

ANNUAL REPORT

2021-22



Big Brothers
Big Sisters
OF EASTERN NEWFOUNDLAND



Another year with unique challenges

If the past two years have taught us anything, it's the importance of being able to adapt to challenging situations. While it did not bring the same level of uncertainty as the year before, 2021 still came with plenty of hurdles to jump as we learned more about how to **navigate life in a global pandemic** and we saw clearly how important the work we do truly is. With reinstated lockdowns, vaccinations, matches resuming in-person meetings, pressure to find new and innovative ways to fundraise, combined with the highest number of child inquiries in over a decade, we were kept busier than ever and realized the crucial importance of team work.

Development of our new Strategic Plan

One of our biggest successes was the development of our new strategic plan. The opportunity to collaborate with our supporters and stakeholders to gather feedback and have **meaningful conversations** was an important part of that journey and one we value greatly. This process of **strengthening our purpose** and refining our values has kickstarted what we know will be the start of many rewarding collaborations and new opportunities as we work to roll out our new strategic plan and shape the direction of our agency as we move towards 2026. Through our four strategic directions we will Build Sustainability, Expand Opportunities for Young People, Strengthen our Leadership and Clarify our Impact, never losing sight of the reason for the work we do, the young people and families we serve.

EXECUTIVE Summary



STRATEGIC DIRECTIONS



BUILD SUSTAINABILITY



EXPAND OPPORTUNITIES FOR YOUTH



STRENGTHEN OUR LEADERSHIP



CLARIFY OUR IMPACT

We talk a lot about Resiliency

EXECUTIVE Summary

Never has that been more apparent than looking back on the past two years. There was much uncertainty and change, and we know it has been incredibly challenging for young people facing adversity. 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 we do and the motivation to pull together in difficult times to continue igniting the power and potential of young people. We will continue to ignite potential by placing emphasis on three major impact areas: **Social Emotional Competence, Mental Health & Wellbeing and Educational Engagement and Employment Readiness**, and we will use measurable outcomes to evaluate our impact on an ongoing basis. We will support this work through creating sustainable partnerships and fundraising initiatives that allow us to work smarter and maximize resources.

Maximizing our Resources

Who would have thought that wearing a mask could result in a fundraiser that brought in over \$75,000! Through our **Mask Up for Mentoring** campaign combined with **Boxed Masks** sales, we achieved something no one expected. We continue to explore new and innovative ways to fundraise and sustain our programs as we work to also expand our programming and ensure we are serving all of the young people in our community.



We are energized and optimistic

Our new strategic plan will allow us to grow and serve even more children and youth. Our mission, vision and theory of change will be our roadmap to ensure we are able to expand opportunities for young people, to clarify our impact so we can articulate who we are and to share the stories of the vital work we are doing, while amplifying youth voices. Our alignment with the **Developmental Relationships Framework** will ensure that every young person has at least one friend in their life who believes in them and

accepts them for who they truly are. It will also improve the volunteer experience for our mentors, providing them with meaningful context for mentoring, adding to their own life experience and learning, so that mentoring becomes more than just a volunteer experience. Our staff and board are confident that **the future of BBBSen is strong**. 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 in some of their most formative years. We are beyond grateful for the commitment and ongoing support of our community, our volunteers, families, partners, donors and supporters who have stood behind us, and enable us to continue to Ignite Potential and positively impact the lives of so many young people. We are #BiggerTogether

"Sarah allows me to be my **true authentic self**. She has show me what it means to **dream big** and achieve goals, she's instilled confidence in me, she encourages me and supports me as friends do". Little Leah



PROGRAM Highlights

Igniting Potential Between Generations & in Big Possibilities

This year we expanded **Between Generations Mentoring** with funding support from New Horizons for Seniors and collaboration with our Seniors Advisory Committee, who provided insight and feedback every step of the way. This established program will continue to operate for youth who need an integrational relationship and seniors who want to give back.

Youth mentees ages 14+ were engaged through **FUSE – Big Possibilities** to be more focused on post-secondary and career readiness, encouraging mentors and families to start the conversation with youth about their future and how they want it to look. Through our end of year report, we learned that 100% of mentees engaged in Big Possibilities agreed or strongly agreed that they will find success in achieving their career or educational goals after participating in the program.

369

YOUTH SERVED

1:1 DEVELOPMENTAL
RELATIONSHIPS

238

GROUP PROGRAMS

131



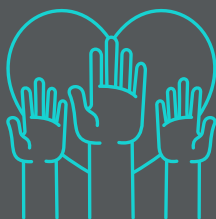
"Alyssa could not ask for a better mentor, neither could I. When her Big, Colleen sees Alyssa the excitement in her voice is just amazing. I know she truly cares for Alyssa and Alyssa loves going out with her. It's the best match the agency has ever made!"

Caregiver Laurie - Between Generation Mentoring



30

Training programs delivered to 232 participants



78

New Volunteer Mentors enrolled



75

Caregivers and youth enrolled



16

Youth participated in TWO Youth Lab sessions



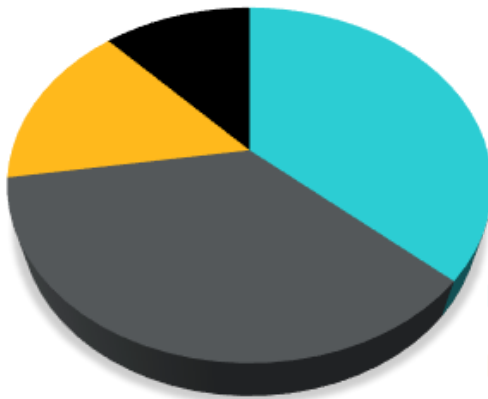
Our partners provide the power to ignite youth potential

FINANCIAL Highlights

The charitable sector continued to feel the impact from a second year of the COVID-19 pandemic. While we did see a significant increase in our fundraising, donations and our provincial government grant saw a decrease of 50%. We are grateful for the Covid Relief federal subsidies as well as corporate and foundation donations that enabled us to continue supporting young people at a critical time. *Detailed financial statements are available on our website.*

Revenue 2021-22

■ Sponsorships ■ Fundraising ■ Federal Subsidies ■ Donations



23:1
Social Return on Investment

Expenses 2021-22

■ Program Delivery & Support ■ Management & Admin
■ Facilities & Operating ■ Fund Development



OUR MENTORED YOUTH

IN COMMUNITY

87% HAVE STRONG SOCIAL NETWORKS
50% MORE LIKELY TO VOLUNTEER
(AND GIVE 30% MORE TIME!)

13% MORE LIKELY TO DONATE
(AND GIVE 20% MORE MONEY!)

IN LIFE

81% REPORT FINANCIAL LITERACY
98% BELIEVE THEY MAKE
GOOD LIFE CHOICES

80% PURSUE HEALTHY LIFESTYLES

AT WORK

47% HOLD SENIOR LEADERSHIP
POSITIONS

17% MORE LIKELY TO BE EMPLOYED

13% HIGHER EARNINGS
(\$315,000 HIGHER LIFETIME INCOME)

WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT.



Supporting youth to reach their full potential is fundamental in our work. The financial investments we receive allows us to build resilient, confident youth who are better equipped to navigate adversity.

THANK YOU TO OUR CHAMPIONS AND SUPPORTERS.

\$50,000 OR GREATER

The Joyce Family Foundation
The Government of Canada (COVID subsidies)

\$25,000 OR GREATER

Government of Newfoundland & Labrador
New Horizons for Seniors
RBC

\$10,000 OR GREATER

Boston Pizza Foundation
Vale Newfoundland & Labrador

\$5,000 OR GREATER

City of St. John's
Coke Canada
Esso/Wilson's
Hannah Murphy
Hickman Foundation
KPMG
Scotiabank
Verafin



\$2000 OR GREATER

Air Canada Foundation
Emera NL
Kent Building Supplies
O'Neill Foundation
WestJet Cares for Kids

NLCU
NL Hydro

MATCH SPONSORS

| | |
|---|-------------------|
| BDO | Headway |
| Cahill Family Foundation | McInnes Cooper |
| CIBC | NL Hydro |
| DF Barnes | RMS Pope |
| Dr. Rick Bhatia | Ray Agency |
| East End Dental | Siding Experts |
| Fortis Inc | Stewart McKelvey |
| Harris Ryan | Suncor Energy Inc |
| Eastern Edge/Reddy Kilowatt Credit Unions | |

THE POWER OF THREE



THE FAMILY



THE ORGANIZATION



THE MENTOR

OUR BOARD AND STAFF TEAM

Janice Connors - Chair
Carolyn O'Keefe - Vice Chair
Charlie Kelly - Treasurer
Jennifer Flynn - Secretary
Valerie Gushue - Director
Jessica Fisher - Director
Leo Etchegary - Director
Mitchell Ryall - Director
Matthew Head - Director
Chris Dunne - Director
Tyler Knox - Director
Walter Welch - Director

Kelly Leach - Executive Director
Julie Power - Program Manager
Nicole O'Brien - Community-Based Supervisor
Gale Martin - Mentoring Coordinator
Jacqueline Nixon - Mentoring Coordinator
Terri-Lynn Rendell - In-School Mentoring Coordinator
Maddy Lemaire - Resource Development Coordinator

#BIGGERTOGETHER



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