



Big Brothers
Big Sisters

OF EASTERN NEWFOUNDLAND

ANNUAL REPORT

2023-2024





MESSAGE FROM OUR LEADERS

The past year has been another year of **innovation, collaboration, and meaningful impact** as we worked to create and support life-changing mentoring relationships.

We followed through on our commitment to serving youth with intentionality through the creation of our PRISM Committee in preparation for the launch of our PRISM program in early 2024, and in August, we executed the most successful Go Girls Golf Tournament to date, raising critical funds to support our mentoring programs and providing the space for women to come together and enjoy a day filled with positivity and inspiration. The MEGABike Event continued to be a favorite among supporters, with incredible energy and enthusiasm driving its success and it provided incredible visibility in the community. This year, we introduced a new and unforgettable experience for our Bigs and Littles through a partnership with the Newfoundland Rogues basketball team. The workshop brought mentors and mentees together to build skills and have fun, and participants hailed it as the highlight of the year's events. It was a powerful reminder of how shared experiences can deepen bonds and create lasting memories.

The year also marked a pivotal step forward in our digital transformation journey, thanks to the support of the federal government through the Community Services Recovery Fund (CSRF). This funding enabled us to launch our much-anticipated digitization project, bringing us one step closer to realizing our goal of digitizing and safeguarding 49 years worth of archival files and creating an alumni database. This initiative will strengthen our ability to connect, engage, and celebrate the lasting relationships built through Big Brothers Big Sisters over the years as we look to our 50th anniversary in 2025.

We proudly supported 469 young people this year, ensuring youth in our community had access to caring, supportive mentors who helped them improve confidence, resilience, and academic engagement, highlighting the transformative power of mentoring.

This year's achievements would not have been possible without the collective efforts of our community. Special thanks to our donors and community partners for their generosity, our Board of Directors, Volunteer Mentors and staff for their tireless dedication. And, of course, a heartfelt thank you to our Bigs, Littles, and their families for inspiring us every day. Your stories of resilience, growth, and connection drive everything we do.

As we pause to celebrate our achievements, let us also acknowledge that our journey is far from over. We look forward to celebrating a BIG milestone next year, and we have BIG plans to continue to ignite the power and potential of youth in our community. We look forward to all that we will accomplish together and will move forward with the same passion and purpose that have brought us this far.

Warm regards,

Kelly Leach & Carolyn O'Keefe



Thank you to our Board of Directors

At BBBSEN, we are grateful to be served by an outstanding and diverse Board of Directors, who are engaged and committed to helping young people across metro St. John's reach their full potential.

Board Chair

Carolyn O'Keefe

Vice Chair

AnnMarie Boudreau

Treasurer

Charlie Kelly

Secretary

Felicia Baldwin

Directors

Keith Barrett

Jennifer Bessell

Melissa Blackmore

Charlie Byrne

Jennifer Flynn

Chris Forward

Tyler Knox

Mitchell Ryall

Tyler Putt

Chris Dunne



WHO WE ARE

Since 1975, Big Brothers Big Sisters of Eastern Newfoundland (BBBSEN) has been making a meaningful difference in the lives of vulnerable children and youth through our no cost mentoring programs and services.

OUR MISSION

Enable life-changing mentoring relationships to ignite the power and potential of young people.

OUR VISION

All young people realize their full potential.

THE POSITIVE IMPACTS OF BBBS MENTORSHIP

SOCIAL-EMOTIONAL **COMPETENCE**

MENTAL HEALTH & **WELLBEING**

EDUCATIONAL **ENGAGEMENT**

EMPLOYMENT **READINESS**





WHAT WE DO & OUR IMPACT

For 49 years, Big Brothers Big Sisters of Eastern Newfoundland (BBBSEN) has enabled life-changing mentoring relationships to ignite the power and potential of young people who face Adverse Childhood Experiences (ACES).

Within the Metro St. John's area, there are approximately 28,000 youth aged 6-17. **BBBSEN supported 469 young people** in 2023. The kids we support are those growing up with adversities, circumstances outside their control that, especially when combined, can limit them from reaching their full potential.

Our mentors are additional consistent and supportive adults these young people can rely on. They bring an outside perspective to advise and challenge them, act as their champions, and provide greater consistency in their lives. All while connecting them to broader experiences, opportunities and networks. For the hundreds of children served locally each year, these relationships help them build resilience, achieve more, and believe that anything is possible.

BBBS mentoring is, at its core, about friendship, but its impact makes it so much more. Research shows that mentoring can change the course of a child's life, which can also change the course of a community's future by interrupting cycles of poverty, unemployment, and other limitations.

BIG IMPACT across our Community



*Statistics Canada defines volunteers as "people who have provided a service, without monetary compensation, for a group or organization at least once during the past 12 months." Volunteering thus provides tangible benefits and services to many Canadians; it is imperative to estimate the value of these services. This is estimated by multiplying the total number of volunteering hours in any given year by the value of work, which is typically measured as the average hourly wage in the non-profit sector.

ENHANCING LIVES THROUGH MENTORSHIP

With vital funding from the McCall MacBain Foundation, the **Enhancing Access to Mentorship project** launched in September. We addressed over 100 waiting inquiries, clearing our backlog and laying a strong foundation for future planning. This allowed us to focus on recruitment, particularly targeting Big Brothers and 2SLGBTQIA+ mentors to meet the demand for mentors with shared lived experiences. In this short time, we created 18 new Community-Based matches and enrolled 29 new littles, even while intake is usually closed.

The "Waitlist Wednesday" campaign successfully highlighted waiting children, inspiring new volunteer inquiries. We also connected with the community through events and new spaces, building valuable relationships.

This project prioritizes recruiting the right mentors to match young people with caring, Developmental Relationships faster, creating BIGGER impacts for littles and their families. We're excited to continue this in the year ahead.



"Nathan is a star. 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

THE IMPACT OF Developmental Relationships



Challenge Growth

72% of YOUTH REPORTED - that their mentor encourages them to be their best



Expand Possibilities

70% of YOUTH REPORTED they feel their mentor has connected them with new people, places, or ideas



Express Care

96% of YOUTH REPORTED they feel their mentor shows them that they matter to them



Provide Support

80% of YOUTH REPORTED they feel their mentor helps them get things done



Share Power

94% of YOUTH REPORTED they feel their mentor listens to their ideas and takes them seriously

2 YEARS AND COUNTING

"Being a part of the Between Generations program has brought so much joy into my life. Whether we're baking, doing crafts, shopping or going to movies, our relationship is very special. I'm grateful to BBBS for giving me the opportunity to make a difference in my Little's life but also for the laughter and joy this match has brought to me".

Big Sister Rhonda



2023 FINANCIAL HIGHLIGHTS

Treasurer's Report

At the core of its mission, BBBSen aims to enable life-changing mentoring relationships to ignite the power and potential of all young people. Over the years, the Agency has always done incredible things with the resources it has, and during 2023-24, BBBSen continued to carry out its strategy of reducing the waitlist and moving more kids into their match relationships. The focus therefore going into the year was to better enable its small team of employees, which included investing in enrolment and fund development.

To scale up operations comes at an immediate cost and increase to budget which, for an agency that has less than 5% of its revenue assured each year means that there is more work needed to find that funding. In addition to this commitment, the Agency also incurred sizeable increases to key services including its insurance (34% increase) but also its membership dues (131% increase).

BBBSen continues to rely heavily on sponsorships, grants and fundraising to bring in the majority of funds. Our Agency is so grateful for the relationship with our funders and we could not do everything that we aim to without their help – they are truly making a difference. For BBBSen to achieve its goals however, further support is needed and for this reason, we began the work to launch a capital campaign in the year ahead.

BBBSen finished F2024 with a net loss of (\$22.8K), the first time the Agency has incurred a net loss since F2020. Our Agency has always approached financial considerations with due care and diligence and as such, we were positioned to absorb these costs with reserve funds that were set in place for this purpose. While a surplus of revenues over expenses may indicate an exceptional period, we are very proud of what our Agency has accomplished. We started the steps to grow and expand our mentoring process, to mirror the multitude of needs in our younger demographic. Leading into F2025, our Agency is well positioned to leverage the traction made this year to continue our growth, and work towards a future where every child who needs a mentor has one.

Sincerely, Charlie Kelly - Treasurer

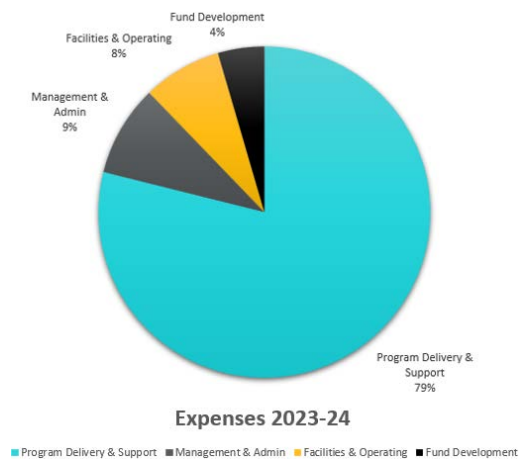
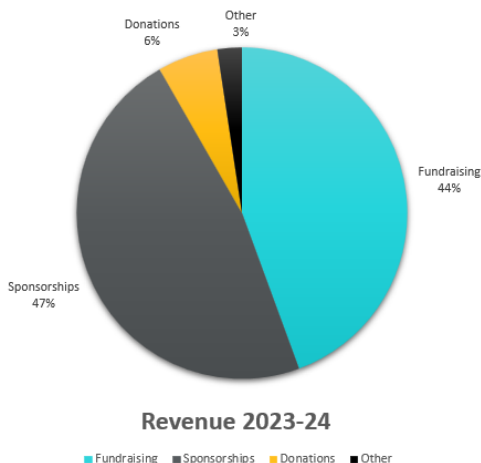
Summarized Financial Information

Year ended March 31, 2024
Statement of Operations

	2024	2023
REVENUE		
Revenue	560,938	501,496
Expenditures	583,787	474,163
Excess (deficiency) Revenue over Expenditures	(22,849)	27,333

STATEMENT OF FINANCIAL POSITION		
Assets	403,998	430,010
Liabilities	77,221	80,384
Net Assets	326,777	349,626

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





COMMUNITY ENGAGEMENT Highlights

This year **over 1100 individuals** joined us for local events. The support we receive from corporate and community partners enables us to provide vital services to children and youth, deepens our impact and expands our reach. Here are a few highlights of those meaningful community connections.



"Big Brothers Big Sisters truly has the best team engagement events every year. From riding the human powered MEGABike, to knocking down pins during Bowl for Kids Sake, our team always has the BEST time. It's a cause we've been supporting for over 10 years and one we believe aligns well with our cooperative values and principles - knowing the dollars raised empower local young people".
Rhonda Goodridge - Reddy Kilowatt Credit Union

TO OUR PARTNERS AND SUPPORTERS

We extend our **deepest gratitude** to our donors, partners, and supporters who make our mission possible. Your generosity fuels life-changing mentoring relationships that empower young people to realize their full potential. Through your gifts, we can provide the resources, guidance, and opportunities that open doors to brighter futures for the children and families we serve.

Your unwavering support is the foundation of our success. Together, we are creating a community where every young person has the chance to thrive, grow, and achieve their dreams. Thank you for believing in our vision and for investing in the power of mentorship.



OUR BIG THANKS

\$50,000+

Government of Canada (CSRF)
Government of NL
The Joyce Family Foundation

\$20,000+

Cahill Family Foundation
McCall MacBain Foundation

\$10,000+

Cal LeGrow Foundation

\$5,000+

Cahill Group
City of St. John's
Equinor Canada Ltd
KPMG
North Atlantic
O'Neill Foundation
Perennial Management
TradesNL
Scotiabank
Steele Mazda
Suncor Energy
Nasdaq Verafin

\$2,500+

AEO Foundation
Air Canada Foundation
Bell Let's Talk
CIBC Wood Gundy
Crosbie Group
DF Barnes
East End Dental
Emera NL
Fortis Inc
Harvey's Home Heating
Harris Ryan
m5
McInnes Cooper
NL Hydro
TD Bank
WestJet Cares for Kids

\$1,000+

3Points Aviation
A Harvey Ltd
Appcast Inc
Atlantic Edge Credit Union
Benson Buffet
Coke Canada Bottling
Cox & Palmer
Dovre Group
Hatch
Kent Building Supplies
Mr. Lube
Munn Insurance
RBC
Starbucks Foundation
Stewart McKelvey
Reddy Kilowatt Credit Union
VOCM Cares Foundation



Toyota Plaza
Walmart
Whelan Wellness
Women @Plaza



**Big Brothers
Big Sisters**
OF EASTERN NEWFOUNDLAND

**Thank you to our
Staff Team**

Igniting Potential every day

Executive Director

Kelly Leach

Program Manager

Julie Power

Team Lead

Nicole O'Brien

Events Coordinator

Kelly Ball

Mentoring Coordinators

Gale Martin

Terri-Lynn Brace

Jacqueline Nixon

Rachael Pope

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