



2020-2021

**ANNUAL
REPORT**



Nova Scotia Adopt-A-Highway Program Association

Income Statement

April 2020 - March 2021

	Total
INCOME	
Clean Professional Internship	8,918.00
Funding Income	81,735.27
Government Wage Subsidy	770.90
	\$
Total Income	91,424.17
	\$
GROSS PROFIT	91,424.17
 EXPENSES	
Accounting	1,150.00
Advertising	5,765.70
Amortization Expense	868.05
Bank Fees - RBC	334.21
Brochures	225.16
Bursary - High School	500.00
Cleanup supplies	1,151.50
Committee expenses	987.16
Computer & Software	1,296.95
Courier & Postage	1,700.63
Database Management	172.50
Graphic Design	1,535.00
Insurance	1,296.00
Interest Expense	9.91
Legal & Business Fees	228.09
Litter Sweep Contest	700.00
Newsletters	97.75
Office Supplies	3,168.38
Payroll Expenses	44,620.90
Photocopying & Printing	778.87
Professional Development	995.00
Promotion - Promotional Items	5,139.57
Rent	7,618.95
Telephone & Internet	1,101.95
Volunteer Information Session	723.54
Website Development	3,872.46
	\$
Total Expenses	\$86,038.23
 PROFIT	 \$5,385.94

PRESIDENT'S REPORT

Happy Spring Everyone!

I hope everyone is staying safe and well.

2020 was a year unlike any other. The challenges and uncertainty brought on by the COVID-19 pandemic had far reaching impacts on everyone and everything in our province. One of the positives that has come from the pandemic is seeing how strong Nova Scotians are when we come together.

The Great Nova Scotia Pick-Me-Up and Adopt-A-Highway programs had a delayed start due to the pandemic and although cleanup data was not able to be captured until registrations opened on June 15th, there was still an incredible impact made by our volunteer groups. We had 495 cleanups take place in the province. These cleanups engaged over 2,900 volunteers for a total of 3,900 hours. 103 kilometers of shoreline and 430 kilometers of roadway have been cleaned by these amazing volunteers. Over 3,000 bags or 60,659 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 across our province and doing so in a safe manner following all public health guidelines. Your dedication to keep Nova Scotia clean and free of litter is greatly appreciated by everyone who lives, works, and plays here.

Our litter programs are generously sponsored by Divert NS, Glad and Nova Scotia Environment. Without their continued support, these programs could not be possible. We greatly appreciate this assistance and look forward to making the impact of these programs bigger and better than ever in 2021.

Stay well,

Deborah Searle, President
Pictou County Solid Waste



AAH & PMU COMBINED PROGRAM HIGHLIGHTS

Thanks to our sponsors Divert NS and Nova Scotia Environments support, we were pleased to continue offering the PMU program for the second year. Facilitating over 495 cleanups across the province, 31 of which were completed by dedicated AAH groups, we were thrilled with our success and obtained 75 percent of the data back from our cleanups.

Clean-Up Data Totals

Total Cleanups	495
Volunteers	2,942
Hours	3,900
Shorelines Cleaned	103.5 Kilometers
Roadsides Cleaned	430 Kilometers
Bags of Litter	3,030
Total Weight	60,659 lbs

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

Common Reported Items

- Take-Out Coffee Cups
- Rope (shorelines)
- Assorted Plastics: Bags, Plastic Pieces, etc.
- Take-Out Containers/Packaging
- Cans & Bottles

Unusual Reported Items

- Sympathy Cards
- Ammunition
- Used Adult Diapers
- Bob Marley Pipe
- Baby Soother

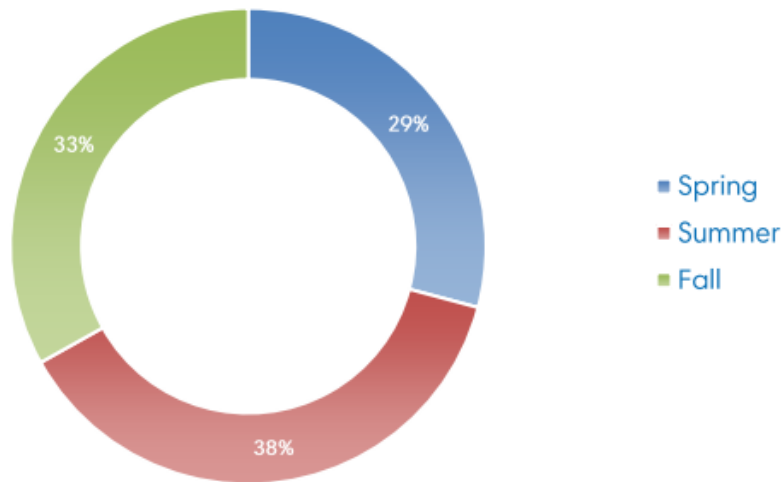
Commonly Reported Brands

- Tim Horton's
- McDonald's
- Subway
- Budweiser
- Irving/Circle K



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

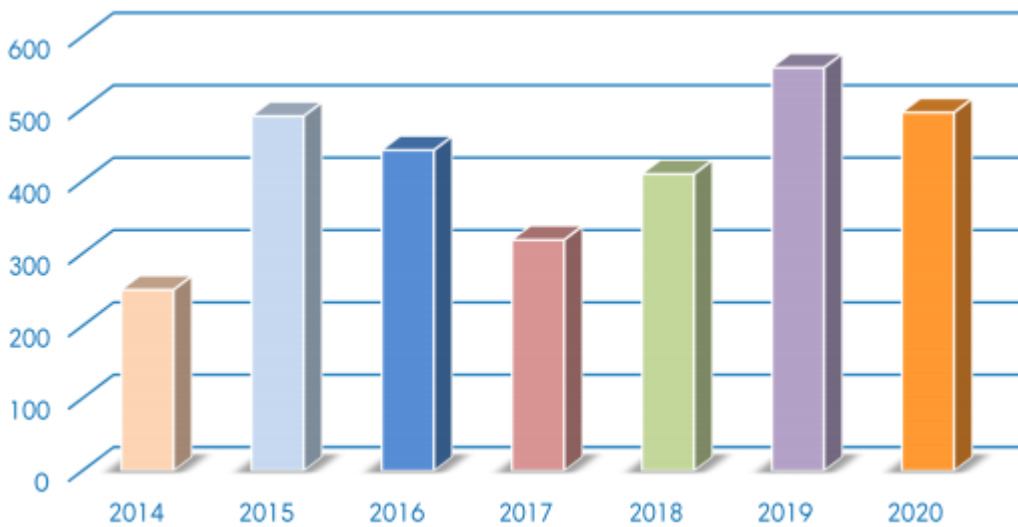
Cleanups by Season



It should be noted that although we were not open during the springtime last year, some clean-ups did take place during the spring. A community in Fairview of over 100 households took part in a clean-up each. This data is included in our overall program data.

We saw a decrease in the combined number of cleanups this year, which totaled 495, of which 31 were AAH cleanups. We believe this is primarily due to the late start date, as we would normally open in early spring versus mid-June. Our busiest season for clean-ups is the spring since litter is no longer covered by snow and can be prominently seen. The number of cleanups has ebbed and flowed since 2014 with a peak happening in 2019. The values below is combined PMU and AAH data.

Number of Cleanups



NEW ADOPT-A-HIGHWAY GROUPS

We are pleased to announce that we have had two new groups join our program during the 2020 – 2021 year! We welcome, In Memory of Leigh-Anne Cox and Stillwater Family Farm. Leigh-Anne’s mother decided to adopt a roadway in memory of her daughter who passed away since she was a strong advocate for the environment.

THANK YOU DARCEY!

After over ten years of dedicated service to the Adopt-A-Highway Program Association Darcey MacBain has retired from our committee. Thank you Darcey for your commitment and hard work over the years and good luck in your future endeavors!

VOLUNTEER APPRECIATION EVENT

The 2020-2021 Volunteer Appreciation Event was held on Saturday, November 28th, 2020 from 1 -2pm. The event was held online due to the COVID-19 pandemic.

We had the opportunity to have one of our great volunteers speak during the event, Luke MacDonald. Luke is the owner of Aerobics First Footwear in Halifax and is a strong advocate for all things litter. Luke started picking up litter while he went for runs and eventually found that this would relax him as he got to see the impact he was making on our environment. Luke now collects recyclables for #EndPolioNow research and also donates sneakers destined for landfill to the homeless in Halifax and Kenya.

Volunteer awards were given out to four of our outstanding volunteer groups. The winners were...

Everybody’s Business:

Bluenose Coastal Action Foundation

The Ambassador:

Francis Ferdinand

Volunteer of the Year:

Edward Simmons

Hall of Fame:

Luke MacDonald



OUR COMMITTEE MEMBERS

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

We are always looking for new members! If you are interested in joining, please contact us.



DATA CARD CONTEST

This was the second time we offered our Data Card Contest since we had such great feedback after our first year. The Data Card Contest encourages our volunteers to return their cleanup data. This year we gave out three sustainability prize packs that are valued at over \$100! This led to the successful retrieval of over 75% of cleanup data! We will be offering this contest again next year.



ADOPT-A-HIGHWAY DAY

This year, due to the COVID-19 pandemic, Adopt-A-Highway day was moved from May 4th and was proclaimed on September 25th in Nova Scotia by the Premier! We launched a social media campaign in honor of our day.

LITTER SWEEP CONTEST

First Place

Our first place winner was Angela Riley who found a Baby Soother!



Second Place

Our second place winner was The John Howard Society who found a weird shaped spoon!



Third Place

Third place was Back to the Sea who found a Hockey Puck!



SPONSORS

We are generously sponsored by:

