will be harvested by future Boards.

Another area of concentration for the Board this year was refining and redefining the Association's position statements in its primary interest areas. With help from the membership, the Board has revisited existing priorities, evaluated their relevance and is presently updating these. It is also deciding on additional issues about which the Board must be prepared to speak.

The Association's current Strategic Plan is now several years old. This year's Board has engaged in exciting work that is guiding the

creation of a new, direction-giving framework. It is early days yet, and the membership will have opportunity to input and provide feedback as the work becomes more concrete. The Board feels it is off to a good start however, and is looking forward to engaging with members and partners as this effort goes forward.

These initiatives required a lot of the Board's time and it is work that it takes pride in. I believe you will be pleased and satisfied with the efforts of your Board.

In keeping with the pervasive culture of collaboration that is a hallmark of RNS, the Board worked in partnership with many agencies to advance the recreation agenda. This is the point where the reader is best referred to the rest of the annual report for specific references, as I run the risk of inadvertently missing an important friend if I try to name them all. It is clear however that the Department of Health Promotion and Protection deserves particular acknowledgement for its ongoing support of RNS. We have enjoyed many successes as a result of our joint ventures. The Board believes this is a mutually beneficial relationship and looks forward to continuing to work together to improve recreation and leisure outcomes for Nova Scotians.

As President, I have had really good people around me, and this has made my experience a very positive one. One of my great

pleasures has been working with my fellow Board members. We had a group of fine minds and diverse perspectives that combined to serve the organization thoughtfully and enthusiastically; with one eye on the stewardship of RNS values and the other looking outwardly at the role of RNS as a key player in change-making and community building in this province.

To the members and volunteers who power our association, a big "thank you". Nothing gets done without your energy and commitment. We are a field driven by our passion for what we do and who we serve. This is most evident in the work you do and the gifts you share.

And finally to the real secret of our success. I need to acknowledge our Executive Director, Dawn Stegen and her staff for all the support given to me and to the Board. RNS would not be the vibrant, well managed organization it is without this team. I don't have enough space to do them justice, so a simple but heartfelt thank you must do.

To the incoming President and her Board, all the best. I will continue to be part of your work and am looking forward to it.

message from the executive director

Dawn Stegen



Dawn Stegen, Executive Director

Looking back over the past year, it is evident that our continued investment in a collaborative approach and member services, advocacy, communication and promotion and revenue generation, is paying off. We are making a difference – a significant difference – in the positioning of recreation as an essential component of the quality of life and community building in Nova Scotia.

We can be very proud of so many initiatives: launching projects that help the recreation delivery system network and share; working in partnership with provincial, and national partners to make recreation more accessible and get Nova Scotians more active; and influencing policy changes to improve the health and quality of life of individuals and communities throughout Nova Scotia.

Our work over the past year also highlighted the importance of

volunteerism – the backbone of the recreation delivery system. We were proud to see the formation of the Nova Scotia Volunteer Community Advisory Council, and government's commitment to a collaborative agreement between the voluntary sector and the provincial government, and the development of an insurance protection program for the not for profit sector.

The work of Recreation Nova Scotia as the host of the Canada Volunteerism Initiative since 2002 was instrumental in advancing all of these initiatives and policies. These commitments will result in a strong volunteer community that contributes to a healthy, sustainable Nova Scotia.

As cliché as it sounds, an ounce of prevention is worth a pound of cure. The resources we are investing in to make recreation more accessible to all, will also reduce risk factors associated with chronic disease, and will lead to social cohesion, better health outcomes, and a stronger economy. In 2007/08, we hosted the Pathways for People conference and launched the pathwaysforpeople.ca web site, applied for charitable status for Recreation for ALL, added the Move more program to our menu of services and programs, and signed an agreement with ParticipACTION to coordinate

SOGO Active in Nova Scotia. SOGO Active gives young Canadians the tools to design, change and control their own individual get active plan.

Despite our progress, there is still much work to be done. The infrastructure deficit is still in crisis, recreation is not accessible to all, youth are facing unprecedented barriers, recreation is not considered “essential” and less people are volunteering.

The work of the Board on a new strategic framework will enable us to measure progress and identify the important work that still must be done. Thanks to the commitment of volunteers, staff, members, and funders, the investment in our mission is creating change that is helping people today, and will provide us with opportunities to find answers for the future.

Thank you all for your support – and your belief that Recreation Matters.

a year in review

Marketing and Brand Development:

Recreation Nova Scotia continued to build on strong partnerships with organizations within the recreation sector in order to gain support and raise public awareness for the benefits of recreation and the mandate of Recreation Nova Scotia.

This year the **Recreation Matters committee** was very busy planning and delivering the **June is Recreation Month and Take**



“Take the Roof Off Winter” supporters enjoying winter fun.

the Roof Off Winter campaigns.

Involvement in June is Recreation Month continued to grow as we expanded our partnership with Green Gym and the Nova Scotia Libraries, and created more exposure for the initiative through media relations, the Supporters program, launch events, and involvement in local celebrations, such as the annual Apple Blossom Parade, and the Keppoch Fun Day.

In partnership with NSHPP, Recreation Nova Scotia once again coordinated the Take the

Roof Off Winter campaign, a provincial, community-based initiative designed to get more Nova Scotians outdoors, active and having fun during the winter months. TTROW continues to engage communities, schools, workplaces, and community leaders in challenges and events. Through new PSA’s produced by Global TV, awareness for the campaign and the Red Cap Club project increased. In total over 100 Supporters hosted TTROW events across Nova Scotia.

As part of Recreation Nova Scotia’s commitment to Active Transportation, RNS launched the Pathwaysforpeople.ca web site in April during the Cape Breton Active Transportation and Youth Engagement symposium.

Pathwaysforpeople.ca is a web site developed by Recreation Nova Scotia, in partnership with NSHPP. It provides recreation professionals, community planners, health promotion practitioners, Active Transportation

champions, volunteers, elected officials, students, academics,

school officials, and government representatives with a means to share knowledge and information on Active Transportation. Pathwaysforpeople.ca is designed to increase the awareness and understanding of Active Transportation in Nova Scotia and provide an accessible system for sharing best practices, research and policy information.

The Luncheon Series fundraiser “Connecting with our kids” on June 9th with speaker Max Valiquette, President of Youthography, was a

huge success. This event was used as a “soft launch” for the RNS 10th Anniversary, showcasing Everybody Gets to Play and HIGH FIVE. The event was generously supported by several sponsors including the Insurance Bureau of Canada, NSHPP, Aliant, Sperry & Partners Architects, and Green Gym. Over 220 members and non-members attended this important event for the Association, providing RNS with the great opportunity to promote the important work of the Association and the benefits of recreation to many decision makers and stakeholders.

Advocacy:

2008 provided RNS with an opportunity to reflect and examine our approach to advocacy, our milestones, learnings, interests of the members, the external environment, and our priorities. The involvement of over 70 members in a one day advocacy, public policy forum held in January led to the creation of RNS’s key message that we will promote whenever we are educating others about recreation.

Meetings with provincial government staff throughout the year, provided RNS will the opportunity to discuss issues including Active Transportation, the development of a Recreation Policy for Nova Scotia, Lifeguarding, the Safer Streets report, the Children and Youth Strategy, Volunteerism, and Off Highway Vehicles. RNS has been able to achieve a reputation as a trusted advisor and a strategic partner.

Leading up to the 2008 Municipal Elections, Recreation Nova Scotia created its 1st municipal platform for recreation “Be a Champion

a year in review ~ continued

and Commit to Recreation". The document highlighted five key priority areas to champion and commit to:

Infrastructure

Recreation as Essential

Volunteerism and the Voluntary Sector

Youth

Access to Recreation for All

Member Services:

Recreation Nova Scotia is excited to be planning for its **10th year** of inspiring, leading and supporting Nova Scotians towards healthier futures through recreation experiences. As part of our celebrations, RNS has implemented a special 10th anniversary logo that will be used on all marketing collateral, and developed a special 10th Anniversary web page that will keep members up to date on all the plans for this important milestone.

RNS's **2007 Conference "Pathways for People"** was a tremendous success. This conference was hosted in partnership with NSHPP, and held at Digby Pines in October 2007. Over 70% of the workshops and keynotes focused on the Active Transportation agenda 280 delegates, exhibitors, and presenters gained new knowledge, contacts, and skills through the sessions and socials they attended. RNS sincerely appreciates the support, time and energy that our conference chairs, Kevin Benjamin, Ted Scrutton, and Bob Powell, and the many conference volunteers invested in organizing this phenomenal conference.

As part of our commitment to build the capacity of volunteers and the voluntary sector Recreation Nova Scotia trained over 100 people in 4 regional workshops on the **Ten Practices for Managing Your Charitable Status and Complete the T3010A Forms**, and presented 10 Skills Workshops. In May and June, RNS offered 8 **Nature Awareness Workshops** for summer staff leaders and coordinators. This was a partnership with Sense of Wonder Environmental Education. Workshop content touched on aspects of nature appreciation, how nature works and lessening our impact on nature. RNS has always been a supporter of **Move More**, an 8 week recreation program designed by the Heart and Stroke Foundation, that combines interactive presentations and discussions on health related topics with fun opportunities to sample various local physical activities. In May, RNS and Heart and Stroke signed an MOU, assigning ownership of Move More to Recreation Nova Scotia.

2008-2009 will certainly be a busy year as we launch Move More with the support of our Move More sponsors, NSHPP, and The Nova Scotia Egg Producers Association.

In March Recreation Nova Scotia launched **MINetwork.org**, which stands for "Municipal Information Network" and is a **support system** that allows municipal recreation professionals working in Nova Scotia to **connect** and share information with one another. The MINetwork.org is a partnership of Recreation Nova Scotia and NSHPP

and is intended for frequent use by municipal recreation professional to **facilitate the sharing of knowledge, experience and information**. MINetwork is designed to increase opportunities for municipal recreation professionals to get to know one another better resulting in the **exchange of advice and assistance** amongst each other. Our goal is to have over 100 municipal recreation practitioners registered and all municipal unit profiles in the system by March 2009.

In September 2008 Ueli Albert, Tracey Pierre, Nicole Mac Donald, and Norm Amirault, were recipients



Participants of 10th Annual RNS Golf Tournament – fundraiser for James Bayer Bursary.

of the **James Bayer Bursary**. As RNS members in good standing Ueli, Tracey, Norm and Nicole were eligible to apply for financial assistance for academic and development opportunities, related to the field of recreation.

Every year RNS honours the many successes in the field of parks and recreation, and the outstanding contributions of our fellow practitioners and volunteers that have advanced the work of our field and made our communities

a year in review ~ continued

more vibrant and healthy. The following **Recreation Nova Scotia Awards** were presented in 2007:

The Nova Scotia HIGH FIVE Trainer Excellence Award: Tracy Burgess

HIGH FIVE Nova Scotia Achievement Award: The Municipality of the District of Guysborough.

The Bluenose Achievement Award: The Basin Wellness Society

The Mayflower Community Cooperation Award:

The Pictou County Recreation Coordinators Group;

Club 400 – The Order of Active Living & Annapolis County Active Living Strategy;

The Town of Windsor and Halifax Regional Municipality for the Summer Fun Safety Project

The Honorary Life Member Award: Bob Nauss

Participation

Recreation Nova Scotia's **Lucky Duck Lotto** continues to support communities. In 2008 more than 180 community groups, schools, sport and recreation groups participated in the Lotto campaign raising over \$ 114,000 – 70 percent of which remained with the participating groups to support their programs and services.

RNS stayed committed to its plans to establish a charitable public foundation. The Recreation for ALL Association was submitted to the Canada Revenue Agency, and an ad-hoc committee met throughout the year to address the questions and feedback provided by CRA. Once established as a charity and foundation, **Recreation for ALL** (Accessible Leisure Lifestyles) will support community based research, capacity building and

community-based interventions designed to address barriers and hurdles to recreation, and increase access to participation.

In partnership with Recreation New Brunswick and Recreation PEI, Recreation Nova Scotia conducted an extensive scan across the Maritimes to assess the state of policies and practices designed to support access to recreation by low income children and youth

And to examine the degree to which municipalities, sport clubs and not for profit groups provide services consistent with the policy direction of **Everybody Gets to Play**.

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.

Through the initiative and web site **Activekidsns.ca**, RNS collected success stories, resources and research and released a monthly e bulletin. ActivekidsNS is designed to support those that promote physical activity, stimulate program ideas, share resources, and provide networking opportunities, in order to motivate and increase the capacity of children and youth to be active and healthy. There are over 210 success stories, and 187 resources contained on activekidsns.ca.

Collaboration

Recreation Nova Scotia has worked in collaboration with many recreation, sport and physical activity stakeholders over the past year on the development of

the **Physical Activity Sport and Recreation Framework**. “The Power and The Potential” unites the PASR sector to increase physical activity, sport and recreational participation amongst our fellow Nova Scotians. The framework is a significant accomplishment. We now have a document we can share with communities, organizations, and individuals so that they can better understand our shared vision and core values, and how physical activity, sport and recreation can be part of what they do. The framework is a planning and unifying tool and it will help us develop strategies and initiatives that will get more people involved in healthy recreation activities of all kinds

Many of the accomplishments highlighted in the “Year in Review” were made possible through a collaborative approach. Recreation Nova Scotia would like to thank our 2007-2008 Strategy Partners:

- The Active Living Alliance for Canadians with a Disability
- Nova Scotia Department of Health Promotion and Protection
- Community Links
- Sport Nova Scotia
- FANES
- Cape Breton Chamber of Volunteer Organizations
- Heart and Stroke Foundation, Nova Scotia Branch
- Ecology Action Centre
- Sense of Wonder
- Charities File
- Nova Scotia Libraries
- Recreation New Brunswick
- Recreation PEI
- CPRA
- Lifestyle Information Network
- Tobacco Free Sport and Recreation
- Alliance for Health Eating and Physical Activity

report from the vice president, finance Ivy Warren

Fiscal Year July 1, 2007 - June 30, 2008

I am pleased to present the results of Recreation Nova Scotia's 2007/2008 fiscal year ending June 30th, 2008. With the elimination of the Canada Volunteerism Initiative, the past year has been a re-building year for RNS, however our Association did end this fiscal year with a surplus of \$471.00 as detailed in the Auditor's Report.

RNS was successful in continuing to strengthen and support the Association's program and service delivery in keeping with our Mission.

Financial Highlights of the past year include...

- \$ 223,885 - Membership Services: Annual Conference, Education & Training, RNS Golf Tournament, RNS Awards Ceremony and HIGH FIVE (includes Nova Scotia Health Promotion and Protection contract funding for HIGH FIVE)
- \$ 125,464 - Participation Revenues: Speakers Series, Everybody Gets to Play, Activekidsns.ca, RNS Insurance Program, and Lucky Duck Lotto

- A call for proposals was made to secure optimum financial services for the needs of RNS resulting in a change in our financial institution in February 2008.
- On October 20th, 2008 Recreation Nova Scotia received confirmation from CRA that **Recreation for ALL** (*Accessible Leisure Lifestyles*) has been granted charitable status. Recreation for ALL is an association established by RNS to support communities and stakeholders working to improve access to recreation and reduce barriers.

Much thanks to RNS Board Members, Dawn Stegen - Executive Director, Bernie Jollie - Office Coordinator for their support.

Respectfully submitted,
Ivy Warren
Vice President, Finance



RNS Luncheon, "Connecting with our Kids – Social Marketing and Youth", featuring Max Valiquette, President & CEO, Youthography.

financials

RECREATION NOVA SCOTIA STATEMENT OF REVENUE AND EXPENDITURES

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year ended June 30, 2008	Budget 2008	12 months ended June 30 Actual 2008	15 months ended June 30 Actual 2007
Revenue	\$	\$	\$
Canadian Volunteer Initiative			201,960
Marketing and Branding	16,000	26,009	52,027
Collaboration	22,000	24,858	10,000
General Income	152,000	157,778	186,941
Participation	97,000	125,464	130,728
Membership Services	260,000	223,885	291,611
	547,000	557,994	873,267
Expenditures			
Canadian Volunteer Initiative			194,838
Marketing and Branding	8,500	17,950	16,906
Collaboration	22,000	28,756	49,767
Participation	44,000	51,016	57,794
Membership Services	240,500	190,360	207,240
Advocacy	2,000	1,250	
Administration	228,200	268,191	345,271
	545,200	557,523	871,816
Excess of revenue over expenses	1,800	471	1,451
General Fund balance, beginning of year		37,442	35,991
Transfer from Go For Green Fund		37,913	37,442
		6,274	
General Fund balance, end of year		44,187	37,442

See accompanying notes

financials

RECREATION NOVA SCOTIA BALANCE SHEET

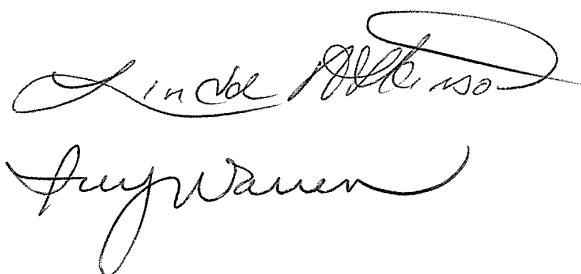
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June 30, 2008	2008	2007
ASSETS	\$	\$
Cash and term deposits	48,602	27,343
Accounts receivable	53,755	73,022
Inventory	19,662	24,205
Prepaid expenses	33,669	27,785
	155,688	152,355
Restricted Cash		
Investment Fund	30,197	32,802
Go For Green Fund		11,388
James Bayer Fund	7,332	7,332
	37,529	51,522
Capital Assets [note 4]	4,166	5,073
	197,383	208,950
LIABILITIES		
Accounts payable	39,001	18,201
Deferred Revenue	76,665	101,785
	115,666	119,986
FUND BALANCES		
General Fund	44,187	37,442
Investment Fund	30,198	32,802
Go For Green Fund		11,388
James Bayer Fund	7,332	7,332
	81,717	88,964
	197,383	208,950

See accompanying notes

Approved on behalf of the Board

Directors



Linda Allison
Guy Warden

volunteers and supporters (2007-2008)

“Our volunteers are the reason we continue to grow and advance the recreation field. Recreation NS would like to thank the following 2007-2008 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, Paul D'Eon, John MacLean, Carol Davis Jamieson, Deb Ryan, VRCDA, Kevin Benjamin, Lunenburg Queen Recreation Directors and Coordinators Association, Blaise Landry, Bob Suffron, Debby Smith, Chad Haughn, Janet Landry,

Yarmouth Shelburne Recreation Directors and Coordinators, Norma MacLeod, Pam Adams, Doug Branscomb, Meghan Dethridge, Brenda Robertson, Linda Atkinson, Laurene Rehman, Yvonne Lepair, Frank Grant, Kathy Kehoe, Jill Jackson, Craig Burgess, Trudy Payne, Jody Conrad, Ted Scrutton, Peter Jollimore, Janice Rand, Jerry Locke, Frances Scott, Ray Green, Carroll Randall, Ginette d'Entremont, Ivy Warren, Rachel

Bedingfield, Wendy Bedingfield, Gabby Riley, Peter McCracken, Bob Powell, ARMS, Brenda Chediac, Chester Bordon, Kerry Munroe, Hugh MacDonald, Damion Stapleton, Shayla Kennedy, Gordon Richardson, Tracy Moffett, Jody Taker, Doug Murphy, Tracy Burns-Gagnon, Jeannine Shirley, Shawna Shirley, Karen Clark, Lara Abramson, .

funders and commercial contributors (2007-2008)

Many thanks to all our sponsors and funding partners who generously supported Recreation Nova Scotia events and programs during our fiscal year July 1, 2007- June 30th, 2008

Nova Scotia Department of Health Promotion and Protection • Global Television Henderson Recreation • Canadian Tire Jump Start • Fundy Textile and Design Limited Macdonald Chisholm Trask Insurance • Aliant • Golf Central Active Living Alliance for Canadians with a Disability dmA Planning and Management Services • CPRA • The Printer • Western Recreation Insurance Bureau of Canada • Sperry & Partners Architects • Transport Canada Nova Scotia Department of Seniors • Service Nova Scotia and Municipal Relations Active Kids Healthy Kids • Doctors Nova Scotia, Depth Creative Aerobics First • Conserve Nova Scotia • Green Gym

platinum sponsors...

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Fundy Textiles & Design Limited

Golf Central

Sperry & Partners Limited

Nova Scotia Dept. of Health Promotion and Protection

Transport Canada

Aerobics First

The Printer

Insurance Bureau of Canada

Special thanks to

The Printer

For their support by producing the 2007-2008 Annual Report

board directors (2007-2008)

President.....	Linda Atkinson
President Elect.....	Brenda Robertson
Vice President of Finance	Ivy Warren
Vice President of Board Development.....	Paula Doyle
Past President.....	Carol Pickings Anthony
Recording Officer	Chad Haughn
Director at Large (1 year).....	Pauline Doucet
Director at Large (1 year).....	Chester Bordon
Director at large (2 years).....	Kerry Munroe
Director at large (2 years).....	Laurene Rehman
Director at Large (Student Representative)	Lara Abramson
Recreation Nova Scotia Staff (ex officio).....	Dawn Stegen



recreation **nova scotia staff** (2007-2008)

Executive Director	Dawn Stegen
Office Coordinator	Bernie Jollie
HIGH FIVE Coordinator	Debbie Bauld
HIGH FIVE Officer.....	Linda Donnelly
Fund Development and Marketing Coordinator	Bev Mahon
Provincial Volunteer Awards Ceremony	Michelle Richard
Activekidsns.ca Officer.....	Linda Donnelly



Debby Bauld and Linda Atkinson.



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