



Big Brothers
Big Sisters

OF EASTERN NEWFOUNDLAND

#IGNITEPOTENTIAL

2020/2021 ANNUAL REPORT

WE ARE #BIGGERTOGETHER

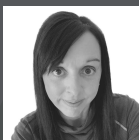
2020 was a year unlike any other! In the non-profit world, you generally learn to expect anything, but no one could have anticipated that we would be living through a Global Pandemic or all the changes that would bring to our organization. Covid-19 has had and continues to have significant impacts on organizations like ours, but we have persevered and found a way to continue to serve young people to the best of our ability, ensuring we were there when they needed us most. We talk a lot about resiliency, and never has that been more apparent than looking back on the year we all endured. There was much uncertainty and change, and we know it has been incredibly challenging for our young people and their families. Knowing we could continue to be there to support them during these trying times has given us all a renewed sense of appreciation for the work of Big Brothers Big Sisters and the motivation to pull together in these difficult times to continue igniting the potential of young people.

When our province went into lockdown, we all shifted to working from home, and all of our community-based matches were switched to a virtual delivery model. In addition to this, a large number of our 1:1 Site-based matches also transferred to virtual Community-Based mentoring in order to continue meeting and sustain their match through the early days of the pandemic. We revamped our Group Mentoring Programs in schools to become virtual, and we shifted our Volunteer trainings from the Board Room to the Zoom Room! We even launched virtual enrolment to ensure we could continue creating new matches. We kept in touch with our families and volunteers and providing tips for virtual activities and virtual events to keep them engaged. We learned about social distancing and bubbles and we bought masks to match every outfit, making the most of a daunting situation and putting everything into making sure our young people were supported during this time of chaos.

While the challenges we faced were immense, there were also bright spots in 2020. We launched a new 'Between Generations' mentoring program and Developmental Relationships Training for volunteers. We continued to receive inquiries about mentoring as people wanted to give back to their community by volunteering, we collaborated more than ever before with our colleagues throughout the region and the country, sharing ideas and best practices to ensure everyone could thrive as new ways of working were put into place. When restrictions prevented our signature fundraiser, Bowl For Kids Sake from happening, we developed new and creative ways to fundraise.

As we look forward to the year ahead and continue to adapt to the challenges of living in a Covid-19 world, we are encouraged and celebrate the successes that defined our year. The increase in isolation, mental health concerns, economic strain, loss of employment, learning challenges and connectivity all highlight the importance, now, more than ever, of providing mentoring to young people facing adversity. Together, we can ensure young people have the support they need to build resilience and thrive despite being faced with challenges no one could have anticipated.

We are grateful for the commitment and ongoing support of our community, our volunteers, partners, donors and supporters who have stood behind us, the staff and Board of Directors, and enabled us to continue to Ignite Potential and positively change the lives of young people. We look forward to the year ahead and the continued opportunity to be the spark for young people in our community. We truly are #BiggerTogether.



Kelly Leach, Executive Director



Janice Connors, Board Chair

YEAR IN REVIEW

YOUNG PEOPLE SERVED

363

TOTAL YOUNG PEOPLE SERVED



110

GROUP RELATIONSHIPS



253

1:1 RELATIONSHIPS

INDIVIDUAL CHILDREN AND YOUTH SERVED BY PROGRAM

	BIG BROTHERS	BIG SISTERS	BIG COUPLES
MATCHED	103	93	3
	54	78	32
	IN-SCHOOL	GO GIRLS / GAME ON	FUSE

We continually enrol young people for programs and prepare them for a match relationship. This continued during COVID-19 and numbers continued to increase.

96

NEW MENTEES ENROLLED

VOLUNTEERS SERVED



265

VOLUNTEERS SUPPORTED



14,128

HOURS VOLUNTEERED

EMPOWERING DEVELOPMENTAL RELATIONSHIPS



Mentors form strong one-to-one relationships with their mentees that **Express Care**, **Challenge Growth**, **Provide Support**, **Share Power**, and **Expand Possibilities**. These are the critical components of a **Developmental Relationship** that help young people to become resilient so they can realize their full potential.

97%

... of BBBS mentees say their mentors show them that they matter to them (**Express Care**)

"She let me vent, and gave me space to de-stress. It felt roomy and better. If I had a bad day, we could talk and I wouldn't be judged and I'd feel better."

95%

... of mentees believe their mentors push them to keep getting better (**Challenge Growth**)

"Never give up. There are times where things are hard but you have to get through it. The harder something is, the better I'll feel when I complete it."

89%

... say their mentors help them to complete tasks and achieve goals (**Provide Support**)

"I've learned that everybody has different expectations for themselves and that I shouldn't try to live up to what they want, I should try to reach the goals that I set for myself."

98%

... feel their mentors treat them with respect and give them a say (**Share Power**)

"I love how my mentor is someone I can converse with & feel comfortable doing so. We have similar values & goals so I look forward to talking to her."

88%

... say their mentors connect them with people or places that broaden their horizons (**Expand Possibilities**)

"Having a mentor opens my experiences because we get to partially live vicariously through one another. It creates first-hand knowledge of new situations and experiences."

Developmental Relationships are measured by survey using a framework adopted from the Search Institute. We assess the framework with each match monitoring contact we conduct with our volunteers, mentees and the parent/guardian.

* results based on 120 mentee surveys in 2020

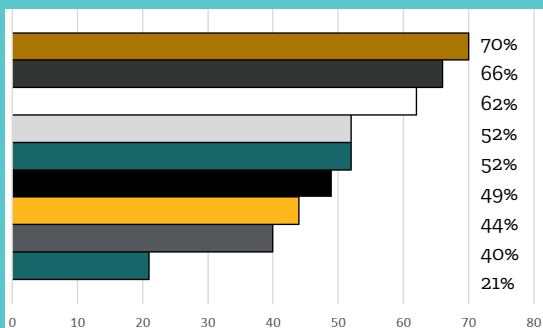
"Sydney is the best big sister ever! I couldn't ask for anyone better than her. I am so thankful that she has been there for me. *She listens to me when I need to talk* and we've had so much fun on our outings, even simple things like painting pictures. You are the best friend and sister".



DEALING WITH ADVERISTY

At intake, 74% of children and youth report four or more Adverse Childhood Experiences (ACE's) thus far in their lives. The following outlines the percentage of mentees facing specific ACE's:

Parental Separation/Divorce
Mental Health in Home
Child experienced Bullying
Household Financial Stress
Social Isolation
Involvement with CSSD
Death of Someone Close
Child experienced Violence
Household Substance Abuse



74%

OF MENTEES HAVE EXPERIENCED FOUR OR MORE
ADVERSE CHILDHOOD EXPERIENCES

Mentoring is a critical prevention and early intervention service. Our work is grounded in health science and youth development research underscoring the critical role that mentoring relationships play in positive health outcomes, educational engagement, and employment readiness.

Supporting responsive relationships with caring adults can help to buffer the effects of toxic stress and childhood adversity, helping young people build their core life skills, and helping prevent the negative long-term effects of ACEs.



MENTORING - OUR ESSENTIAL SERVICE DURING COVID-19

Big Brothers Big Sisters responded quickly when the Pandemic started providing timely virtual wellness interventions for our volunteers, youth and families. We are uniquely positioned to ensure mentors continue to connect with young people who need it the most, when they need it to the most - which is right now. We are one of the few youth-serving organizations that can reach right into the homes of our families, providing critical virtual support during this stressful time. As a part of our pandemic response, we are preparing mentors to:



COMMUNICATE with mentees about mental health concerns



BUILD new routines with their mentees that provide a sense of stability



CONNECT mentees and their families to essential community supports, providing wrap-around care

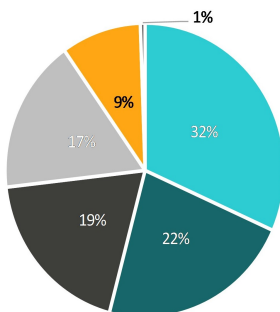
COVID-19 RESPONSE HIGHLIGHTS

- Core 1:1 matches continued virtually in periods of lockdown
- Developmental Relationship training to Mentors
- Virtual Bingo, Paint Nite and Halloween party for Bigs/Littles
- Digital Health training with Telus for Mentees age 14-18
- COVID-19 Safety training completed by all BBBS Staff
- Over 500 face masks distributed
- Over 40 activity kits delivered to families
- New "Between Generations" mentoring program launched

REVENUE & EXPENSES

FOR THE YEAR ENDED: MARCH 31, 2021

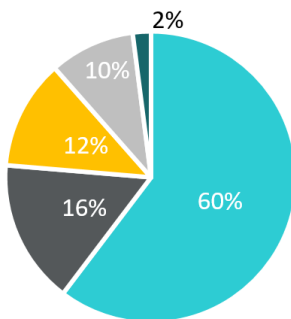
2020/2021 REVENUE



Sponsorships & Grants	\$171,156	Federal Subsidies*	\$121,203
Donations	\$103,000	Interest Income	\$2,943
Fundraising	\$91,957		
Provincial Government	\$50,000		
		TOTAL	\$540,259

* Includes Canada Emergency Wage & Rent subsidy, Canada Employment Benefit account forgiveness

2020/2021 EXPENSES



Direct Program Delivery	\$274,841	Fund Development	\$43,161
Program Support	\$72,939	Other Expenses*	\$9,242
Facilities	\$55,431		
		TOTAL	\$455,621

* Other Expenses includes interest and bank expenses, professional fees.

The charitable sector was hit hard by the COVID-19 pandemic. Our fundraising revenue was impacted significantly at a loss of 62% as compared to 2019. We are grateful for the Covid relief subsidies as well as corporate and foundation donations that enabled us to support young people at a critical time.

2020/2021 BOARD OF DIRECTORS

Janice Connors	BOARD-CHAIR
Yusha Pirzada	VICE-CHAIR
Carolyn O'Keefe	TREASURER (interim)
Jennifer Flynn	SECRETARY
Valerie Butler	DIRECTOR
Jessica Fisher	DIRECTOR
Mitchell Ryall	DIRECTOR
Leo Etchegary	DIRECTOR
Steve Young	DIRECTOR
Walter Welch	DIRECTOR
Matthew Head	DIRECTOR

Thank you to **hundreds of**
donors, who together, made a **BIG**
difference by giving in excess of:

\$400,000

\$50,000 OR GREATER

The Joyce Family Foundation
The Community Foundation NL
The Government of Canada
The Government of Newfoundland & Labrador

\$25,000 OR GREATER

Cahill Family Foundation
RBC Future Launch
New Horizons for Seniors

\$10,000 OR GREATER

Canada Post Foundation
Fortis Inc
United Way NL
Scotiabank

\$5,000 OR GREATER

City of St. John's
KPMG
Nutra Holdings
Vale
Verafin
Wilson's Esso

\$2,000 OR GREATER

Air Canada Foundation
Atlantic Compassion Fund
DF Barnes
East End Dental
Emera NL
Fig Fund
O'Neill Foundation
Suncor Energy
WestJet Cares for Kids



**Big Brothers
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