

**nabs
bec**

2024
IMPACT REPORT

OUR MISSION

NABS-BEC mission is to support members of the Canadian Advertising and Media industry with dedicated services including Short-Term Financial Aid, Career Coaching and Wellness Resources. We exist because the industry cares that no one in our community is ever left behind.



NOTE FROM NABS

Dear NABS-BEC Supporters,

As we reflect back on 2024, the overarching theme that emerges is evolution. After celebrating 40 years of the charity in 2023, much of this past year was spent developing a new model for NABS-BEC, with programming that reflects the needs of our industry community now and into the future.

It is with great pride and gratitude that we present the 2024 Impact Report. This report highlights the meaningful strides we've made in our mission to support the Canadian Advertising and Media Industry. In the largest programming evolution for NABS-BEC in the past decade, we cancelled all third-party, for-profit service contracts in 2024, in favor of a fully in-house approach to support.

This direct interaction between community members and the NABS-BEC team, allowed us to connect more deeply to those seeking support, gain valuable insights on the need within the industry, and to better tailor our programming as a result.

In a year filled with immense challenge and change, our commitment to putting people first has led to significant impact in the lives of our colleagues. Together, with the unwavering support of partners like our Media Sale donors/buyers, Agency and Association partners, and individuals who wanted to make a difference, NABS-BEC is proud to continue to serve the Canadian Ad community.

We are excited to share the story of NABS-BEC 2024 with you. Your support has been instrumental in this journey, and we look forward to continuing this important work together in 2025 and beyond.

All the best,



Rosetta Heckhausen
Managing Director

THE STAFF



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Managing Director



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Programs & Services



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PROGRAM OVERVIEW

In 2024, NABS moved to an in-house approach to support. This change helped to determine our programming offering as we were able to engage directly with our community. Driven by wide spread industry layoffs, demand for support in our three key pillars was the highest it's been in the last decade.

Our three pillars of support are:

CAREER COACHING

We provide support for career development, through one-to-one career coaching for various issues including new job search advice and portfolio reviews. Our national roster of career coaches and recruiters provide industry specific advice and guidance for job seekers.

New for 2024:

Collaborated with GroundFloor Mentorship Platform to provide support.

SHORT TERM FINANCIAL AID

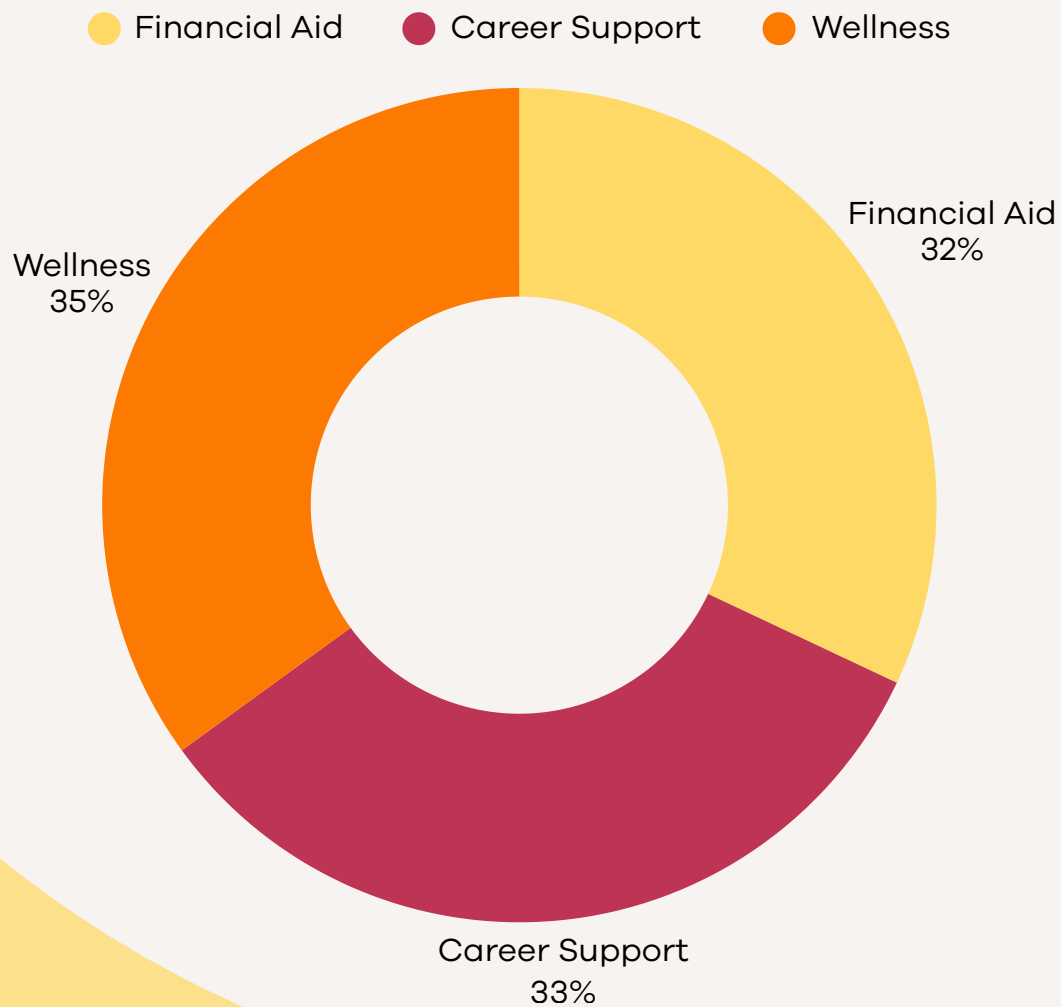
This vital program, core to NABS offering, provides those experiencing financial or other hardship, aid for a set period of time, to bridge them from a difficult spot to a better one. Other services include financial planning and debt counselling. Demand has grown significantly in the later part of 2024.

WELLNESS

Our wellness bundles provide counselling recommendations for a variety of topics; work-related stress, anxiety, relationship and addiction issues and more, utilizing local and national non-profit organizations.

Mental Health First Aid Certification – 150+ individuals certified in 2024

PROGRAM OVERVIEW



“Thank you so much for your generosity during this challenging time. Losing my job has been difficult, and finding a new one even more challenging, but NABS has given me some relief while I work toward a fresh start in the new year. I’m deeply grateful and promise to pay this kindness forward when I’m back on my feet”

NABS Client

**“Thank you so much!!!!
You and NABS are saving our
lives right now and we are
forever grateful.”**

NABS Client

2024 SAMPLE CASE STUDIES

She/Her

Client lost her job and was having a challenging time finding new work. As the sole provider of her household, she was also responsible for caring for her mother, who had recently arrived in Canada due to critical circumstances. Facing financial strain, the client reached out to NABS for career support and short-term financial aid to cover essential living expenses.

NABS Support:

NABS provided career coaching sessions to enhance interview skills and help effectively showcase their qualifications. Additionally, client received three months of financial assistance to help with shelter, food, and other essential needs.

He/Him

A freelancer faced financial strain after being laid off due to the pandemic, a decrease in contracts, and delays in payments caused by a lack of cash flow from clients. As a result, the client had depleted all financial resources and was forced to rely on credit for basic living expenses.

NABS Support:

NABS provided short-term financial assistance to help cover the client's basic living expenses while he worked on securing new contracts, clients, and expanding his job search. Additionally, the client received career support through one-on-one coaching sessions.

He/ Him

An industry professional unfortunately faced two layoffs in the same year. The family was dealing with dire financial needs and risked losing their home.

NABS Support:

NABS provided short-term financial aid to alleviate the family's living expenses, granting them time to secure a job with career coaching assistance.

FUNDRAISING

Fundraising is a crucial part of any charity's success. With your continued support through donations, the Media Sale and events, we are able to continue to support our industry community. There were a number of ways that NABS was supported through fundraising in 2024:

CHAMPIONS PROGRAM

The Champions are a group of dynamic industry professionals, many of whom are newer to the industry, who have committed to fundraising on behalf of NABS-BEC. Our hard-working Champs raised over \$30K in 2024. Job well done!

EVENTS

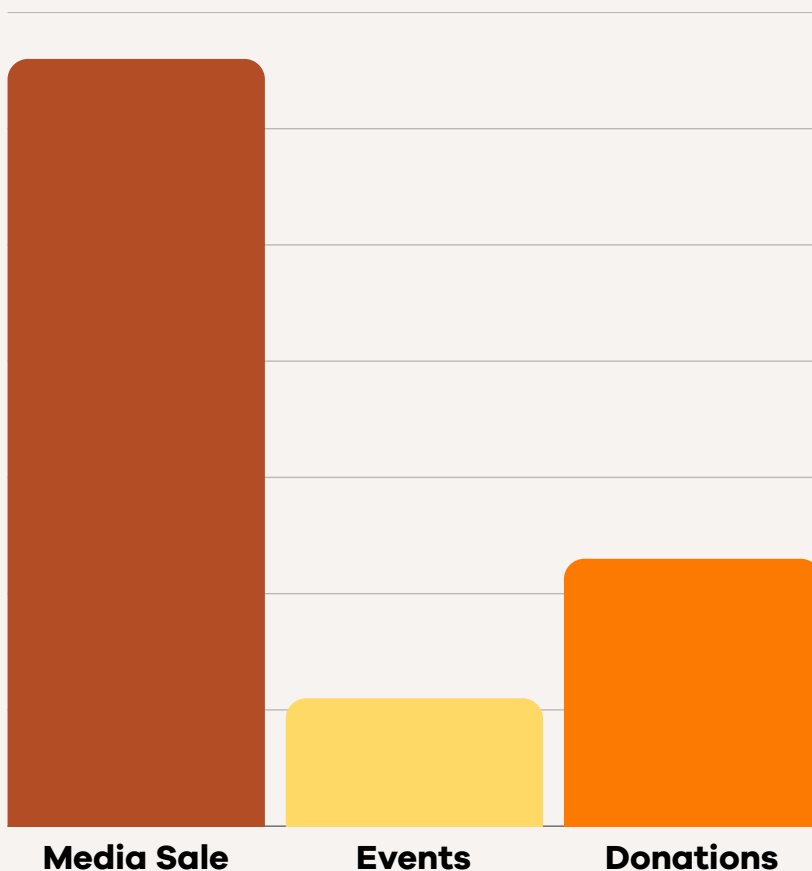
Thanks to the **Ad Club of Toronto**, **ABCOM Vancouver**, **A2C Montreal**, **Ad Club of Edmonton**, **Calgary Marketing Association** and **Digital Day Camp** who held various events with a portion of proceeds generously donated to NABS! Also, NABS produced several of their own events including West Region's Cannes Lions Screenings and Quebec's VolleyBec/DebbyBec event which was postponed by a hurricane but made a triumphant return in an indoor version in October.

AND NEW IN 2024: MERCHANDISE

A line of branded wearables launched in Fall 2024 with the proceeds going directly back into NABS programs and services.

"Finding new fundraising opportunities is always a priority for NABS, particularly as we've seen a marked increase in demand for short-term financial aid over the past year."

FUNDRAISING



"Wow, the support I received from NABS was so generous! Not at all what I expected and I am truly grateful for the assistance."

- NABS client

Media Sale - \$1.148MM
Events - \$171K
Donations - \$410K

"I had a consultation with a Career Coach last week, and today I had a consultation with a mentor through "Groundfloor." Both of these opportunities to have a mentoring session were thoroughly helpful and inspiring for me, thanks to NABS."

-NABS client

DONORS

For the past 25+ years our FONs (Friends of NABS) has been a major fundraiser. We are grateful to the many corporate donors who support critically important programs.

2024 FONS Donor List

\$20K +



\$10K - \$19,999:

M&H

Salt Experiential

PHD

McCann

Leo Burnett

DONORS

\$5K - \$9,999:

Adviso
OMD Canada
Zulu Alpha Kilo
Corus Entertainment

< \$999

Toast Studio
Hifens
Tam-Tam\TBWA
Rinaldi Communications
oui L'agence
Norbert Hill
Leadbox
DAC Group
Cossette
Bloggity

\$1000 - \$4999:

ATB Financial
TCAAN
FUSE Create
Cairns O'Neil
BBDO
Apex PR
Stephen Sienko
Involved Media
Central Station
Active International
Wittycloud
Rethink (Quebec)
Peloton Media
Edelman
Cartier
Kabane
Les Evades Inc.

MEDIA SALE

The Media Sale raises over \$1MM per year for NABS-BEC and is our single biggest fundraising initiative. A huge thank you to our media donors for being an integral part of its' success!!



ALLVISION

astral

BellMedia



brandedcities



CENTRAL ONTARIO
BROADCASTING



The
ChronicleHerald

corus.



GLACIER
MEDIA GROUP



GLOBE MEDIA GROUP

indieNET



OUTFRONT/

INDIE88FM

LA
PRESSE



POSTMEDIA

QUÉBECOR
Média

Reader's
Digest MEDIA

REC
media

Pelmorex
Corp



ROGERS Sports & Media



STINGRAY

TORONTO STAR

theScore

VENDO
media



yesTV

ZOOMERMEDIA
READ • WATCH • LISTEN • LOG ON

MEDIA SALE

Thank you to our 2024 media buyers:

Active International
Apex Exchange
Association Nationale Des Editeurs de Livres
BDO Canada
Cairns Oneil
Carat Canada
Cloudraker
Cossette
Credit Canada
CSMO-EASC
Environmental Defence
EXPIRED
First Impressions Media
Genacol
Havas Media
Horizon Media
Initiative Media Canada Inc.
Innocean
Jungle Media
Kinetic
Le Grand defi Pierre Lavoie

Leukemia & Lymphoma Society of
Canada
Media Experts
Mediacom
Mediology
Mindshare
OMD Canada
OOH Labs
PHD Media
Projetdekip
Publicis Media
Reitmans Canada Ltd
Saatchi
Second Harvest
Sheridan College
Spark Foundry
Springboard Communications
Tam-Tam/TBWA
UM
Wavemaker
Wildlands League

**THANK YOU FOR YOUR
SUPPORT IN 2024!**



SCAN HERE TO DONATE

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