



Healthy Tomorrow Foundation

Annual Report

2022-23



Healthy Tomorrow
Foundation | CREATED
BY DOCTORS



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Dr. Alex Mitchell

Board Chair
General surgeon; Vice President,
Healthcare Infrastructure
with Build Nova Scotia

Ann-Marie Flinn

President and Founder,
Champion Foundational
Change Agency

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Chief Executive Officer,
Doctors Nova Scotia

Kim Nakhaie

Director of Communications
and Member Engagement,
Doctors Nova Scotia

Evan Williams

Manager,
Business Development
and Innovation,
Forestry Economic Development,
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and Renewables

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Dr. Leisha Hawker

Family physician

James MacGowan

Tax consultant

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Engineering and
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Amanda Penney

Vice President,
People and Culture,
Lindsay Construction

Natasha Warren

Physical Activity Consultant,
Nova Scotia Health



About Us

The Healthy Tomorrow Foundation (HTF) was created by Doctors Nova Scotia in 2018. Since then, the foundation has evolved, growing and launching new programs and initiatives that enhance the well-being of all those living in Nova Scotia (Mi'kma'ki).

Our marquee program, Kids Run Club (KRC), is a free, school-based recreational running program designed to give children and youth an opportunity to embrace active, healthy living. Since 2004, KRC has successfully grown from just 3,500 participants and 58 schools to, at its peak, more than 17,000 participants and 270 schools, province-wide.

In 2020, we expanded our focus to reach even more Nova Scotians. The Make Your Move (MYM) campaign encourages Nova Scotians to integrate short bouts of simple movement in their daily activities. The goal is to contribute to a cultural shift in which people regularly incorporate movement into their daily lives.

Building on the success of MYM, our Make Your Move at Work (MYMAW) program is designed to help Nova Scotians be more active during the workday. This program is equipped with evidence-based resources that employers can use to inspire and support their workforce to be less sedentary and move more throughout the day. Whether employees are working in a traditional office or from home, MYMAW meets everyone where they are.

The HTF is proud of the success it has had in a relatively short time and is committed to continuing to strive to achieve its vision: a world where all those living in Nova Scotia are inspired and empowered to improve their wellness through active and healthy living.



Leadership Message

It's been a banner year for the Healthy Tomorrow Foundation (HTF). We have continued to increase our reach as well as our team. The Board of Directors has expanded to include six new directors, and we welcomed Michelle Lincoln, a graduate of Dalhousie University's Master of Health Promotion program, as our new full-time Health Promotion Advisor.

This growth creates capacity for our small but mighty team to accomplish more in its pursuit of creating a culture of movement in Nova Scotia (Mi'kma'ki).

Another significant milestone this year was the creation of a new strategic plan to lead us through to 2028. We've identified some new and pressing priorities that will guide our work as we strive to create positive health outcomes for people living in Nova Scotia. The plan was co-developed with the HTF Board of Directors and staff members, and includes important input from critical stakeholders.

In our quest to increase brand awareness of the HTF, we hired marketing firm Arrivals + Departures to help us redesign our website. The new website features a cohesive look and feel that connects the identity of the foundation with its offerings: Kids Run Club (KRC), Make Your Move (MYM) and Make Your Move at Work (MYMAW). The result is modern, colourful and relatable. It was important to us that the website make the connection between the joy of movement and how movement can make us feel good.

Kids Run Club continues to lead the way in free physical activity programming available to all kids in Nova Scotia. The running club has bounced back after pandemic-related setbacks, seeing 164 schools, 16,300 kids and almost 300 teachers participating in 2022-23. Our relationship with Dalhousie Medical School students is stronger than ever. Many medical students took time from their busy schedules to mentor KRC runners. We are excited to report that the interest in the program has reached New Brunswick, as a student at the school's Saint John campus took the initiative to start a local club there.



HTF Team



Kerry Copeland
Executive Director



Elizabeth Sutcliffe
Communications Advisor



Leah Jabbour
Kids Run Club Coordinator



Michelle Lincoln
Health Promotion Advisor

The MYM campaign rose to new heights this year, with May 9 being proclaimed “Make Your Move Day” by the province of Nova Scotia. This thrilling development was strengthened by our partnership with the Nova Scotia Department of Communities, Culture, Tourism and Heritage (CCTH). The HTF came on board to support CCTH’s “Communities on the Move,” a multi-year pilot project to enhance the well-being of Nova Scotians by working with the communities of Lockeport, Wagmatcook First Nation, Antigonish and Yarmouth. The project will help the participating communities integrate the MYM campaign in order to encourage and inspire their citizens to add more movement to their daily lives. The launch of the “Make Your Move Communities” coincided with “Make Your Move Day.”

Lastly, we are delighted to share that MYMAW debuted provincially with enormous support from Dr. Robert Strang, Chief Medical Officer of Health for Nova Scotia, and Premier Tim Houston. We are seeing widespread recognition of the value of integrating movement into the workday. Many new creative assets have been developed this year to simplify and gamify the program, ensuring participants are having fun as they build in more movement at work.

We hope you are as inspired as we are by the exciting developments that took place in 2022-23. Please read on for more details about the impact we’re making. Thank you for supporting us on our journey to create a happy and healthy tomorrow for all Nova Scotians through movement.

With gratitude,

Dr. Alex Mitchell,
Chair, HTF Board of Directors

Kerry Copeland,
Executive Director



Vision

All those living in Nova Scotia (Mi'kma'ki) are inspired, informed and empowered to enhance their wellness through active and healthy living.

Mission

Helping to create a happy and healthy tomorrow for all those living in Nova Scotia (Mi'kma'ki) through movement.

Values

Inclusive
Fun
Agile



Strategic Priorities

New priorities have been developed as part of the Healthy Tomorrow Foundation's (HTF) updated strategic plan (2023-28). Woven into the work of the HTF is a commitment to working with community partners and funders to address systemic barriers to wellness, such as racism, poverty and ableism, so that all those living in Nova Scotia (Mi'kma'ki) have opportunities to enhance their well-being through movement. The HTF is committed to increasing representation and correcting historic disadvantages by creating opportunities for underrepresented groups within the HTF and its initiatives.

The HTF is committed to using an equity, diversity, inclusion and accessibility lens as it strives to achieve these priorities:

#1

Build the foundation's capacity

#2

Develop and deliver exceptional movement programs and initiatives

#3

Expand and strengthen strategic relationships

#4

Advocate for a healthy tomorrow through movement



2022-23 Achievements

KRC Annual Report

INTRODUCTION

THANKS TO SUPPORT FROM OUR FUNDERS AND PARTNERS, KIDS RUN CLUB HAS BEEN HELPING NOVA SCOTIA'S KIDS EMBRACE ACTIVE AND HEALTHY LIVING SINCE 2004.

BRINGING JOY TO MOVEMENT

In the 2022-23 school year, 164 schools, 16,300 kids and almost 300 teachers participated in Kids Run Club.

The 2022-23 school year marked the second year Kids Run Club (KRC) was able to be back in schools after the onset of the COVID-19 pandemic. Although schools and teachers continued to face many challenges related to the impact of the pandemic, they embraced KRC with enthusiasm and dedication.

The Healthy Tomorrow Foundation (HTF) is grateful to the school staff, parents and community members who stepped up this year to make KRC possible. These volunteers are the energy and heart behind the program – they're on the ground, organizing running routes, encouraging participants and helping to instill a passion for movement.

Kids Run Club was once again found in every region of the province, from Pleasant Bay to Great Village to Bear River to Yarmouth. The average club had just under 100 members and with clubs ranging in size from 14 to more than 400 kids. While most participating schools offered KRC as a lunch-time extracurricular program, many also implemented it during class time, either during PE or during regular class time. The flexibility in program delivery is one of the factors that has contributed to KRC's ongoing success.



Nelson Whynder
Kids Run Club



Oxford Reg Education Centre
KRC hitting the trails



HM MacDonald
with KRC bags

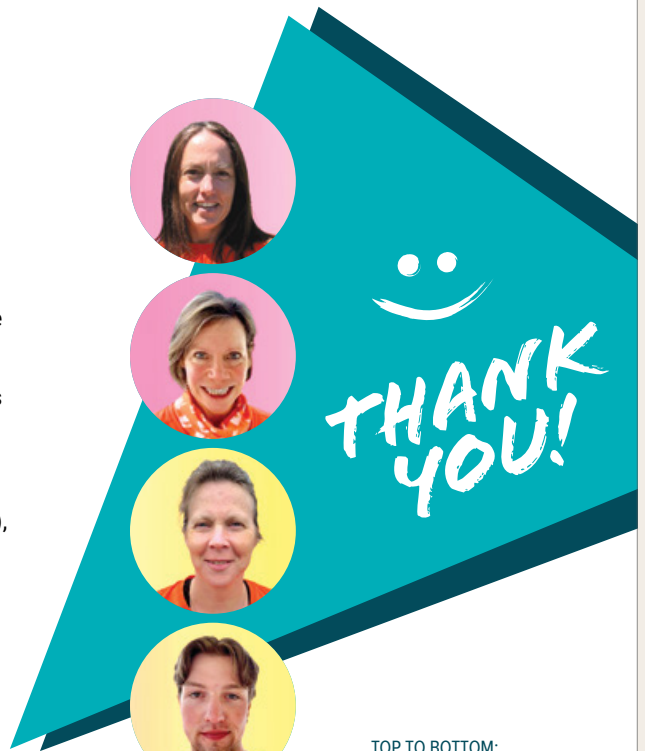


THE KRC TEAM

Since KRC was created in 2004, we have seen the value of providing hands-on support to teachers and offering school visits to educate and motivate participants. As the program has grown, so has the KRC team.

The 2022-23 KRC had a stellar team of representatives who visited schools in every region of the province to thank teachers, offer suggestions for customizing the program and make sure participants were having fun. Thanks to the team of Leah Jabbour (KRC Coordinator), Shannon Read, Karen Christie, Jake MacDonald and Jessica Reddin.

The HTF was grateful to have support once again from a group of enthusiastic and dedicated students from Dalhousie's School of Medicine. This year, 25 students were trained and then paired with 10 local schools to support their run clubs. These volunteer coaches are wonderful role models for KRC participants, provide tips regarding running and healthy living, facilitate warm-ups and cool-downs, ensure participants were kept safe, and run alongside them each week.



TOP TO BOTTOM:
Leah Jabbour, Shannon Read,
Karen Christie, Jake MacDonald
& Jessica Reddin.



Just some of the 25 amazing volunteers from the Dalhousie School of Medicine.



“ We enjoyed the Dal med helpers coming to our school. They were wonderful with our students and are such positive role models.”

– Erin Coates,
Oxford School, Halifax



what *OUR* **COACHES** are saying

95% OF COACHES NOTICED

improvements in participants' running



Burton Ettinger Coaches & KRC team

100% OF COACHES SAID

they will do KRC next year

Springvale teachers & KRC team

ALMOST **75%** OF COACHES OBSERVED

KRC attracts kids who don't normally participate in extra-curricular physical activity programs



"The benefits of KRC are shown well beyond the 30 minutes of run club. The children LOVE run club! The movement translates to the classroom too and helps support their learning."

– Lee Anne Weber, teacher, Springvale Elementary, Halifax




ACTIVITY BAGS

When the COVID-19 pandemic hit Nova Scotia in 2020, the HTF was quick to adapt KRC to support teachers and students who had to adjust to virtual teaching. The HTF created digital resources, including the KRC Let's Move movement break videos, to help get students moving while learning at home or in the restricted space of the classroom.

This year, the HTF expanded the KRC Let's Move resource complement by offering 50 classroom teachers activity bags containing items to help them get their students moving more during the school day. Teachers reported using the bags several times each week, mostly outside, and said they helped them get their students moving.

Supplying classroom teachers with the tools they need to incorporate movement into class time is important not only for improving students' health, but also for better positioning them to learn.



Antigonish Education Centre





FUN RUNS

The HTF recognizes that a celebratory final run can provide a positive experience for KRC participants. This year, thousands of KRC members across the province participated in fun runs at the end of the school year. Not only do fun runs help to motivate kids to run and work hard during the program, but the runs also allow students to experience a sense of accomplishment and celebration at the end of the program.

The HTF and KRC also help participants take part in community-based runs throughout the province by providing sponsorships to reduce financial barriers. This year, the foundation sponsored participants at the Emera Blue Nose Marathon Doctors Nova Scotia Youth Run, the Youth Running Series and the Valley Youth Run.



Pleasant Bay Fun Run



DNS Youth Run at Blue Nose



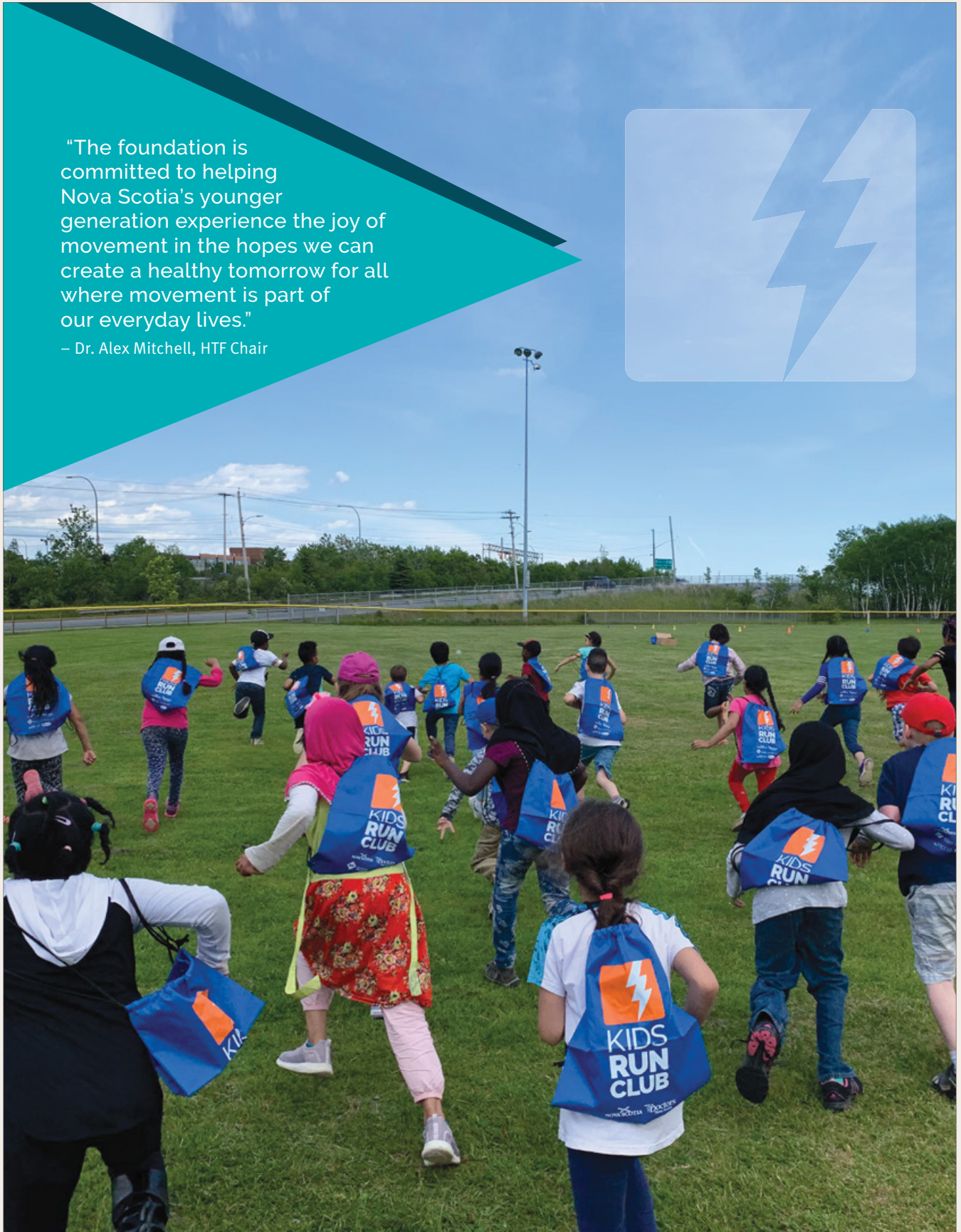
Debert Fun Run





"The foundation is committed to helping Nova Scotia's younger generation experience the joy of movement in the hopes we can create a healthy tomorrow for all where movement is part of our everyday lives."

– Dr. Alex Mitchell, HTF Chair





Make Your Move

With support from the Nova Scotia Department of Communities, Cultures, Tourism and Heritage (CCTH) and the marketing firm Arrivals + Departures, the third iteration of the Make Your Move (MYM) social marketing campaign leapt into action in early 2023. Nova Scotians saw targeted digital ads and posts on social media platforms, ads on bus shelters in the Halifax Regional Municipality and Sydney, and the airing of a 30-second MYM commercial on Global and CTV television outlets. This marketing campaign has created more awareness around the powerful message, “The best piece of exercise equipment is you.” Tara Taylor, the HTF Movement Ambassador, was highlighted in the ad campaign, boosting the campaign in a relatable and fun way.

In conjunction with the social marketing launch, we worked closely with physical activity stakeholders in rural areas of the province to intensify the campaign in those communities. Provided with our toolkit, “Make Your Move in a Box,” communities leveraged various marketing assets, including customizable and co-branded signage, posters, social media ads, an eight-week social media contest, a radio ad, and public relations and communications materials such as editorial content and templates.





Further deepening our impact in community, we were asked help to create an intense presence of MYM in the CCTH-led project, “Communities on the Move.” This involved working closely with Municipal Physical Activity Leaders in the communities of Lockeport, Antigonish, Wagmatcook and Yarmouth. These communities received grants to support the creation of more vibrant and active communities, including investments in infrastructure to encourage active transportation and opportunities to move more organically within the community.

The HTF team provided marketing and communications support to the MYM Communities project by developing communications plans for the official launch, creating a Community Activation Guide to generate ideas of how to implement MYM activities and ideas, Brand Guidelines to ensure alignment, and several creative assets to help local leadership teams spread the word in their community and to the media. It was important to create awareness about this innovative project before its official launch.

The MYM Communities project was strategically launched in the four communities on May 9, the same day “Make Your Move Day” was proclaimed in Nova Scotia. We led various public relations and marketing initiatives to promote the proclamation, including event planning and media opportunities. Timing the proclamation with the MYM Communities kick-off was very meaningful for the foundation.

A special highlight this year was an invitation to lead a movement break at the Tema Foundation’s Education Day for first responders. Executive Director Kerry Copeland and Movement Ambassador Tara Taylor each led a movement break. In the morning break, Kerry focused on the benefits of movement, including stress relief and resilience building. In the afternoon, Tara brought the joy of movement through a dance break, which provided some lighthearted fun.



Make Your Move At Work

The Make Your Move at Work (MYMAW) program took measured steps on its journey to its official launch. The MYMAW pilot provided many insights into how the program can help organizations create environments that will support their employees in moving more while working. It also provided important information about additional resources that could further support participating organizations, which led to the creation of new tools.

We saw tremendous success with the Municipality of Argyle, which changed its policies to include standing and moving during council meetings. The municipality also provided deep insight into what worked best for their staff on the ground.

An inspiring new promotional video done with Spider Video, featuring Lindsay Construction and the Delmore “Buddy” Daye Learning Institute, was launched this year. This video details how easy it is to implement the program and the many benefits staff and leadership have received since onboarding MYMAW.



VIEW
the video



This video is now a cornerstone marketing asset that we employ to garner interest in the program. We're grateful for all the time and insight our pilot organizations have given to this project.

The official launch of MYMAW happened in November 2022. We received significant interest from various media outlets, which resulted in CTV Atlantic and Global Halifax filming live at the launch event. Premier Tim Houston provided words of encouragement and pledged his support of the program via video feed.

Many organizations have downloaded the toolkit since the launch of MYMAW, and we continue to counsel organizations with an interest in moving more at work.

The HTF is very fortunate to have support from Dr. Robert Strang, Nova Scotia's Chief Medical Officer of Health, who is a champion of MYMAW. He, alongside our Movement Ambassador, Tara Taylor, were featured in a new "kick-off" video created for organizations which are interested in joining the program but are located in areas that are geographically challenging for us to visit. Dr. Strang's commitment to empowering Nova Scotians to be more active is a constant inspiration to us.

Our partners at CCTH invited the HTF team to a meeting of "movement champions" from several government departments, including Dr. Strang, to discuss a province-wide public service rollout of MYMAW. We are still in early stages of this conversation but looking forward to seeing how it will develop over the next year.



Partnerships

Recreation Nova Scotia

For the last three years, the foundation has partnered with Recreation Nova Scotia on their “Take the Roof Off Winter” (TTROW) campaign. The campaign focus is to encourage Nova Scotians to be active during the winter months and not to let the cold be a deterrent to moving more. It also encourages relatively simple, easy and accessible movement options that align well with MYM.

Working alongside Recreation Nova Scotia’s communications team, we develop blog content in line with the campaign’s annual theme. We’ve shared stories on topics such as how moving outdoors benefits our mental and physical health, the benefits and types of winter recreation, Mi’kmaw winter activities, and scavenger hunts. Each week of the campaign includes photo challenges, asking Nova Scotians to show themselves being active outdoors. The foundation provides MYM prizes to participants, such as toques and tote bags.





Hike Nova Scotia and NS Walks

Hike Nova Scotia's NS Walks program connects less-active Nova Scotians to peer-led walking groups throughout the province. The HTF developed marketing and training materials to promote the program.

The walks are fully inclusive and welcome wheelchair and cane users. The groups go at a slower pace. All the walk leaders are fully trained to lead their communities on safe routes without any obstructions. Many of the people who join NS Walks do so for the social aspect of meeting new and old friends.

This is a program that we reference often in various blog and social media posts. We believe it's a wonderful program that helps Nova Scotians add more movement to their day.

Nova Scotia Department of Communities, Culture, Tourism and Heritage

We're fortunate to have well-established relationships with several like-minded organizations and with our colleagues in government.

The Nova Scotia Department of Communities, Culture, Tourism and Heritage (CCTH) has been a critical funder and influential supporter of our work. They are a driving force connecting the foundation with many opportunities to further develop our programs. We are grateful to CCTH for inviting us to join projects like Communities on the Move and the Physical Activity at Work committee (a multi-stakeholder committee dedicated to seeing the Make Your Move at Work program come to life).



2022-23 Financial Report

The Healthy Tomorrow Foundation (HTF) is grateful to the finance team at Doctors Nova Scotia for their oversight of the foundation's financial statements and for supporting the financial health of the organization.

The foundation's financial statements were audited by KPMG with no adjustments required from their findings. The August 31, 2023, year-end financial statements were approved by the Executive Committee of the HTF Board of Directors and presented for approval to the Board of Directors at the annual general meeting. The statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations.

Despite its relatively young age and small size, the foundation is proud of the work it has accomplished in the last year. We continued to provide excellent programs, engaged with many stakeholders, grew our team by one, and worked with the Board of Directors on the development of a new strategic plan that will guide our work for the next five years. The foundation continues to expand its reach and have a positive impact on the lives of thousands of Nova Scotians through Kids Run Club, Make Your Move and Make Your Move at Work.





In its fifth year of operations, the foundation continued to strive to achieve financial sustainability and to develop a diverse funding portfolio. The foundation is grateful for the long-standing in-kind support it receives from its founding partner, Doctors Nova Scotia, the ongoing support from the province of Nova Scotia, in particular its partnership with the Nova Scotia Department of Communities, Culture, Tourism and Heritage and long-standing support from our corporate sponsor, MD Financial Management.

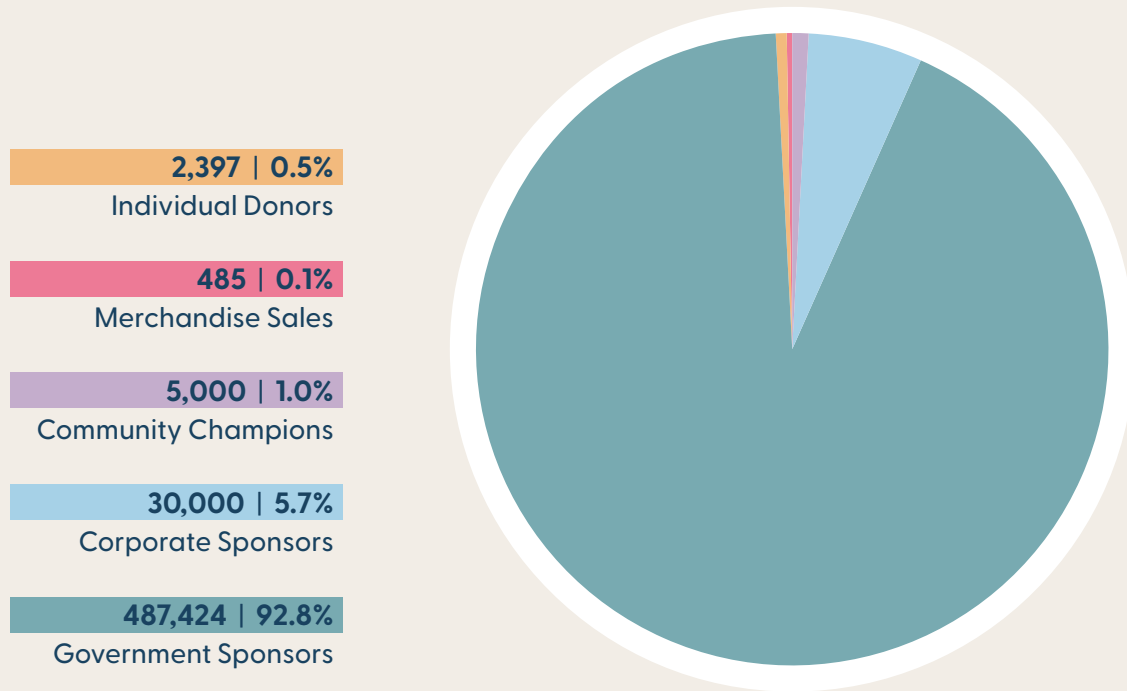
The HTF is fortunate to have also received support from many individuals, all of whom believe in our mission to create a healthy tomorrow for all Nova Scotians through movement. In the spring of 2023, the foundation introduced a fundraising drive called the HTF Community Champions campaign where local businesses have the opportunity to support the foundation by providing \$500, \$1,000 or \$3,000 in order to be recognized as a champion. With a late start in the year, our goal of raising \$10,000 was only partially achieved but we are confident this goal will be realized in 2023-24.

Like many organizations, the foundation's work continued to be impacted by the effects of the COVID-19 pandemic. As a result, some of our program expenditures came in lower than had been projected. This resulted in a surplus of funding that will be applied to the 2023-24 programs and initiatives.

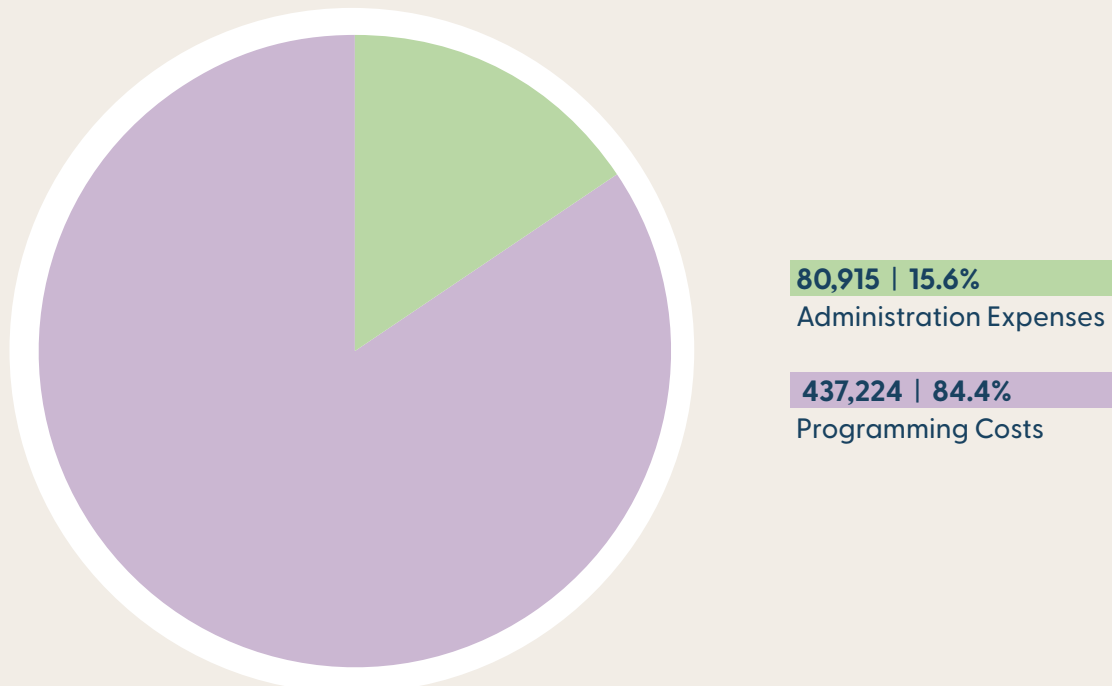
The statement of operations for the year ending August 31, 2023 includes total revenue of \$525,306 and total expenses of \$518,140 resulting in a surplus of \$7,166. When added to the accumulated surpluses from previous years the foundation carries net assets of \$211,966 into the 2023-24 fiscal year. Of this figure, \$205,037 is restricted for use on the Kids Run Club and Make Your Move programs and \$6,929 is unrestricted.



Summary of Revenue



Summary of Expenses



Financial Statements of

**DOCTORS NOVA SCOTIA
HEALTHY TOMORROW
FOUNDATION**

And Independent Auditor's Report thereon

Year ended August 31, 2023



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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of Doctors Nova Scotia Healthy Tomorrow Foundation

Opinion

We have audited the financial statements of Doctors Nova Scotia Healthy Tomorrow Foundation (the Entity), which comprise:

- the statement of financial position as at August 31, 2023
- the statement of operations for the year then ended
- the statement of changes in net assets for the year then ended
- the statement of cash flows for the year then ended
- and notes to the financial statements, including a summary of significant accounting policies

(Hereinafter referred to as the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at August 31, 2023 and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "***Auditor's Responsibilities for the Audit of the Financial Statements***" section of our auditor's report.

We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.



In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.



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- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in black ink that reads 'KPMG LLP'. The signature is written in a cursive, slightly slanted style. Below the signature is a horizontal line that starts under the 'K' and ends under the 'P', with a small red mark at the end.

Chartered Professional Accountants

Halifax, Canada

November 24, 2023

DOCTORS NOVA SCOTIA HEALTHY TOMORROW FOUNDATION

Statement of Financial Position

August 31, 2023, with comparative information for 2022

	2023	2022
Assets		
Current assets:		
Cash	\$ 229,958	\$ 312,540
Accounts receivable	7,257	3,215
	<u>\$ 237,215</u>	<u>\$ 315,755</u>

Liabilities and Net Assets

Current liabilities:		
Accounts payable and accrued liabilities	\$ 25,249	\$ 12,192
<u>Due to Doctors Nova Scotia</u>	<u>-</u>	<u>98,763</u>
	25,249	110,955
Net assets:		
Net assets (note 2)	211,966	204,800
	<u>\$ 237,215</u>	<u>\$ 315,755</u>

See accompanying notes to financial statements.

On behalf of the Board:

_____ Director _____ Director

DOCTORS NOVA SCOTIA HEALTHY TOMORROW FOUNDATION

Statement of Operations

Year ended August 31, 2023, with comparative information for 2022

	2023	2022
Revenue:		
Sponsorship revenue	\$ 517,424	\$ 398,600
Donation revenue	7,882	7,448
	<u>525,306</u>	<u>406,048</u>
Expenses:		
Salaries and benefits	169,560	142,842
Consulting fees	293,552	179,697
Advertising and promotion	30,104	14,890
Other expenses	23,068	16,909
Donations and sponsorship	1,856	3,102
	<u>518,140</u>	<u>357,440</u>
Excess of revenue over expenses	<u>\$ 7,166</u>	<u>\$ 48,608</u>

See accompanying notes to financial statements.

DOCTORS NOVA SCOTIA HEALTHY TOMORROW FOUNDATION

Statement of Changes in Net Assets

Year ended August 31, 2023, with comparative information for 2022

	2023	2022
Net assets, beginning of year	\$ 204,800	\$ 156,192
Excess of revenue over expenses	7,166	48,608
Net assets, end of year	\$ 211,966	\$ 204,800

See accompanying notes to financial statements.

DOCTORS NOVA SCOTIA HEALTHY TOMORROW FOUNDATION

Statement of Cash Flows

Year ended August 31, 2023, with comparative information for 2022

	2023	2022
Cash provided by (used in):		
Operations:		
Excess of revenue over expenses	\$ 7,166	\$ 48,608
(Increase) decrease in accounts receivable	(4,042)	10,189
(Decrease) increase in accounts payable and accrued liabilities	13,057	(152,215)
Increase in due to Doctors Nova Scotia	(98,763)	98,763
Increase (decrease) in cash	(82,582)	5,345
Cash, beginning of year	312,540	307,195
Cash, end of year	\$ 229,958	\$ 312,540

See accompanying notes to financial statements.

DOCTORS NOVA SCOTIA HEALTHY TOMORROW FOUNDATION

Notes to Financial Statements

Year ended August 31, 2023

The Doctors Nova Scotia Healthy Tomorrow Foundation (the "Foundation") was created by Doctors Nova Scotia in 2018 with the aim of creating a healthier and happier future for all Nova Scotians. The Foundation exists to inspire and empower all Nova Scotians to achieve wellness through active and healthy living. The Foundation's marquee program, Kids Run Club (KRC), is a free, school-based recreational running program designed to give children and youth an opportunity to embrace active, healthy living. Recently, the Foundation expanded its focus to reach even more Nova Scotians through a new initiative called Make Your Move, which encourages Nova Scotians to move more and sit less, ultimately contributing to a cultural shift in which movement is regularly incorporated into Nova Scotians' daily lives.

1. Significant accounting policies:

The financial statements have been prepared by management in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CPA Canada Handbook.

(a) Revenue recognition:

The Foundation follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

(b) Cash:

Cash includes cash on hand held with financial institutions.

(c) Contributed services:

A substantial number of volunteers contribute a significant amount of their time each year. Because of the difficulty of determining the fair value, contributed services or materials are only recorded in the financial statements when the fair value of these items can be reasonably estimated. If the fair value cannot be reasonably estimated, the amounts are not recorded. The Foundation has recognized \$nil as donated materials and services during the year.

(d) Financial instruments:

Financial instruments are recorded at fair value on initial recognition. Freestanding derivative instruments that are not in a qualifying hedging relationship and equity instruments that are quoted in an active market are subsequently measured at fair value. All other financial instruments are subsequently recorded at cost or amortized cost, unless management has elected to carry the instruments at fair value. The Foundation has not elected to carry any such financial instruments at fair value.

DOCTORS NOVA SCOTIA HEALTHY TOMORROW FOUNDATION

Notes to Financial Statements (continued)

Year ended August 31, 2023

1. Significant accounting policies (continued):

(d) Financial instruments (continued):

Transaction costs incurred on the acquisition of financial instruments measured subsequently at fair value are expensed as incurred. All other financial instruments are adjusted by transaction costs incurred on acquisition and financing costs, which are amortized using the straight-line method.

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year if there are indicators of impairment. If there is an indicator of impairment, the Foundation determines if there is a significant adverse change in the expected amount or timing of future cash flows from the financial asset. If there is a significant adverse change in the expected cash flows, the carrying value of the financial asset is reduced to the highest of the present value of the expected cash flows, the amount that could be realized from selling the financial asset or the amount the Foundation expects to realize by exercising its right to any collateral. If events and circumstances reverse in a future period, an impairment loss will be reversed to the extent of the improvement, not exceeding the initial carrying value.

(e) Use of estimates:

The preparation of financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

(f) Income taxes:

The Foundation is a registered charity and therefore exempt from payment of income tax under section 149 of the Income Tax Act.

DOCTORS NOVA SCOTIA HEALTHY TOMORROW FOUNDATION

Notes to Financial Statements (continued)

Year ended August 31, 2023

2. Net assets:

Net assets are comprised of prior year surplus funding from specific, sponsored programming and operations as follows:

	2023	2022
Operations (Unrestricted)	6,928	50,547
Kids Run Club program (Internally restricted)	109,183	118,744
Make Your Move program (Internally restricted)	95,855	35,509
	211,966	204,800

Net assets related to programming are restricted for use on the specific programs above unless otherwise authorized by the program sponsor.

3. Financial instruments:

The Foundation's financial instruments include cash, accounts receivable, and accounts payable and accrued liabilities, the carrying amounts of which approximate fair value due to the short-term maturity of these financial instruments.

4. Comparative information:

Certain comparative information have been reclassified from those previously presented to conform to the presentation of the 2023 financial statements.



Progress Report on Strategic Plan Activities

Conducted between
September 1, 2022 & August 31, 2023



Strategic Priority I: Build the Foundation's Capacity

Commitment:

Define the brand of the DNS Healthy Tomorrow Foundation (HTF)

Actions:

Since the creation of our brand in 2020, the Healthy Tomorrow Foundation (HTF) has been building its image and reputation through our work as the organization responsible for inspiring, supporting and engaging Nova Scotians to include movement in their everyday lives. During the past year, the HTF team has continued to build awareness of our work while promoting and implementing our programs and initiatives. One of the steps taken to increase awareness of our brand and work was to hire the marketing firm Arrivals + Departures to help us redesign our website. We achieved this by creating a cohesive look and feel that connects the identity of the foundation with its offerings, Kids Run Club (KRC), Make Your Move (MYM) and Make Your Move at Work (MYMAW).

Our programs and initiatives also helped to reinforce our brand and build increased awareness about the foundation. The KRC community continued to rebuild after the COVID-19 pandemic kept us out of schools and we had the opportunity to build awareness about the foundation through MYM and MYMAW. An exciting milestone for the foundation was on May 9, which Premier Houston proclaimed to be "Make Your Move Day." The foundation's audiences on social media platforms have continued to grow and we are also building a strong list of stakeholders and organizations who are familiar with our work. All of this has resulted in increased awareness of the HTF and our programs within the public, government and health promotion community in Nova Scotia.

Commitment:

Strengthen the capacity of the Board of Director through recruitment and training

Actions:

We were fortunate to carry a strong slate of directors into this year, increasing the size of our board. In the spring, a successful resolution was made to increase the maximum number of directors from 12 to 16, allowing for the nominations of six new board members in May.

The board is committed to ensuring its membership is supporting the work of the foundation in

a way that reflects the foundation's vision and mission, as well as offering guidance from a diverse representation of expertise, experience and background. To this end, the board established a Nominations Committee in July to take leadership of board member recruitment, succession planning for the Chair and appointment of members of the Executive Committee.



Strategic Priority I: Build the Foundation's Capacity

Commitment:

Ensure the foundation's fundraising strategy focuses on sustainable and diverse funding opportunities

Actions:

The foundation is fortunate to have ongoing funding from the Government of Nova Scotia and MD Financial-Scotiabank, which has supported the ongoing implementation of our programs and initiatives. The foundation also continues to receive significant in-kind support from our legacy and founding partner, Doctors Nova Scotia. Without support from these important partners, the work of the foundation would not be possible.

This year's plan had included a goal of raising \$60,000 in funds from diversified sources.

While we did not have capacity to create a fund-development plan that would allow us to increase our corporate funding, we did rebrand and initiate the Community Champions campaign from KRC to HTF Community Champions to allow us to raise support for and awareness of the foundation.

The HTF Community Champions campaign was launched in the spring, and we began to recruit local businesses as champions at three levels: \$500, \$1,000 and \$3,000. The late start in the year meant only partially achieving the goal of \$10,000 but there is strong potential to raise this amount or more each year. The champions initiative offers the foundation an opportunity to build our network of supporting organizations as well as begin to cultivate relationships with those who may become future sponsors.

The development of a new strategic plan for 2023-28 will help the foundation identify new goals regarding funding diversification while still honouring our strong relationship with the Nova Scotia government.

Commitment:

Development of a new strategic plan

Actions:

Other work that contributed to building the foundation's capacity was the development of a new strategic plan. Our first strategic plan (2019-22) enabled our success to date as a new charity in Nova Scotia (Mi'kma'ki). Building on that momentum, the foundation began the strategic planning process with an environmental scan of relevant issues/trends and a consultation process with critical stakeholders, including

fundors, board members and staff. The result is a five-year plan that will guide our work until 2028. While there are similarities to the first plan, we've refined our mission, vision and values and identified some new and pressing priorities that will guide our work as we strive to create positive health outcomes for people living in our province.



Strategic Priority I: Build the Foundation's Capacity

Commitment:

Share the foundation's story with the province

Actions:

The foundation has continued to share its story through social media and with a growing list of stakeholders. Our social media presence and engagement has continued to grow significantly, particularly through the MYM campaign. During the social marketing campaign in the winter and spring of 2023, there was a significant increase in engagement through social media and visits to the HTF website. Blog posts about MYM were particularly popular.

The proclamation of Make Your Move Day on May 9 and the support the foundation is providing to the Communities on the Move project with the Department of Communities, Culture, Tourism and Heritage (CCTH) also resulted in opportunities for the HTF to gain exposure regarding the work

we are going to support and to encourage Nova Scotians to benefit from moving more.

The foundation is also steadily growing a community of followers on LinkedIn, particularly regarding MYMAW.

The foundation also maintained an engaged audience through KRC's social media, mostly with teachers and adults interested in supporting physical activity in children. As 2023-24 is KRC's 20th anniversary, there will be increased opportunities and efforts to share this amazing story of resilience, engagement and success in creating one of the province's most successful and trusted school-based health promotion programs.



Strategic Priority II: Develop and Deliver Exceptional Products

Commitment:

Research trends that align with the foundation's values and serve diverse populations

Actions:

This work is ongoing. Ensuring that the work of the foundation is informed by current evidence will always be a priority. The foundation is dedicated to aligning its programs with the emerging evidence regarding movement (physical activity and sedentary behaviour) and behaviour change, as well as using an equity, diversity, inclusion and accessibility (EDIA) lens to ensure diverse populations are represented in and considered during program development and implementation.

Our capacity to honour this commitment grew

in the spring of 2023, when the foundation team grew with the introduction of a Health Promotion Advisor. This new team member will gradually assume responsibility for monitoring health promotion trends and research, as well as partner with our Communications Advisor to begin working on the development of a community engagement strategy and EDIA framework.

This ongoing work has been prioritized in the new strategic plan that will guide the foundation's work from 2023-28.



Strategic Priority II: Develop and Deliver Exceptional Products

Commitment:

Develop new programs in collaboration with strategic alliances

Actions:

The foundation was delighted to see the MYMAW program debut provincially with enormous support from Dr. Robert Strang, Chief Medical Officer of Health for Nova Scotia, and Nova Scotia Premier Tim Houston. We are seeing widespread recognition of the value of integrating movement into the workday. Many new creative assets have been developed this year to simplify and gamify the program, ensuring participants are having fun as they build in more movement at work.

Since the provincial launch of the program, the foundation team has been supporting existing organizations and recruiting new ones. Some exciting meetings have taken place with representatives from several government departments and universities regarding widespread implementation of the program, which represents not only significant growth for the program, but also new collaborations and strategic relationships.

The foundation had plans to introduce three new components to KRC this year. We wanted to enhance the KRC Let's Move/Sois Actif resource for classroom teachers by providing an activity bag to classroom teachers, finale the educational supplement for the KRC Let's Move/Sois Actif movement break videos and launch a new program for adolescents.

The activity bag project was very successful, with 50 classroom teachers from across the province receiving the bags and providing positive feedback about their usefulness.

The educational supplement was not completed as planned due to challenges in having it reviewed and endorsed by a member of the Mi'kmaw community. We will continue to work with our contacts to finalize this project by winter 2024.

The third new component for KRC was a pilot program for adolescents called Let's Move. This program was to replace the girls-only KRC and expand not only the audience, but also the type of experience it provided to participants. The goal was to offer the program to junior and senior high schools and to provide participants with a variety of opportunities to experience different ways to be active. We were successful in recruiting seven teachers/schools to participate but unfortunately, due to a variety of reasons, only one school successfully launched the program, with younger students. The biggest challenge teachers reported was recruiting participants. The foundation recognizes that launching an extra-curricular program at the junior and senior high school level faces a variety of challenges. We will explore the potential to conduct some research regarding successful school-based interventions to see if there is a model we can learn from for future programming for this age group.

Due to other priorities and limited capacity, the foundation had to postpone the development of Make Your Move for Health, a project to work with primary health care providers on developing and sharing Make Your Move messaging with patients. This project will be revisited in 2024.



Strategic Priority III: Create and Strengthen Strategic Alliances

Commitment:

Nurture relationship with Doctors Nova Scotia

Actions:

Ongoing. The foundation continues to work closely with the staff at Doctors Nova Scotia on all aspects of its work, whether through oversight on finance, IT support, communications support or strategic input on programs. The HTF maintains its connection with the association's physician members through the HTF Board of Directors and by sharing information about our work in the association's regular magazine articles, e-newsletter and email promotions to members. The goal of these communications is to create awareness of the foundation and its programs

among physicians, and to engage them in providing direct support to the foundation through donations.

The foundation was also fortunate to continue its partnership with first- and second-year students at the Dalhousie Medical School; these students were trained to be KRC coaches to support local schools. This partnership has been in place since 2017 and provides an excellent opportunity to connect Doctors Nova Scotia members to a foundation program and provide firsthand experience for future doctors with children and youth.

Commitment:

Nurture relationship with communities that support and implement foundation programs

Actions:

This is an ongoing goal that is critical to the foundation's success.

The foundation continues to build relationships with community organizations and individual members through each of its programs. Kids Run Club helps build connections with teachers, families and community members in every region of the province.

With awareness of MYM and the MYMAW program growing, we are reaching individuals and organizations in many areas of the province. This reach is amplified further by the work we are doing by providing physical activity stakeholders across Nova Scotia with MYM and MYMAW resources to help them support their community members to move more often, in more ways.



Strategic Priority III: Create and Strengthen Strategic Alliances

Commitment:

Seek opportunities to work with other provincial government departments

Actions:

The foundation is fortunate to have built strong connections and credibility with staff in the Department of Education and Early Childhood Development (EECD) in relation to KRC. Kids Run Club is recognized as an important resource for schools, whether through the KRC Let's Move resource to support movement during class time or through the KRC extracurricular option that helps schools build a culture where movement is celebrated. With the introduction of the EECD's physical activity framework, which prioritizes increasing opportunities for all movement and reducing sedentary time, these resources will become even more important, reinforcing the foundation's relationship with the education system at both the provincial and regional levels.

The foundation has also continued to cultivate relationships with representatives from the Department of Health and Wellness, including Dr. Robert Strang, Nova Scotia's Chief Medical Officer of Health, who is a huge champion of our work. Our team also had the opportunity to connect with stakeholders from Nova Scotia Health (NSH) to share information about our work and provide input on the development of a physical activity counselling tool for primary care providers.

We look forward to continuing to build relationships with stakeholders from NSH next year with the development of a MYM for Health pilot, as well as implementation of MYMAW with employees of the Department of Health and Wellness and other government departments.

Commitment:

Continue to support the work of the Department of Communities, Culture, Tourism and Heritage

Actions:

The foundation has continued to work closely with CCTH in terms of the provincial MYM campaign, the launch of the MYMAW program and, more recently, to support a new project of the department called Communities on the Move.

All this work assists the department with achieving the goals under the provincial physical activity strategy, Let's Get Moving Nova Scotia.



Strategic Priority III: Create and Strengthen Strategic Alliances

Commitment:

Expand relationships with like-minded non-governmental organizations

Actions:

This is an ongoing goal. The foundation has been fortunate to develop strong relationships with various organizations that share a common goal of promoting active and healthy lifestyles. These include Hike Nova Scotia, Recreation Nova Scotia, the Workers' Compensation Board of Nova Scotia, the Canadian Mental Health Association, the Halifax Chamber of Commerce and the Let's Get Moving HRM Committee.

These relationships play a critical role in raising awareness of the foundation and assisting in achieving our vision: that every Nova Scotian

is inspired, informed and empowered to achieve wellness through active and healthy living.

The foundation had an opportunity to make some new connections with mental health stakeholders when we were invited to do a presentation at a conference organized by the Tema Foundation for first responders and those caring for others. For many in the room it was the first time they had heard about the HTF and our work, so it was an excellent awareness-raising opportunity and resulted in some new potential stakeholders.



Strategic Priority IV: Evolve Kids Run Club

Commitment:

Ensure awareness and growth are key priorities

Actions:

The 2022-23 school year marked the second year KRC was able to be back in schools after the onset of the COVID-19 pandemic. Although schools and teachers continued to face many challenges related to the impact of the pandemic, they embraced KRC with enthusiasm and dedication. Participation in the program grew over last year, with more than 16,000 participants from 164 schools taking part.

Kids Run Club was once again found in every region of the province, from Pleasant Bay to Great Village to Bear River to Yarmouth. The average club had just under 100 members, with clubs ranging from 14 to more than 400 kids.

While most participating schools offered KRC as a lunch-time extracurricular program, many also implemented it during class time, either during PE or during regular classroom time. The flexibility in program delivery is one of the factors that has contributed to KRC's ongoing success.

As mentioned above, the foundation also increased the reach of KRC by introducing the KRC Let's Move activity bags, which we provided to 50 classroom teachers in various regions of the province. This helped raise awareness of the program and its resources with teachers who otherwise might not have been aware.

Commitment:

Seek opportunities to expand programming

Actions:

The creation of the Let's Move pilot and introduction of the KRC Let's Move/Sois Actif activity bags represented expansions of the regular KRC programming.

The introduction of the KRC Let's Move/Sois Actif educational supplement was delayed as the foundation was unable to acquire feedback

on the content from a member of the Mi'kmaw community. The foundation is working with our partners at the Department of Education and Early Childhood Development to complete this work in time to launch the resource in 2024.



Strategic Priority IV: Evolve Kids Run Club

Commitment:

Nurture relationships with Regional Centres for Education (RCEs), schools and physical activity leaders in the province

Actions:

This is an ongoing goal. The foundation works closely with staff within the RCEs to raise awareness about KRC and the program resources, as well as to increase participation in the program.

This work is conducted through relationships with Healthy Living Promotion team members at the RCEs and the Teachers Association for Physical and Health Educators of Nova Scotia.

Commitment:

Adapt girls-only program to respond to changing needs

Actions:

As mentioned above, the foundation developed a pilot program called Let's Move for junior and senior high school students, based on the girls-only KRC. The goal was to provide a gender-inclusive program that provided participants with the opportunity to experience a variety of types of movement so that they could increase their repertoire of ways to be active and carry those into adulthood. The hope was to recruit a small

number of schools to pilot the program but in the end, the schools that stepped forward were unable to recruit participants.

In 2023-24 the foundation will re-offer the girls-only KRC to interested schools and explore the potential to conduct more research around successful school-based interventions for this age group to inform future offerings.

Commitment:

Evaluate KRC and make recommendations for future action

Actions:

Teachers who implement KRC and KRC Let's Move/Sois Actif are asked to provide feedback at the end of each school year to capture what is working and ways the program can be improved. In the spring of 2023, the foundation gathered

input from 19 classroom teachers regarding KRC Let's Move/Sois Actif activity bags and 27 teachers regarding KRC. Their feedback validated that both resources are providing teachers with useful tools that help them get their students more active.



Strategic Priority V: Advocate for a Healthy Tomorrow

Commitment:

Define what advocacy means for the foundation

Actions:

Although the advocacy work of the foundation is ongoing, the development of a definition and specific goals were not completed due to limited

capacity. This work will be incorporated into the 2023-28 Strategic Plan.

Commitment:

Create an effective advocacy strategy that supports the work of the foundation and its key partners

Actions:

The development of an advocacy strategy will be addressed in the 2023-28 Strategic Plan.



Gratitude

We want to express our deepest gratitude for all those who support our work and make up the Healthy Tomorrow Foundation (HTF) community.

We're energized and inspired by working with like-minded individuals, groups and organizations. We know it takes a dedicated team to shift dated attitudes and adopt new healthy habits.

The investment of our collective time is well worth it. Nova Scotians ultimately benefit, and that's the best payoff of all. We thank our sponsors, partners, Community Champions, donors, stakeholders, benefactors, coaches, teachers, caregivers, volunteers – all of whom are part of our amazing HTF community.

Thank you to our dedicated sponsors

The HTF is proud to be dedicated to improving the health and wellness of Nova Scotians, but it could not have done so without the support of our generous partners and sponsors.

Your contributions allow us to create and deliver innovative programming where it really counts. Thank you for helping us continue to find new ways of delivering innovative programming to serve Nova Scotians of all ages – an important investment for the future of Nova Scotia.





Community Champions Campaign

In the spring of 2023, the HTF launched the Community Champions campaign. Community Champions are local businesses and organizations that are passionate about investing in the well-being of their community.

This initiative has three donation options – bronze, silver and gold – associated with financial contributions ranging from \$500 to \$3,000. Champions' benefits range from recognition of the business/organization as a Community Champion on the HTF website and in our annual report, to a motivational presentation provided to the donating organization to inspire its team members to live healthy and active lives.

Support from our Community Champions helps us continue to deliver high- quality programs that support the health of all Nova Scotians.

The relatively late launch of the Community Champions campaign in 2022-23 limited our potential to recruit many champions, but the HTF is confident in its ability to build its community of supporting organizations in the years to come.



Thank you, Community Champions

With our deepest gratitude, we thank the following organizations for supporting our work.

Gold Community Champions



Silver Community Champions



Bronze Community Champions



2022-23 HTF/KRC Individual Donors

\$1 to \$199

Dr. Jean C. Cameron
Kerry Copeland*
Dr. Jocelyn Foran
Marnie Gillis*
Janice Hudson
Barbara Johnson*
Derek and Christy Linders
Dr. Stacey Northgrave*
Silke Opitz
Dr. David Zitner

\$200 to \$499

Dr. Howard Wightman*

\$500 to \$999

Dr. Stephanie Langley*
Dr. Andrew Lynk*

*Recurring donors



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