



Big Brothers
Big Sisters

OF KINCARDINE AND DISTRICT

ANNUAL GENERAL REPORT

FOR THE YEAR ENDED DECEMBER 31, 2020

EXECUTIVE DIRECTOR'S ADDRESS



Since 1984, our focus has been to enable life-changing mentoring relationships to ignite the power and potential in the young people we serve in Bruce County.

As we started a new year in 2020, we were excited for our 1st Annual Family Fun Event: Bippity Boppity Boo Bash. What an incredible and overwhelming success that event was for our agency. From the time we opened the doors, until the last Little Princess left, the room was packed! We were so thankful that we could host this incredible event before the province wide lockdown due the pandemic.

Pivot and adapt were key words for us in 2020, both in reimagined vocabulary and action. When the first lockdown started, we quickly adapted and took our programs virtual. What we thought would be a 2-week pause, turned into a multiple month lockdown that brought about many changes, from virtual groups to cancelled fundraisers to Zoom meetings.

2020 has been a challenging year on many fronts for our agency. Our Mentors are our frontline workers and they stepped up big and continued to offer hope, encouragement and a sense of normalcy to our Mentees by maintaining their relationships virtually. Staff have worked hard as they adjusted plans, cancelled events and pivoted quickly to ensure the success of our programs and agency. Thanks to generous donors and supporters, we were able to create and deliver 360 activity kits to keep our Mentees connected and engaged throughout the year. We accessed grants to offset our operational costs, and were blown away by the generosity of donors during our Festival of Wreaths and Holiday Giving Campaign.

In spite of the challenges we are facing, we have shown our resilience and determination. To meet the needs of our young people and their families we are keeping our Bigs and Littles connected through virtual programming; starting new fundraising initiatives to replace cancelled events; and looking to the future and developing new programs and events to connect more young people in our community. We know that 2021 will continue to challenge us, but we will move forward, using our 2021-23 Strategic Plan as a guide, to grow and expand our agency's reach.

I am honoured and humbled to be a part of this incredible organization, to work alongside creative and innovative staff, board members, and volunteers as we continue to invest in the lives of our young people.

Thank you to each and every one of you for your continued support, encouragement and belief in the work we do at Big Brothers Big Sisters. Without our dedicated volunteers, our generous donors and sponsors, we would not be able to continue to offer our programs and services.

You make Us #BiggerTogether

Sincerely,
Yolanda Ritsema

WE IGNITE POTENTIAL



22

Number of youth waiting for a mentor in our community



49

Number of youth served in our mentoring programs



23:1

Every \$1 invested in our programs, \$23 goes back into the community

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OUR VISION AND MISSION



Vision

All young people realize their full potential.

Mission

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

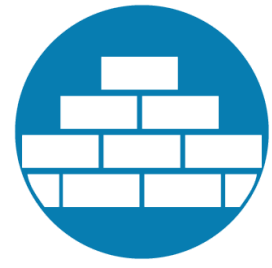
OUR STRATEGIC PRIORITIES



BIG
Voice



BIG
Impact



BIG
Growth

OUR CORE VALUES

- 1** **We believe** that every child should have the opportunity to reach their full potential in a healthy and safe environment.
- 2** **We believe** that collaboration between staff and volunteers in service delivery allows us to help young people, and their families in limitless ways.
- 3** **We believe** in a mindset of maintaining the highest standards; and a constant pursuit of impact allowing us to drive creativity in the design of new and meaningful mentoring programs.
- 4** **We put forth** our commitment to do better for young people by serving the local community and ensuring our programs reflect its diversity.

THEORY OF CHANGE



Big Brothers
Big Sisters

OUR MISSION

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

WHO DO WE SERVE?

Young people who face adversity AND are in need of an additional consistent and supportive Developmental Relationship¹

HOW DO WE IGNITE POTENTIAL?

- » By intentionally recruiting based on the needs of a community's young people
- » By matching young people with a professionally screened volunteer mentor
- » By monitoring and supporting that match with a professional caseworker
- » By training and supporting the mentor, the mentee and the family
- » By building a Developmental Relationship between the mentor and the mentee that: Expresses Care: Challenges Growth: Provides Support: Shares Power: and Expands Possibilities
- » By graduating the match relationship towards natural support

WHAT IS THE IMPACT?

Young people graduate our programs with measurable outcomes:

SOCIAL EMOTIONAL COMPETENCE

- » Relationship skills
- » Social awareness
- » Responsible decision-making
- » Self-management
- » Self-awareness

MENTAL HEALTH & WELLBEING

- » Positive identity
- » Mental wellness
- » Social inclusion & empowerment

EDUCATIONAL ENGAGEMENT & EMPLOYMENT READINESS

- » School connectedness
- » Commitment to learning
- » Enhanced constructive use of time

¹ "Developmental Relationships Framework" © 2018 Search Institute, Minneapolis, MN www.search-institute.org

OUR VISION

All young people realize their **full potential**

THEORY OF CHANGE

SOCIAL RETURN ON INVESTMENT



SOCIAL RETURN ON INVESTMENT

\$23:\$1

EVERY \$1 INVESTED IN MENTORING
RETURNS \$23 TO SOCIETY¹

MENTORED YOUTH SEE POSITIVE RESULTS:

IN LIFE

- 81% REPORT FINANCIAL LITERACY
- 98% BELIEVE THEY MAKE GOOD LIFE CHOICES
- 80% PURSUE HEALTHY LIFESTYLES

IN COMMUNITY

- 87% HAVE STRONG SOCIAL NETWORKS
- 50% MORE LIKELY TO VOLUNTEER
(AND GIVE 30% MORE TIME¹)
- 13% MORE LIKELY TO DONATE
(AND GIVE 20% MORE MONEY¹)

AT WORK

- 47% HOLD SENIOR LEADERSHIP POSITIONS
- 17% MORE LIKELY TO BE EMPLOYED
- 13% HIGHER EARNINGS
(\$315,000 HIGHER LIFETIME INCOME)



THE FAMILY



THE ORGANIZATION



THE MENTOR

THAT'S THE POWER OF THREE

¹ Among economically disadvantaged groups, \$1 invested in mentoring by Big Brothers Big Sisters returns \$23 to society. The Boston Consulting Group undertook a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

THE POWER OF THREE

Big Brothers Big Sisters enables life-changing mentoring relationships through The Power of Three: The Family, the Organization and the Mentor.

Our agency staff are experts at screening, training, and matching a mentor with a mentee to realize their full potential.

THE FAMILY & YOUTH



Youth facing adversity
AND
in need of a
Developmental Relationship¹

THE ORGANIZATION



Professional agency staff trained
to recruit and match volunteers;
train and support mentors and
mentees; and graduate youth

THE VOLUNTEER MENTOR



Volunteers who work together with
professional staff to create a
Developmental Relationship¹
with our youth



YOUTH OUTCOMES

SOCIAL EMOTIONAL COMPETENCE

- RELATIONSHIP SKILLS
- SOCIAL AWARENESS
- RESPONSIBLE DECISION-MAKING
- SELF-MANAGEMENT
- SELF-AWARENESS

MENTAL HEALTH & WELLBEING

- POSITIVE IDENTITY
- MENTAL WELLNESS
- SOCIAL INCLUSION & EMPOWERMENT

EDUCATIONAL ENGAGEMENT & EMPLOYMENT READINESS

- SCHOOL CONNECTEDNESS
- COMMITMENT TO LEARNING
- ENHANCED CONSTRUCTIVE USE OF TIME

¹"Developmental Relationships Framework" © 2018 Search Institute, Minneapolis, MN. www.search-institute.org

MENTORING IGNITES THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR FULL POTENTIAL



MATCH HIGHLIGHT

Meet Olivia and Emily

Matched since 2018

What Mentorship means to me ...

Being a big sister to me means.. spending time with Olivia, enjoying one on one quality time together where I can see her laugh, smile and grow. ~Emily



WE
IGNITE
POTENTIAL

Being a little sister means to me.. hanging out with my big sister and having a fun time doing different activities. My favourite things to do are baking, riding bikes, colouring and just spending time together. ~ Olivia



2020 YEAR IN REVIEW



360 Activity Bags delivered

30 Turkey Pot Pies given out at
Christmas



17 families received Secret
Santa gifts

Operation Give Back: 3 sites
cleaned by 25 Bigs & Littles



12 Virtual Group Mentoring Nights

17 Matches: 11 Big Sisters,
5 Big Brothers, 1 Big Couple



22 Littles on the waitlist

\$28,353 in donations



49 Littles in our programs

5 successful fundraisers,
raising over \$66,000



\$30,000 in Grant funding

BOARD AND STAFF



Big Brothers Big Sisters of Kincardine & District has a group of dedicated people who work both front line and behind the scenes to ensure we do our best for the young people and their families in Kincardine & District. Thank you to all those who believe in our mission and what we do in our communities.

BOARD

President - Susan Earle

Treasurer - Catharine Darling

Past President - Kelly Dageman

Director - Bev Spence

Director - Lesley Summers

Director - Gregg Stewart

Director - Rick Clarke

Executive Director - Yolanda Ritsema

Mentoring Coordinator - Deirdre Carroll

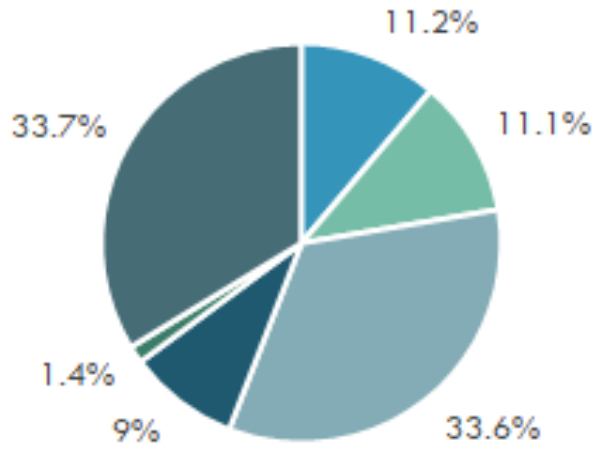
STAFF



FINANCIALS AT A GLANCE



2020 Revenue

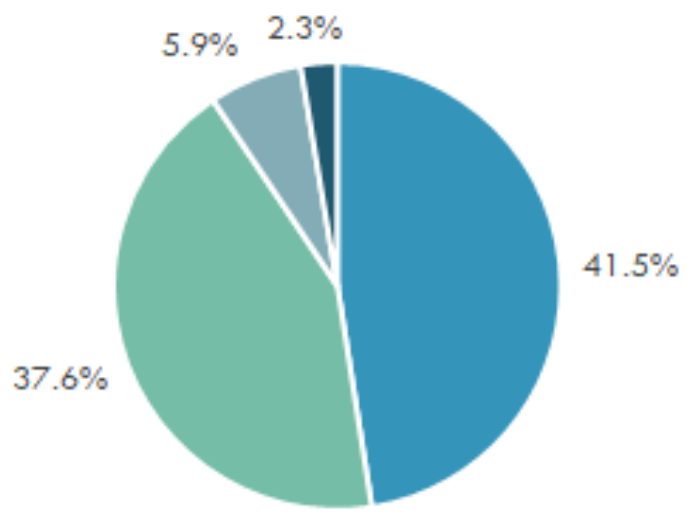


- Individual Donations
- Corporate Donations
- Fundraising Events
- Lottery Income
- Investments
- Grant Funding

2020 Revenue ↑ 8%

2020 Expenses

2020 Expenses ↑ 4%



- Programming
- Administrative
- Professional fees
- Membership fees

STATEMENT OF REVENUE & EXPENDITURE

Big Brothers Big Sisters of Kincardine & District Statement of Operations

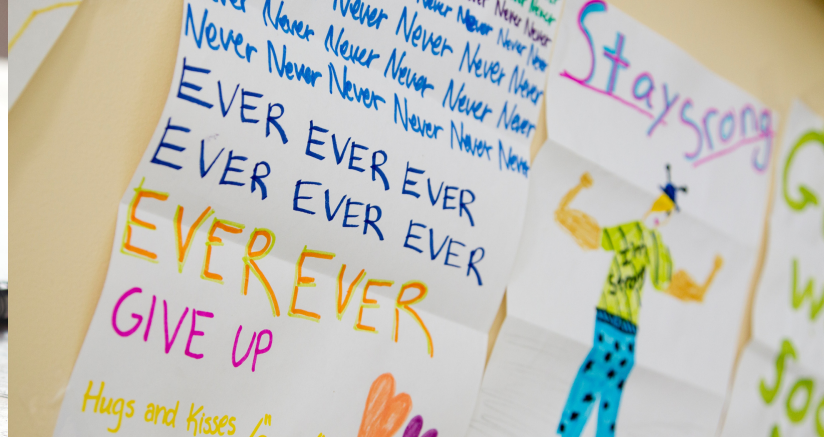
For the year ended December 31	2020		2019	
Revenues				
Unrestricted donations - individuals	\$ 15,965	11.2 %	\$ 13,924	10.6 %
Unrestricted donations - corporations	15,789	11.1 %	26,827	20.4 %
Fundraising activities, net (Note 2)	47,849	33.6 %	59,663	45.4 %
Investment income	425	0.3 %	794	0.6 %
Lottery income, net	12,977	9.1 %	20,631	15.7 %
Program grants	9,081	6.4 %	4,037	3.1 %
Government grants (Note 11)	38,937	27.3 %	4,000	3.0 %
Change in fair value of short-term investments	1,500	1.1 %	1,450	1.1 %
	142,523	100.0 %	131,326	100.0 %
Expenses				
Activities	(33)	- %	3,284	2.5 %
Advertising and promotion	479	0.3 %	-	- %
Group mentoring	14,348	10.1 %	11,301	8.6 %
Capital expenditures	1,976	1.4 %	-	- %
Insurance	3,821	2.7 %	3,482	2.7 %
Interest and bank charges	299	0.2 %	508	0.4 %
Membership dues and subscriptions	3,222	2.3 %	2,549	1.9 %
Printing, stationery and office supplies	3,067	2.2 %	5,761	4.4 %
Professional fees	8,433	5.9 %	6,012	4.6 %
Rent	4,814	3.4 %	5,519	4.2 %
Salaries and benefits	82,909	58.2 %	79,606	60.6 %
Telephone	840	0.6 %	790	0.6 %
Vehicle	476	0.3 %	944	0.7 %
	124,651	87.6 %	119,756	91.2 %
Excess of revenues over expenses for the year	\$ 17,872	12.4 %	\$ 11,570	8.8 %

COMMUNITY PARTNERS



Each day, the Kincardine & District community proves that mentoring matters a great deal to them. Opening their hearts and supporting the Big Brothers Big Sisters has allowed programs to continue to grow, evolve and expand to meet the needs of our community.





THANK YOU

Wow! The Christmas gifts the Littles receive are always amazing but this year it is obvious special time was taken to consider each child and what they would truly enjoy. It made our holiday even more magical. Thank you!

Group was great tonight! I loved having time to just talk & ask questions that we normally don't get a chance to ask. Thanks Dee!

Thank you for making a positive difference in so many families in the community of Kincardine!

BBBS is just the BEST! Very caring and understanding staff and wonderful volunteers. They give support to children who are in need of special individual attention. They have a positive impact. It is such a positive and enjoyable experience.

BBBS is a BIG Deal!





@bigbrothers.kincardine



@bbskd



@BbbsKincardine

<https://kincardine.bigbrothersbigsisters.ca/>