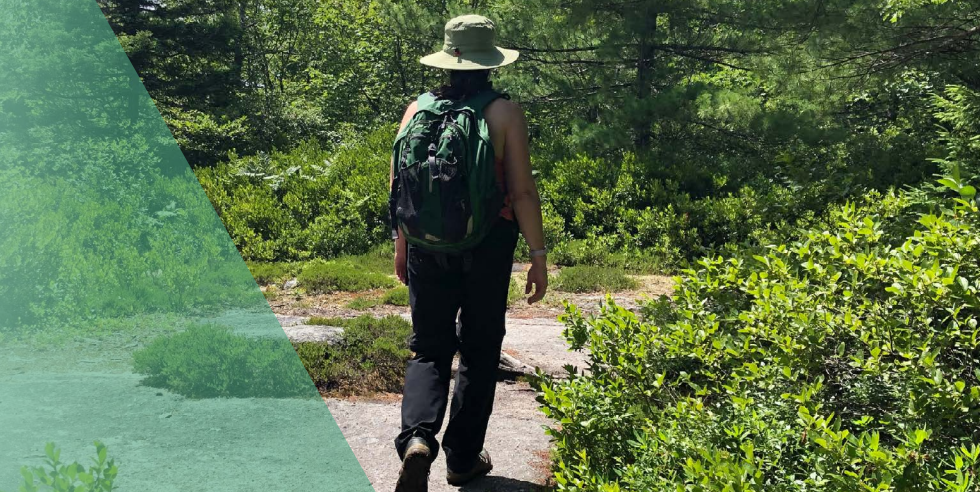


HIKE NOVA SCOTIA

Unleashing the beauty of Nova Scotia's trails



The Organization

Hike NS encourages and promotes hiking, walking and snowshoeing throughout Nova Scotia. It formed in 2007 as a registered not-for-profit society. It is governed by a board of directors with strong regional and special interest representation.



The Need

Increasing revenue and reducing dependence on any one source was necessary to help weather any unforeseen changes or challenges, as well as to ensure organizational sustainability and achieving mission.



The Solution

This organization created a diverse mix of funding sources, including provincial government funding, grants, membership sales, merchandise sales, registration fees for events, sponsorships from businesses, fundraising events such as online and silent auctions, and selling ads on their E-News and website.



In Their Own Words

“We went through an intentional process to work with a social finance consulting group, and they walked us through the process and kind of helped open our minds to the options that are out there and then helped us come up with a bit of a plan.”

Key lesson(s) or best practice(s) shared

By thinking like entrepreneurs and exploring different revenue-generating opportunities, SPOs can continue to do good work while reducing their dependence on a single source of funding. A consultant can provide guidance, expertise, and a fresh perspective in this regard.

AT A GLANCE

Type of organization

Nonprofit organization

Social finance approach

Enterprising activity

Sustainable development goal(s)



Investment readiness stage

Social financial awareness



Business model/
plan development

Organizational ability



Impact
measurement
and reporting

Network
development

