



**ADOPT A HIGHWAY**  
NOVA SCOTIA

---

**2019-2020**

**ANNUAL  
REPORT**



# NOVA SCOTIA ADOPT A HIGHWAY PROGRAM ASSOCIATION

## STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2020

(Unaudited - see notice to reader)

	<u>2020</u>	<u>2019</u>
<b>ASSETS</b>		
Current Assets		
RBC GIC	1,000.00	-
RBC Chequing Account	6,700.10	6,158.78
Accounts Receivable	7,840.68	-
Fixed Assets		
Furniture & Equipment	3,949.31	1,895.11
Accumulated Amortization	(736.06)	(189.51)
	<u>3,213.25</u>	<u>1,705.60</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 18,754.03</u></u>	<u><u>\$ 7,864.38</u></u>
<b>LIABILITIES &amp; NET ASSETS</b>		
Current Liabilities		
Accounts Payable	6,481.62	2,896.50
Staples Card Payable	-	1,037.32
RBC Visa Payable	921.18	-
	<u>7,402.80</u>	<u>3,933.82</u>
Total Liabilities	7,402.80	3,933.82
Net Assets - Beginning of Year	3,930.56	5,213.48
Current Year Surplus/Deficit	7,420.67	(1,282.92)
Total Net Assets	11,351.23	3,930.56
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<u><u>\$ 18,754.03</u></u>	<u><u>\$ 7,864.38</u></u>

## PRESIDENTS REPORT

Hello Everyone!

2019-2020 was a very busy and exciting year for the Nova Scotia Adopt-A-Highway Program Association.

The Great Nova Scotia Pick-Me-Up Program, previously administered by Clean, transitioned to our Association. The impact made by these two programs coming together in 2019-2020 was phenomenal. We had 557 cleanups take place in the province. These cleanups engaged over 14,000 volunteers for a total of 19,846 hours. 70 kilometers of shoreline and 929 kilometers of roadway have been cleaned by these amazing volunteers. Over 10,000 bags of litter and more than 208,000 pounds of litter have been removed from our roadways and shorelines.

Thank you to all our volunteers who have spent thousands of hours getting outside and cleaning up communities all across our province. Your dedication to keep Nova Scotia clean and free of litter is greatly appreciated by everyone who lives, works and plays here. We would also like to thank the waste management regions across the province for their assistance in helping us get the supplies and necessary information to our volunteers so they can safely and effectively tackle their litter cleanups.

Our litter programs are generously sponsored by Divert NS, Glad and Nova Scotia Environment. Without their continued support, these programs could not be possible, so we greatly appreciate their assistance and look forward to continued growth of these programs.

-Deborah Searle  
Pictou County Solid Waste



## LOGO

We recently updated our Adopt-A-Highway Logo. We are very excited to present it to you and let you know why it was chosen. We have a love for litter, as you already know, but what you may not realize is WHY we love eliminating litter. When items are littered a number of things are impacted including our environment, wildlife, and tourism. So, we took these values and incorporated them into our new logo. The deer represents our wildlife value and the lighthouse represents our tourism and its effects on our oceans. The tree, of course, represents our ties to the environment. Lastly, the "A" represents the roadsides that we keep clean.

We also updated our Pick-Me-Up logo to match!

Who knew a little logo like this could mean so much?

## COMBINED PROGRAM HIGHLIGHTS

Thanks to our title sponsor GLAD as well as Divert NS and Nova Scotia Environments support, we were pleased to offer the PMU program for the first time this year. Facilitating over 557 cleanups across the province, we were thrilled with our success and obtained 70 percent of the data back from our cleanups.

### Clean-Up Data Totals

Total Cleanups	557
Volunteers	14,700 +
Hours	19,846
Shorelines Cleaned	70 Kilometers
Roadsides Cleaned	929 Kilometers
Bags of Litter	10,000 +

We also tracked additional trends including common items, brands, unusual items, and waste category percentiles.

### Commonly Reported Brands

Tim Horton's  
McDonald's  
Subway  
Wendy's  
Pepsi

### Unusual Reported Items

Pregnancy Test (Negative)  
Satanic Novels  
Doll Heads  
Inflatable Snowman  
Hair Extensions

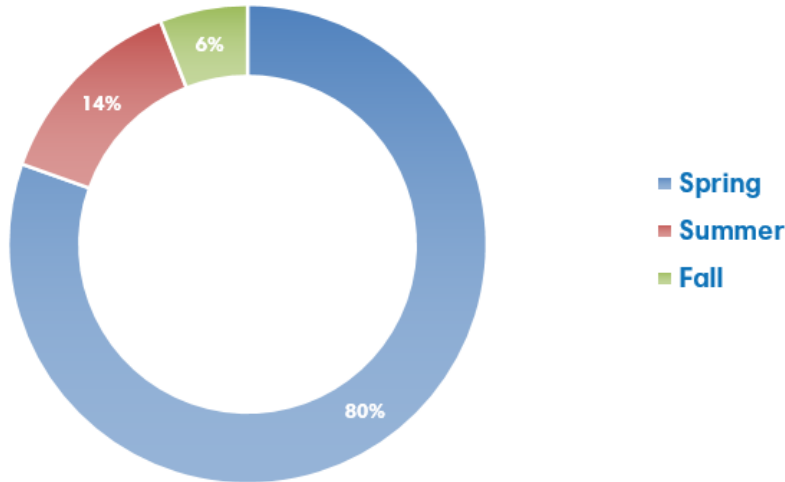
### Common Reported Items

Take-Out Coffee Cups  
Cigarette Butts & Packaging  
Assorted Plastics: Bags, Plastic Pieces, etc.  
Take-Out Containers/Packaging  
Cans & Bottles



Additionally, we tracked the amount of cleanups by season, as well as by region:

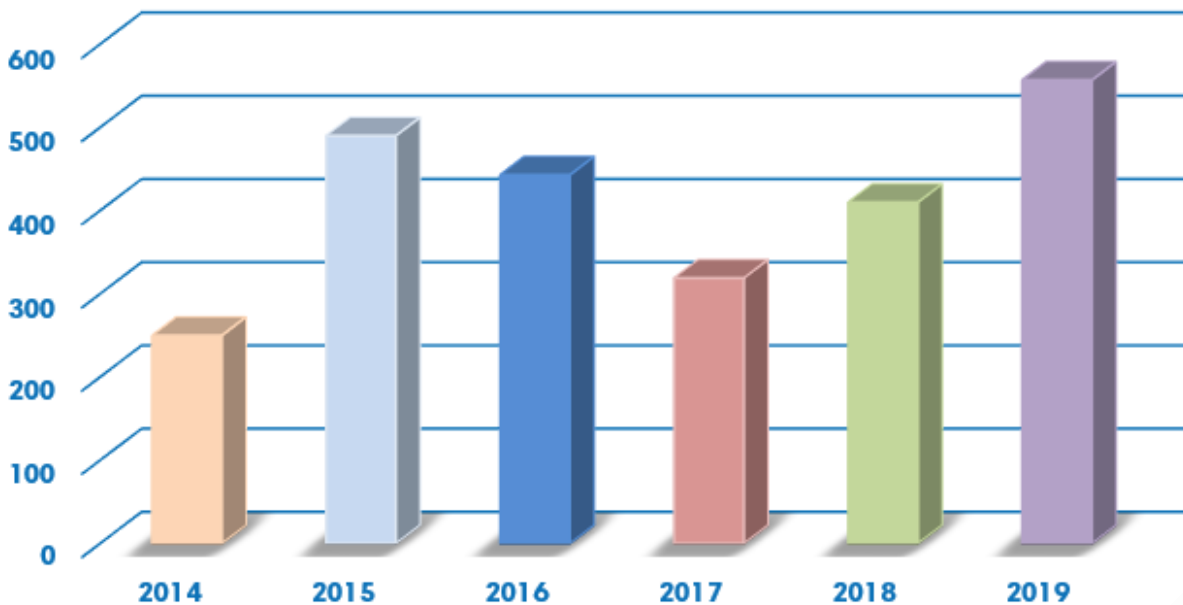
### Cleanups by Season



\*It is important to note that Lunenburg, Queens, and Hants Counties all organized large community cleanups and reported them as one cleanup, whereas Pictou County organized a community cleanup and reported each cleanup. This may have altered the numbers for Queens, Lunenburg, and Hants and making them appear lower than they were.

We also saw an increase in the combined number of cleanups, totaling 557. The number of cleanups has ebbed and flowed since 2014 with a peak in the F1920 season.

### Number of Cleanups





## NEW ADOPT-A-HIGHWAY GROUPS

South Shore Baptist Church  
2688 Bridgewater Kinsmen Army Cadets  
2 Bays 4H Club  
New Germany Enviro Center  
Teens for Change AVHS  
Granny & Kids  
Digby Neck Consolidated School  
Blomidon Naturalists  
Canaan Heights Neighbourhood Assoc.

## OUR COMMITTEE MEMBERS

Deborah Searle—President  
Nancy Veinot—Vice President  
Darcey MacBain  
Kathryn Bremner  
Sasha Barnard  
Sharon Hubley  
Ashley David  
Jan Deveaux  
Janice Marshall

## VOLUNTEER APPRECIATION EVENT

The F1920 Volunteer Information Session took place in the fall at the Hampton Inn & Suites Truro. The event was well attended and very well received. We had multiple presenters including Blue-nose Coastal Action, J's Quality Training, and Region 6's Educator Kirk Symmonds. For the first time in our organizations' history, we recognized our long-serving committee members with appreciation certificates. Additionally, we awarded plaques to our volunteers in the following categories Hall of Fame: Mary Commo, Ambassador: David Oickle, and Everybody's Business: Michelin. We hope to make these celebrations a part of our annual event every year going forward.





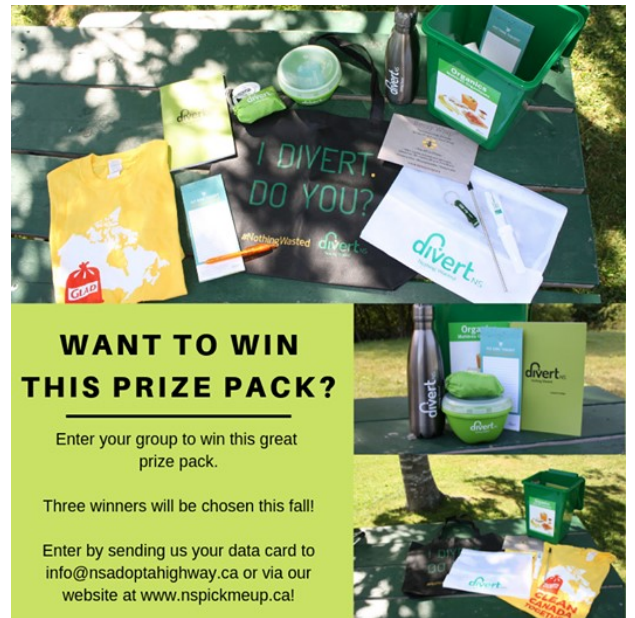
## DATA CARD CONTEST

For the first time ever, we held a contest to encourage the return of cleanup data. Divert NS provided the three waste reduction prize packs! This led to the successful retrieval of 70% of cleanup data!

We will be offering this contest again next year.

## ADOPT-A-HIGHWAY DAY

Once again, May 4th was proclaimed Adopt-A-Highway Day in Nova Scotia by the Premier! We launched a social media campaign in honor of our day.



**WANT TO WIN THIS PRIZE PACK?**

Enter your group to win this great prize pack.

Three winners will be chosen this fall!

Enter by sending us your data card to [info@nsadoptahighway.ca](mailto:info@nsadoptahighway.ca) or via our website at [www.nspickmeup.ca](http://www.nspickmeup.ca)!

## LITTER SWEEP CONTEST

### First Place

The first place winner was Ashley Kennedy, finding a negative pregnancy test.

### Second Place

Second place went to the Mt. Uniacke Clean Up Party for their find of three satanic-looking novels.

### Third Place

Third place went to the Cape Breton Environmental Association and the disheveled doll head collection!



## SPONSORS

We are generously sponsored by:

