

2017 - 2018

# ANNUAL



# REPORT

Offering Nova Scotian organizations, volunteer groups, and businesses the opportunity to contribute to their community and province by removing litter from roadsides and interchanges since 1992.

## OUR IMPACT

Our Combined Efforts During This Fiscal Year



Total Cleanups	KMs Cleaned	Exits Cleaned	Litter	Recyclables	Weight	Volunteers	Total Hours
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112	566	18	3164 Bags	187 Bags	104,719 Pounds	1672	5010
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**566**  
Kilometers

**1672**  
Volunteers

**5010**  
Hours

**47**  
Tons

# INCOME STATEMENT

April 1, 2017 - March 31, 2018

## Revenue

Divert NS	\$41,924.50
<b>Total Revenue</b>	<b>\$41,924.50</b>

## Operating

Wages & Employee Deductions	\$22,641.81
Postage and Couriers	1,143.58
Photocopying & Printing	9.41
Telephone & Internet	842.36
Rent	3,396.09
Office Supplies	429.37
Committee Expenses	1,050.18
Bank Service Charges	90.00
Accounting	0.00
Insurance	664.00
Staff Training & Development	295.00
Volunteer Information Session	3,654.74
Legal Fees & Registry of Joint Stocks	43.60
Contests for Volunteers	350.00
<b>Subtotal Operating Expenses</b>	<b>\$34,610.14</b>

## Equipment & Maintenance

Computer Hardware & Software	\$580.51
Garbage Bags & Safety Vests	686.55
<b>Subtotal Equipment &amp; Maintenance</b>	<b>\$1,267.06</b>

## Advertising & Promotional

Advertising - Radio Ads/Newspaper Ads	\$276.00
Brochures	980.95
Newsletter - Not Including Postage	914.25
Promotion - Facebook and Promo Items	3,156.58
Website Development	719.52
<b>Subtotal Promotional Expenses</b>	<b>\$6,047.30</b>

**TOTAL EXPENSES** **\$41,924.50**

**NET** **\$0.00**



## A Message From The Chair:

Another year another Annual Report! The past year has seen many changes for the Adopt-A-Highway (AAH) program.

May 31, 2017 Gina Bain left the program to follow her career in landscaping and gardening. Gina was with us for 6 years and we wish her well in her undertakings. In June we welcomed Amy Langille to the position of Program Administrator. Amy spent some time becoming familiar with the program and quickly settled in. Keeping up with the group information, checking with groups that have been inactive, sending out renewal forms and answering phone calls and emails have kept Amy busy. She has also attended two Continuing Educational courses to hone her skills with the website and Sage.



We had three meetings – June 6 and October 17, 2017 and January 16, 2018. These were held at the Lower Sackville Lions Club. Thank you to Jan Deveaux for arranging for us to meet there.

The Adopt-A-Highway committee consists of the following: Dale Lyon – Divert NS; Hilary Hayes –Halifax Regional Municipality; Darcey MacBain & Sharon Hubley – Transportation & Infrastructure Renewal; Ashley David – Nova Scotia Environment; Jan Deveaux & Tami Mailett – Lions Clubs of Nova Scotia; Nancy Veinot – Member -At-Large; Coni Murray & Ellen Simpson – Women’s Institutes of Nova Scotia.

We would like to thank Ellen Simpson for her part as Co-Chair of the committee for the past number of years. Due to medical problems Ellen has not been able to attend all the meeting however she remained an active member. Thank you Ellen.

Coni Murray – Chair AAH Committee

# YEAR IN REVIEW 2017-2018

## Our Annual Litter Sweep Contest

### **1st Place!**

**-Live Ammunition-  
Lake Echo Lions Club**

### **2nd Place!**

**-Love Letter-  
St. James United  
Church - Antigonish**

### **3rd Place!**

**-Complete Kitchen-  
RO-WIN-LEA 4-H**

## Adopt-A-Highway Day!

**May 4th was once again proclaimed Adopt-A-Highway day by the Premier of Nova Scotia, for the 12th year in a row!**

## New Partnership!

**We have partnered with Watch for Wildlife to help spread awareness about the correlation of roadside litter and wildlife endangerment.**

## Website Updates

**Our website now allows electronic submissions of cleanup permits, Litter Sweep Contest entries, and reporting of damaged Adopt-A-Highway signage.**



# Volunteer Information Session

The 12<sup>th</sup> annual Volunteer Information Session was held on Saturday, April 8<sup>th</sup> at the Joggins Fossil Centre, Amherst, NS. Co-chair, Coni Murray welcomed the 40 volunteers to 12<sup>th</sup> annual Volunteer Information Session and introduced the AAH Committee members. Ellen Simpson, Co-chair, also, welcomed the volunteers.

Operations Manager, Jordan LeBlanc gave a tour of the Joggins Fossil Centre and spoke on the history of the Joggins Fossil site. Joggins fossil cliffs is an UNESCO World Heritage Site and the centre is eight years old. Jordan grew up in Joggins and is proud to be Operations Manager for the centre.

Past Program AAH coordinator, Gina Bain gave a recap of the cleanup results for 2016 and spoke about the website. She also gave an update of the Volunteer Recognition Awards which was held in Truro, September 2016.

Guest speakers included Brenda Rioux, Waste Reduction Co-coordinator Cumberland Joint Services Management Authority. Brenda gave a presentation on Cumberland County waste management and recycling programs along with details on the construction of a landfill and the environmental considerations that are involved.

The second guest speaker was Shannon Arnold, Marine Policy Coordinator Ecology Action Centre (EAC). Shannon spoke on the history of EAC and EAC's mandate. EAC's marine program include coastal livelihoods, sustainable fisheries and aquaculture, and fishery policy. Handouts were available to help consumer choose fish raised through responsible fishing and farming practices. Mary McPhee, manager Fundy Ocean Research Centre for Energy (FORCE) sent her regrets.

Volunteers enjoyed a delicious lunch prepared by the Joggins Fossil Centre. Volunteers took part in round table discussions, shared information about their group and their cleanup. Jordan LeBlanc, Joggins Fossil Centre gave a short informative tour of the fossil cliffs. It was an informative conference.

-Sharon Hubley, TIR



Ellen Simpson & Jordan LeBlanc

# NEW GROUPS

- ⇒ **Bridgewater & Area Lions Club**
- ⇒ **Cape Forchu Litter Ladies**
- ⇒ **Deborah Sullivan**
- ⇒ **Earthly Matters**
- ⇒ **Marcy Wallace**
- ⇒ **The Highwayman Restaurant**
- ⇒ **The Scots Highland Group**
- ⇒ **Village Green Group**
- ⇒ **DALAC Enviro Club**
- ⇒ **Francis R. Ferdinand**

Growth



Gina Bain

**The Nova Scotia  
Adopt-A-Highway Program  
is Proudly Sponsored By**



Nothing Wasted