



ANNUAL REPORT 2022-23



Big Brothers Big Sisters
OF EASTERN NEWFOUNDLAND

Leadership Report

*Carolyn O'Keefe, Board Chair
Kelly Leach, Executive Director*

It's been another inspiring year for BBBSen and we are so proud of all that has been achieved. Reflecting back on the past few years, we can truly see that **the need for our programs is stronger than ever** before, and this continues to show in the number of inquiries for service. As we build back better, we are grateful for a strong staff and board team that helps support, engage and motivate our community of volunteers and families, making it possible for us to **enable life-changing mentoring relationships** for young people, each and every day of the year.

In 2022, we finally saw the light at the end of the proverbial 'pandemic' tunnel and welcomed the long-awaited return to in-person events. Just like we had to adapt when the pandemic began, **we have continued to evolve** in the years that have followed. Navigating the return to business as "almost" usual was also a learning process. Through distancing and masking, we were able to ensure our events went ahead in a safe and responsible way, following public health guidelines, and over the course of the year, we got to enjoy seeing many familiar faces and also welcoming new ones into the BBBS Family.

After 3 years we headed 'Back to the Alley' for our first post-COVID 'Bowl for Kids Sake' event. More than 76 teams laced up to start the ball rollin' once again to ignite youth potential. Our first in-person match event, since 2019 was our Big-Little Campfire at Manuel's River which had the highest attendance ever recorded for a BBBS Campfire! S'mores never tasted so good!

Without a doubt the highlight was the arrival of the 30-person, human powered 'MEGABike'! It was **the most visible event of our year**, the most successful in Canada and it offered the opportunity to engage with new community partners who came out in a BIG way to pedal for potential!

2022 also saw the formation of the 'Big Igniters', a group of young professional volunteers who help further our mission by combining talents and ideas to create new opportunities for fundraising and community engagement.

BBBS Mentoring is the foundation that builds resilience and potential, giving youth the opportunity to achieve more.

With their creativity, the 'Big Poutine Fest' was born with more than 30 local restaurants using their culinary talents to create unique poutine dishes in a friendly competition. Any excuse to eat fries is a good day!

Through collaboration with The Bateman Foundation, REEL Canada and MUN Science, we were able to **connect more youth with new opportunities**. A generous donation of season tickets from the Newfoundland Growlers allowed many of our matches the chance to be fans in the stands!

The creation and support of Developmental Relationships continues to be our priority, ensuring that our programs are available to as many young people as possible. BBBS Mentoring, at its core, is about friendship. But it's also so much more. For the hundreds of children who are served locally each year, it's the foundation that builds resilience and potential, giving them the opportunity to achieve more, and allowing them to **believe that anything is possible**.

We are grateful for the continued support of so many outstanding community partners and for all the new supporters and friends we have gained this year. As we look to the future **we are excited for all the new opportunities** that are sure to come, and all of the new smiles we will get to witness as we continue to create impactful matches and work toward making sure every child who needs a mentor has one.



BIG Support to Youth

Here are some of the many ways we expanded opportunities for young people in 2022.

402

individuals completed
pre-match &
Developmental
Relationship training

700+

Mentors and Mentees
attended agency
sponsored events

49

Youth in Care
matched with a Mentor

1150

Individuals engaged at
agency fundraising events

119

Children and Caregivers
supported through our '**Give a
little joy**' holiday campaign

Including new events
MEGABike and **Big
Poutine Fest**

BIG Reach across our community

93

**New Volunteers
Enrolled**



3023

**Match Support
Contacts**



77

**Youth Removed
from Waitlist**



18,645

**Volunteer
Hours**



Children served in 2022

476

in Mentoring Programs

Total children served has increased 29% from last year; more than half the children served are through 1:1 mentorship relationships.



Sydney & Big Sister Colleen

Celebrating Match Graduations

A goal for the Developmental Relationships we create is to graduate matches to natural support, when the time is right. For many, this happens when youth prepare to graduate high school.

"I am so glad my mom put me in the Big Brothers Big Sisters program. The success of my two matches was everything. I am so happy to continue our friendship outside of BBBS."

Little Sister Sydney

Igniting Impact in 2022

Since launching our new Theory of Change in 2019, BBBSen has been collecting key measures of impact data. First, we have a new National Need Registry that our agency has been piloting since it was first implemented. Designed as a voluntary screening tool, the Need Registry is completed during the intake process by caregivers and provides insights on the adversities faced by families serviced by BBBS.

Needs Registry Data

- 48% of Mentees are experiencing social isolation
- 73% of Mentees live with parental separation or divorce
- 48% of Mentees are involved with Child Welfare Services
- 21% of Mentees are close to someone with a substance abuse problem
- 61% of Mentees are close to someone who is experiencing a mental illness
- 24% of Mentees are close to someone with who has experienced incarceration
- 63% of Mentees experience bullying
- 43% of Mentees are exposed to violence in the home, neighbourhood, or their school
- 47% of Mentees experienced the death or terminal illness of someone close to them
- 50% of Mentees are exposure to financial stress
- 42% of Mentees are exposed to a vulnerable employment standard
- 30% of Mentees are coping or recovering from a mental health illness



Building Consistent, Committed, Supportive, Developmental Relationships

Research shows that **just one positive adult** can dramatically improve outcomes for children living with adversities, particularly in the area of brain development, physical health, and resiliency.

Through our Developmental Relationship Surveys, Mentees reported experiencing the following almost constant or often during their match:

Provide Support

89% Youth feel their mentor helps them get things done.



Challenge Growth

100% Youth feel that their mentor encourages them to do their best.



Expand Possibilities

100% Youth feel their mentor has connected them with new people, places, or ideas.



Express Care

99% Youth feel their mentor shows them they matter to them.



Share Power

96% Youth feel their mentor listens to their ideas and takes them seriously.



Based on 200+ Mentees reporting



Igniting Potential through Group Mentoring

"Sitting on a gym floor, in an enormous circle filled with inspiring and hopeful young girls, chatting about whatever comes to mind, is really why I participate in Go Girls week after week. Watching these girls flourish, and allow themselves to be apart of a group where they feel most like themselves is an experience that motivates me to become my best self. Go Girls has taught me patience, self-awareness and the power of kindness, something that I will always be grateful for." -Mentor Kristen D

Treasurer's Report

The 2022-23 fiscal year was another successful year for BBBSen from a financial standpoint, however there has been a shift in the landscape of how funding has been generated. For the last three years, BBBSen has generated an excess of revenues over expenses, due in large part to growing fundraising and sponsorships. This year saw its lowest total donations since 2020, coming in just over \$34K. This is down considerably from the previous two years (2022 = \$55K, 2021 = \$103K). Other Sponsorships totaled \$226K in 2023, a big increase from the previous two years (2022 = \$171K, 2021 = \$171K), while Fundraising increased to \$204K in 2023 (2022 = \$168K, 2021 = \$92K).

Based on the increased efforts targeting fundraising and grant opportunities, the agency was able to generate a surplus of \$27K in 2023. The decrease in Donation revenue has been offset by great growth in Other Sponsorships and Fundraising, reflective of the time and effort devoted by our diligent staff.

During the year, BBBSen launched the inaugural MEGABike event which rode through historic downtown St. John's and was supported by a number of large corporate sponsors.

Big Poutine Fest was also launched across a number of local restaurants, generating \$12K in revenues, surpassing its budgeted target. We returned to the lanes for Bowl for Kids, and while generating net revenues of \$85K was enough reason to celebrate, the energy and excitement of all participants of what has become our flagship event, was the single greatest reason.

As always, BBBSen has diligently budgeted and reviewed all expenditures to ensure it provides the most benefit to the agency, and through this, it has surpassed its budgeted performance. Our staff is limited in size, but comprised of the most compassionate and hardworking professionals that care deeply about all that avail of our programming. The numbers and targets reflected above speak to our financial goals and how we've strived to achieve them. What those targets cannot measure are the strong partnerships with external funders, community, and other non-profits, without whose help we would not be able to accomplish everything we do. The full return to in-person events, the community engagement, the smiles, the laughter – these are things that can't be quantified, and which BBBSen considers incredibly important to our cause. People and collaboration are at the core of everything we do, and we are very thankful for all of the support and relationships that we've built along the way.

Generated \$501,496 In Revenue



Year ended March 31, 2023
Statement of Operations

	2023	2022
REVENUE		
Revenue	\$501,496	\$491,918
Expenditures	\$474,163	\$463,296
Excess (deficiency) Revenue over Expenditures	\$27,333	\$28,622

STATEMENT OF FINANCIAL POSITION

Assets	\$430,010	\$399,998
Liabilities	\$80,384	\$77,705
Net Assets	\$349,626	\$322,293

Complete financial statements available at HelpingKids.ca
Charitable Business Number: 106793508RR0001



"Sarah allows me to be my **true authentic self**. She has shown 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, even when I talk the ear off her. She never gets tired of listening to me speak about my day, or week or life and even though my mom has suggested she get ear plugs, she's yet to get them."

Little Sister Leah

COMMUNITY ENGAGEMENT

Building Connections across our Community

In 2022, we were thrilled to see the return to in-person community events. The support we receive from corporate and community partners enables us to provide vital services to children and families, deepens our impact and expands our reach. Here are a few of those meaningful community connections.

Bowl for Kids Sake

After 3 years we dusted off our bowling shoes, laced up and headed **"Back to the Alley"** for our flagship fundraiser. The funds raised are crucial to support the growing need for our mentoring programs. The excitement from participants was contagious! Companies and teams rallied together safely to let the good times roll once again. Connectedness to community is vital to our well-being and productiveness.

MEGABike

It was **MEGA Big**, **MEGA fun** and more than 200 individuals hopped on and pedalled for youth potential! The legendary 30-person MEGABike travelled across Canada from BC to historic downtown St. John's for one epic day in the most visible event of our year.

Go Girls Golf

Our 'Go Girls Golf' tournament isn't about being a good golfer... it's about having a good time while raising money to inspire and empower girls and those who identify as female and non-binary through our **"Go Girls! Healthy Bodies, Healthy Minds"** mentoring program. It's an opportunity for women in our community to come together for networking, food, fun, games and golf in one memorable day.



BIGGER
TOGETHER

BIG Thanks to our Partners and Supporters

We are deeply grateful to our donors and partners for making our work possible. 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.

We 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 truly are #BiggerTogether



\$50,000+

THE
JOYCE FAMILY
FOUNDATION

Bell
Let's Talk

Cahill
FAMILY FOUNDATION

Newfoundland
Labrador
CANADA



Foundation
Fondation



TELUS Friendly
Future Foundation

\$10,000+

The
CAL
LEGROW
FOUNDATION
Stronger Youth. Stronger Future

Scotiabank

\$5,000+

ST. JOHN'S

go!
Wilson's
ESSO

KPMG

North Atlantic

SUNCOR

VERAFIN

VOCM
Cares

wyth

\$2,500+

Air Canada Foundation
Browning Harvey Ltd
Cahill Group

CIBC Wood Gundy
Cox & Palmer
Crosbie Group

DF Barnes
Emera NL
Fortis Inc

NL Hydro
NLCU Foundation
O'Neill Foundation

Puglisevich
Roebathan McKay Marshall
Sandbox Gaming

TD Bank
WestJet Cares
for Kids

\$1000+

3 Points Aviation
A Harvey Ltd
Benson Buffet

Dovre Group
Eastern Edge/Reddy
Kilowatt Credit Unions

Freedom Foods
Harris Ryan
Hatch

Kent Building Supplies
Mr. Lube
Munn Insurance

Newfoundland Power
NL Growlers
NLCU

Steers Insurance
Stewart McKelvey
Toyota Plaza
Whalen Wellness



8 YEARS AND COUNTING

"BBBS has provided me with not only a little brother, but a friend for life. Watching my little grow through the years has been inspiring, humbling and so rewarding. I feel at times that I have learned more from my little than I have taught him! I am truly thankful to the staff at BBBS for their support and to have matched us".

Big Brother Ryan

THE POWER OF THREE



THE FAMILY



THE ORGANIZATION



THE MENTOR

OUR BOARD AND STAFF TEAM

Carolyn O'Keefe - Chair
Valerie Gushue - Vice Chair
Charlie Kelly - Treasurer
Jennifer Flynn - Secretary
Janice Connors - Past Chair
Mitchell Ryall - Director
Leo Etchegary - Director
Chris Forward - Director
Charlie Byrne - Director
Chris Dunne - Director
Tyler Knox - Director
Felicia Boland - Director
Annmarie Boudreau - Director
Keith Barrett - Director
Jennifer Bessell - Director

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

#BIGGERTOGETHER



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