



Making **SAFETY** a way of life
for **EVERY** Nova Scotian.

2025

ANNUAL REPORT

Safety Services Nova Scotia is a Non-Profit Registered Charity
11906 3550 RR 0001

STRATEGIC STATEMENT

OUR VISION

To make safety a way of life for every Nova Scotian.

OUR MISSION

A trusted non-profit leader dedicated to enhancing safety through high-quality education, exceptional service, strong partnerships, and community engagement.

VALUES

Client Focused

- We are committed to meeting the needs and expectations of our clients.

Invested in Community

- As a charitable organization we invest in community programs supporting a safer & healthier Nova Scotia.

Solution Based

- We take the initiative to understand and design services that meet our clients' needs.

Innovative

- We are proactive in uncovering new ways to advance our services.

Quality Services

- We recruit and retain passionate and highly skilled professionals to provide quality services.

Collaborative

- We work as a team with our partners to provide the best services possible.

MESSAGE FROM THE CHAIR

Brad Doell



As Chair of our province's leading non-profit safety service provider for road safety, occupational safety, and community safety, I am pleased to reflect on a truly remarkable year.

Over the past twelve months, our organization has not only advanced in its vision to "make safety a way of life for every Nova Scotian" but also made a meaningful difference in the lives of those we serve. By focusing on our mission of enhancing safety through high-quality education, exceptional service, strong partnerships, and community engagement, we have successfully launched new programs and fostered partnerships that extend across a wide range of sectors. These efforts have enabled us to support communities, empower individuals, and drive positive change through innovative solutions and collective action.

Our commitment to social enterprise principles—balancing financial sustainability with community benefit—has strengthened our foundation and allowed us to amplify our impact throughout the year.

Thanks to the unwavering commitment and foresight of our President & CEO Craig, our dedicated leadership team, together with the extraordinary devotion of our staff and volunteer Board of Directors, we have achieved significant milestones and made a lasting impact on *and in* our community. Through challenges and opportunities alike, our collective passion and expertise has driven us forward, allowing us to expand our reach and broaden our vision.

This year, we launched and supported innovative programs which in turn strengthened our partnerships across diverse sectors. We witnessed inspiring stories of change, as communities, organizations and individuals have benefited from our initiatives.

This year also saw outstanding record top-line growth and solid bottom-line returns, reflecting our organization's sound strategies and operational excellence. These financial achievements not only reinforce our stability and sustainability but also empower us to further invest in our future. Our financial stewardship has enabled us to reinvest resources into the community, ensuring the permanency of our work and amplifying our social impact.

Our commitment to inclusivity and collaboration has fostered an environment where new ideas flourish and diverse voices are valued. By embracing technology and continuous learning, we have enhanced our services and adapted to changing circumstances, always with the well-being of those we serve at the heart of every decision.

Central to our achievements this year has been our steadfast commitment to a people-first approach. By prioritizing the well-being, growth, and empowerment of our team, we have cultivated a supportive and inclusive culture that encourages innovation and collaboration. This focus on people not only strengthens our internal community but also magnifies our capacity to serve others effectively.

I want to extend my heartfelt gratitude to everyone involved; your hard work and resilience have been the foundation of our success. As we look ahead, I am confident that our strong leadership and excellent team spirit will continue to inspire progress and innovation for the benefit of those we serve. Thank you for being an integral part of this journey, and I look forward to what we will accomplish together in the coming year.

MESSAGE FROM THE PRESIDENT & CEO

Craig Whitehead

Recognizing the true foundation of any organization is its people, the statement from one employee, "I am looking to develop my skills to better support my team," truly outlines the reason why Safety Services Nova Scotia is what it is today: a committed and engaged Board of Directors, a Leadership Team that demonstrates excellence, and a team any organization would be proud of.

In recognizing the dedication and hard work that is the foundation of our organization, we have witnessed another year of service excellence.

Community

Across the company we are accelerating our commitment to innovation & community engagement.

In 2025, we saw a 24% expansion in community support initiatives, to increase awareness and support of likeminded organizations. Across the company we are driving our commitment to innovation & community engagement.

Staff have grown a focus on building authentic, long-lasting partnerships that redefine our commitment to our community.

A new annual "Road to Impact" was launched as a charitable giving initiative designed to support 10 Nova Scotia-based non-profits, charities, and community organizations.

Once again, we donated 3 used motorcycles to NSCC Lunenburg Campus for their Motorcycle Repair & Maintenance Program, further increasing province-wide community impact.

New Programs/Contracts

The expansion of our services reinforced our commitment to diversity across the province. Our *Defensive Driving Program* was translated into Punjabi, with plans to further expand course delivery in multiple languages.

We also strengthened our existing partnership with Public Works to support a long-term commitment to *Driver Testing*. This multi-year agreement reflects a strong belief in our reliability, competence, and integrity, serving as a formal expression of trust that goes beyond informal promises.

To enhance service delivery and safety in *Driver Education*, a new training vehicle was added to our fleet.

Our investment in the *Motorcycle Program* demonstrates our ongoing commitment to road safety. In partnership with BRP, we developed a new *Spyder Program* to deliver three-wheeler motorcycle training in Nova Scotia.

As part of our ongoing motorcycle replacement plan, 15 new Yamaha motorcycles were added to the fleet in 2025, bringing the total to 55 new motorcycles over three years, highlighting our long-term dedication to motorcycle training and safety.

Financial/Strategic Vision

In 2025 we experienced another record year of financial growth, bringing additional opportunities in supporting a new future vision.

We successfully delivered training to over 18,000 students in all areas of Occupational & Community Training. This reinforces the trust and reliance that Nova Scotians put in Safety Services Nova Scotia.

In March, over 520 attendees experienced a sold-out Nova Scotia Workplace Health & Safety Conference at The Westin Hotel Halifax. A conference that is clearly at the top-of-mind for safety professionals in Atlantic Canada.



MESSAGE FROM THE PRESIDENT & CEO

Supporting immigration continues to be front and centre, with ongoing relations with ISANS, as well as continuing to work with IT providers on technological advances, to translate existing programs into multiple languages.

To support our long-term vision, Safety Services Nova Scotia in partnership with Global Philanthropic completed a viability study to support a new pathway forward for the organization.

A new strategic vision & mission was established, and in doing so, created a clear strategic pathway defined to *"make safety a way of life for every Nova Scotian"*, clearly embedding safety as part of our DNA.

Pillars of Financial, Community, People, and Operational Excellence, will establish unprecedented foundational strength, ensuring that Safety Services Nova Scotia remains the leading non-profit training provider for generations to come.

People

Our marketing strategy established a true identity in 2025. The recruitment of a new Marketing & Communications Manager outlines a vital step in supporting organizational growth and community awareness campaigns.

The recently established Business Operations Team was introduced to support the Leadership Team & staff. This team will play a vital role in further expanding the programs we offer, as well as increasing our community engagement initiatives and partnership opportunities.

Staff succession planning and recruitment remains an integral part of the success of Safety Services. Strategic planning plays a vital role in our recruitment tactics, which allows for new employees to be appropriately targeted, with a view to supporting a long-term vision. The enriched knowledge and expertise of our staff continues to play a structured role in this process.

Thank You

In recognition of the extremely dedicated team at Safety Services Nova Scotia, we must never forget the hard work and commitment everyone makes in supporting a safer Nova Scotia.

To our Board of Directors, I would like to once again emphasize the dedication and commitment you always provide our Leadership Team. The passion and commitment consistently demonstrated by all staff and board members is testament to why Safety Services Nova Scotia remains the leading non-profit safety training provider within our province today.

Thank you to our loyal membership, who continue to remain an integral part of our organization in supporting safety. Your membership continues to support new programming and community initiatives.

Reflecting on how I would sum up 2025, Safety Services Nova Scotia has not only worked extremely hard to support an expansion of community initiatives, but has also spearheaded investments in strategic planning and business sustainability. This includes reinvesting in programs that help build safer roads and workplaces, while continuing to advocate for community awareness campaigns.

We have proudly evolved as not just being a training provider, but a cornerstone of provincial well-being, always focused on the goal of bringing every Nova Scotian home safe at the end of the day.

As Nova Scotia continues to diversify, Safety Services Nova Scotia remains a trusted partner in workplace and community safety. Building on four years of strategic growth, we are stronger than ever and well positioned to *"make safety a way of life for every Nova Scotian"*.



SUMMARIZED FINANCIAL POSITION

STATEMENT OF FINANCIAL POSITION

	2025	2024
Current	451,863	737,151
Capital	395,611	308,356
Fund	1,313,076	516,012
	\$ 2,160,550	\$ 1,561,519

LIABILITIES

Current	281,801	270,051
Long Term	31,532	28,931
	\$ 313,333	\$ 298,982

NET ASSETS

Unrestricted Fund	534,141	746,525
Contingency Fund	202,604	516,012
Centre of Excellence Fund	1,110,472	-
	\$ 1,847,217	\$ 1,262,537

FINANCIAL STATEMENT

REVENUE

Workplace Safety	558,823	564,066
Road Safety	1,114,463	1,090,082
Motorcycle Safety	1,043,258	1,131,983
Membership, Conference & Community	477,049	449,757
Firearms Safety	751,939	627,030
Other Revenue/Subsidies	162,831	161,097
	\$ 4,108,363	\$ 4,024,015

EXPENSES

Cost of Services	2,457,567	2,260,235
Business/Admin	762,970	770,961
Personnel	303,146	420,035
	\$ 3,523,683	\$ 3,451,231

Net Revenue from Operations	\$ 584,680	\$ 572,784
Other income	-	400

NET REVENUE	\$ 584,680	\$ 573,184
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2025 BOARD OF DIRECTORS



From left to right:

Brad Doell (Chair), Retired, **Carol Logan** (Vice Chair), InnVest Hotels, **David Carmichael**, Michelin North America, **Deanna Harnish**, Workers Compensation Board of Nova Scotia, **Jason Slaunwhite**, Halifax Regional Municipality, **Megan Delaney**, Fraser & Hoyt Incentives, **Matthew Duffy**, Mersey Seafoods, **Andrew Pattison**, Workers Compensation Board of Nova Scotia, **Richard Carter**, Domtar, **Stephen Beaton**, Dalhousie University

2025 STAFF MEMBERS



From left to right:

Craig Whitehead, President & CEO, **Joe Treen**, Director of OHS Programs, **Ed Snow**, Motorcycle Training Manager, **Stephen Williams**, Program Manager, **Dakota Francis**, Business Operations Manager, **Leah Veinot**, Manager of Marketing & Communications, **Jessica Dawson**, OHS Consultant, **Tony Fountain**, Motorcycle Mechanic & Chief Instructor, **Kerry Selig**, Driving Instructor, **Catherine Williams**, Client Services, **Sarah Tracy**, Marketing Coordinator & Client Services, **Michelle Ball**, Client Services, **Janet Hanley**, Client Services, **Jay Frank**, Driving Instructor, & **John Liddard**, IT Department (not pictured).

PROGRAM **STATS**



Motorcycle Training
1,510 Students

Road Safety
6,985 Students



Workplace Safety
1,785 Students



Firearms Safety
7,789 Students



COMMUNITY EVENTS & TRAINING



Pride Parade



Motorcycle Training



Holiday Parade of Lights



School Bus Safety Week



Annual Workplace Health & Safety Conference



Motorcycle Show & Shine



Healthy Tomorrow Foundation



Spyder Training Course

COMMUNITY EVENTS & TRAINING



Q104 Annual Toy Drive



Forklift Training



Community BBQ



Splashes of Safety Event



Safety Services Canada Annual General Meeting



Junior Achievement NS



Holiday Party



Team Building Event

MEMBERSHIP



Membership Benefits:

- Discounts up to 25% on services
- One free 30-minute consultation
- Exclusive networking opportunities
- Right to vote at Annual General Meeting
- Membership certificate and materials

Membership Rates:

1 employee: \$110
2-4 employees: \$220
5-19 employees: \$440
20-99 employees: \$605
100+ employees: \$715

SOCIAL MEDIA STATISTICS

Facebook interactions: 6,740 (132% increase)

Facebook visits: 1.8M (6.2k% increase)

Facebook new follows: 341 (2.2%)

Instagram interactions: 1.7k (10% increase)

Instagram visits: 6.8K (110% increase)

Instagram new follows: 105 (5% increase)



LOOKING AHEAD

Reflecting on a year defined by change and economic uncertainty, Safety Services Nova Scotia remains more committed than ever to our presence in the community. At our core, we exist to improve the lives of Nova Scotians, ensuring that safety is not just a priority, but a way of life.

Thank you all for supporting a safer 2025.

Craig Whitehead, President & CEO

**SAFETY
SERVICES**
NOVA SCOTIA

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