

Annual General Report



Big Brothers Big Sisters
of London and Area

2012/2013



A Message from our CEO

Since the inception of Big Brothers Big Sisters of London & Area almost five years ago, it has been our mission to enrich lives by providing quality mentoring relationships to children in need, helping to create strong and productive community members. The development, commitment and impact of our community and school-based mentoring programs over the years are a testament of the value and quality of our services.

Throughout the past two years BBBSOLA has been imparting our strategic direction which, outlines three goals we believe will position us well to meet the challenges of the future and support our mission and vision.

First and foremost we will work to enhance the quality and efficiency of services delivered by BBBSOLA. This means we must excel at child safety and match sustainability while addressing new and emerging needs.

This past year, our children & youth benefitted from the enhanced enrollment, assessment and training tools which includes Strong from the Start. Strong from the Start is a pre match training tool which has three main purposes: prepares all children, youth and mentors for their role in the development of healthy, successful mentoring relationships; illuminates safety issues and strategies; and emphasizes the resources, supervision and support provided to children/youth, family, mentors and volunteers.

Secondly, we will increase the volume of services delivered by BBBSOLA. To accomplish this goal we will need to be an integrated component of community outreach and community collaborative partnership and networks.

Throughout the last year we have been fostering strong and collaborative relationships in our London & Middlesex communities to meet the individual needs of the children and youth we service. Our direct service staff deserves special recognition this year as this team increased the number of Littles served by 4%, expanded existing program into Oneida of the Thames community and introduced a new program to newcomer youth. We have established a solid relationship with both our district school boards, and reached out to underserved areas to cultivate strong child and youth focused relations with critical members in outlying communities. It was as a result of these collaborative relationships that brought about the pilot program Conversation Club for newcomer youth to our community.

Thirdly, BBBSOLA will achieve financial security for the organization to thrive and survive. We will achieve financial security through the diversification of funding sources, child outcomes and efficiencies.

Last year's growth in our three major fundraisers was led by our Bowl for Kids Sake event generating a 40% increase in net revenues over the previous year. Furthermore, the introduction of our Annual Giving Campaign with the completion of new marketing materials will position us well to tell our story in an effort to elicit ongoing financial support. The need for our services is increasing annually and requires annual funds to ensure child safety, program growth and fidelity. Currently, there are more than 150 children and youth awaiting a mentoring match in London & Middlesex.

Our goals are established yet the needs and opportunities for our children & youth set the direction, they are the focus.

We recognize and thank all our community partners who work collaboratively with us to enable us to reach our goals. We thank our donors, funders, volunteers, staff and friends who have contributed to health and well-being of all the children and youth we work with.

As we end our year, it is important to mark and thank our Board of Directors for their solid governance through thoughtful and committed leadership. The work undertaken by all staff, Board and volunteers with the financial support of our donors and funders is our fuel to achieve greater impact for children & youth while building a strong sustainable future for Big Brothers Big Sisters of London & Area.

Catherine Urquhart
CEO

Financial Report

April 1, 2012 - March 31, 2013

Total Revenues: \$852,876

Total Expenses: \$895,706

Program expenditures rose by 9% over the previous year, while our revenues only increased by 5%, creating a deficit for the year of \$42,830. Management worked diligently to increase revenue and control the extent of the deficit.

The revenue received reflects 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.

Fundraising Events



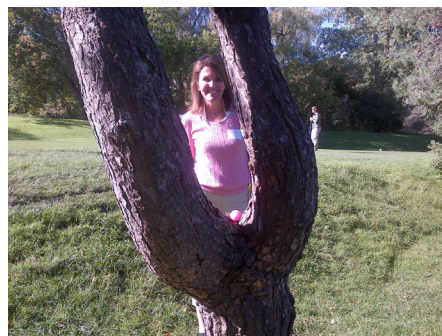
The 34th Big Bash
May 2012



The 24th Annual Barbara Rankin Golf Classic
September 2012



Bowl for Kids Sake
February 2013



Thank You for.....starting something

United Way of London & Middlesex



United Way
London & Middlesex

A **BIG** Thank You to the United Way of London & Middlesex for their continued support of BBBSOLA!

Congratulations to the United Way of London & Middlesex for raising over \$9.2 million in the 2012/2013 fiscal year. Big Brothers Big Sisters of London & Area is proud of the ongoing support and partnership with the United Way of London & Middlesex, a community mobilizer!

Barbara Rankin

Twenty-five years ago a handful of Barbara Rankin's friends, led by Janet Stewart & Pat Ledroit, decided to hold a golf tournament to celebrate Barbara's 50th birthday. They booked GolfLand, charged 50 of their friends \$49.99 to play, and created a Barbie Birthday party with all profits going to Big Sisters of London. They raised about \$3,000 for Big Sisters that year, and it never crossed their minds that this tournament could become annualized and live on for another year, let alone 25! This tournament in Barbara's name has generated more than three quarters of a million dollars! Pretty darn good for a small group of friends 25 years ago. Thank you Barbara and friends for making a difference in the lives of many children & youth from our community.



Barbara and her daughter, Rebecca, at the Barbara Rankin Golf Classic.

CIBC Youthvision Scholarship

The CIBC Youthvision Scholarship targets high-potential young people who might not have the opportunity to attend university or college. To be eligible for this scholarship, students must be enrolled in mentoring programs at Big Brothers Big Sisters of Canada or the YMCA. This scholarship gives the winners financial stability and support to achieve their dreams.



Melan Mustafa, a Little Sister at Big Brothers Big Sisters of London & Area, has been awarded a CIBC Youthvision Scholarship valued up to \$38,500!

Thanks to these community partners for including us in their campaigns!

Our Littles loved the 72 holiday bears donated by **Aeropostale 3013 (White Oaks Mall)** in their *Aero Gives* Campaign
The Fanshawe Student's Union chose BBBSOLA as the Charity of Choice for Fanshawe's Charity Ball in February 2013, resulting in generous donations from the student body and ticket sales
Masonville Place donated space and materials for Holiday gift wrapping; allowing us to raise over \$10,000

A BIG Thank You!

Thank you to the London and Middlesex community. Thank you for your unwavering support of Big Brothers Big Sisters of London & Area. When you give to Big Brothers Big Sisters, you fund mentoring programs that can change the trajectory of a child's life. You make a BIG difference, thanks!

Our Littles have BIG fun!



Matches take part in our Egg-citing Easter Egg Hunt on Western University's Campus, with none other than the Easter bunny himself!

Matches created works of art during our ArtFusion event.



Matches celebrate their Anniversary with Tea for Two.

Matches get active playing flag football at a Be Active! event.



Our BIG Performance

In 2012, Big Brothers Big Sisters of Canada embarked on a project to develop a tool which highlights its commitment to Organizational Learning and Health. As a result, the Performance Scorecard was created to identify top performing agencies in various Metrics in an effort to further explore their service delivery model. The Metrics selected for the 2013 Performance Scorecard had an emphasis on efficient service, while also capturing data which supports what current research is saying about the impacts of mentorship on children and youth. The Metrics collected were: Average Length – Mentor Application to Screening Outcome, Six Month Match Retention, and Average Match Length.

In July 2013, the Performance Scorecard was released and we're very pleased to report that Big Brothers Big Sisters of London & Area performed well on all Metrics while also identifying areas for future growth and development. BBBSOLA is a leader in Canada in regard to match retention with 94% of match relationships lasting beyond 6 months – a statistic which ranked us

into 3rd place of the 90 reporting agencies! Matches last an average of 35.53 months ranking us 26th out of 88 reporting agencies. With a commitment to an efficient and engaging enrollment process for mentors, BBBSOLA ranked 34th out of 90 agencies for the average length of time it takes from application through to acceptance. A ranking which confirms our commitment to an efficient process while ensuring the safety and wellbeing of children and youth in our programs.

Metric	Agency Rank
Average Length – Mentor Application to Screening Outcome	34 / 90
Six Month Match Retention	3 / 93
Average Match Length	26 / 88

Mentoring makes a difference.

Big things can start with you.

Many children today are faced with complex issues such as, living in poverty, bullying, family breakdowns, immigration, social isolation....and so much more. These children need an adult role model, a Big Brother or Big Sister to provide them with opportunities and experiences they may never have. It's really quite a simple concept that starts with the connection between a Big and a Little. This connection is unique, unique because it can literally change the path of a child's life!

Think back to when you were a child. Can you remember a person in your life who inspired you to do more, try new things, make new friends, work harder and be the best you could be? Where would you be today if you didn't have that person in your life? What opportunities, what experiences might you have missed? What chances of success may have passed you by? If you could look into the future of each child in our community, wouldn't you want them to have the same opportunity and chances to grow and achieve as a healthy adult? We know that if we introduce a Big Brother or Big Sister mentor into a child's life we can help to change the trajectory of their future.

Little Sister Courtney said it best, "Nine years ago when I met my Big Sister I felt about one foot tall. I had low self-esteem, my family was broken and poor and I was being bullied at school. Now with my Bigs on-going support and praise, I feel bigger. My Big reminds me how well I'm handling everything that is going on in my life. My Big helped me realize how much potential I have and how beautiful I am, she has changed my life". When children feel good about themselves, the ripple effect is remarkable, they have a positive influence on their friends, families, their school and their communities. Recently released empirical research confirms that mentoring changes the trajectory of young lives, www.bbbsola.org

Big Brothers Big Sisters is entirely reliant on community donor & volunteer support. If you believe in giving kids a chance to overcome adversity and grow to realize their full potential, Big Brothers Big Sisters needs you to help make that happen. We need community support because without it, kids who most need a mentor will never have the same chance as you did to create a brighter future.

Big things happen when you give, please show your support.

"Having a mentor has changed my life. It's more fun! I'm happier, funnier and laugh more. She makes me feel different from everyone else." - Ashley



A Special Thanks to....

Board of Directors:

Cate Grainger, President
Jeff Mutter, Vice President
Paul Kensit, Treasurer
John Lesaux, Past President
Matthew Thuss, Secretary
Becky Griffiths
Peter Pinfold
Shannon Gallagher
Trev McAninch

Committee Members:

Finance Committee

Catherine Urquhart, Christine Romard, Linda Obermaier, Diane Neve, Cate Grainger, Laurie Koenig, and Paul Kensit

Special Events Committee

Becky Griffiths, Erin McDermid, Kate Shanks, Lauren Starr, Marina Brkljaca, and Matthew Chater

Big Bash Committee

May 2012

Becky Griffiths (co-chair), Trev McAninch (co-chair), Barbara Rankin, Cate Grainger, Trish Fulton, Peter Markvoort, Liselle Wettstein, Samantha Kohn, and Rachel Bradshaw

The Barbara Rankin Golf Classic Committee

September 2012

Cate Grainger (chair), Al Green, Barbara Blew, Barbara Rankin, Jennifer Costin, Linda Ballantyne, Peter Pinfold, Shawna Ferguson, Holly Doty, Carolyn Ross, Krista Woodend, Shannon Gallagher, and Samantha Kohn

Bowl For Kids Sake Committee

February 2013

Jeff Mutter (co-chair), Matthew Thuss (co-chair), Ashleigh McConnell, Darwish Chahbar, Keely Ford, Kerry MacDon-ald, Michael Huitema, Mike Pearce, Samantha Kohn, Sarah Browning, Alfonso Dietrich, Tania Lavoratore, Fatima Haq, Stephanie Neskas, Andrew Hertz and Vanessa Burns

BBBSOLA Staff Team

Administrative Team:

Catherine Urquhart, *CEO*
Paul David, *Finance Manager*
Euraysia Duhaime, *Administrative Coordinator*
Mary Grenier, *Administrative Assistant*
Emma Moynihan, *Marketing & Communications Liaison*
Samantha Kohn, *Community Resource & Development Manager*

Service Delivery Team:

Matthew Chater, *Director, Service Delivery & Advancement Community Based:*

Alison Patterson, *Mentoring Coordinator*
Kim Young, *Mentoring Coordinator*
Natalie Nussey, *Mentoring Coordinator*
Leanna Brkljaca, *Mentoring Coordinator*
Jonathon Verscheure, *Mentoring Coordinator*

Enrollment & Engagement:

Jesse Rodger, *Enrollment & Engagement Supervisor*
Emily Sereda, *Family Enrollment Coordinator*

School-Based:

Laura Asafo-Adjei, *School-Based Program Coordinator*
Larissa Ernst, *School-Based Program Support Worker*

Big Brothers Big Sisters of London & Area

With over 40 years in the community Big Brothers Big Sisters of London & Area continues to promote and facilitate positive mentoring experiences within London & Middlesex County.

Mission: "We enrich lives by providing quality mentoring relationships to young people in need, helping to create strong and productive community members."



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