



Big Brothers
Big Sisters
OF WATERLOO REGION

2022 ANNUAL REPORT



BBBSWR.ORG



@BBBSWR



Our **MISSION** is to foster and support safe and empowering mentoring relationships for children and youth in our diverse community.

Our **VISION** is that all children and youth in our community have access to impactful, life-changing mentoring relationships.



YOU + THEM
=
RESILIENCE



Mentorship is about connection. It's about consistency and building healthy relationships that last. Mentorship is about helping each other learn and grow and find magic within ourselves to unlock our full potential. If you are a mentor, the rewards for you are endless. And for your mentee, the benefits are measurable.

Now, we have the scientific research to explain both why mentorship works, and how significantly it truly does change lives.

Mentorship = Resilience

When you mentor a young person, you're providing a stable, healthy, committed relationship with an adult. According to the research, this type of relationship can protect a child from the effects of toxic stress experienced when living with childhood adversities. Building resilience.

Neuroscience tells us that these nurturing, caring relationships help buffer the impact of adversities on a child's developing brain. It also tells us that resilient children and youth grow to be happier, healthier adults. So when you become a mentor, what you're really doing is helping a child access their resilience, directly improving their life. According to the Center on the Developing Child at Harvard University, you're also helping prevent negative health complications in adulthood such as depression, anxiety, violent behaviors and substance problems.

Measurably, increased resilience means improved outcomes in each of the following categories: **1) Social Emotional Competence, 2) Mental Health & Wellbeing, and 3) Educational Engagement & Employment Readiness.** When you become a mentor, you're helping with each of these.

STRATEGIC PLAN

VISION

Children and youth in our community have access to impactful, life-changing mentoring relationships.

MISSION

We foster and support safe and empowering mentoring relationships for children and youth in our diverse community.

OUR VALUES



Belonging

We embrace diversity in our community.



Innovation

Continuous learning and adaptation enable us to create the greatest impact.



Relationship Focused

We create impactful relationships.



Impact Focused

We deliver outcomes that build resiliency.



STRATEGIC PRIORITIES



Champion the Potential of Youth

- Strengthen supports and resources for children and families
- Identify key social and mental health issues to strengthen collaborative practices and partnerships
- Develop diversity in programs to accommodate needs in our community

Grow Awareness and Impact

- Strengthen volunteer recruitment & retention through enhanced onboarding, continuous training & support
- Build awareness, encourage ongoing involvement
- Identify new program initiatives and share our impact

Enhance Organizational Sustainability

- Use technological innovation to improve service
- Diversify revenue streams promoting sustainability
- Attract and retain staff through professional development to enhance workplace

LETTER FROM OUR CHAIR AND CEO

2022 was a year of transition, and we achieved many successes and learned a great deal. After a long period of virtual programming and meetings, we were so pleased to return to in person events and programming. Throughout the recent years of uncertainty, our team has worked hard to maintain a positive culture, renew community connections, recruit and train volunteers and inspire donors to support our children and youth programs. We enter this next year grateful and committed to continue to serve our community with excellence.

Last fall our board and staff developed our new Strategic Plan. This plan is a roadmap for future goals and initiatives which will enable us to best serve our community. We are so thankful for our invaluable partnerships, donors, volunteers and staff who help us continue and expand the important work that we do. These partners are an integral part of the strategic plan, and we look forward to deepening those ties.

The demand for our organization has grown, and it has been challenging to recruit new volunteers to meet our waitlist needs. This has been and will continue to be a focus for our organization. Our volunteers are an essential part of providing the quality mentorship and leadership that those waiting for our programs need and deserve.

On the organizational side, as a not for profit, the last few years were a significant challenge with extremely reduced opportunities for fundraising. It will be important for us to reflect on ways we can maximize our fundraising outreach which will allow us to provide our exceptional programs to an ever growing demographic.

At BBBSWR, we pledge to continue our important work in 2023 guided by our vision that "children and youth in our community have access to impactful, life changing mentoring programs". We are deeply grateful to our dedication staff, volunteers, Board of Directors, community partners, school champions & liaisons and donors who make our mission possible.

Max Shiffman

Max Shiffman, Board Chair

Phillips

Julie Phillips, Chief Executive Officer

FINANCIAL REPORT

Big Brothers Big Sisters of Waterloo Region Statement of Operations

For the year ended December 31	Operating Fund	Scholarship & Restricted Funds	2022 Total	2021 Total
Revenue				
Government and community grants (Note 10)	\$ 409,785	\$ -	\$ 409,785	\$ 332,661
United Way	60,000	-	60,000	59,506
Event fundraising - net (Note 11)	92,478	-	92,478	43,877
Donations	125,516	-	125,516	114,839
Best Friends fundraising and donations	20,599	-	20,599	21,508
Investment income	7,246	16,475	23,721	17,384
Scholarship and program donations	-	7,116	7,116	17,500
	715,624	23,591	739,215	607,275
Expenses				
Amortization	4,416	-	4,416	3,664
Operating expenses (Schedule 1)	832,533	-	832,533	678,872
Scholarship and program expenses	-	4,000	4,000	7,000
	836,949	4,000	840,949	689,536
Excess (deficiency) of revenues over expenditures before other items	(121,325)	19,591	(101,734)	(82,261)
Other income (expenses)				
Investment management fees	(2,830)	(6,793)	(9,623)	(9,426)
Gain (loss) on change in fair value of investments	(9,956)	(41,659)	(51,615)	44,098
Gain (loss) on disposal of investments	(2,865)	(4,161)	(7,026)	1,103
Government assistance	-	-	-	51,955
	(15,651)	(52,613)	(68,264)	87,730
Excess (deficiency) of revenues over expenses	\$ (136,976)	\$ (33,022)	\$ (169,998)	\$ 5,469

The above figures represent the audited revenues and expenditures of Big Brothers Big Sisters of Waterloo Region for the fiscal year ended December 31, 2022. The year saw a healthy increase in both agency's fundraising and operations through the fiscal year. While certain market impacts (government funding, labour markets, financial markets) did negatively affect the bottom line, they are expected to be temporary. Support for the children and youth in our programs have recovered since the pandemic and the financial stability and results of the agency continues with strong support of donors and funding partners.

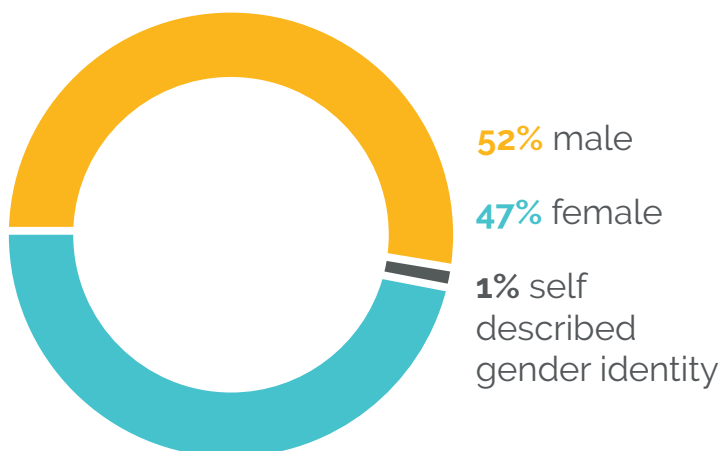
THE IMPACT OF MENTORSHIP

Our mentoring programs have the power to effect positive results in young people in all aspect of their lives.

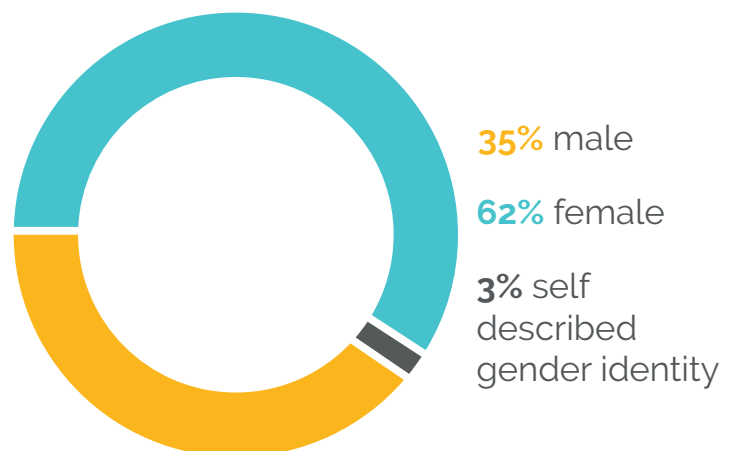


BBBSWR COMMUNITY DEMOGRAPHICS

Mentee



Mentor



THE IMPACT OF DEVELOPMENTAL RELATIONSHIPS

Challenge Growth

85% of youth feel that their mentor encourages them to be their best

Expand Possibilities

78% of youth feel their mentor has connected them with new people, places, or ideas

Express Care

90% of youth feel their mentor shows them that they matter to them

Provide Support

78% of youth feel their mentor helps them get things done

Share Power

90% of youth feel their mentor listens to their ideas and takes them seriously

100% of mentors noted that they put conscious effort toward expressing care and providing support to their mentees.

THE NEED IN WATERLOO REGION

Young people in our programs are facing daily adversities and barriers to their success. Mentorship can enable young people to thrive, despite the challenges they face.

73% have **experienced social isolation**

70% have been **exposed to financial stress**

90% have **experienced parental separation or divorce**

72% have **experienced bullying**

74% have been **exposed to mental illness within their household**

49% are **coping with mental illness**

LETTER FROM A BIG SISTER

My name is Ana and I started volunteering with BBBSWR in my first year of nursing school back in 2016. I did the in school mentoring program and got matched with a girl in grade 4 - she was only 8 years old at the time.

Instead of finishing volunteering at the end of my semester, I decided to continue with the same mentee - we did another year of the in school mentoring before we moved onto the Big Sisters program and got to meet up in the community.

I wanted to give an update that I don't know if you often get... I got married this summer and my mentee was one of my bridesmaids! She is now almost 16 years old, and in a couple of months I will be taking her to get her G1 license and teaching her how to drive! She has grown into the most beautiful, smart and caring person I know. She is doing so well in school and is going into grade 11 in September with plans to become a nurse.

BBBSWR gave us both a sister we never knew we had and for that we cannot thank you enough. We have been through so many difficult times together and are so thankful to have had each other throughout them.

Thank you again from the bottom of our hearts,

Ana & [Mentee]

OUR SUPPORTERS



THANK YOU

Thank You to our Funders

Thank you to the **Ontario Trillium Foundation** for their grant to expand children and youth group mentoring programs in Waterloo Region, allowing us to recover and build capacity, resilience, and sustainability.

A BIG thank you to **Lyle S Hallman Foundation** for their continued support of our organization. Thank you to **Canadian Red Cross** for grant support.

Continued thanks to **United Way** and **Waterloo Region Community Foundation** for grant support.

We would like to thank the **Ministry of Education** for their support of our School based programs. Thank you to **Scotiabank** for supporting our One-to-One Mentoring Programs..

Thank You to our Volunteers

Thank you to all of our Volunteers, we would not be where we are without you.

"This opportunity made my students feel valued, special and included in something great. The group was the highlight of their day. The students always reminded me when it was their day to have their group."

- Teacher from Go Girls!



SUCCESS STORY

Quote from a Caregiver about the Impact of the Big Brother program on her three sons:

"Thanks to the organization as a whole for helping my sons find positive male role models to spend time with. When they first started, I was so worried about their future and this program has helped them build positive relationships and filled a gap when their fathers were no longer in their lives. It has meant so much to me as a mom to have access to this program. All my boys have grown into well-adjusted and happy young men. I will be forever grateful for all the time others have spent with them both on an individual level and in various play groups they went to when they were little.

Knowing they had positive role models to occupy their time while I balanced working 3 jobs and built our new life is amazing. It helped me see some positives for our future in a very dark and difficult chapter of our lives."



THANK YOU

Thank You to our Partners

A big thank you to our Corporate Partners **Strassburger Windows and Doors**, **Heffner Lexus Toyota**, **Setman 30 Duke Street Limited** and **LoneWolf**. Thank you to our many Monthly and Annual Donors and Event Sponsors. Special mention to the **Browns, Adams, Lutkenhaus, Boyer family, Financial Awareness**, and **Paul Huntley**.

We would also like to thank our very hard working **Best Friends!** Thank you for thinking outside the box and using your time, talents and treasure in thinking of new ways to fundraise for the children we serve.

Our JDG Swing Big Golf Classic took place on Saturday September 14, 2022 at Conestoga Golf and Conference Centre – thank you **Peter Hughston**. It was a fantastic day with great weather, golf and food. A special thank you goes to former Big Brother, **Barry McFadyen**, for assisting in organizing the event! We look forward to seeing everyone on the links **September 23rd 2023**.



"I saw a glow when my student would have time with her Big Sister. She would always be so proud of her accomplishments there and felt special. She needed the time to talk about herself and focus on things that were important to her. BBBS gave that to her. Thank you!"

- Teacher from In-school Mentoring

SCHOLARSHIP AWARDS

For over 25 years, Big Brothers Big Sisters of Waterloo Region has presented Scholarship Awards to over 100 former Little Brothers and Little Sisters receiving over \$400,000 in funding. BBBSWR awarded \$9,000 to three recipients. Congratulations to **Gabriella Sidhu, Victoria Chadwick, and Abigayle Truax.**

Thank you to the following for making these scholarships possible:

Ross and Doris Dixon Award – This Scholarship was first presented in 1993 and continues the tradition of helping the young people of our agency. The Award is made possible by very generous donations from the late Mr. and Mrs. Ross Dixon.

The Peter McGhee Award is made possible by bequests designated to Big Brothers Big Sisters on behalf of the late Mr. Peter McGhee and was first presented in 1996. This scholarship is administered through the WR Community Foundation.

Westmount Golf Club Charity Fund Oktoberfest Charity / Pro-Am Golf Tournament Award – This Scholarship is administered through KW Community Foundation is made possible by the generosity of the Westmount Golf Club Charity Fund Oktoberfest Charity Pro-Am Golf Tournament Fund and was first presented in 1998.

The Mary Good Scholarship Award was first presented in 2006, this Scholarship is made possible by a very generous donation from the Estate of Mary Good.

The **Trapp Family Bursary** scholarship is awarded to a former Little who resides in Elmira.

The **Keith Taylor Scholarship** is made possible by bequests designated to Big Brothers Big Sisters on behalf of the late Mr. Keith Taylor and was first presented in 2005. This scholarship is administered through the Cambridge and North Dumfries Community Foundation and the Taylor Family.

A special thank you to **The Rae Lipskie Partnership** for managing our scholarship funds and making a generous annual contribution.



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302-30 DUKE STREET W.
KITCHENER ON
N2H 3W5