



Big Brothers Big Sisters
of Waterloo Region

empower

youth



mentor







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of Waterloo Region

About Us

Big Brothers Big Sisters of Waterloo Region (BBBSWR) is a community organization committed to helping children and youth live their potential. BBBSWR provides mentoring programs to children, ages 6 to 16, who face cultural and socioeconomic marginalization in the areas of academics, relationship skills, social skills and life skills.

All of our programs are child centered and offered to families and youth free of cost. As an agency we have skilled staff and volunteers who collaborate to deliver impactful service to kids and their families.

Mission

We foster and facilitate high quality, safe mentoring relationships for children in need.

Vision

All children in Waterloo Region will have a mentor when they need one.

Values

We believe that by delivering high quality volunteer based mentoring programs

our work will lead to changed lives through the power of mentoring

so that children and youth will achieve their potential.

INTRODUCTION

There are **6 million** children in Canada and over **1 million** of them are at-risk. Big Brothers Big Sisters of Waterloo Region is working to break the cycle for at-risk youth.

As an agency we are leaders in formalized, volunteer-based mentoring. Over the years, BBBSWR has made a significant difference in the lives of **thousands of children** and youth through our programs that provide not only a **valued friendship** but a long-term bonding experience with many positive outcomes.

BBBSWR is seeking support from corporate partners to **meet the growing needs of children in the region**. Our campaign seeks to raise **\$ 60,000** toward the agency's mentoring programs. Today, your organization has the opportunity to **help us impact thousands of children in our community**. We are stronger together through corporate philanthropy.

Waterloo Region is a great region. But there are many issues affecting youth in our community and it is creating a divide. This affects all of us. With your support we can make our region a great place to live for all children and youth.

Together, let's help youth live their potential!



OUR IMPACT

The Power of Mentoring

It's more than likely someone in your life has been impacted by Big Brothers Big Sisters of Waterloo Region. Mentoring is a powerful intervention tool that brings about individual change and progress. A relationship with an adult mentor provides stability, support and guidance in the healthy development of a child.

By building and strengthening the skills of children, our programs also strengthen families and communities.

Program Stats

Children Who Are Mentored Have...

- Highly developed social skills
- Improved problem solving skills and life skills
- Greater sense of self-confidence and self-esteem
- A belief that the future holds promise



RESPONDING TO LOCAL NEEDS

Our Community's Needs

As an agency we provide mentoring programs to children who have been identified as needing an additional, positive adult role model in their life. Children and youth selected for participation in our programs exhibit one or more of the following risk factors/needs:

- Poverty
- Low self-esteem
- Poor social skills
- Newcomers to Canada
- Family breakdown
- Behavioural issues

Last year we served over **1,200 children** with the help of **500 volunteers** donating **34,000 hours**. But we still have over **342 kids** waiting for a mentor.



Community Based



Big Brother/Big Sister mentoring matches children and youth with an adult Mentor to hangout, connect and talk with throughout the year. The goal is for children and youth to become empowered to live their potential.



Big Bunch provides children and youth with mentoring support through group-based recreational programming. By participating in recreational activities children and youth develop self-esteem and social skills.



Summer Discovery provides Newcomer children and youth with the opportunity to experience a recreation and education based day camp within their community.

School Based



In-School Mentoring provides elementary students who could benefit from extra emotional, social or academic support, with a caring adult mentor. The goal is for students to become engaged, connected and confident members of their school and community.



Go Girls! and Game On! group programs are designed for girls and boys ages 12-14 and provides them with information to help make informed choices about healthy, active living. The goal of the program is that participants develop self-esteem, healthy eating habits and be physically active.

INVESTMENT IN OUR FUTURE

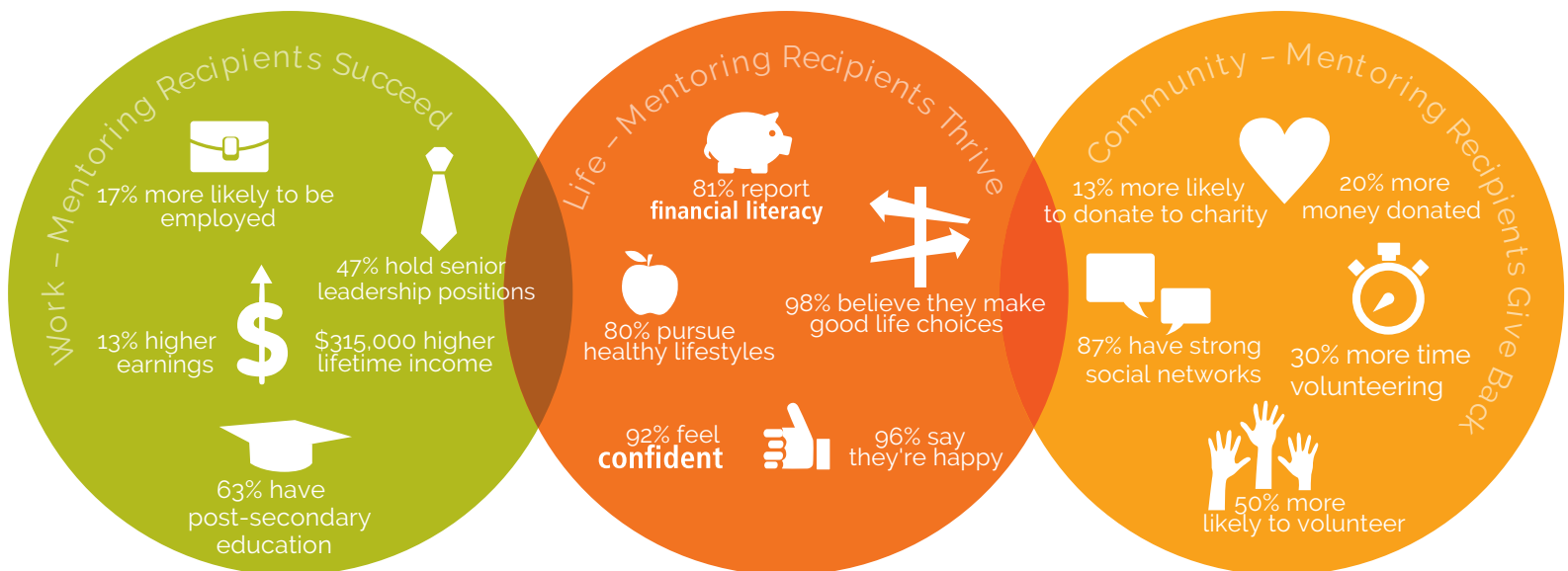
We believe that by changing the course of young lives we can in turn change the course of our community's future. Mentoring youth leads to a reduction in poverty and unemployment, to safer schools and neighborhoods and to a renewed optimism for growth.

Help us raise **\$60,000** to meet our target and mentor youth in need in our region. There are 342 children waiting and we must step up to help them.

Your support makes it all possible!



work life community



WHY PARTNER

Investment in Our Future

Big Brothers Big Sisters of Waterloo Region is changing children's lives in our region. Since 2010 BBBSWR has helped over 6,000 children and is a leader in youth mentoring. Yet it is one of the most under-funded services in our region. Without increased funding for our programs, Big Brothers Big Sisters of Waterloo Region will soon face a crisis: program demand will exceed our capacity for service and children will be turned away.



There are 342 kids locally who are in need of our help. **Step up to support children and families in need. Show them our region cares.**

Benefits of Partnering with BBBSWR



Corporate citizenship has become a vital factor in attracting and retaining key employees.



Region-wide recognition and you will be affiliated with a respected National brand.



You'll be **making a difference** for the children in Waterloo Region.



BBBSWR's Mentoring Strategy works. Our programs benefit the whole community.



Fiduciary Responsibility. We're committed to safeguarding donor rights through transparency and accountability in fundraising and financial practices.



Our Commitment

Becoming a partner with our agency is so much more than sponsorship – it is a mutually beneficial relationship that will evolve to show we are truly stronger together.

We view our supporters as partners and are willing to customize our partnership packages to meet each company's needs.

BECOMING A PARTNER

Change a Child's Life

These are suggestions to get the process started. We invite you to have a look at the marketing and recognition opportunities below and together we can develop a partnership that engages your network.

We prefer to customize our partnership packages because you know your business best.



Marketing & Recognition Opportunities

- Event Title Sponsor
- Website Logo Presence
- Logo Displayed at BBBSWR Event
- Logo on all Agency Materials
- Annual Report Recognition
- Golf Classic Foursome Tickets
- Donor Newsletter Recognition
- Social Media Recognition
- Logo on Activity Bins & Bags
- Plus Many More Custom Options



All partners will receive a **Sponsorship Fulfillment Report** highlighting where your logo was recognized and demographics of event attendees.

YOUR DOLLARS AT WORK



\$1,000

Will match a child in need with a Mentor in our One to One Program. **78% of Littles** whose families rely on assistance programs go on to no longer use this form of income.

\$2,500

Sponsors 30 boys to participate in our Game On! Eat Smart, Play Smart, Live Smart Program. **Littles in this program are 2 times more likely to participate in extracurricular school activities.**

\$5,000

Sponsors 100 girls to participate in Go Girls! Healthy Bodies, Healthy Minds Program. **80% of girls in this program go on to pursue healthy lifestyles and 90% have increased self-esteem.**

\$8,000

Sponsors 50 children to participate in our Big Bunch Recreational Program. **Youth in our Big Bunch program are 50% more likely to volunteer and give back to the community.**

\$10,000

Sponsors 100 newcomer and refugee children to participate in our Summer Discovery Day Camp. **Littles in our programs graduate high school at a rate that is 20% higher than the National average.**

\$15,000

Sponsors 15 children for a year in our In-School Mentoring Program. **88% of youth in our In-School Mentoring program show improved literacy skills.**



WE COULDN'T DO IT WITHOUT YOU

6 Unique Ways You Can Get Involved

1



Volunteer. We're always in need of Mentors for our programs. There are a large variety of time commitments for our programs starting at just one hour a week. BBBSWR staff will conduct all necessary recruitment, screening and training for employees interested in becoming Mentors.

Event Participation. BBBSWR needs skilled, energetic and motivated volunteers to assist with our events and fundraising initiatives. Join one of our committees or help us promote our events at your office.

2



3



Team Fundraising. BBBSWR hosts a variety of fun team fundraising opportunities throughout the year. Get your workplace involved in Bowl for Kids Sake. This is an excellent opportunity for team building!



WE COULDN'T DO IT WITHOUT YOU

Host an Event. Host a team building event with your colleagues. Our partners come up with great ideas for organizing fundraising events in support of BBBSWR. From holiday parties, to bake sales, to BBQs, there are lots of ways to create a fun event while giving back.



Sponsorship. BBBSWR hosts a number of fundraising events, which offer various levels of sponsorship, networking and branding opportunities that reach a large demographic in Waterloo Region. Your company also has the opportunity to sponsor BBBSWR programs.

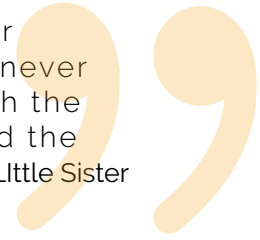
Matching Gifts. Some employers will match employee donations made to BBBSWR or donate to our organization in honor of the hours you have volunteered with us. These gifts have a significant impact on our ability to serve the children and youth on our wait list.



TESTIMONIALS



When you became my Big Sister I realized how lucky I was but I never told you. You helped me through the worst days of my life and shared the good days with me. - Samantha T. Little Sister



Big Brothers Big Sisters of Waterloo Region made a tremendously positive impact in my son's life! BBBSWR enables my son to be a kid, do fun things, trust people and feel good about himself. - Karen R., Mother of Little in Big Bunch Program



After my father died when I was six I was fortunate to have a Big Brother that helped me through many difficult years. I was left with a debt of gratitude to this wonderful man's unselfish act of kindness. This experience motivated me to always look for opportunities to give something back through volunteering. - Tim B., Former Little Brother gives back

"In a perfect world all parents love their children and spend time with them. Unfortunately this is not the world that many of our students come from. These students value the personal attention and listening ear they get from their Big Brother/Sister...It is a huge benefit for those students to develop a positive and trusting relationship with a caring adult."

- Mark L., Principal at partner school for In-School Mentoring Program



MOVING FORWARD



Timing is Right to Build Momentum

When you become a partner with Big Brothers Big Sisters of Waterloo Region you are helping us achieve our strategic priorities and allowing us to continue to serve the ongoing needs of children in our community.



Future Directions

By 2020, Big Brothers Big Sisters of Waterloo Region will see a **20% increase** in the number of children we serve.

In order to achieve this directive we will:

- Scale our Impact
- Advance our Mission
- Foster Organizational Sustainability

As we move into the next 5 years we commit to remaining mission focused, delivering high quality volunteer based mentoring programs and promoting child safety. We will be innovative and creative in seeking out partnerships and collaborations, and challenging the norms of traditional service delivery models.

Please give generously and signal your hope for a brighter future for youth in need.



GET IN TOUCH

Your support makes everything possible

Big Brothers Big Sisters of Waterloo Region can't shape the future alone. To make a real difference, we need to work together. Thanks to donors like you, we can build a healthy and thriving community and make Waterloo Region greater for all.



Together, let's help youth live their potential

We encourage you to get in touch with us and let us know how you would like to start building a partnership with our agency today.

Thank you for taking the time to give back to our region's children and youth!



For more information on becoming a partner please contact:
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Charitable #: 131877177 RR0001

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