



**ANNUAL REPORT
TO THE
COMMUNITY**

2020 | 2021

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CHAIR'S ADDRESS

As we reflect on the past year, it is tough to look past the impact of the coronavirus pandemic. Though the uncertainties have had a real effect on everyone, the hardships and inequities experienced by marginalized communities were pronounced and disparate. Simply put, COVID-19, and the response to it, has been a shock to our systems. The pandemic has dragged on and our community with it.

At Family SOS, thanks to our amazing staff and volunteers, we continued to adapt to meet the needs of our community – whether those needs fit into the boxes we were familiar with or those that required new approaches. While our service offering may not have looked the same – some programming had to be altered and some unfortunately had to be put on pause – our teams embraced the challenges and adapted.

Our In-Home Support team continued to comprehensively deliver support to families remotely. Though our wait list continues to grow, our In-Home Support workers continue to work to provide other programming until new families can be brought into the fold.

Our Snowsuit Fund outfitted over 1,700 people, which was nearly six times the impact made last year. During lockdowns, we delivered hundreds of activity kits to mitigate the lack of access to internet for school-aged children.

It has become increasingly clear that food insecurity is major issue for Nova Scotia families and specifically our community families. Thanks to many engaged donors and the resolve of our team, we have been able to adapt and respond to the need. We provided impactful food support to over 300 children and parents every Tuesday during the past year, in addition to providing backpack meals (2 meals, 5 days per week) to children during lockdown periods. We are now Feed Nova Scotia's largest member agency.

While the pandemic has brought food insecurity issues into focus for the broader community, this has been the daily reality for thousands of community members prior to the pandemic and it will not simply fade away when the affects of the pandemic wane.

The Board is so incredibly proud of Mary and all of our staff and volunteers for their sustained commitment to our community. We are all navigating a “new normal” but our mission, vision and values remain constant. Though we are small, our impact is significant and our people, partners (including Feed Nova Scotia and the NS Department of Community Services), donors, and community members continue to work together to rise to the challenges. We are so grateful to everyone for your continued support.

Scott Pike, Board Chair

COMMITTEE REPORTS

GOVERNANCE COMMITTEE

As with most organizations, Family SOS was not without its challenges amidst the global pandemic and throughout out such a challenging environment, our by-laws and governance structure remained effective and relevant. We adapted to the changing world around us, and while we had to be flexible and creative, we end the year without a need to propose any resolutions for amendment or change. Being respective to our core values of Flexibility, Integrity, Efficacy and Sustainability, we continue to stress test our governance structure intent on remaining a strategic asset to Family SOS.

To ensure continued success, diversity and inclusion remains critically important and the Board has been intentional with onboarding, while leveraging and evaluating our internal structure. Work has begun to assess and analyze the current Board's individual core strengths, while identifying areas of need to support strategic recruitment activities. Beyond that of ensuring a diverse and inclusive Board, the efforts of the Social Justice Subcommittee are motivated to ensure we have the right processes, people and programs in place to support the most effective framework for training, ongoing program development and implementation of the same.

Kurt Hepditch, Secretary

FUNDING AND GROWTH COMMITTEE REPORT

When we asked, you answered and we will be forever grateful. Family SOS found ourselves navigating uncharted waters during 2020-2021. The organisation's signature fundraising event - the *Courage to Give Back Awards* had historically provided us with the much needed undesignated funds to 'keep the lights on' for the organisation. As a committee we found ourselves meeting regularly to try to come up with yet another fundraising idea that would help make up the difference for us. We tried everything from paint nights and trivia to direct appeals and peer to peer fundraising. Despite the uncertainty of 2020-2021, we created ways to continue to support those in our community who needed help to navigate their circumstances.

The number of individuals who supported Family SOS grew more than we could have imagined. I would like to take a moment to give a particular thank you to the committee for their hard work and for supporters such as Colin MacDonald for their guidance and belief in the work that happens every day at Family SOS.

The list at the end of this report is a tribute to all of you for your belief in the mission and willingness to support us financially in whatever way you could. Many donors were inspired to give more than once, while others found new ways to give back.

Kendra Coady, Vice Chair

OUR COMMUNITY PARTNERS HELPED US SEE THE WAY THROUGH

— WE COULDN'T DO THIS WITHOUT YOU —

"Settlement work is complex and involves the ability to support individuals and families where they are on their journey; not where we expect or want them to be.

My role as a settlement worker with the YMCA, allows me to collaborate in the community. Family SOS has been a continuously valuable support in helping the families we work with experience inclusion, advocacy and gain valuable information about positive parenting practices.

Family SOS and their team are a unique organization that offers support to families by providing flexibility, access to resources, helping others identify their current strengths and offering a sense of self worth in community."

Marwa Kuri, YMCA School Settlement Staff, Halifax West High School

"In the midst of so much uncertainty, Family SOS's commitment to their community never wavered. They quickly and creatively pivoted during the pandemic, never hesitating to take on new challenges, and kept a critical connection to the families that rely on them. We were so proud to play a small role in that."

Norma Craib, Member Services Manager, Feed Nova Scotia

"Family SOS offers many valuable programs that Halifax KIN Club are pleased to support. We believe donating to their local projects aligns with our Clubs purpose which is, "Support the Communities Greatest Needs". Also, as the Family Support Assistant with Nova Scotia Legal Aid, the connection we made with Family SOS assisting our clients with the programs they offer, is life changing! Thank you to each dedicated member of Family SOS, you do make a difference in many ways!"

Maureen Kakonyi, Halifax KIN volunteer & NS Legal Aid Family Support Assistant



BOARD OF DIRECTORS

Scott Pike**Chair**

Associate - Stewart McKelvey

Kendra Coady**Vice-Chair**

Client Relationship Manager,
Mathica Benefits Consulting

Tanya Harrietha**Treasurer**

Director of Finance and
Administration, Sport Nova Scotia

Kurt Hepditch**Secretary**

Director Regional Banking,
Atlantic Region, Scotiabank

Nanci Rorabeck**Past Chair**

Vice President and Chief Legal
Officer – CFFI Ventures Inc.

Dr. John Anderson**Honorary Director****Founding Member**

Retired Pediatrician

Taleb Abidali**Director**

Principal, Cresco

Mike Bailey**Director**

Financial Advisor, Edward Jones

Melissa Carey**Director**

Director, Restaurant Operations and
Private Dining, RCR Hospitality Group

Janna Conrad**Director**

Change Manager, IMP Solutions

Brad Olsen**Director**

Senior Total Wealth Planner,
ScotiaWealth
Management/ScotiaMcLeod

Ben Rodgers**Director**

Constable, Halifax Regional
Police

Christy Sandles**Director**

Will & Estates Consultant,
RBC Wealth Management

Rob Steele**Director**

Chief Executive Officer, Steele
Auto Group

MEET THE TEAM



Mary Acton Bond
Executive Director

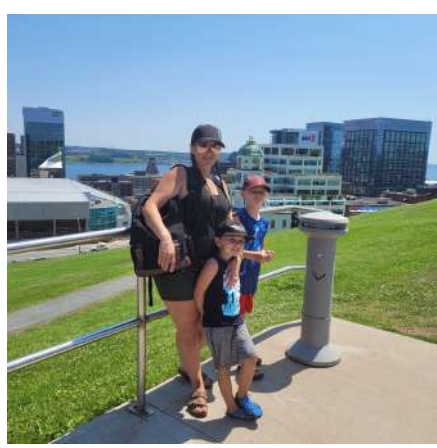
The staff and volunteers of Family SOS have been an inspiration over the last year. I am stuck by the quote by Margaret Mead - "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

COVID-19 has asked new and challenging things for all of us. I am proud to be part of an organization that is able to support so many families in navigating their circumstances during these unprecedented times.



Nicole Hankinson
Family Support
Team Lead

"I love that we are able to meet parents where they are and build on their strengths. I believe that everyone is doing the best they can with what they have and it is our job to be with and support them throughout their journey. In the last few years we have shifted to take on an attachment based, trauma informed approach to parenting that helps to build strong relationships in families which will have lasting impacts."



Amy Patterson
In Home Parenting
Support Worker

"As an In Home Parenting Support Worker, building a trusting relationship with families and following their lead with what support looks like for them is where it all starts. Whether this be structure and routine, advocacy, or self confidence. It's rewarding to see parents view of themselves change, seeing their confidence grow, and helping them realize and know their self worth."



Tameika Kim
In Home Parenting
Support Worker

"Connection is a natural method in offering safety and security to ourselves and others. It is a privilege to be able to work together, to create opportunities that allow others to experience secure attachments and healthy relationships. These are some of the elements that create opportunities for children, families and our community to feel safe, valued and empowered; the opportunity to thrive."



Mallorie Cornelius
In Home Parenting
Support Worker

"Helping to build strong and healthy families has never been more relevant than in today's world. As an organization we have demonstrated our values by taking the necessary steps this last year to protect our community, our clients, and our staff. We had to adapt and evolve to continue providing support and services, and we managed to do just that, all while expanding our reach and growing as a team."



**Katherine
Ryder-Burbidge**
Fund Development
Team Lead

"As one of the newest members of the Family SOS team, I've found the last six months equal parts as meaningful as they have been humbling. I've witnessed firsthand the need within the community as well as the overwhelming generosity of our supporters. It's also offered a great deal of perspective. Now more than ever, maintaining relationships with our donors as well as creating new opportunities for fund development are instrumental in allowing Family SOS to continue to evolve as an organization."



Lauren Shay
Volunteer and
Operations Coordinator

"The most rewarding thing about my job is the sense of community that is found at the Greystone centre. It's been a wonderful experience to connect with members of the community and I look forward to building even more of those connections as I get to know more and more of our neighbours. The pandemic has been a challenge in many ways at the Greystone centre and I hope that we can safely become a community hub once again."



Cassidy Shatford
Development
Coordinator

"I love getting a first hand look at all the amazing things people do for one another in our Halifax community, especially through the challenges of the last year. My position allows me to work with the generous donors who keep our doors open and the extraordinary people our organization supports, which helps keep every day exciting and a bit different than the one before it."



Mackenzie Parker
Online Content
Coordinator

"It brings me so much joy to connect with our community online and in the community. It is exciting and encouraging to see people engaging with and sharing our online content, reaching out to us, and following along as we spread awareness of the services of support we offer. Creating a space that is helpful and engaging has been crucial during this last year as we spend so much time physically distanced."



Michelle Webb

"In my 18 years with the organization, it's been amazing to witness the kids and teens in programming grow into amazing people. I enjoy working in and for the community - in the community garden, with kids and teens programming, and with the Food Support program."

MISSION • VISION • VALUES

MISSION

Family SOS supports children and families in the HRM by providing guidance and tools to successfully navigate their circumstances

VISION

An HRM where all children are physically and emotionally secure

VALUES

Flexibility: We endeavor to support children and families by being flexible and adaptable to their needs.

Integrity: We are committed to treating all stakeholders with compassion and respect.

Efficacy: We are committed to evidence-based approaches to programming that adapt as needs evolve.

Sustainability: We are committed to the best use of resources to provide meaningful programs.

FOOD SUPPORT

The Food Support Initiative has provide supplementary food packs to roughly 180 families per week.

IN 2020, WE WERE ABLE TO PROVIDE OUR COMMUNITY WITH . . .

100,000
POUNDS OF FRESH PRODUCE

13,000
SNACK PACKS FOR
SCHOOL AGED CHILDREN

9,360
FOOD BOXES

2,600
FAMILY MEALS

FOR A GRAND TOTAL OF . . .

\$700
PER FAMILY
PER YEAR



\$13
PER FAMILY
PER WEEK



PARENTING SUPPORT

In 2020, we shifted our Positive Parenting programs to an online format and included a one-on-one component to help meet the individual needs of participants. This allowed us to provide more comprehensive support to some families who would otherwise be on the waiting list for our In Home Support program.



12 POSITIVE PARENTING GROUPS DELIVERED
... **3X** more than the previous year.

131 PARENTS PARTICIPATED

44 FAMILIES SUPPORTED PER MONTH



301 REFERRALS RECEIVED
to our programs with the top referral sources being the individual, the Department of Community Services, Department of Justice, and the Department of Health.



WE PARTNERED WITH ALICE HOUSE TO OFFER THEIR ALICE ON THE GO PROGRAM TO OUR PARTICIPANTS.

HEALTHY KIDZ & HEALTHY TEENZ

Although COVID-19 restrictions limited our ability to host regular programming, including camping, day trips, and large group activities, we managed to make the best of the circumstance we were in and to have fun.

150

CHILDREN AND TEENZ PARTICIPATED
IN HEALTHY KIDZ, & HEALTHY TEENZ



3,750

ACTIVITY PACKS DELIVERED



14

YOUTH PARTICIPATED IN THE
YOUTH DEVELOPMENT INITIATIVE

650

STORY BOOK READING
PHONE CALLS

2,600

INDIVIDUAL STORY
BOOK READINGS



COMMUNITY ENGAGEMENT & VOLUNTEER CONTRIBUTIONS

HOLIDAY MAGIC

The generous contributions of volunteers and community members allowed us to provide . . .

200
CANADA DAY MEALS

250
THANKSGIVING MEALS

300+
HOLIDAY MEALS

500
HOLIDAY GIFT BASKETS

Thank you to **Rudy's Catering** for cooking 50 Thanksgiving meals for Family SOS community members, and to **The Arms Public House** for cooking all of the turkeys for our holiday meals.





180
BICYCLES & HELMETS TO
CHILDREN AND YOUTH

1800
SNOWSUITS TO CHILDREN AND PARENTS



24
CHROMEBOOKS & INTERNET ACCESS FOR
24 FAMILIES IN OUR COMMUNITY

WE RECEIVED . . .

\$28,758
IN IN-KIND DONATIONS
from 108 donors



“GENEROSITY IS THE MOST NATURAL
OUTWARD EXPRESSION OF AN INNER
ATTITUDE OF COMPASSION AND
LOVING-KINDNESS.”

- DALAI LAMA -





Snowsuit Fund Donations



Snack Packs from Halifax Public Libraries



Lieutenant Governor of Nova Scotia, the Honourable Arthur J. LeBlanc & Her Honour Mrs. Patsy LeBlanc, Drawing for the winner of the Great Golf Adventure Raffle



Handcrafted Masks Donated by Charity Crafters



Holiday Donations from Workspace Atlantic Bayers Lake



Paint Night Fundraiser Kit



Family SOS Readathon



Family SOS materials Created by NSCC's Graphic Design and Production Students



Paint Night Fundraiser

MEDIA



@familysos



@familysoshfx



@familysos

In 2020, the ways in which we connect and communicate with our community changed as we navigated a global pandemic. Our social media platforms became a means of connection and a resource for our community, as the world began to disconnect physically. With a focus on building our online community & creating connection with community members and community partners, our social media presence grew.

MAJOR NEWS MEDIA FEATURES

Timberlea Resident Elizabeth Baillie Wins SOS Great Golf Raffle *And she doesn't even play golf*

JOHN DeMONT: Pandemic puts squeeze on Family SOS charity in Halifax

John DeMont - Columnist - Posted: Dec. 11, 2020, 6:59 a.m. | Updated: Dec. 11, 2020, 9:50 a.m. | 5 Min Read

Nova Scotia non-profit, Family SOS, calls upon public: 'Bringing in food is our main challenge'

By Natalie Fournier - Global News
Posted April 6, 2020 8:02 pm | Updated April 8, 2020 2:45 pm

Family SOS GOLF Raffle Fundraiser

Help Nova Scotia Families to Thrive!

Halifax-based Family SOS holding Great Golf Adventure fundraiser

By The Laker - August 11, 2020

Halifax group Family SOS puts fundraising in the e' front with golf adventure raffle

By Natalie Fournier - Global News
Posted August 17, 2020 12:13 pm



Family S.O.S. helping with food

A look at how Family S.O.S. is helping their community address food insecurity.

Global News Morning Halifax
Family SOS Golf Package Giveaway

Family SOS
Help to thrive.

Great Golf Adventure Raffle

prizes include green fees and power carts to courses in Nova Scotia

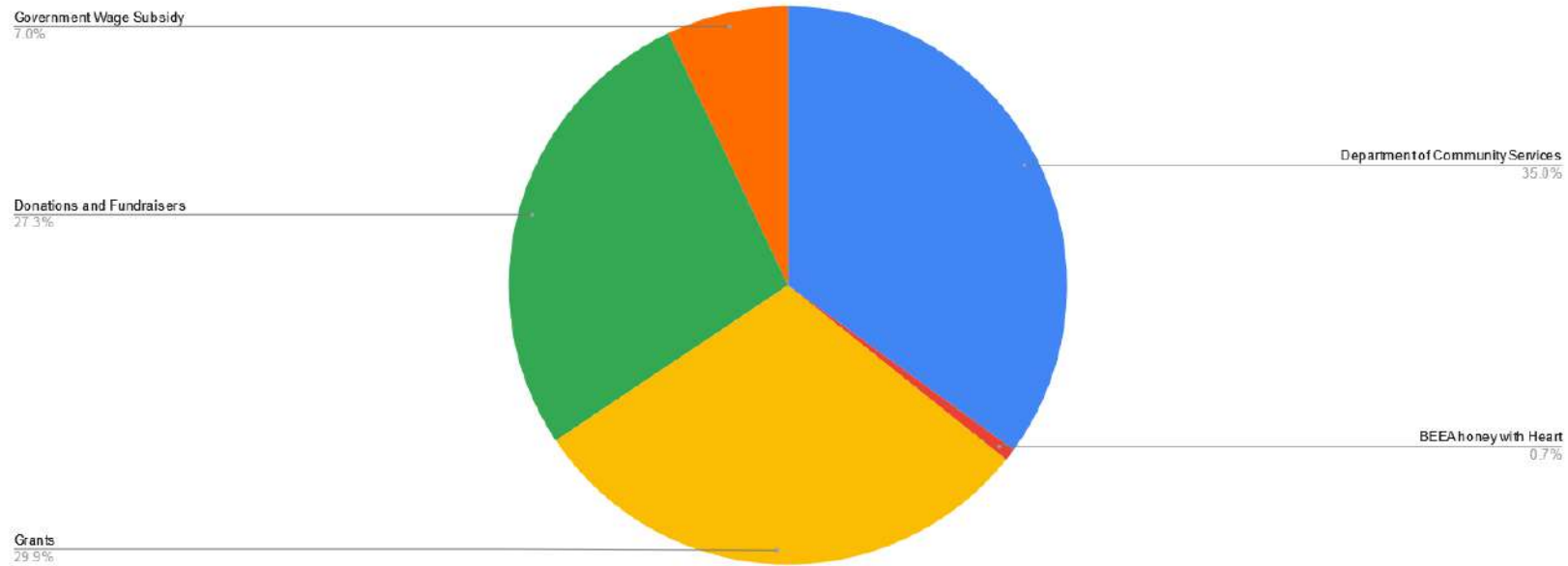
1 ticket for \$25
5 tickets for \$100

Draw August 18th

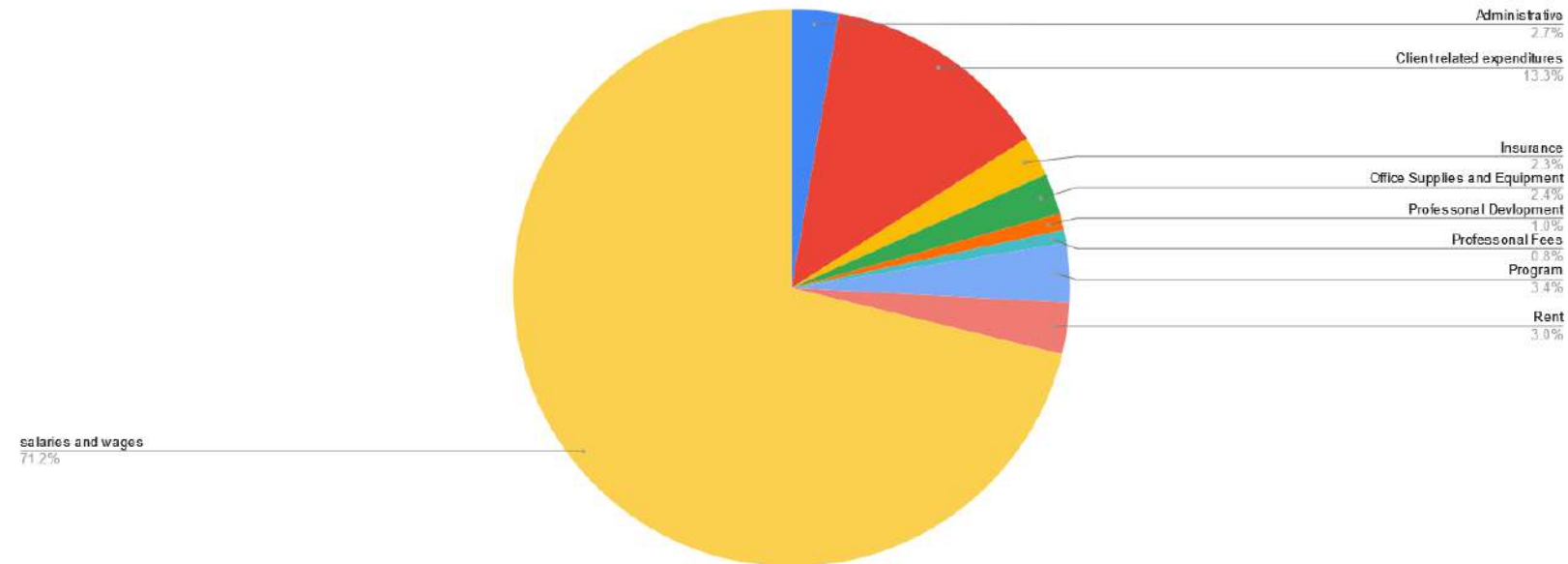
Global News

FINANCIALS

REVENUES



EXPENSES



LOOKING FORWARD

When the pandemic began to impact our province and the families we serve, we relied on the compassionate actions of our community to support us in meeting the rising needs. The community response to our plea for support was swift and immense. As the need continued, this swift response was what allowed us to grow and evolve, and ultimately continue meeting the needs of our community members.

Having navigated through the global pandemic, we are hopeful for a healthy and safe future. This September our Greystone Centre will look a little bit different as we welcome a new Community Wellness Program Lead to the team. We will continue to support the community with literacy and nutrition programs, but we will be shifting to an overarching health promotion lens. We are so proud to have been able to adapt to our community's needs over the last two years, and are looking forward to continuing to meet these needs while getting back to our roots and prioritizing human connection once again.



SUPPORTER RECOGNITION



Halifax Protestant
Infant's Foundation



The John and Judy
Bragg Family
Foundation



The
Windsor
Foundation



HALIFAX

HALIFAX YOUTH
Foundation



The Halifax
Assistance
Fund



Hankinsoft
Development



MCINNES
COOPER



THANK YOU

3S CLUBS

Alrasoul Islamic Society
 Canadian Federation of Nurses
 Unions
 Kin Club of Halifax
 Laureate Alpha Chapter Beta
 Sigma Phi
 Rotary Club of Halifax Northwest
 SKAL Halifax
 Station Six Fire Midgett AAA
 Hockey Team
 Team at CFFI
 3243001 NS Ltd.

CORPORATE

89.9 FM radio The Wave
 Archway Insurance
 Backman Vidcom
 Benevity
 Benoit Electric
 Medavie Blue Cross
 Brickworks Interlocking Design Ltd.
 Brightwood Golf and Country Club
 Brigus Capital Inc
 Bryant Realty Atlantic Inc
 BZM Fisheries
 Catalyst Sales & Marketing Ltd.
 Clearwater Seafoods
 Cresco Development Limited
 Evolve Fitness Ltd
 Fox Harbour Resort
 Granite Springs Golf Club
 Hankinsoft Development
 IMP Group International Inc.
 Bluedrop Training & Simulation Inc.
 Integrated Staffing Limited
 Iron Matrix
 Jazz
 Kingsburg Holdings Ltd.

SECTORAL PARTNERS

Citadel High School
 Citadel High School
 Division of Child & Adolescent
 Psychiatry Dal/IWK
 Nova Scotia Community Services
 Shambhala School

Lost Creek Golf Club
 Love Ritual
 Select Wine Merchants Ltd.
 McInnes Cooper - CSR Coordinator
 Mullen Medical Inc.
 Nature's Way Canada
 Nova Scotia Business Inc
 OERA
 Parrsboro Golf Club
 R.A.D. Distribution
 Race Roster
 RCR
 Resulta
 Rudy & Maria Rizkallah
 Sattva Boutique
 Sherwood Golf & Country Club
 Shoppers Drug Mart #134
 Ski Ben Eoin
 Ski Crabbe Mountain Inc.
 Ski Martock
 Ski Wentworth
 Stewart McKelvey
 Stubbyfingers

The Moore Wealth Group Inc.
The Timberlea Group
Tomavo
Trampoline Branding
Truro Golf & Country Club
Workspace Atlantic
Benefaction Foundation
Bert & Shari Frizzell Family Foundation
CanadaHelps.org
Feed Nova Scotia
Flemming Charitable Foundation
Halifax Assistance Fund
Halifax Protestant Infants Foundation
Halifax Youth Foundation
Hartman Matthews Family Trust
J & W Murphy Foundation
PayPal Giving Fund Canada
Sisters of Charity
United Way Halifax
Willowool Foundation
Labour and Advanced Education Nova
Scotia (LEA)