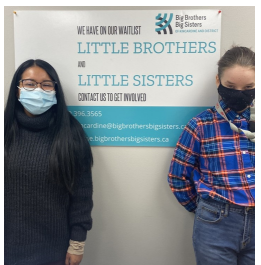
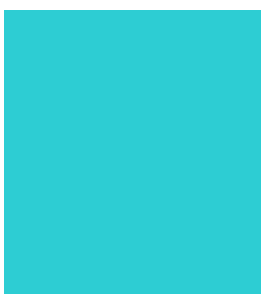
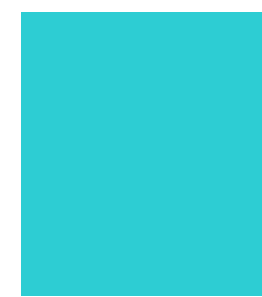
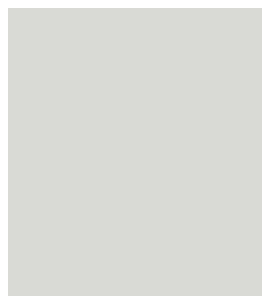
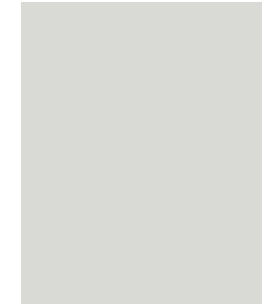
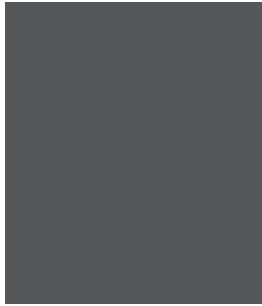
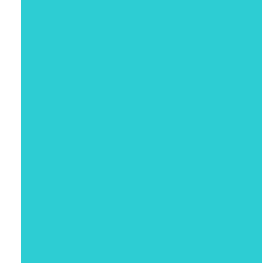
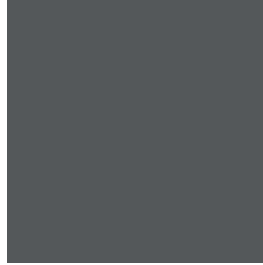
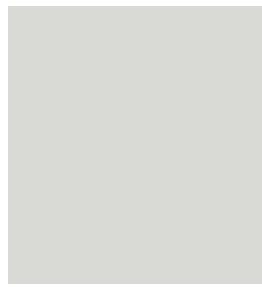
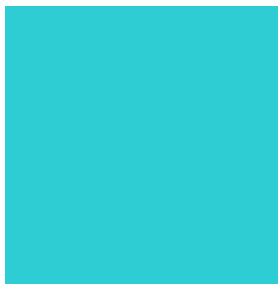
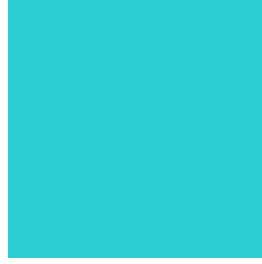


Big Brothers  
Big Sisters  
OF KINCARDINE AND DISTRICT

ANNUAL  
REPORT

2021





# Message from Executive Director

Twenty Twenty-one continued to challenge our agency, but it also allowed us to further fine-tune our programs, reimage our fundraising and adapt to meet the needs of the young people we serve. As Big Brothers Big Sisters of Kincardine & District continued to navigate the constantly changing landscape of COVID-19, the health and wellbeing of our Mentees was at the heart of everything we did. We continued to run our programs virtually, or when it was permitted and safe, meet outdoors while following the Public Health Guidelines. As flexible as virtual programming is, it doesn't compare to getting together in person.

Our In School Mentoring Program, which was set to launch in the fall of 2020, could no longer wait; we knew that more young people were in need of our programs, and we were ready to answer the call. With audacious hope, we planned for a soft launch in the fall of 2021. Formal partnerships were formed with 3 area school boards: the Bluewater District School Board, Grey-Bruce Catholic School Board and Avon Maitland District School Board. Finally in January of 2022, we were able to begin matching Mentees with Mentors in 5 schools in our service area.

We experienced growth in 2021 as our service area grew from the communities around Kincardine, to now include all of Southern Bruce County and Northern Huron county. With the closure of BBBS North Huron in 2020, the Perth Huron United Way approached us to see if we were interested in serving this area. We said YES! We opened up 11 spots in two local schools to offer our In School Mentoring Program to meet the needs of youth in Northern Huron County.

Our volunteers are a vital part of the success of our organization. Each of these incredible humans selflessly give to the organization in many ways. Without them, we would not be able to do the work we do.

Youth Mental Health is a growing concern across our country, and we see the effects it is having on your youth here in our local communities. Young people have struggled to receive the help they need, and the problem has only been exacerbated by the pandemic. For every 1 young person enrolled in our program, another 5 have been identified as needing our services. The demand is growing rapidly. We know that children with a mentor in their lives report better mental health, than those without. Big Brothers Big Sisters of Kincardine & District is ready to support ALL current and future Mentees.

I am profoundly grateful to our volunteers, donors, and community for continuing to support our mission of enabling life changing relationships to ignite the power and potential of young people. We will continue our work of supporting youth in our communities and expanding their possibilities so that they can have a brighter future.



**Yolanda Ritsema**  
Executive Director

# 2021 Board of Directors

We want to thank our incredible board members, a diverse group of individuals committed to children and youth thriving in Southern Bruce and Northern Huron County.

## **Susan Earle - President**

Administrator, Housing Services (Retired)  
at County of Bruce

## **Catharine Darling - Treasurer**

Sales Manager at Framatome

## **Rick Clarke - Director**

Educator, (Retired) at Elementary Schools

## **Ann Miller - Director**

Social Worker (Retired) at Grey Bruce Child &  
Family Services & Huron County Children's  
Aid Society

## **Linda Johnson - Vice President**

Group Vice-President, (Retired) at Global Strategic  
Solution, JDA Software, Scottsdale AZ

## **Gregg Stewart - Director**

Innovation Catalyst, CFO at Nuclear Promise X

## **Bev Spence - Director**

Community Fund Development Coordinator  
(Retired), at Women's House

## **Andrea Clarke - Director**

Attorney at Law at Offices of Andrea Clarke

## **Message from the President**

The board and staff of Big Brothers Big Sisters Kincardine & District are very proud of our accomplishments in the past year with the help of over 50 volunteers as well as individuals, businesses and corporate sponsors.

A few highlights include:

- Over 40 matches of children and youth (mentees) between ages 6 & 18 with mentors
- Started an in-school mentoring program in Kincardine and expansion to northern Huron County
- Increased business and corporate sponsorships, and very successful fundraisers.
- New board and staff members recruitment
- Celebrated and thanked our volunteers with an appreciation event
- Strategic Plan was completed for 2021-2023.

As with all nonprofit organizations in the last 2 years, we had to work very hard and be very flexible to be able to continue to deliver our programs for the children and youth as best we could and continue to fundraise in very different and creative ways.

We had 100% support from our board members through many hours of volunteering, networking with community members, financial support and ensuring the organization remained committed, respectful, creative and willing to step up and help whenever needed to serve the families.

Our Executive Director Yolanda Ritsema and the staff have worked with resilience, creativity, determination, flexibility and positivity. Thank you!

**Susan Earle**  
Board President



# 2021 Impact

While the ongoing COVID-19 impact continued to cause setbacks, we continued to create new partnerships, expand our service area, and are proud of the work that we accomplished.

**10+**  
Community partners  
were engaged in 2021,  
including:  
United Way Perth Huron, United  
Way Grey Bruce,  
Avon Maitland District School  
Board, and  
The Bruce County Museum



**12**

New matches  
were made in 2021



**41**

Young people  
mentored



**23,354**

Hours  
volunteered



**38**

Volunteer  
mentors

## Programs:



**4**

Community Based, Site Based - Group,  
Virtual Mentoring, and School Based  
Mentoring Programs

## Schools:



**4**

Schools in Bluewater District  
School, Grey Bruce Catholic and  
Avon Maitland District  
School Boards partnered with

# Who We Serve

At Big Brothers Big Sisters of Kincardine & District, we build thriving communities by empowering lives through mentorship. We work with youth aged 6-17 and match them with a mentor based on mutual experiences and shared interests.

Many young people in our communities face a variety of adversities in their lives, resulting in toxic stress that can negatively impact their development. With the support of a mentor, they can overcome these adversities and develop the confidence needed to reach their full potential.



## Our Mentees:

10

Have been waiting over 2 years for a Mentor

52%

Girls

48%

Boys

63%

Have 3 or more ACEs



## Our Families:

10% Live with Grandparents

61% Live with a single parent

10% Live in a blended home

17% Live in a dual parent home

## What are ACEs?

(Adverse Childhood Experiences)

ACES are potentially traumatic events that can occur between 0-17 (CDC., 2019). Without supportive adults, they can lead to toxic stress in a child's body. The more ACEs a child experiences, the more likely they are to suffer from things like heart disease and diabetes, poor academic achievement, and substance abuse later in life. (Center on Developing Disease, Harvard).

Some examples include:

- Physical & Emotional Abuse
- Neglect
- Caregiver Mental Illness
- Household Violence



# Measuring Our Impact

Big Brothers Big Sisters mentorship leads to significant impacts on a young person's life.



**SUCCEEDS  
IN SCHOOL**

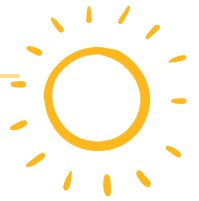
70%

of Littles are motivated to do well in school.



80%

of Littles feel their teachers care about them.



**MAINTAINS  
GOOD MENTAL  
& PHYSICAL  
HEALTH**



75%

of Littles reported having positive self-esteem.



25%

increase in Littles who reported having a sense of purpose

90%

of Littles reported having a positive view or their personal future



**SHOWS  
LEADERSHIP  
& DELAYS  
GRATIFICATION**



90%

of Littles have a sense of responsibility



50%

of Littles reported an increase in the ability to plan ahead and make decision after a year of being mentored

**OVERCOMES  
DANGER &  
RESISTS  
DANGER**



90%

of Littles can resolve conflicts peacefully after a year of mentorship



95%

reported having a sense of control over the things that happen in their lives



**HELPS OTHERS  
& VALUES  
DIVERSITY**

95%

believe it is important to help others

80%

of Littles reported an increase in cultural competence. Our Littles have a greater knowledge and comfort with people from different cultures, ethnicities, and racial backgrounds



# COVID Response

Like many Canadian organizations, we continued to experience challenges due to the ongoing pandemic. However, that did not stop us from creating new matches and ensuring existing matchers were well supported and had the resources they needed to be successful.

Throughout the pandemic, we continued to onboard new Mentors while adhering to COVID-19 safety protocols. We continued to make new

matches virtually; we met outdoors, and socially distanced when possible, provided activity kits, offered virtual programming and did regular health and wellness check-ins.

Our community supported us and ensured we had the resources we needed to continue to navigate the ever changing landscape.

For that we are incredibly grateful.

## Events

### **Golf Fore Kids' Sake: Weekend of Golf**

Hoorah for the outdoors! Thankfully we were able to host our annual Golf Fore Kids' Sake: Weekend of Golf fundraiser. With the ever changing rules around in person gatherings, an outdoor fundraiser enabled us to meet together and raise funds. This 2-day event was SOLD OUT, raising over \$22,000 in support. Special thanks to our dedicated corporate sponsors NPX, NWMO, Tetra Tech, Greenfield Global, EPCOR, Matchett Financial and Jeff Scott of Remax.

### **Dancing with the Stars**

What a glamorous night! This event was cancelled in 2020, but thanks to a brave planning team, great livestreaming partner Bruce Telecom and five amazing dance couples we pulled off an event that had viewers from around the world tune in, along with local watch parties and a small in person audience. Our signature event was proudly presented by the Society of United Professionals.

### **All Things Christmas**

For a second year, local businesses and individuals decorated and donated beautiful Christmas wreaths that were auctioned off as part of our Festival of Wreaths Fundraiser. We had over 30 wreaths donated and the online auction was a great success.

Our beloved Christmas Yard made a BIG comeback! Over 20 volunteers helped transform the Kincardine Hall at the Davidson Centre into a space full of Christmas decorations, trees, garlands, linens, dishes and more. Saturday's yard sale was buzzing with shoppers.

These events raised over \$5,000 combined for our programs.

### **Nothing Stops Santa**

While we all felt a little less holiday spirit, our Secret Santa's made spirits bright with donations of toys, household items, toiletries, stocking stuffers and turkey dinners. The elves were kept busy wrapping each donation with care and our jolly Santa's delivered them with love to each of our Mentees and their families.

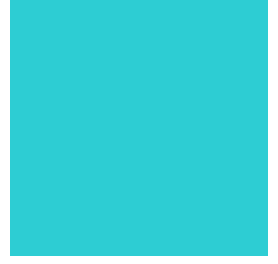
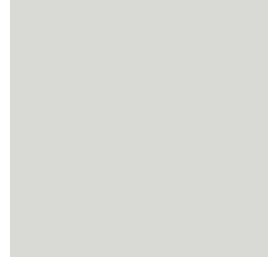
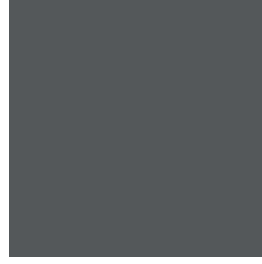
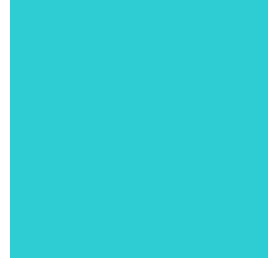
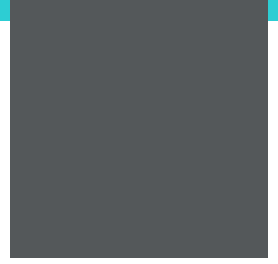
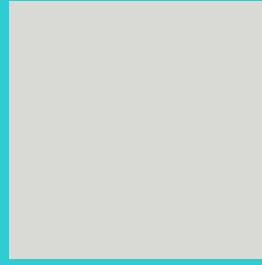


"Thank you Secret Santa's for making our Christmas merry and bright. These last 2 years have been really hard for our family. The support and kindness we receive from BBBS is the best. This program has helped my daughter grow so much.  
Thank you!"





**Our Mentors are our  
frontline workers.  
They continued to  
show up and support  
our Mentees any way  
they could throughout  
the pandemic.**



# Mentors & Mentees

Our Mentors continued to do their best to stay connected to their Mentees as we navigated year two of the pandemic. Many of our Mentees reported feelings of anxiety, loneliness and frustration, and like everyone, a deep sense of loss and disconnectedness.

We recognize that our Mentors have also had a challenging year. We did our best to navigate the changing guidelines and continued to offer engaging virtual programming.

Throughout all of this, incredible memories have been made and here are some of the highlights:

- We hosted a number of **Scientists in Schools** sessions, on topics like Candy Chemistry where we got to experiment with Skittles.
- Throughout the year, our Mentees received a **Museum in a Box** each month full of fun and interesting crafts, games and activities that they could do on their own or as part of one of our virtual group nights. This activity was in partnership with the Bruce County Museum and Cultural Centre.
- As things opened up we were thrilled to once again take our Mentees to **Camp Kintail**, thanks to a generous donations by Knox Presbyterian Church. This event is a favourite for Mentees and Mentors alike and includes high-low ropes course, the 100 foot slide, nature walks and more.
- It was wonderful to have our group nights in person again in the fall. We had games nights, a spa night; we went to **Farrell's Farm** for our Halloween party and carved pumpkins; and **Meridian Credit Union** taught us about personal finances.

Throughout the last year, our Mentors have stepped up over and over again for our Mentees; connecting with them virtually or for outdoor, socially distanced visits.

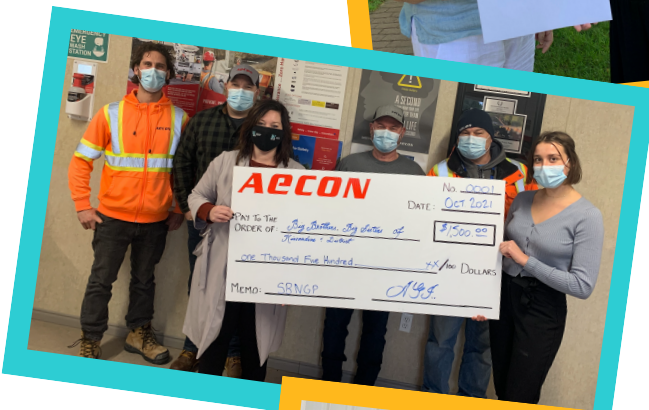
*Thank you Mentors!*



We heard from many parents that their child's Mentor made a **BIG** difference throughout the ups and downs of the past year.



Corporate sponsors continued to support the work of BBBS Kincardine throughout another challenging year



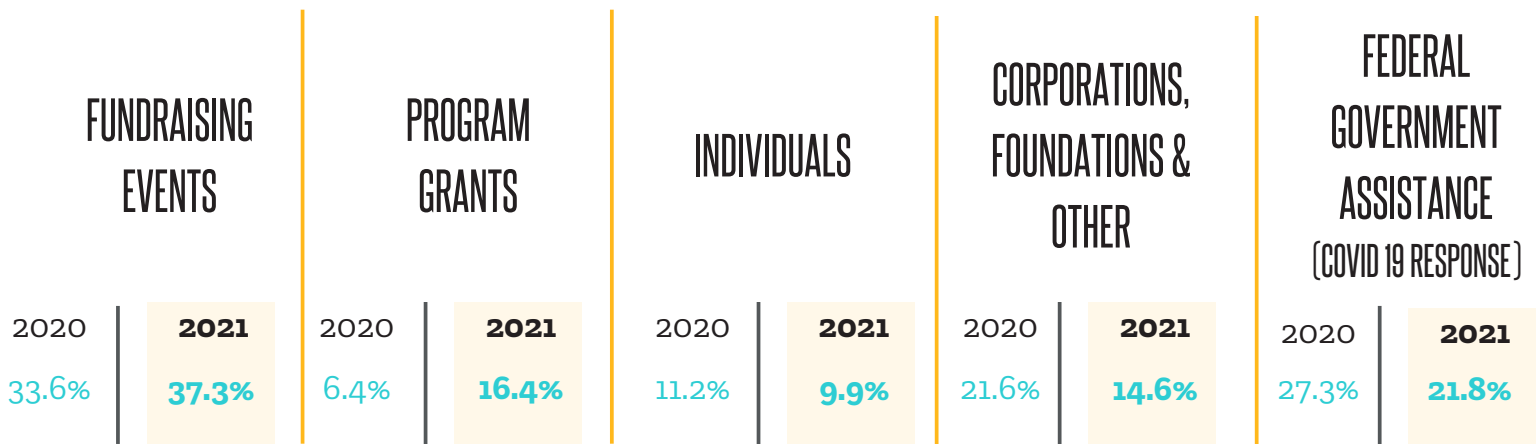
## Partners

As the pandemic continued into a second year, our dedicated donors and supporters continued to give generously; going above and beyond their typical support to ensure our Matches were not left behind.

- We ended another challenging year with an incredible outpouring of support by our community and Matching Sponsor **Maitland Welding and Machining**. Thanks to their commitment to young people across Southern Bruce and Northern Huron counties, they matched every donation \$1 for \$1, doubling the amount received to over \$10,500.
- **AECON Group Inc.** hosted an internal 50/50 and raffle, raising \$1,500 for us!
- The incredible team at **EMC a Day & Zimmerman Company** hosted a Golf Tournament with proceeds of their event donated to us. This event raised \$6,337.70!!
- A BIG thank you to the **Kincardine Legion** for choosing us to be their supported partner with their 2021-22 Catch the Ace Lottery.
- **Westshore Clothing & Surf Shop** generously sponsored our Paddle Board Raffle and **Gemini Jewelers** sponsored our Mother's Day Diamond Earring Raffle, raising a combined total of \$9,600.
- **OPG** has been long time supporters of our Mini-Masters Event. This fan-favourite event has our Mentees and Mentors racing around the go-kart track, working on their mini-golf game and enjoying dinner together at Family Fun Land.

# 2021 Financial Highlights

In 2021, we generated \$163,418 in revenue compared to \$142,523 in 2020



**23 : 1**

## Social Return on Investment

For every dollar committed to BBBSKD there is a social return \$23 back into Southern Bruce & Northern Huron Counties future. \*

\*Boston Consulting Group, 2013

## Summarized Financial Information

Year Ended December 31, 2021	2021	2020
<b>SUMMARIZED STATEMENT OF OPERATIONS</b>		
Revenue	\$163,418	\$142,523
Expenditures	\$164,842	\$124,651
Excess (deficiency)	<b>(\$1,424)</b>	<b>\$17,872</b>
Revenue over Expenditures		

As at December 31, 2021	2021	2020
<b>SUMMARIZED STATEMENT OF FINANCIAL POSITION</b>		
Assets	\$127,264	\$160,493
Liabilities	\$15,316	\$47,121
Net Assets	<b>\$111,948</b>	<b>\$113,372</b>

Audited Financial Statements may be obtained online at [kincardine.bigbrothersbigsisters.ca](http://kincardine.bigbrothersbigsisters.ca)

Charitable Business Number 10679 3367 RR0001

# Supporters

## Thank you to our SUPPORTERS

### Ignitor (\$5,000+)

Bruce Telecom  
EMC a Day & Zimmerman Company  
Nuclear Promise X  
Nuclear Waste Management Organization  
Society of United Professionals

### Builder (\$3,000-\$5,000)

Bruce Power  
Maitland Welding & Machining

### Motivator (\$2,500-\$3,000)

Tetra Tech

### Believer (\$1,500-\$2,500)

AECON Group Inc.

### Champion (\$1,000-\$1,500)

CUSW  
EPCOR  
Jeff Scott - Remax  
Matchett Financial

### Partner (\$500-\$1,000)

Corteva  
Greenfield Global  
Huron Tractor  
HuronTel  
Joint Physio  
Lake Range Realty - Mitch Twolan  
MicroAge Basics  
Miller Insurance  
New Life Mills  
OPG  
P&H  
Remax Land Exchange  
Royal LePage Exchange Realty Co., Brokerage  
Snobelen Farms  
Superheat  
The Cooperators

## **Match Maker (\$200-\$500)**

---

Bluewater Agro

Desjardins

Hype Performance Academy

Kempton Construction

Kincardine Quick Lube

Mackenzie & McCreath Funeral Homes

Matt Harvey Financial

Syngetna

Zone 7 Egg Farmers

## **Role Model**

---

Ainsdale Golf Course

Alicia Riley Designs

Arterra Distributors

Blackhorse Golf Course

Blyth Eastside Dance Studio

BruceLea Poultry

Deller-Quinn Dentist

Emerson

Enviro Masters Lawn Care & Pest Control

Euro-Home

Faux Pop

Fig Studio Kitchen

Finchers

Fluid Events

Gemini Jewelers

Grey Matter Beer

Hawgs Breath

Kincardine BIA

Kincardine Golf Course

Kincardine Home Hardware

Lakeside Chevrolet Buick GMC Ltd.

MacKay Centre for Seniors

Malstrom Winery

Maria Ev Jewelry

Shoreline Chic Home Decor

Shoreline Classics

Smeltzer's Garden

SunDog Creative

The Alzheimer Society of Huron County

The Bruce Steakhouse

The Kincardine Record

The Lifters

The Loop

The Tusk

Victoria Park Gallery

Walkerton Toyota

Westshore Clothing & Surf Shop

## **Supportive Partners**

---

Bruce County Museum & Cultural Centre

Community Foundations Grey Bruce

Government of Canada

Government of Ontario - Ministry of Education

Kincardine Legion

Knox Presbyterian Church

Lions Club of Ripley

Lions Club of Tiverton

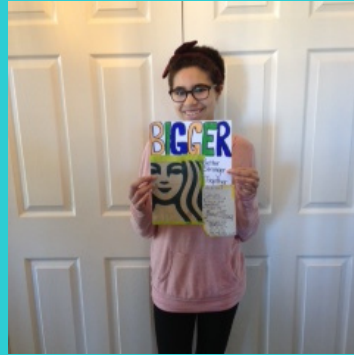
Municipality of Huron-Kinloss

Municipality of Kincardine

Ontario Trillium Foundation

United Way of Grey Bruce

United Way of Perth Huron



## **Big Brothers Big Sisters of Kincardine & District**

910 Queen Street, Unit E Kincardine, ON N2Z 2Y2

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519.396.3565

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Charitable Business Number: 106793367RR0001