# **ANNUAL REPORT** 2020-2021



### THE HALIFAX HELPERS



## DIRECTOR'S Statement

I am delighted to be presenting The Halifax Helpers's annual report as our first year in operation draws to a close.

Since our initial launch in the Spring of 2020, we've shifted our mandate from a temporary support service, to a permanent youth-run organization. We have spent the last year providing Nova Scotian students with the academic support they require to become fearless, lifelong learners. In 2020-2021 our wonderful group of 80 volunteer tutors have worked with 100+ families to offer an average of 120 tutoring sessions every week.

This year, our outstanding executive board was established. Members were selected to lead development in fundraising and finance, volunteer recruitment, and social media outreach. Their efforts have resulted in the onboarding of 80 volunteers, over \$10,000 in funding, and a reach of 29,900 people on our social media platforms.

To support the efforts of our board, it became evident that several processes within our network needed to be made more efficient; we started with our website. With the help of 3 O'Clock Design, we have streamlined our booking process and created an intuitive and accessible website for users. This system redesign was sponsored by generous community donations and our friends at The YMCA of Greater Halifax/Dartmouth.

This year has also presented copious opportunities for our team to learn the ins and outs of the nonprofit world.

#### "I AM PROUD TO ANNOUNCE THAT WE HAVE OFFICIALLY BEEN INCORPORATED AS A NONPROFIT."

The importance of developing a strong understanding of what it means to be involved in a community partnership and fulfil the role of a good partner was one of our greatest lessons. We're grateful for the organizations who saw potential in our ideas and guided us through this process.

A sincere thank you to all of our sponsors and donors who enabled our initiation and supported our programming this year. As we enter into the 2021/22 school year we are excited to continue working with community organizations to expand our reach, create new programs, and improve the quality of our services.

#### Rebeccah Raphael Director of The Halifax Helpers

## OUR STATS 2020-2021

#### Our company



#### **Business items**



# **379 STUDENTS 81 TUTORS 3320 HOURS**





100% FOUND THAT Sessions were effective



90% FEEL THAT THEY Gained Useful skills



## EXECUTIVE TEAM 2020-2021



#### BLYTHE O'CONNOR FUNDRAISING & FINANCE

Blythe is our Director of Fundraising. She is currently studying Marketing and Neuroscience at the University of Guelph. She is passionate about giving youth the tools they need to feel confident at school. Blythe is responsible for spearheading corporate sponsorship programs, fundraising events, donations, and financial planning. She is looking forward to growth the breadth of our programs and working towards financial security for The Halifax Helpers for years to come.

#### REBECCAH RAPHAEL DIRECTOR

Rebeccah is our Director. She is currently studying Nutrition and Health Studies at the University of Toronto. Rebeccah is passionate about giving back to the community she was raised in. She is responsible for ensuring that our programming reaches as many students as possible by creating connections and partnerships within our community She is the point of contact for all students', parents', and tutors' questions! Rebeccah is most looking forward to adding new programs to our site in the coming year!





#### CAYLEE MACDONALD FUNDRAISING & FINANCE

Caylee is our Fundraising Assistant and currently taking Biology and Forensic Science at Saint Mary's University. Caylee is passionate about making education accessible in Nova Scotia, as her parents are both teachers here. Caylee is responsible for helping organize events, sponsorships and donations. Caylee is most looking forward to exciting fundraisers that are coming in the future!



#### LISE CHARLES VOLUNTEER RECRUITMENT

Lise is co-head of volunteer recruitment. She is currently studying International Development and Sustainability at Dalhousie University. Lise is passionate about creating interpersonal relationships and has transferred those skills to her role on our team. She is responsible for interviewing incoming volunteers and helping with volunteer recruitment campaigns and is looking forward to meeting new individuals who are passionate about helping others in the coming year!



Lara is our Director of Social Media. She is currently studying Medicine at Dalhousie University. She is passionate about lowbarrier learning opportunities so that all students can succeed in their academic endeavours. Lara is responsible for creating all of our social media content, engaging followers, and working with our fundraising and volunteer recruitment teams to ensure successful campaigns. Lara is looking forward to seeing us grow the number of students we can support this year!





#### JANA DOWDS VOLUNTEER RECRUITMENT

Jana is Co-Head of Volunteer Recruitment, currently studying Sociology and Social Anthropology at Dalhousie University. Jana is passionate about helping others and has transferred those skills to their role on our team. Jana is responsible for recruiting volunteers to become strong tutors for The Halifax Helpers. Jana is very excited to see the growth of The Halifax Helpers in the upcoming year!

# OUR GOALS 2021-2022

The 2020-2021 school year was a year of beginnings - getting our feet on the ground, creating an efficient website and increasing our volunteer tutor numbers. Over the next year we are excited to dedicate our executive efforts to gaining financial stability, increasing our impact and improving our programing. The goals below outline our our main objectives for the coming year.



#### NO. 01 — COMMUNITY PARTNERSHIP

We aim to continue to develop long term community partnerships and grow our network and offerings.



#### NO. 02 — INCREASE REACH

We will strive to reach more rural, low income, and BIPOC students through school outreach, partnerships and campaigns.

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#### NO. 03 — CREATE LONGEVITY

We will create a sustainable way to hand over The Halifax Helpers to future leaders and generations down the road with a focus on financial stability.



#### NO. 04 — INCREASE SOCIAL MEDIA FOLLOWING

We aim to increase our social media to 2x our current following over the next year to spread the word of our services across the province and beyond.

## SPONSORS & SUPPORTERS

# THANK YOU TO OURSPONSORS &SUPPORTERS

The work of The Halifax Helpers would not have been possible without the support of our generous donors, partners and sponsors. Thank You!



The Henry & Berenice Kaufmann Foundation

Rotaract

Club of Ottawa



We are always looking for interested community partners. Please contact blytheelleno@gmail.com with any inquries.

