

# ANNUAL REPORT 2020



**Big Brothers  
Big Sisters**  
OF EASTERN NEWFOUNDLAND

# LEADERSHIP REPORT

*Every young person has potential, and we are here to ignite it.* This is the mission that drives our organization. We are here to serve young people who face adversity by providing them with consistent and supportive Developmental Relationships.

This past year, we introduced a new Big Brothers Big Sisters (BBBS) to the world with a reinvigorated brand and a rallying cry for Canadians to join our movement so we can truly be #BiggerTogether. It's been an exciting year as we move in to our new Theory of Change. We started out this year with an ambitious goal to serve 500 amazing young people. We are thrilled to report that thanks to the support of more than **311 caring mentors** who donated **over 25,000 volunteer hours**, we ignited the power and potential of **516 young people**. And what is even more incredible to see is the impact our programming has had. It is clear that Developmental Relationships have a large impact on the Social Emotional Competencies of kids in our community. Caring, supportive relationships are a critical intervention for young people facing adversity. It's evidence that mentoring relationships are not just nice, they are necessary.



We are extremely proud of our accomplishments this year, and we are also aware of how much more we need to do. We are not immune to these challenging economic times, but we are committed to ensuring that every young person who needs a mentor has one. As we look to the year ahead we will continue to focus on delivering high quality programs, sharing our stories and raising awareness about the impact of mentoring.

Of course, none of this is possible without our donors, partners, volunteers, community champions, staff and Board of Directors. We are deeply thankful for your commitment and ongoing support. Together, we are truly changing young lives for the better. We are #BiggerTogether

Janice Connors  
Board Chair

Kelly Leach  
Executive Director

## OUR MISSION

To enable life-changing mentoring relationships to **ignite** the power and potential of young people.

## OUR VISION

All young people realize their full potential.





# OUR IMPACT

## WHO DO WE SERVE?

Young people who face adversity AND are in need of an additional consistent and supportive Developmental Relationship.



**516**

young people



**268**

1:1 relationships



**248**

group relationships

## WHAT IS THE IMPACT?

Consistent, positive interactions, over a period of time with an engaged adult improves social emotional competence, mental health and well-being, and enhance connectedness in school, community and work.

## IGNITING POTENTIAL

*"I love seeing her sweet face. She makes me laugh so much and honestly it's the best part of my day".*

*Big Sister Anna*



# A BRAND NEW LOOK

Potential lives within every young person. Yet hundreds of thousands of Canadian children and youth are still in urgent need of someone who will stand in their corner and ignite their potential.

That's why the Big Brothers Big Sisters – a 106-year-old organization - was reinvented and reintroduced with a new brand. The new look is a call to action for Canadians to be a part of something bigger, a movement to prove how critical relationships are to our success, mental health and well being.

The logo's three lines showcase the three players who help a young person forge a new path forward: the family, Big Brothers Big Sisters, and the volunteer mentor (the "Big").

We stand together now, with the power of three, because we know the simplest acts create the biggest impact. And these acts can ignite potential everywhere.



**Big Brothers  
Big Sisters**



# OUR CHAMPIONS AND SUPPORTERS

The work we do is supported by many generous individuals, businesses and foundations who believe in the work we do and offer the financial support we need to do the work we do.

To all of our supporters in 2019...



## \$50,000 OR GREATER

The Joyce Family Foundation  
Government of Newfoundland & Labrador

## \$10,000 OR GREATER

CIBC  
Scotiabank  
VOCM Cares Foundation

## \$5,000 OR GREATER

City of St. John's  
Hebron Health Care  
KPMG  
Telus  
Trades NL  
Vale Newfoundland & Labrador

## \$2,000 OR GREATER

Air Canada Foundation  
DF Barnes  
Emera NL  
Fortis Inc  
Nalcor Energy  
NL Hydro  
O'Neill Foundation  
WestJet Cares for Kids

## \$25,000 OR GREATER

RBC Future Launch

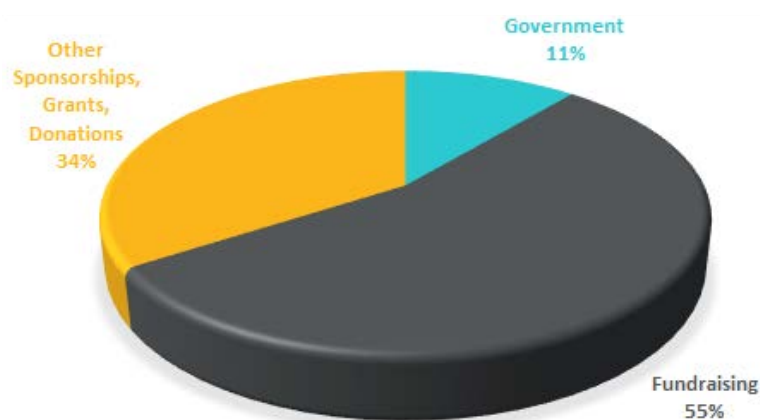
## \$500 OR GREATER

3 Points Aviation  
Alt Hotel  
A Harvey & Co  
Aviva  
Capital Hydro Social Club  
C&W Offshore  
Domino's Pizza  
Gibraltar Development  
Harris Ryan  
JSM Electrical  
Kent  
McInnes Cooper  
McLoughlan's Supplies  
NLCU Foundation  
Newfoundland Power  
PBA Industrial Supplies  
Paypal Givin Fund  
RNC Association  
Ray Agency  
Ramada St. John's  
Reddy Kilowatt/Eastern Edge Credit Unions  
Rotary Club St. John's  
Russell Accident Law  
Steers Insurance  
Stewart McKelvey  
Subsea 7  
The Altus Group  
Toyota



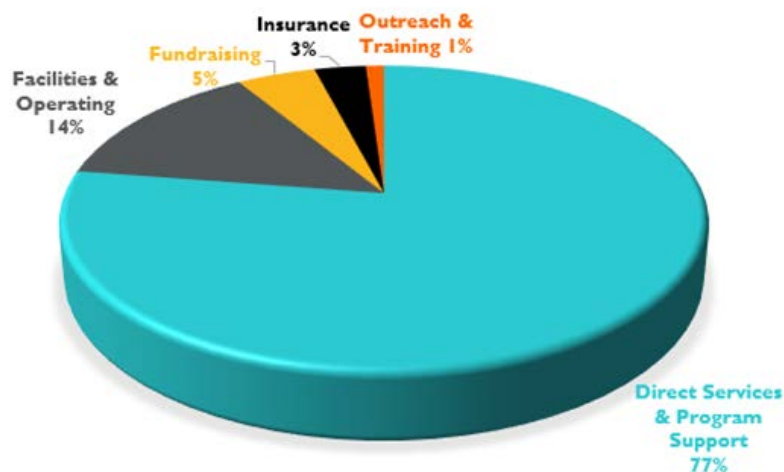
# FINANCIAL REPORT

## AGENCY REVENUE



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## AGENCY EXPENSES



*"This kid, or young man now, is a star and if I can teach him a thing or two, or just listen to him, or support him in any way, I'm here for that. He's given me a ton and seeing him smile and laugh while we're together is really something special". Big Brother Danny*



*"Big Brothers and Big Sisters has been truly life changing, not only for Ethan, but to us as a family. Dan has been a perfect addition to our puzzle. I can say that Ethan is experiencing the many pieces of his childhood that may have been missed and for that, I will forever be grateful that Big Brothers and Big Sisters connected us with the best match made possible; which is Ethan and Dan". Parent Ann B.*



# OUR TEAM

## #BIGGERTOGETHER

### BOARD OF DIRECTORS

Janice Connors, Chair  
 Yusha Pirzada, Vice Chair  
 Haley Reynolds, Treasurer  
 Jennifer Flynn, Secretary  
 Valerie Butler, Director  
 Jessica Fisher, Director  
 Leo Etchegary, Director  
 Steve Young, Director  
 Mitchell Ryall, Director  
 Walter Welch, Director  
 Melissa Berkshire, Director

### AGENCY STAFF

Kelly Leach, Executive Director  
 Julie Power, Program Manager  
 Nicole O'Brien, Community-Based Supervisor  
 Stephanie Boland, Mentoring Coordinator  
 Gale Martin, Mentoring Coordinator  
 Jillian Gould, Mentoring Coordinator  
 Melissa Druken, Events Coordinator



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