



**Big Brothers Big Sisters**  
of London and Area

**ANNUAL  
REPORT  
2015/16**

## Our Mission

We provide quality mentoring relationships to young people in need, helping them reach their potential.

## Our Vision

To provide quality mentoring programs to every young person in need.



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# EXECUTIVE ADDRESS

## Message from the Board President



A great plan is only as good as its execution.

I often read these types of messages in annual reports, and find that the use of analogies and catch phrases can be overwhelming and unclear. I will try and avoid this pitfall and give you the straight goods:

The strategic plan is in place, and now we are thrilled to be able to execute.

This past year has marked the solidification of our new strategic plan, and it has marked the beginning of what we believe will be the best years for our organization. Not only have we finalized our strategic direction, but we have worked with our partners, staff, and stakeholders to operationalize it and make sure that we are reaching our milestones and carrying out the incredibly impactful goals we have set for ourselves. What has been developed is a strong, outcome- focused operational plan that ties us back to our purpose—providing quality mentoring to all young people in need.

We have managed all of this planning for the future while maintaining stability and a level of service to our children and youth that we can all take pride in. This is not possible but for the people that are on the front lines of our organization. Our staff, partners and volunteers make us who we are.

On behalf of the Board of Directors, thank- you for what you do! Please continue to make Big Brothers Big Sisters of London and Area this vibrant, inclusive and innovative environment of mentoring. We look forward to the exciting things we have ahead of us and sharing with all of you!

A handwritten signature in blue ink, consisting of stylized, overlapping loops and lines.

Trev McAninch, Board President

# WHO



Who are we now?

And who are we moving forward?

## Meet Our New Strategic Plan

At Big Brothers Big Sisters, we believe that every young person should have the opportunity to reach their full potential, and that by changing the course of young lives, we can help change the course of a community's future.

This past year, it was important for our organization to develop an exceptionally strong vision for the future as our existing Strategic Plan came to a close. Working with the exceptional staff at the Kovacs Group, we worked for months, gathering community insights, feedback, interviews, and surveys from those who are invested in the work that we do: community members, partners, funders, families, volunteers, staff, and the young people we serve.

With this feedback and strong visioning sessions, our comprehensive Strategic Plan was born; one that will take us from 2016 through to 2021. It focuses on five key priorities that will guide our efforts and help to ensure that young people reach their potential through quality mentoring:

1. People: Develop an inclusive environment that promotes the development of relationships in order to create agency advocates
2. Funding: Ensure long-term sustainability through diversification and growth of funding sources
3. Impact: Maximize our impact in both quantity and quality of service
4. Collaboration: Expand our collaborative outreach to continually improve our community impact
5. Voice: The community knows who we are and supports what we do

The strategies that accompany these priorities will help guide us through the implementation of the plan over the next five years.

# Core Values

## Cultivate Quality Service

As an organization we provide excellence in service. We are committed to maintaining high standards of quality and professionalism in our service delivery by utilizing feedback to assess effectiveness. Big Brothers Big Sisters of London and Area strives to make a difference by being responsive and empathetic, creating a culture where young people are put first.

## Champion Potential

As an organization we believe that every person has limitless potential. We seek to champion individual strengths in all who engage with Big Brothers Big Sisters of London and Area; the young people who haven't yet been given the opportunity to see what they are capable of; the mentors who are realizing their capacity as role models; our donors and community partners whose collaboration, enthusiasm, and support is needed to help us build sustainable programming; and the families, volunteers, and staff whose skills and knowledge help guide and grow our service and organization.

## Strengthen Community

As an organization we work to be advocates for a strong community. Our team commits to identifying barriers and strengths of our work as a means to build resiliency. Big Brothers Big Sisters of London and Area endeavors to create a community that is diverse, inclusive and accessible.

## Nurture Every Relationship

As an organization we value each and every relationship. We continuously nurture our relationships within every interaction by consistently delivering excellence in service and meaningful engagement. Big Brothers Big Sisters of London and Area is committed to building and maintaining lasting relationships so that we can support, empower and highlight the potential in each person who is part of our organization.



# WHAT

## Annual Service Summary

### Agency Match Numbers and Growth\*

2015/2016 Children Served	2014/2015 Children Served
GROUP 160	GROUP 70
IN-SCHOOL 777	IN-SCHOOL 742
ALTERNATIVE 1:1 4	ALTERNATIVE 1:1 7
BIG SISTERS 1:1 269	BIG SISTERS 1:1 283
BIG BROTHERS 1:1 185	BIG BROTHERS 1:1 166

At-risk is defined by Big Brothers Big Sisters as a situational state a child finds themselves in when their upbringing includes a number of adversity factors which heighten their future probability to lead a troubled adult life and lessens their likelihood to reach their full potential. We embrace the research showing this at-risk state is not a permanent one, but rather one that can be combated and nurtured into resiliency.

\*Group indicates statistics from our Community-Based program, CONNECT2Mentoring, which was launched in 2014/15.

In-School indicates statistics from the following programs: Go Girls!, Game On!, In-School Mentoring, and Conversation Club.

## Strategic Priorities





# IN MEMORIAM

## BIG BROTHER PAUL D'ANDREA

On April 19th, 2016, Big Brothers Big Sisters and the entire London and Area community lost a phenomenal volunteer, mentor, and friend. Paul was involved with our organization for over three years and he has left an incredible impression on our agency, staff, and the work that we continue to do. It takes an incredibly committed and compassionate person to volunteer their time to bettering the lives of young people and their community, and Paul was a shining example of that. As a staff team, we all witnessed his commitment to his Little Brother over the years and saw the incredible bond that was formed.



Paul was a shining example of a volunteer; someone who felt that giving back to the community was of the utmost importance. As an outgoing guy who could talk to anyone, it wasn't uncommon for family and friends to be kept waiting while he helped an elderly person with their groceries, or aided someone across the street and safely home.

As an active volunteer for most of his life, Paul felt strongly that if someone was in a position to give something back, they should do that. He particularly felt that the services at Big Brothers Big Sisters would have been beneficial to him as a young person, and thanks to positive relationships in his own life, he was able to be that important source of support for his Little Brother,



Robert. He made this commitment a priority in his life, regardless of what else may have been going on. He invested so much of his time into making sure that Robert had some incredible experiences and great memories to look back on.

Paul will be greatly missed by our staff, those he affected in the community, and most importantly, the potential mentees whose lives he would have undoubtedly changed.

# Notable events throughout 2015-16

## Kids Tri for Kids

On May 29, we were thrilled once again to join our incredible supporters Scotia McLeod at this annual triathlon, with proceeds benefitting BBBSOLA. Another beautiful day for some friendly competition!



## Pride Parade 2015

Big Brothers Big Sisters was so proud to march with our fellow allies at the 2015 London Pride Parade!

## Escaping at Exodus

In August 2015, we held an incredible Match event thanks to our friends at Exodus Escape Rooms. Don't worry- everyone made it out!



## Connect Sports Bocce Tournament

On September 26th, 2015, our friends at Connect Sports London held their annual bocce ball tournament, in support of Big Brothers Big Sisters! So many people came out to Victoria Park to enjoy the beautiful day, in support of mentoring!

## Match Christmas Party 2015

Due to all of the hard work by our Special Events Committee, we hosted an unforgettable Holiday Party at Windemere Manor on December.

## Gift Wrapping 2015

Beginning in November, Big Brothers Big Sisters had the opportunity to wrap gifts full-time at Masonville Mall during the holiday season! Thanks to the over 100 volunteers who dedicated their time and wrapping skills, we were able to bring home **\$12,170** for the agency!





# WHEN

## The 27th Annual Barbara Rankin Golf Classic September 18, 2015 at East Park & Maple Ridge Golf Club



**REVENUE: \$35,861**

## Bowl For Kids Sake February 21 & 25, 2016 at Palasud South



**REVENUE: \$39,312**

## The Big Bash May 8, 2015 at Mercedes-Benz London



**REVENUE: \$58,061**

# WHY

## How did he get here?

### A Big Brother's Reflection on Mentoring

Am I buying him enough groceries? What if he gets homesick? What if he hangs out with the wrong kids? What if he has an emergency? Who is going to make sure that he gets enough sleep? Who is going to do his laundry? What if he —

"This means that we are officially brothers, right?"

I looked up from the shopping cart, realizing I had let my mind wander. Noticing he had my attention, he asked again, "this means that we are brothers, right?"

In my habit of diffusing serious situations with humour, I jovially answered, "duh!," before ushering him to the next aisle.

As we continued shopping, I felt my mind begin to wander once more. I asked myself, "how did he get here?" Before my mind wandered in earnest, I felt a hand on my shoulder, followed shortly by, "I do not think that 'thank you' is enough."

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Getting out the car, I noticed a gentleman wrestling a large suitcase from the bed of a pickup truck. A young woman looked on, clutching an oversized plastic bin in her arms with two large duffle bags saddled over her shoulders. A short distance away, a woman skillfully maneuvered a floor dolly across the sidewalk, simultaneously carrying a full length mirror and pillow in her free hand.

Surveying my environment, I noticed that these were not isolated events. People in every direction were carrying pieces furniture, boxes and personal belongings. I could faintly hear music playing from speakers in the distance. The magnitude of the situation was beginning to sink in.

Again, my mind wandered. I asked myself for the second time, "how did he get here?" He, being my Little, Ryan. Truthfully, he is not so little anymore - he is a young man. Here, being St. Clair College. Today, August 29th, 2016, is move-in day.

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After saying our goodbyes, I began the lengthy drive home. Almost immediately, I started thinking about how far Ryan has come. I rewound through time, back to the first week of October, 2011, when I first walked into the offices of Big Brothers Big Sisters of London and Area to meet Ryan, then, an unassuming 13 year-old.

I entered the office feeling anxious, largely because I knew his story, so to speak. At least, I thought that I knew his story. I knew that, in his 13 short years, he had already faced enough hardships to fill a lifetime. I knew that, through no fault of his own, he had been deprived of the youthful innocence that so many of us had taken for granted in our formative years. I knew that, to him, promises made by adults were just words.

I extended my hand and told him my name. I remember his first words to me being, "wow, you are huge!" Our connection was instantaneous, causing my angst to fade. It was almost as if we were old friends, now reconnecting after years apart.



Ryan does not know this, but it was at that moment that I made him several promises. I promised that I would teach him that not all adults would go back on their word. I promised that I would teach him that not all adults would leave him. I promised that I would teach him that there is inherent good in this world. I promised that I would teach him that, irrespective of his past, he was destined for greatness in the future. Naively, I did not realize that in my attempts to teach him, that he too would teach me.

\*\*\*

As adults, our instincts are to shelter children from the harshness of society. We attempt to give them enough space to find their footing, while being close enough that, in the event they stumble, we are there to offer a helping hand. We want to see them grow up, just not too quickly. While I am not a father, I say this because I had these sentiments as I witnessed Ryan mature. As he matured physically, I also watched him mature emotionally. This is one of the most satisfying aspects of being a Big.

At the beginning of our match, I could forgive Ryan for taking a jaded view of the world - I almost expected it. In reality, it was quite the contrary. From the onset, Ryan's energy for life proved to be infectious. He saw his glass as being half full, rather than half empty. He refused to place limits his ambition, instead, opting to dream with no bounds. I found myself routinely taken aback by how optimistic a person could be. Our outings evolved from doing activities that were fun towards activities that allowed us to talk. It was during the latter when I noticed that Ryan never used the phrase "if I," it was always, "when I." This nuance in his belief system was something that I found myself trying to emulate.

As our match continued to progress, I found my role in Ryan's life shifting to that of a facilitator. Unlike many teenagers, from an early age, Ryan was able to identify both his strengths and his weaknesses. He understood that his pursuit of certain goals may involve a path dissimilar to that which is predicted by conventional wisdom. It was these street-smarts that allowed him to make choices that better equipped him to navigate his teenage years. Other than wondering how to ask someone on a date, I realize that Ryan never needed me to provide answers to life's truly difficult questions, he only needed my encouragement. One could say that I was the Robin to his Batman.

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We often hear the phrase, "nothing is given, everything is earned." Ryan gave this phrase a new, deeper meaning to me. Through sheer will and determination, he fought for his successes in life, fearlessly hurdling every obstacle placed before him. He forced doors open when they appeared to be shut. He did not allow his past to dictate his future. He refused to give up. What makes this even more special is that he did all of this on his own accord and by his own rules.

Ryan, you will never know how proud I am of who you have become. I see aspects of myself in you and I hope that you see aspects of yourself in me. I am proud to look at you as a brother. I am proud to know that in the future, when the world talks about your achievements, I will be able stand tall and shout, "I know him!" We are both getting older and while our paths will inevitably diverge, I want you to know that no matter where I am on this earth, I will always have your back.

So, how did he get here? He got himself here.

## Leke

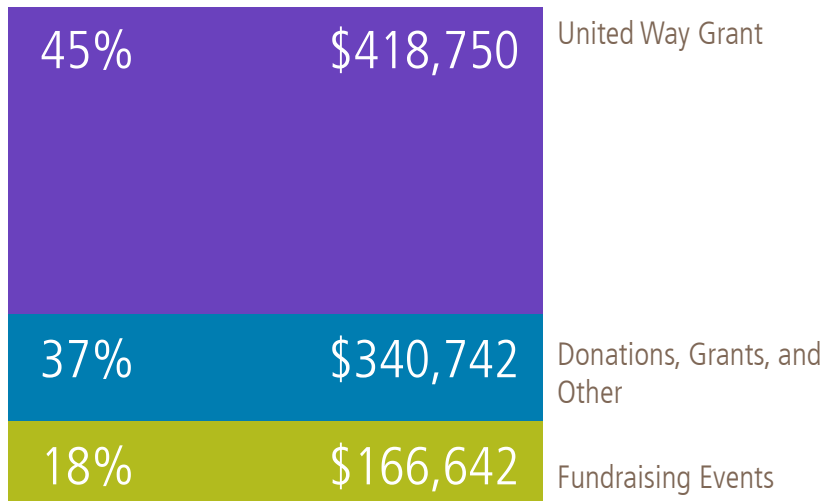
# HOW

## Treasurer's Report

April 1, 2015 - March 31, 2016

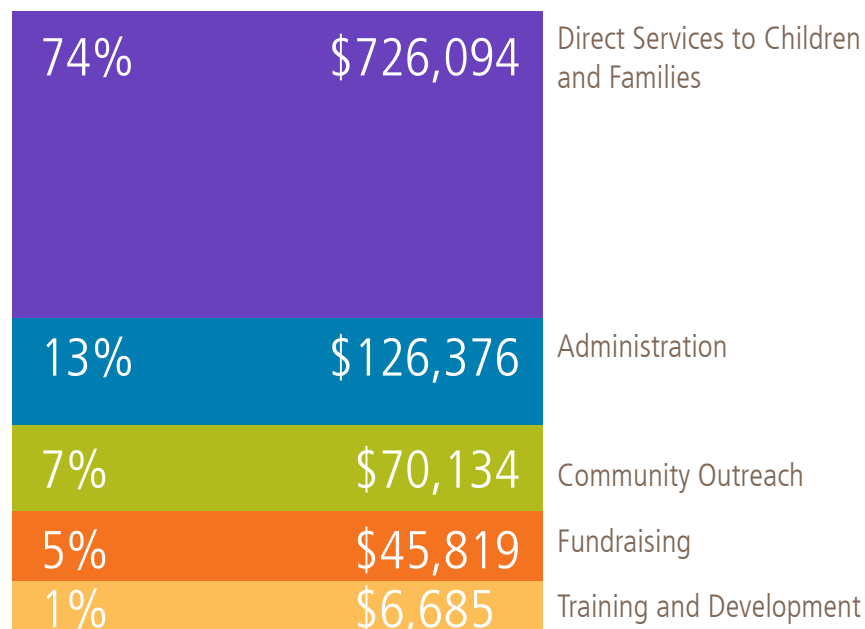
### Revenue

**TOTAL**      **\$926,134**



### Expenses

**TOTAL**      **\$975,108**



Big Brothers Big Sisters of London and Area is a community supported organization that raises funds from multiple sources in order to meet the growing needs of the children and families we serve throughout London and its surrounding communities. As demand for our services increases, so does the need to increase our funding. Our primary funding sources include the generous support of United Way of London & Middlesex, three successful annual fundraising events (Bowl for Kids Sake, Barbara Rankin Golf Classic, and The BIG Bash), personal and corporate donations, as well as program development and enhancement grants.

This past year we were fortunate enough to receive a 2 year funding commitment from the United Way as well as an increase in the amount of funding. As competition for fundraising dollars increases, it becomes more challenging for us to raise money for our programs from our annual events. In order to mitigate this, we managed to reduce our expenses for the year by almost \$16,000 from the prior year without affecting the services we provide. We have implemented an action plan to increase our fundraising dollars over the next few years and aim to reduce our deficit next year.

Looking ahead, we expect continued demand for increases in our services. We are constantly striving to expand our funding relationships with existing partners and searching for new sources of funding in order to continue providing quality mentoring relationships to young people.



# What Funding Supports

## Conversation Club

We are so proud of our Conversation Club program, where newcomer youth from area high schools come together in a supportive environment to strengthen English skills and relationships around them. Check out our year in review!

## Youth In Care: In-School Mentoring

Thanks to our incredible partners at the Children Aid Society of London & Middlesex, we have been able to launch this stream of In-School Mentoring that specifically reaches out to young people who have the experience of CAS in their lives. In our everyday programs, it can be difficult to provide consistent support to these young people, as their living situations may change suddenly. Having CAS be a partner with us means that

we can not only identify more accurately those youth who may need our services most, but that we can better meet their needs and provide a consistency that may be missing from some uncertain home lives. We are so proud to have facilitated 16 of these matches, and look forward to the future!



## Direct Services to Children and Families

- Safety - Qualified staff thoroughly screen applicants, train successful candidates and monitor matches to ensure child safety.
- Match Engagement - Staff remain involved in matches to ensure safety and match success.
- Office Space - Our downtown London location ensures we are centrally located to ensure we assist families where they live.
- National Affiliation Fees - Big Brothers Big Sisters of Canada regularly audit compliance to their standards to ensure agency excellence.

## Training and Development

- Volunteer Training - to equip volunteers with the required skills.
- Staff Professional Development - to keep current with social trends and professional expertise.
- Staff and Board Collaboration - ensures efficiency.

## Administration

Administrative and financial staff are imperative to mind efficiencies and accurate reporting. Professional fees and an annual audit are necessary as well to maintain our charitable registration. Other daily operations also incur the following administrative costs:

- Banking fees and insurance
- Office supplies and equipment/maintenance
- Postage and courier expenses

## Community Outreach

Outreach staff are imperative to expanding services and building relationships throughout our community.

# 30 Most Frequently Used Words

What do our Littles, Mentors, and families feel about our work? Here are the top 30 most used words they used to describe their experiences with Big Brothers Big Sisters of London and Area.



## Our Littles

## Our Mentors



## Our Parents



# Partner Recognition

## United Way of London & Middlesex



**United Way**  
London & Middlesex

United Way of London and Middlesex: BIG thanks to UW for their continued support of our organization and the impact they have on the community! Congratulations to them on raising over \$9.1 million in 2015/16 fiscal year. We are so proud of the ongoing partnership and grateful for the support of the United Way of London & Middlesex, a true community mobilizer!

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## Ontario Trillium Foundation

Thank-you to the Ontario Trillium Foundation for their tremendous support in strengthening our school-based programs through our Outreach Mentoring Coordinator position. Thanks to this grant, we have been able to nurture our relationships with First Nations communities, and both London school boards.



Ontario  
Trillium  
Foundation

Fondation  
Trillium  
de l'Ontario



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## Boston Pizza

We would like to acknowledge and give Big thanks to Boston Pizza and its Boston Pizza Foundation, for their generous support of our In-School Mentoring program. They have made such an impact on this program and we are so grateful for the support in helping to reach more young people.

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## TD Canada Trust

Big thanks to TD for their support of In-School Mentoring this year. With their support, they have helped us reach so many more young people with this incredible program. Thank-you for believing in the importance of mentoring!



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## Libro

Thank-you to Libro for coming on board and supporting our In-School matches for those youth involved with the Children's Aid Society of London & Middlesex. This is an incredibly profound program that affects the most vulnerable, and we thank them for the support and encouragement!

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## Thames Valley District School Board

We are so thankful for TVDSB for believing in the work that we do and its value inside our community schools. Without their support and partnership, we would not be able to serve those young people who need it most.



## Board of Directors

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Trev McAninch, President  
Ian Rigg, Vice President  
Paul Kensit, Treasurer  
Matthew Thuss, Secretary  
Matthew Horst  
Samantha Kohn  
Larissa Stoddart  
Alfonso Dietrich  
Ali Rankin-Nash  
Emily Assini  
Lynn Sutherland  
Brian Degroote  
Alison Webb

## Finance Committee

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Matthew Chater  
Paul David  
Cate Grainger  
Laurie Koenig  
Paul Kensit  
Trev McAninch

## Special Events Committee

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Micheal Paradis, Chair  
Erin McDermaid  
Emma Moynihan

## Big Bash Committee

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Trev McAninch, Chair  
Barbara Rankin  
Anne-Marie Rodger  
Emma Moynihan  
Adam Carter  
Jonathan Abate  
Jennifer Wall  
Samantha Kohn  
Ali Rankin Nash  
Louise Poole  
Jonathan Verscheure  
Peter Markvoort  
Austin Mall

## Barbara Rankin Golf Classic Committee

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Jennifer Costin, Chair  
Al Green  
Barbara Rankin  
Megan Seale  
Emily Assini  
Phyllis Brady  
Anne-Marie Rodger  
Emma Moynihan  
Stephen Troyer  
Sarah Ferguson

## Staff

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### ADMINISTRATIVE TEAM

Matthew Chater, CEO  
Paul David, Manager, Finance & Administration  
Elizabeth Simpson/Natalie Graves, Administrative Coordinator  
Emma Moynihan/Chad Callendar, Public Relations Coordinator  
Anne-Marie Rodger, Development Supervisor

### SERVICE DELIVERY TEAM

Jessie Rodger, Manager, Service Delivery

### ENROLLMENT & ENGAGEMENT

Evan George, Agency Navigator  
Emily Sereda, Family Enrollment Coordinator  
Laurel Teall, Engagement Coordinator

### COMMUNITY-BASED

Kim Young, Community-Based Program Supervisor  
Alison Patterson, Mentoring Coordinator

### SCHOOL-BASED

Laura Asafo-Adjei, School-Based Program Supervisor  
Beth Ann Hill, School-Based Program Support Worker  
Danielle Wadia, School-Based Program Coordinator

### ON LEAVE

Mandy McDonagh, Family Enrollment Supervisor

## Bowl For Kids Sake Committee

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Alfonso Dietrich  
Anne-Marie Rodger  
Katie Stewart  
Georgia Kortas  
Kate Butts  
Kimberly Knight  
Stephen Troyer  
Taylor Roebotham



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