



Nova Scotia[®]

ANNUAL REPORT 2014



Helping you find the right

community and social services.



Joint Message from the

Chair and Executive Director

The 2014 calendar year was the first full year of operation for 211, following launch of the service on February 11, 2013, and it has been a year of growth. Monthly average call volumes as well as visits to the 211 website (www.ns.211.ca) have increased by 30% over the previous year. This growth is the result of expanding awareness throughout Nova Scotia, which continues to be a priority for our team. This priority was reflected in the hiring of a full time Community Relations Officer in January 2014, dedicated to promotion of 211 through communications and outreach.

Organizations across Nova Scotia continue to demonstrate strong support for 211. In 2014, our team responded to more than 100 requests for presentations. We are grateful to the many service providers who have helped spread the word about 211, whether through presentations, by distributing materials or supporting our social media channels. Social media is another growth area in 2014. Facebook “likes” have doubled and followers on

Twitter have tripled.

Calendar 2014 has also been a year of strategic partnerships. In late 2013, 211NS launched an awareness campaign directed at “caring professionals” including clergy, social workers, emergency responders, health care and educational professionals. We are very pleased to report that several “caring professional” organizations have joined the campaign. The College of Family Physicians of Nova Scotia promoted 211 in April through a directed mail out to more than 1,100 family physicians. Fire Officer and paramedic associations included 211 on the agenda of annual conferences and in December, the Association of Chiefs of Police announced that 211 would be promoted as part of the tool kit provided to all Police Officers in Nova Scotia. As the 2014 year wrapped up, our team was actively discussing a partnership with the province’s Office of Seniors, on exciting developments for 2015. Several events this year highlighted the fact that the Province of Nova Scotia and United Way organizations

are not only our funders - they are also our partners. Throughout the summer and fall period we were honoured to host visits to the 211 center by the Premier and several Ministers and MLA's, as well as the entire contingent of Deputy Ministers.

The province engaged the support of 211 in its endeavours, particularly in the areas of education and health. The Nova Scotia Department of Education facilitated 211 presentations to all twelve School Advisory Councils in the province and Community Health Boards demonstrated active support for 211 during numerous community wellness events and gatherings. The 211 service also was represented, by invitation, at annual general meetings for United Way organizations in Truro, Pictou and Halifax.

We are excited about the future of 211 and continue to aggressively pursue strategic goals related to increased awareness, continuous improvement, employee development, demonstrated value, and service expansion. This report includes our first public reporting of unmet needs and we look forward to working with our service provider partners in extracting great value from the large amount of data we've collected to date. The year 2015 will include yet more milestones, including international accreditation for our contact center and the launch of text and live chat.

No annual report could be complete without recognition of those who have contributed to our success. Our small staff of 12 individuals can best be described as "small but mighty" because we continue to hear that people are surprised at how much is accomplished despite the relatively small size of our workforce. As a testament to their hard work and quality output, we've included throughout this report, a small sample of the many, many compliments we've received from individuals as well as service providers.

Our Board of Directors also deserves recognition - they are all busy and dedicated professionals with demanding jobs yet they continue to provide increasing amounts of support ; attending meetings, joining committees and leveraging critical support for 211 within and across their networks.

Lastly and most importantly, we extend our sincere appreciation to the many service providers, government partners and individuals who continue to show such strong support for the work that we do. You are helping us to help others. We hope that readers of this report will find it as interesting to read as it was rewarding for us to publish.

We have set high service expectations for 211 and we have every confidence that our committed team is up to the challenge of meeting those expectations. If at any time, you have questions or suggestions on how we can do better, we sincerely hope that you will take the time to let us know.



Terry Norman, Board Chair
terryjnorman@gmail.com



Mike Myette, Executive Director
mmyette@ns.211.ca

...we often encounter situations where our resources aren't appropriate and we are just not sure where to turn, it means so much to have [211] to call.

Quote from a paramedic



Our Strategic Goals

In 2013, a rigorous process was undertaken to identify and analyse priorities necessary to ensure sustainability. This initiative was driven by the 211 Board of Directors, our stakeholders and our staff. Ultimately this process led to a five-year strategic plan which translated sustainability outcomes into measurable goals:

- Through strategic communications and partnerships we will continue to build awareness among potential funders and partners, the general public and service providers;
- We will demonstrate value and impact through collecting data and providing the benefit of that data to our stakeholders;
- Every day, we will strive to continuously improve the service that we offer through use of technology, ongoing evaluation and accreditation;
- Internally, we will focus on improving services through employee training, professional development and expansion of our skill sets;
- We will continue to expand our service, through increased funding, partnerships and identifying new programs and services in the province.

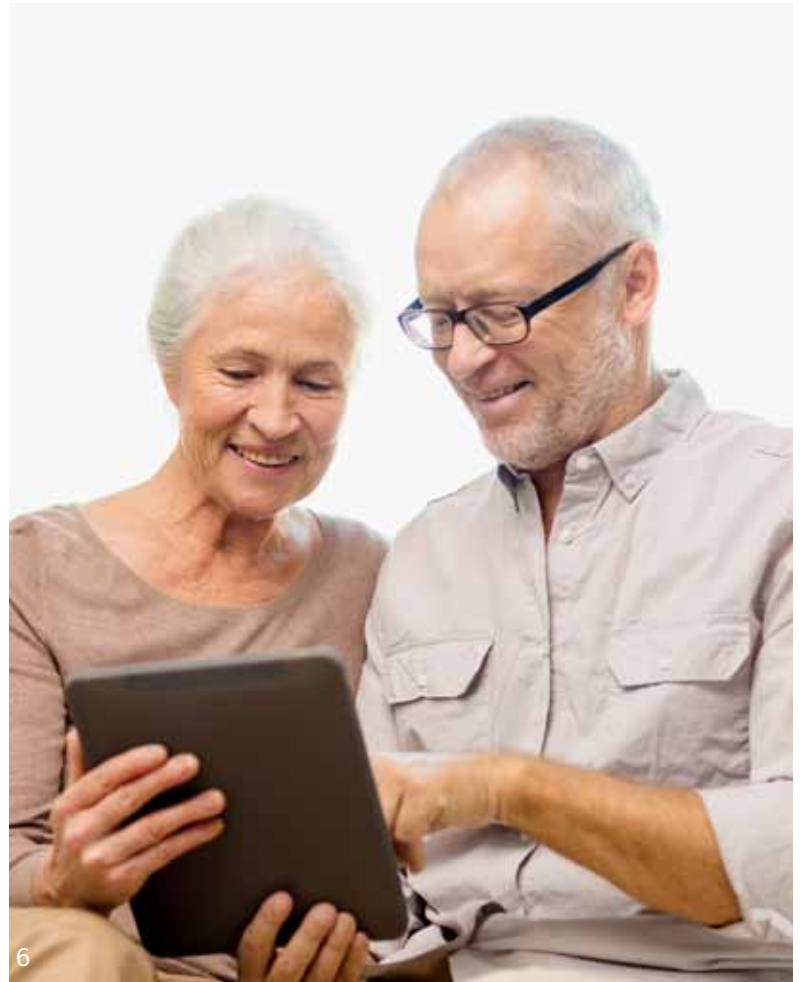
The 211 service is important because it connects people. Whether it is to information, resources, or other community members, those connections are vital in helping Nova Scotians feel empowered about their own lives.

- 211 Information and Referral Specialist



This is wonderful, I'm so amazed by all the things that you can do, It's like a little gold mine.

Quote from a caller to 211



Outlook for the Future

The outlook for the future of 211 is strong. We repeatedly hear that the 211 service is bringing value to people in our communities. Organizations who deliver social and community services are reaching out to 211, either to update existing information or to add information about new services. The list of “211 believers”, which

was started in 2010 as a testimony to the desire that existed in creating this service, continues to grow.

To better serve those preferring alternate means of communication, our goal is to provide 211 access via online text and chat in 2015.

It [211] took a load off my shoulders because someone would be looking for help especially mental health issues, and it's just such a great resource for me because so many times I was handed around and around and around and now, people can get right through to whoever they need.

Quote from a member of the clergy



It makes me feel good to be a part of an organization and a group of people who do their absolute best to help people find and connect with the services and programs they need.

- 211 Community Resource Specialist



Quality Assurance

Quality Assurance begins with Excellence in the Workplace: Our strategy to demonstrate value is driven by a number of processes designed to ensure that people who use 211 experience the highest possible quality of customer service. It starts with our hiring process – prior to being interviewed, candidates are screened using a proven customer service profiling survey which identifies strengths and weaknesses that can be probed further during the interview. All telephone staff undergo comprehensive training and testing prior to answering calls.

On a regular basis, our management team reviews call records and evaluates staff performance against a set of rigid criteria. Personal follow up calls are made to callers who are considered to be in high risk or vulnerable situations. Staff receives regular coaching on skills and processes which seek to enhance their customer service skill sets. We believe our

process presently exceeds quality evaluation processes for the information and referral sector as a whole.

In 2014, this process was expanded to include follow up quality assurance surveys with both callers and website visitors.

For the 2014 year, 97% of callers who responded to the survey reported being “very satisfied” or “satisfied” with the 211 service and 97% received the information or referral they were seeking, in their first call. An average of 83% of respondents reported that they followed up on referrals and of those; approximately 60% received the help they were seeking. The two most frequently cited reasons for having not received assistance at the time of our follow up was that the caller was still waiting to hear from the service provider or that the caller had chosen not to follow up due to changing circumstances.

This should have always been available, you folks are like sliced bread, it just makes sense.

- Quote from a caller to 211

The people who reached out to 211 in 2014 had a need and didn't know where to turn. In many cases they didn't just receive one referral to a program or service, they received multiple referrals as 211 provides help for more than just the immediate problems people are facing.

For a six week period in 2014, visitors were surveyed using a voluntary "pop up" invitation on our website. Our data suggests that on average, 30% of the over 48,000 visitors to the site used the online search engine to search for a resource. Approximately 75% of survey respondents reported having found the search engine "useful" in locating a resource to meet their needs. As a result of comments regarding suggested improvements, "icon based" navigation links were launched in late 2014 and further surveys are planned for 2015.

Our Organizational Structure and Leadership:

Our non-profit organization is led by an executive director, reporting to the chair of our volunteer board of directors. The executive director is responsible for managing the operational arm of 211 and is accountable to the board for the execution of the business plan within the framework of plans and policies approved by the board.

We are particularly proud of our management team. Executive Director, Mike Myette joined the 211 team in 2011 after a distinguished public service career with the province of Nova Scotia, the last half of which involved launching and then managing the Province's 911 service. Operations Manager, James Robertson, joined us in 2012 bringing his

lengthy experience as a communication center manager for Nova Scotia's two largest utility companies, Maritime Tel and Tel (now Bell Aliant) and Nova Scotia Power Incorporated. The team is supported by Suzy Teubner, lead trainer and Information and Referral Specialist whose background includes a career as an emergency dispatcher, 911 operator and trainer and also Stephanie Glover, 211's Coordinator of Finance and Administration, presently studying part time to receive her CMA designation. In 2014, 211 added a Community Relations Officer to its roster and Allison Currie has been instrumental in spreading awareness and developing strong relationships with our many stakeholders.

The true heart and soul of 211 rests in the team members responsible for managing data and answering the phones. Two data management specialists look after ensuring that the information on services and programs is always up to date. Five information and referral specialists work on rotating shifts to answer 211 calls. These specialists bring varied educational and experiential backgrounds to 211 - from emergency dispatch to social work, to psychology, to personal care. People who use 211 report that the common thread that weaves through all staff is evident every day - a desire to help and an empathetic ear.

211 Nova Scotia believes that connecting people to the services they need contributes to building strong, engaged communities, ensuring a sustainable and empowered future for all Nova Scotians.

MISSION

211 Nova Scotia will effectively and compassionately connect people with appropriate information and services, enhance Canada's social infrastructure, and empower people to fully engage in their communities.

VISION

211 Nova Scotia will:

- Listen and support with care and empathy
- Be accessible to everyone
- Demonstrate standards of excellence
- Connect people with their community

VALUES

211 Nova Scotia will continuously strive for:

- Inclusivity and diversity – services for all while respecting unique communities
- Warmth and respect
- Partnership at local, provincial and national levels
- Engagement – enable people to be full participants in their lives & in their communities

Non-Financial Highlights of 2014

Over 69,000 Nova Scotians reached out to 211 from all areas of the Province during 2014.

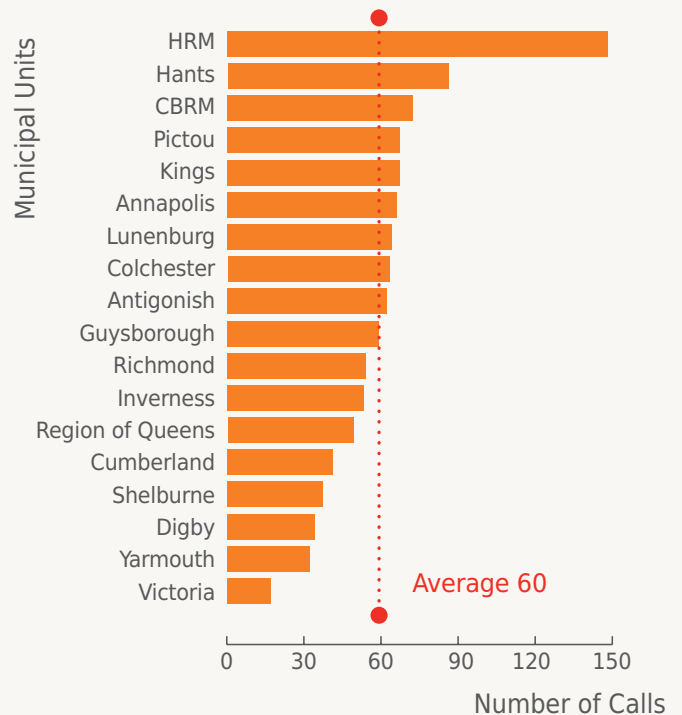
From Yarmouth to Glace Bay and from Halifax to Hantsport, people from more than 400 communities, large and small, rural and urban, reached out to 211 in 2014. In addition to 48,845 visits to our website, 211 received 20,456 calls for information and referral during 2014.

Use of the service is considered a reasonably accurate measure of awareness. This diagram shows the distribution of callers by municipal unit for 2014. On average, 211 received 60 calls for every 10,000 people and this represents an increase of 250% from 2013 where the average was only 24 calls per 10,000. About half (9 of 18) municipal units were above the average and half were below the average. In 2014, a number of local advertising and outreach initiatives were undertaken to increase awareness of 211 in areas exhibiting below average awareness. The data gathered in 2014 will be used to focus these efforts in 2015.

In 2014, 211 provided over 16,000 referrals to more than 3,300 different service providers.

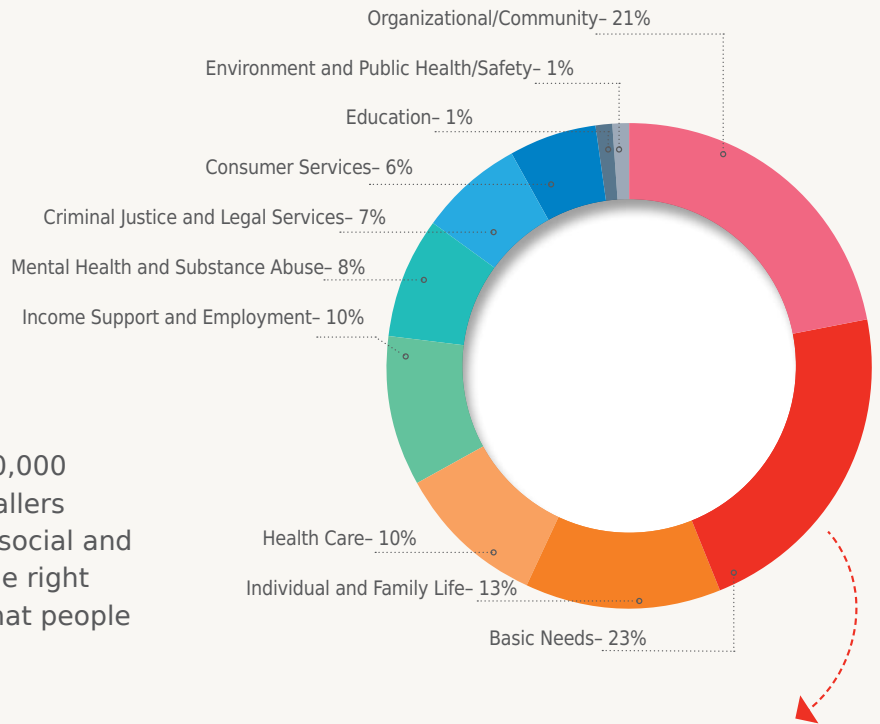
The vision for 211 Nova Scotia includes a commitment to demonstrate standards of excellence. The standards referred to are those

Calls per 10,000 - 2014

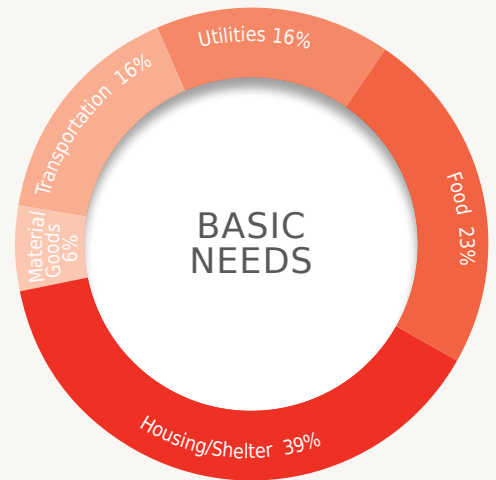


prescribed by the Alliance of Information and Referral Systems (AIRS) which is an international standards-setting body for the Information and Referral services sector (www.AIRS.org). Among the various standards that cover everything from operational processes to risk management, AIRS has established taxonomy (a classification system) for information and referral that sorts human, social and community needs into categories based on the nature of the need. The categories are intended to cover the range of human, social and community needs facing Canadians at all ages and income levels.

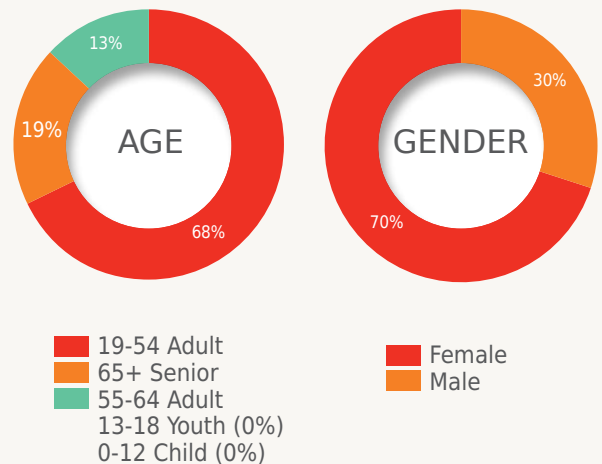
Throughout 2014, there were over 20,000 calls placed to 211 in Nova Scotia. Callers identified more than 16,000 human, social and community needs. The diagram to the right captures the wide variety of needs that people identified to 211.



Highlighting Basic Needs: Basic needs are needs without which, a person’s health or safety may be in jeopardy. They include housing, food, utilities, transportation and material goods (clothing and furniture). Helping people find and access services to meet these needs is the most important work that 211 does and it is also the most challenging. In 2014, basic needs comprised the largest category of need at 23 percent of all identified needs. A more detailed breakdown of basic needs is shown in the diagram on the right.



Caller Demographics: While 211 is a confidential service and does not collect personal information, we do document basic demographic information. In 2014, approximately 70 percent of callers to 211 were female. One in 5 callers were seniors aged 65 or older and approximately one third of all callers are 55 or older. Callers between 19 and 54 made up the other two thirds. This demographic information was essentially unchanged from the previous year.



Identified Needs

Organizational and Community Services:

This category of need involves programs at an organizational or community level that are not specific to the other need categories. In 2014, this was the second largest category of need, after basic needs, and approximately 21 percent of needs fell into this category. Referrals to meet those needs involved more than 150 different programs and services within all levels of government (federal, provincial and municipal) as well as specialized information lines in the areas of Health (811), legal services, various regulatory bodies, social clubs, associations, advocacy groups, donation programs and support services.

Individual and Family Life: A family serves as the center of care and support for many individuals. Often families need more help than is available internally and this category of need involves programs that replace, protect or supplement the care and support that is generally available through a family. For 2014, this was the third highest category of need encompassing 13 percent of all identified needs. The most frequently recurring needs in this category involved needs for in-home support including homemaker assistance and personal care, followed by family resource center support. However, the full range of requests are representative of family needs at all stages of life—encompassing pregnancy / childbirth, child care, sexual identity, marriage/relationships, parenting, senior care, terminal illness and bereavement.

INCOME SUPPORT AND EMPLOYMENT:

This category of need involves social insurance programs and services that provide financial

assistance in the form of emergency payments and grants for eligible, low income Nova Scotians. It also includes programs that assist or support people in finding employment, reducing or eliminating the need for income support. In 2014 this was the fourth highest category of need, encompassing 10 percent of all needs.

Health Care: In this category, one in five needs (20%) related to a need to locate a family physician. The second most common health need (15%) revolved around home health care needs. Beyond these frequently recurring needs, health needs varied significantly, involving everything from assistance with prescription expenses, to assistive technology and searches for long-term care facilities.

Mental Health and Substance Abuse Services: About eight percent (1,256) of the identified needs 211 received involved mental health and substance abuse services. All of 211's work takes place within a strictly-controlled, confidential and non-judgmental environment. This protection means that needs are presented, not only by persons directly impacted by these needs but also by people calling on their behalf, whether as a relative, a friend or a caregiver. Referrals in this category involved counselling services, treatment facilities, help lines and various other support services throughout the province of Nova Scotia.

Criminal Justice / Legal: Knowledge related to criminal or legal matters is outside of the realm of most families or individuals. In 2014, 211 responded to more than 1,000 identified

needs, providing information on everything from probation, parole and correctional facilities to prevention of abuse, understanding tenant/ landlord rights, assistance with divorce and legally changing one's name.

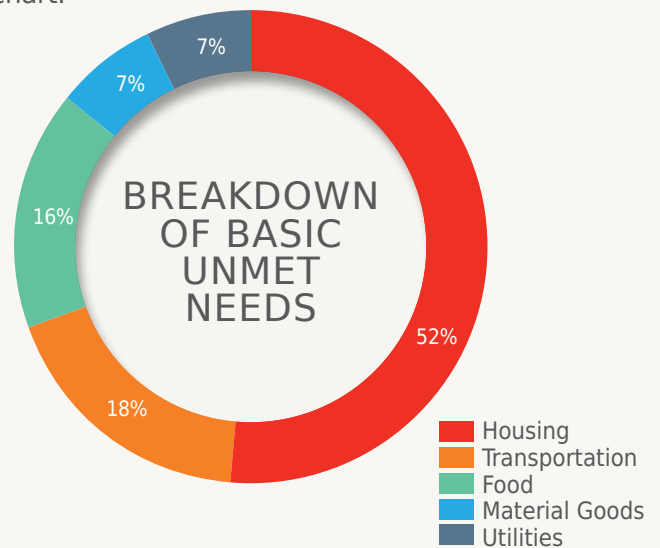
Consumer Services: Three out of the top four categories of need within consumer services involved taxes, namely property tax, income tax preparation and GST/HST credits. There were a wide variety of other consumer needs identified, from information regarding labour standards to consumer protection and debt counseling services as well as complaints related to services provided by both public and private entities.

Environmental / Public Health / Safety: Approximately one-third of the more than 150 needs identified in this category were related to information and referrals regarding environmental hazards and home-energy conservation. The remainder were for a wide variety of programs and services related to various aspects of personal and workplace safety, air and water quality and public health in general.

Education: More than half of the needs identified in the education category relate to post-secondary education program information and financial assistance with tuition. Other needs identified included specialized language instruction, services for students with disabilities and various programs targeted to adult education including adult completion of high school.

Unmet Needs: A significant value that 211 brings to the challenge of meeting social and community needs is our ability to track those needs. 211 does not collect any personal information about who is using the service so confidentiality is always assured. However, 211 does collect information at a community level about the most common needs of that community, and, importantly, what needs are presently unable to be met. Information on unmet needs identifies which programs or services would be most beneficial to its population. This information is also helpful to funders, who face difficult choices in directing funds to achieve optimum value and benefit.

For 2014, approximately 4% of all needs identified were categorized as unmet needs, for which a referral was unable to be made. Just over one third (34%) of unmet needs involved basic needs and over half of these needs were related to housing. The breakdown of basic unmet needs at a province wide level is shown in the following chart.



Our Believers

211 believes that continued success requires strong relationships not only with the people we serve but with the thousands of organizations who serve Nova Scotians. We thank all community and social service providers for their belief in the value of the 211 service and we look forward to the numbers of believers growing in the coming years.

Adult Learning Society of C.B. County
Aids Coalition of Cape Breton
Alcare Place
Alice Housing
All Kids Early Intervention Services
Along the Shore Community Health Board
Alzheimer Society of Nova Scotia
Amyotrophic Lateral Sclerosis Society of Nova Scotia
Annapolis Community Health Board-
Annapolis Valley Health
Annapolis Valley Regional Library
Arthritis Society
Association of Psychologists of Nova Scotia
Atlantic Burn Camp
Barra Food Bank Society
Bayers Westwood Family Resource Centre
Big Bras d'Or Volunteer Fire Dept.
Big Brothers and Sisters
Bloom Program of Nova Scotia
Boylston Fire Protection Commission
Boys and Girls Club of Cole Harbour
Boys and Girls Club of Dartmouth
Boys and Girls Club of East Dartmouth
Boys and Girls Club of Preston Area
Boys and Girls Club of Sackville
Boys and Girls Club of Spryfield
CAPE Society
Bryony House
Canadian Cancer Society, Sydney
Canadian Mental Health Association, Halifax/Dartmouth
Canadian Mental Health Association, Cape Breton
Canadian Mental Health Association, Colchester East Hants
Canadian Mental Health Association, NS Division
Canadian National Institute for the Blind
Canadian Paraplegic Association
Canadian Parents for French Nova Scotia Chapter
Cape Breton Autism Support Group
Cape Breton Centre for Sexual Health
Cape Breton Cerebral Palsy Association
Cape Breton Chapter Spina Bifida
Cape Breton Down Syndrome Association
Cape Breton Community Housing
Cape Breton Regional Library
Cape Breton Feline Society
Cape Breton Regional Police Service
Capital Health
Caregivers Nova Scotia
Central Community Health Board
Central Inverness Community Health Board
Central Kings Community Health Board
Chebucto Community Development Association

Chebucto Links - Chebucto West Community Health Board
Cobequid Community Health Board
Colchester / East Hants Health Authority
Colchester / East Hants Public Library
Colchester Adult Learning Association
Colchester Community Workshops Foundation
Community Health Board Truro and Area
Community Justice Society
Coverdale Courtwork Services
Cumberland Regional Library
Dalhousie Legal Aid Service
Dalhousie University
Dartmouth Family Centre
Dartmouth North Community Centre
Dartmouth Work Activity Society
Deafness Advocacy Association
Department of Family Medicine
Dalhousie University
Digby and Area Community Health Board
Doctors Nova Scotia
Downtown Dartmouth Business Commission
Downtown Halifax Business Commission
Dress for Success
East Preston Day Care
Eastern Counties Regional Library
Eastern Kings Community Health Board
Eastern Shore Family Resource Centre
Eastern Shore Musquodoboit Community Health Board
Eating Disorders Action Group
Elizabeth Fry Society
Emergency Measures Organization (EMO)
Envision Halifax
Fairview Family Resource Centre
Family Service Association
Family Services of Support
Federation of Community Organizations
First United Church - Sydney
Glace Bay Food Bank
Grand Lake Road Fire Department
Guysborough Community Health Board
Halifax Peninsula Community Health Board
Halifax Refugee Clinic Association
Halifax Regional Police
Halifax Sexual Health Centre
Health Promotion Clearinghouse Heartwood
Helping Hands South of Smokey
Home of the Guardian Angel
Howard House of Cape Breton
Independent Living Resource Centre
East Novability Society for Persons with Disabilities
Immigrant Settlement & Integration Services

Inverness/Richmond Early Childhood Development
 Island Community Justice Society
 Isle Madame Veterans Comfort Fund
 IWK
 Kingston/Greenwood Community Health Board
 Laing House
 Lakecity Employment Services
 Learning Disabilities Association of Nova Scotia
 Leave Out Violence (L.O.V.E)
 Legal Information Society of Nova Scotia
 Lesbian Gay Bi-Sexual Youth Project
 Literacy Nova Scotia
 Lunenburg Community Health Board
 Lunenburg County Adult Learning Network
 Lung Association
 Maggie's Place Family Resource Centre
 Maple Hill Manor Society
 Marguerite Centre
 Membertou First Nation
 Metro Community Housing
 Metro Non-Profit Housing Association
 Metro Turning Point
 Mothers Against Drunk Driving - Cape Breton
 Mount Saint Vincent University
 Multicultural Association of Nova Scotia
 Multiple Sclerosis
 Cape Breton Chapter
 Multiple Sclerosis Society
 Musquodoboit Valley Family Resource Centre
 North End Community Health Centre
 Northside Association for Community Living
 Nova Scotia Advisory Council on the Status of Women
 Nova Scotia Autism Society
 Nova Scotia Community College
 Nova Scotia Gaming Foundation
 Nova Scotia League for Equal Opportunities
 Nova Scotia Provincial Library
 Nova Scotia Sea School
 Old Sydney Society
 Open Doors Career Resource Centre
 Parker Street Food and Furniture Bank
 Parent 'n Tot- Partnership for Access Awareness (PAANS)
 "Partnership for Family Respite, Health and Well-Being"
 Pathways Community Association
 Pathways to Freedom Ministry
 Peaceful Schools International
 Phoenix Youth Programs
 Pictou Regional Development Commission
 Port Hawkesbury Food Bank Society
 Port Hawkesbury Regional Occupational Centre
 Potokek First Nation
 Progress Centre for Early Intervention
 Pugwash & Area Community Health Board
 Recreation Nova Scotia
 Réseau Santé - Nouvelle-Écosse
 Richmond Community Health Board
 Richmond County Literacy Society
 Roots of Empathy
 Royal Canadian Mounted Police (RCMP)
 Sackville/Bedford Early Intervention Society
 Saint George's Friends of Clemente
 Saint George's Youthnet
 Saint Mary's University
 Salvation Army - Glace Bay
 Salvation Army - New Waterford
 Salvation Army - Sydney
 Schizophrenia Society of Nova Scotia
 ScotiaCare Homecare & Caregivers
 Second Story Women's Centre
 Self-Help Connection
 Small World Learning Centre
 SOAR - Society for the Treatment of Autism
 Society of Deaf and Hard of Hearing Nova Scotians
 South Colchester Community Health Board
 South Shore Health
 South Shore Regional Library
 Southeastern Community Health Board
 Southampton, Parrsboro, Advocate & Region (SPAR)
 Community Health Board
 SPCA - Sydney
 Spencer House Seniors' Centre
 Spring Garden Area Business Association
 St. Mary's Church - East Bay, NS
 St. Paul's Family Resource Institute
 St. Vincent de Paul Society - Sydney
 Stepping Stone
 Straight Richmond Community Health Board
 Strait Richmond Health Care Foundation
 Strait Richmond Palliative Care
 Supportive Housing for Young Mothers
 Sydney Y's Men's Club
 Talbot House
 Tatamagouche Centre
 The Ark/Lunenburg County Association for the
 Specially Challenged
 The John Howard Society of Nova Scotia
 Touch on Wood
 Town Day Care - Glace Bay
 Transition House Association of Nova Scotia
 Truro Boys and Girls Club
 United Way of Cape Breton
 United Way of Colchester County
 United Way of Cumberland County
 United Way of Halifax Region
 United Way of Lunenburg County
 United Way of Pictou County
 Urban Farm Museum
 Valley Restorative Justice
 Veith House
 Veith Street Gallery
 Victorian Order of Nurses of Colchester East Hants Branch
 Victorian Order of Nurses of Greater Halifax
 Volunteer Resource Centre
 Ward 5 Neighborhood Centre
 Wee Care Development Centre
 Western Counties Regional Library
 Western Kings Community Health Board
 Whitney Pier First United Church
 Whitney Pier Youth Club
 YMCA of Greater Halifax/Dartmouth
 YWCA

Please contact us at info@ns.211.ca

if you would like to become a 211 believer.

Governance

The governance of 211 is the responsibility of our board of directors. They are a group of committed volunteers, many with broad experience and well deserved recognition for their achievements and contributions in communities across Nova Scotia. There are two standing committees supporting the board's efforts - A Governance Committee and a Finance and Audit Committee. In 2014, the board met on six occasions.



TERRANCE NORMAN
Chair, 211 Board of Directors
Partner, Novus Consulting Group Ltd.



CATHERINE J. WOODMAN
Vice Chair, 211 Board of Directors
President and CEO
United Way Halifax



BRENNAN STEWART, CA
Secretary/Treasurer 211 - Associate,
Transaction Advisory Services at Ernst
& Young Orenda Corporate Finance



MIKE MYETTE
Executive Director
211 NS



ANNE BLANDFORD
Northern Regional Child Welfare
Placement Specialist, Department
of Community Services



DIANA BROTHERS
Warden
Municipality of the County of Kings



CHIEF JOHN COLLYER
Chief, Bridgewater Police Service



BRENT CROWHURST
Bureau Director, CISNS



RAMSAY DUFF
Chief Executive Officer
MacLeod Group



CHRIS KEEVIL
President and CEO, Colour



JANET KNOX
CEO Designate
Nova Scotia Health Authority



KEVIN MALLOY
CEO, Housing Nova Scotia



VERONICA MARSMAN
Executive Director
AKOMA Family Centre



JOANNE MUNRO,
Chief Executive Officer
Service Nova Scotia



SHARON RUDDERHAM
Health Director
Eskasoni Health Centre



GERALD WESEEN
Vice President, US Government
Affairs at Clean Power Northeast
Development (Emera Inc.)

Treasurer's Report

As the Treasurer of the 211 Nova Scotia Board of Directors, I recognize the importance of financial transparency to our partners, funders and other stakeholders. I am pleased to publically report our financial results for 2014, our first full year of operation which have been reported quarterly to my fellow board members. I am also pleased to report that our expenditures for the 2014 year were substantially in line with budget, impacted only by the timing of certain expenditures between 2014 and 2015. This fiscal discipline is a testament to our system of internal control overseen by our Executive Director.

We currently receive 95 percent of our funding in the form of a grant from the Provincial Government of Nova Scotia and 5 percent from the United Way. In 2014, we were also the beneficiary of a generous donation from the regional office of Anixter International, a telecommunications equipment provider, which hosted a charity golf tournament with proceeds donated to 211.

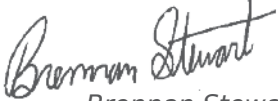
211 Nova Scotia launched on February 11, 2013 and it is important to note that, carrying on from 2012 when most of our infrastructure was acquired and staff members were trained, 2013 was also a "build year". The 2014 year was our first full year of operation, and since much of the work associated with startup has now been completed, certain of our costs for 2014 are lower than in the previous year, notably professional services. Spreading awareness continues to be a top priority and in 2014 this priority was reflected in the Board's decision to hire a Community Relations Officer, tasked with responsibility for managing a number of communication and outreach initiatives. This new hire is largely attributable to the increase in salaries and benefits over the previous year. We are pleased to report that within 2014 and into 2015 our investment in communications and outreach has and will continue to reap substantial dividends in the form of new partnerships from which we anticipate we will continue to leverage much greater awareness in 2015 while limiting advertising expenses to a marginal increase over the 2014 year.

In both 2013 and 2014 the Association started and ended with a surplus, even though annual expenditures exceeded annual revenues in both years. The surplus is due to the fact that the Association first received funding in 2012 prior to the launch in February 2013 which facilitated the required investment in infrastructure and training of staff related to start up. The Association is anticipating 2015 expenditures will again exceed revenue but we expect to end the year in a net surplus position; however, with the "build" now substantially complete, any surplus funds going forward will be directed to building an operating reserve of up to 5% of the annual operating budget. This reserve will be used as a risk management tool in order to manage in-year cash flow requirements against the timing of receipt of annual funding and unexpected expenditures that may be required.

Moving forward, we will strive to continue to bring true value to all Nova Scotians. We will continue to be fiscally responsible and achieve the financial objectives set through the Board of Directors and the Association's sustainability strategy. We will continue to identify and create relationships with potential funders and partners and we will continue to promote the 211 service throughout the province ensuring that all Nova Scotians are able to find the right community and social services they need.

The financial statements which follow this report have been audited by Grant Thornton LLP and were reviewed and approved by the Board of Directors on March 27, 2015.

Halifax, Canada
April 8, 2015



Brennan Stewart

Independent auditor's report

To the Board of Directors of
211 Information and Referral Services Association

We have audited the accompanying financial statements of the 211 Information and Referral Services Association, which comprise the statement of financial position as at December 31, 2014, and the statements of operations and surplus and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these 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.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial statements 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 Association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the 211 Information and Referral Services Association as at December 31, 2014, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Halifax, Canada
March 27, 2015


Chartered Accountants

211 Information and Referral Services Association

Statements of operations and surplus

Year ended December 31	2014	2013
REVENUE		
Government funding	\$ 853,000	\$ 815,000
Private funding	60,319	58,584
Interest	5,336	4,835
	918,655	878,419
OPERATING EXPENSES		
Depreciation	39,423	59,039
Insurance premiums	3,263	3,263
Interest and bank charges	2,843	4,808
Advertising	41,020	145,420
Office expenses	31,439	28,743
Professional services	141,654	219,678
Office Rent	12,094	12,094
Salaries and benefits	714,440	637,795
Staff training	11,265	7,019
Telecommunications	20,504	26,827
Travel	17,394	15,370
Repair and Maintenance	1,054	-
	1,036,393	1,160,056
(Deficit) excess of revenues over expenses	\$ (117,738)	\$ (281,637)
Surplus, beginning of year	\$ 339,276	\$ 620,913
(Deficit) excess of revenues over expenses	(117,738)	(281,637)
Surplus, end of year	\$ 221,538	\$ 339,276

211 Information and Referral Services Association Statement of financial position

December 31	2014	2013
ASSETS		
Current		
Cash and cash equivalents	\$ 148,723	\$ 212,380
Accounts receivable	10,080	7,042
HST receivable	17,184	59,588
Prepays	4,569	7,897
	180,556	286,907
Capital assets (Note 3)	96,472	127,790
	\$ 277,028	\$ 414,697

LIABILITIES		
Current		
Payables and accruals	\$ 54,060	\$ 73,991
Payable to United Way	1,430	1,430
	55,490	75,421
Surplus	221,538	339,276
	\$ 277,028	\$ 414,697

Commitments (Note 4)

On behalf of the Board



Director



Director

211 Information and Referral Services Association

Statement of cash flows

Year ended December 31	2014	2013
Increase (decrease) in cash and cash equivalents		
OPERATING		
(Deficit) excess of revenues over expenses	\$ (117,738)	\$ (281,637)
Depreciation	39,423	59,039
	(78,315)	(222,598)
Change in non-cash operating working capital		
Accounts receivable	(3,038)	(7,042)
HST receivable	42,404	(28,285)
Prepays	3,328	6,480
Payables and accruals	(19,931)	34,468
Payable to United Way	-	1,430
	(55,552)	(215,547)
INVESTING		
Purchase of capital assets	(8,105)	(13,438)
Net decrease in cash and cash equivalents	(63,657)	(228,985)
Cash and cash equivalents		
Beginning of year	212,380	441,365
End of year	\$ 148,723	\$ 212,380
Cash and cash equivalents is comprised of		
Cash	\$ 24,942	\$ 58,403
Short-term investments	123,781	153,977
	\$ 148,723	\$ 212,380

THANK YOU!!

211 Nova Scotia gratefully acknowledges its partners and supporters for helping to make our information and referral service a reality.

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211 Information and Referral Services Nova Scotia is a not-for-profit society that provides navigational assistance for social and community services within the Province of Nova Scotia. 211 has information on over 4,000 services provided by non-profits, community groups and government departments. Information is available 24 hours a day, seven days a week, 365 days a year, with communication in over 100 languages, simply by dialing 211 to reach trained navigators, or by visiting the 211 website at www.ns.211.ca