



Big Brothers Big Sisters
OF LONDON AND AREA

ANNUAL REPORT 2020/2021
#**BIGGER**TOGETHER

TABLE OF CONTENTS

Mission & Vision	2
Executive Address	3
Theory of Change	6
Who We Served in 2020-2021	7
How We Ignited Potential in 2020-2021	9
What Impact We Made in 2020-2021	11
Treasurer's Report	14
Thank You to Our Funders & Partners	18
Our "Other" Bigs!	19



OUR MISSION

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

OUR VISION

All young people realize their full **potential**.

EXECUTIVE ADDRESS

2020-2021 was a year of uncertainty for everyone around the world. For us at BBBSOLA, this was no exception, but we were determined to stay focused on our goals as we knew the pandemic meant our Littles needed us now more than ever before.

The year began with the launch of our new two-year strategic plan and ended with the completion of or progress made on 85% of the 78 action items in our accompanying management plan.

Our strategic plan was a BIG deal. It outlined 3 new directions:

BUILDERS

IMPACT

GROWTH

Under BUILDERS (our people), we strengthened our board's capacity by building upon existing committees and establishing new ones, and strengthened staff capacity by filling the critical role of fundraising. This drew new people to our organization – people who wanted to do something amidst the uncertainty. We are so grateful for everyone's support.



Matthew Horst,
Board Chair



Janet Tufts,
Executive Director

EXECUTIVE ADDRESS



Under IMPACT, our main priority was to focus on 1:1 mentoring (over group) and we served 330 children and families through our 1:1 programs this year. This was more than double the average number of children and families served across 12 agencies in Ontario, and just slightly down from the previous year. A remarkable success given school closures!

We were also highly committed to getting kids off our waitlist and were able to reduce it by 50 children (exceeding our target of 30). Through a national project called The Big Response, we created several operational efficiencies that will enable us to make more matches, more quickly, in year two of our strategic plan.

Impact, however, is about more than numbers. It's about the value of the mentoring relationship – how meaningful, intentional and life-changing it is for the Little, their family, and the Big. We began to explore this level of impact through the implementation of a national initiative called Project Ignite. Now our matches are learning how to create a type of relationship known as a “developmental relationship.” This new framework has incredible potential across the entire BBBS movement.

Under GROWTH, our most significant accomplishment was our move from downtown London to 415 Wharncliffe Road South. Our new space is big enough to accommodate our growing team and our plans for match activities and volunteer training... even with social distancing. (If you haven't seen our new space yet, please drop in!)

EXECUTIVE ADDRESS



Growth also came in the form of finances, which you'll read about in the Treasurer's Report below.

2021 marked our agency's 50th anniversary; thus, came the theme for our first celebration, Big Bash: Cheers to 50 Years! The event was an incredible opportunity to reflect back over the years, especially the early days when the need was identified in both young boys and girls for a caring, consistent role model in their lives. A lot has changed over the years, but this certainly hasn't.

And so, as we look towards next year, we are as deeply committed as ever to achieve the goals and actions in our strategic plan. There will be more matches made, more quickly, and more families served in our community. We will continue to do our part to address some of society's most complex issues through the power of mentoring.

Thank you to everyone for believing in us.

Sincerely,

A handwritten signature in black ink, appearing to read 'MHRH'.

Matt Horst, Board Chair

A handwritten signature in black ink, appearing to read 'JTufts'.

Janet Tufts, Executive Director

BBBS THEORY OF CHANGE

The Big Brothers Big Sisters Theory of Change continues to serve as our movement's North Star, creating a unified path on how we make change in the world. At BBBSOLA, the Theory of Change drives our decision-making, helps to promote our work, and strengthens our culture.

The Theory of Change spells out who we serve, how we serve them and what impact we make.

WHO DO WE SERVE?

Young people who face adversity AND are in need of an additional consistent and supportive developmental relationships.

HOW DO WE IGNITE POTENTIAL?

By creating the space for a mentor and mentee to build a developmental relationship that expresses care, encourages growth, provides support, shares power, and expands possibilities.

By providing 1:1 mentoring services that:

- Intentionally recruit volunteers based on the needs of young people in our community
- Match young people with a professionally screened volunteer mentor
- Monitor and support the match with a professional caseworker
- Graduate the match relationship to natural supports

By offering the following school group mentoring programs:

- Go Girls! (for girls in grades 7 & 8)
- Game On! (for boys in grades 7 & 8)
- Conversation Club (for newcomers in high school)

WHAT IS THE IMPACT?

- ✓ Greater social emotional competence
- ✓ Improved mental health & well-being
- ✓ Increased educational engagement & employment readiness



WHO WE SERVED IN 2020-2021

50 years ago, in 1971, Big Brothers of London was established by Judge Maurice Genest who wanted to find a way to help the increasing number of boys he saw go through juvenile court. At that time, the organization was focused on providing fatherless boys with mentors.

Fast forward to today and the adversities children experience are far more serious and complex. Of the young people enrolled in our mentoring programs:

- 73% are coping with mental health challenges;
- 32% are close to someone who is incarcerated;
- 90% have experienced bullying; and
- 78% are part of families who are living in financial stress.



WHO WE SERVED IN 2020-2021

The children and youth we serve are between the ages of 7 and 17. They represent equity-seeking populations, including people with low income or living in poverty, Indigenous people, racialized communities, immigrants and refugees, persons with disabilities, and people who identify as 2SLGBTQ+ or non-binary.

Our Littles are lovable, energetic, imaginative and fun. They have hopes and dreams for the future like everyone else. They are bursting with potential!

HOW WE **IGNITED** POTENTIAL IN 2020-2021

For most of our history, Big Brothers Big Sisters has ignited the potential of young people in our community by providing them with a mentor in both 1:1 and group settings. This year, as we reflected back on our 50-year history, we were reminded of a slogan that was used in the early days: one man, one boy. Nothing better than this slogan could have validated our decision to return to our roots and focus on 1:1 mentoring.

When you match one child with one caring adult (who dedicates time every week to develop a meaningful relationship), you ignite potential.

A renewed focus on 1:1 mentoring meant that we needed to get kids off our waitlist.



HOW WE **IGNITED** POTENTIAL IN 2020-2021

We are proud to report that we reduced our waitlist from 150 to 100 this year and were well on the way to reducing it further. We are also proud that we served 330 children and families in a 1:1 mentoring relationship over the course of the year.

Supporting our children and families always goes beyond the 1:1 match. In 2020-2021, we provided:

- 12 match newsletters full of creative ideas (mostly virtual)
- 12 match events (mostly virtual)
- Food, smart phones, backpacks, electric toothbrushes and more
- Referrals to other community resources
- Additional ongoing check-ins to assess health and well-being

While our priority was 1:1 mentoring, 43 children benefited from our Go Girls! and Game On! group programs, delivered primarily virtually due to the pandemic.



WHAT IMPACT WE MADE IN 2020-2021



Of the Littles who responded to our survey, 100% reported a sense of belonging thanks to their Big and 88% indicated that they were very satisfied with their match. This predominantly explains why 98% of our matches stayed together past the one-year milestone (despite a virtual setting).

It's not just our Littles who benefit from the mentoring experience. Of the Bigs who responded to our survey, 100% said they would recommend being a Big to a friend.

Impact, we know, is about much more than statistics. Our Bigs truly help their Littles dream big and discover their place in the world. Take Big Brother Shayne, who when he heard that Little Brother Adil wanted to be a police, introduced him to Sergeant Pierre. It was a very special day for everyone involved.



WHAT IMPACT WE MADE IN 2019-2020

In September 2020, Today's Parent published an online magazine in partnership with Rogers and Big Brothers Big Sisters. The magazine asked 21 kids from across the country how they were managing at home during the pandemic. Two of our Littles were featured.

"The phone I got from Rogers through Big Brothers Big Sisters is awesome because I've been calling and texting with Jordan, my Big. He's amazing and he makes me feel like we're all safe."

- Rylan, age 12

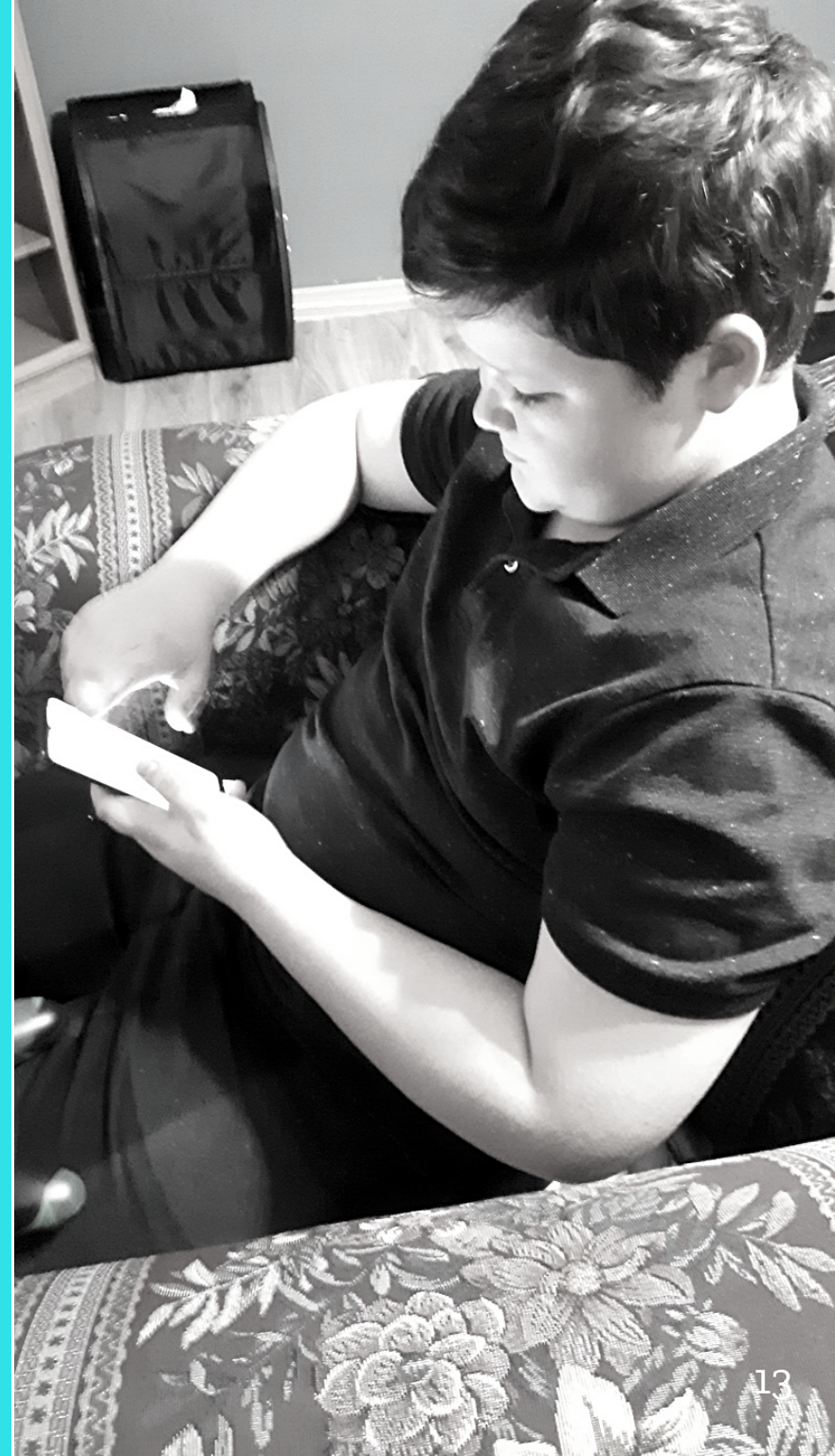
WHAT IMPACT WE MADE IN 2019-2020

"It kinda' sucks 'cuz I don't get to see my friends, but Ryan – my Big – and I have FaceTimed or played video games once or twice a week. It's good to know that I have somebody that I can talk to."

- Camden age 13

Rylan and Camdyn highlight the positive impact that our 1:1 mentoring programs had on reducing social isolation during an extremely tumultuous time.

Our group programs helped address social isolation as well. We asked our Go Girls! and Game On! participants what their favourite activity was, and one mentee said, "I like all the different subjects we talk about because I don't really have other people to talk to about those things. It makes me feel like I'm not alone."





TREASURER'S REPORT

During a time of such uncertainty, BBBSOLA ended our fiscal year in a very healthy financial position, posting an excess of revenues over expenses of \$211k. We are grateful for the government support we received in response to the pandemic, as well as the generosity of both longstanding and new donors.

TREASURER'S REPORT

Our financial decisions this year were directly aligned with our new strategic plan.

Under BUILDERS, we invested in our people through increased compensation, additional learning opportunities, enhanced recognition, improved technology, and a more satisfying workspace. The ROI was evident when 92% of staff reporting at the end of the year that BBBSOLA is a great place to work and that they feel valued for their contributions.

Under IMPACT, we were able to sustain our staff complement to ensure that all of our children and families got the support they needed. Because of our ability to seamlessly transition our programs to a virtual environment, we were able to sustain our funding.

Under GROWTH, we hired a Fund Development Coordinator who hit the ground running with a clear focus on individual giving and enhanced events. The operational efficiencies and cost-savings we created through our move also contributed to organizational growth.

Our financial success this year demonstrates that our organization can hold up to challenges and emergency situations. It shows organizational resilience and gives us the stability and strength we need should we be faced with more uncertainty in the future.

TREASURER'S REPORT

BALANCE SHEET	2021	2020
Assets		
Cash	427,853	270,785
Investments and other	423,750	388,835
Capital assets	75,936	1,886
	<u>927,539</u>	<u>661,506</u>
 Liabilities		
Current liabilities	196,195	205,688
Deferred capital contribution	63,750	0
Accumulated net assets	<u>667,594</u>	<u>455,818</u>
	<u>927,539</u>	<u>661,506</u>

TREASURER'S REPORT

INCOME STATEMENT	2021	2020
Revenues		
United Way	388,650	381,600
Fundraising events	174,423	47,367
Donations and grants	348,857	281,883
Other	177,235	61,825
	<u>1,089,165</u>	<u>772,675</u>
 Expenses		
General and administration	302,343	299,406
Fundraising events	55,847	18,187
Children's programs and services	471,432	474,823
Other	47,767	44,423
	<u>877,389</u>	<u>836,839</u>
 Excess (deficiency) of revenues over expenditures	<u>211,776</u>	<u>-64,164</u>

THANK YOU

TO OUR FUNDERS



United Way
Elgin Middlesex

Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



London
CANADA



MINISTRY OF EDUCATION



Future Launch

- Scotiabank
- Rogers
- Megan Holliday Memorial Fund and Tom and Sue Allan Family Fund at London Community Foundation
- Westminster College Foundation
- Finch Auto Group
- CIBC Children's Foundation - CIBC Wood Gundy The O'Neill Team

TO OUR PARTNERS

- Thames Valley District School Board
- London District Catholic School Board
- Children's Aid Society
- N'Amerind Friendship Centre
- Standing Stone
- Chippewas of the Thames
- Ivey Business School
- Fanshawe College
- Western Continuing Studies
- Pathways Skill Development and Placement Centre
- Big Brothers Big Sisters of Oxford County
- Big Brothers Big Sisters of St. Thomas-Elgin
- MentorCity and Mentor Canada
- London Middlesex Community Housing
- BGC
- BellMedia

OUR "OTHER" BIGS

2020/2021 BOARD OF DIRECTORS

Matthew Horst, Chair
Chris Costello, Vice-Chair
Katie Stewart, Secretary
Chris Maciejowski, Treasurer
Zach Armstrong
Cadence Baker
Kouloud Birani
Kate Butts
Brady Esler (Young Leader)
Tanner Fryfogel
Christina Hall
Hilary Leitch
Patty Malone
Krystal Lee Moore
Robert Ventresca
Natalie Wakabayashi

2020/2021 FINANCE COMMITTEE

Chris Maciejowski, Chair
Kate Butts
Paul David
Matthew Horst
Laurie Koenig
Janet Tufts

2020/2021 FUND DEVELOPMENT COMMITTEE

Zach Armstrong, Chair
Amelia Ertel
Sidney Robertson
Melanie Smith
Janet Tufts
Natalie Wakabayashi

2020/2021 GOVERNANCE COMMITTEE

Patty Malone, Chair
Matthew Horst
Jack Masterman
Drew McArthur
Janet Tufts

2020/2021 NOMINATIONS AND DEVELOPMENT COMMITTEE

Chris Costello, Chair
Cadence Baker
Brady Esler
Tanner Fryfogel
Matthew Horst
Robert Ventresca

2020 BIG BASH COMMITTEE

Chris Costello, Chair
Hilary Leitch, Vice Chair
Lindsay Aiello
Kate Butts
Alex Campbell
Amir El-Ayoubi
Amelia Ertel
Allison Huston
Tyler Reavell
Jeff Rozema
Shobhita Sharma
Melanie Smith
Beth Tonken
Megan Van Bavel
Alana Vandelaar
Jennifer Wall

OUR "OTHER" BIGS

2020 BAKE FOR KIDS' SAKE COMMITTEE

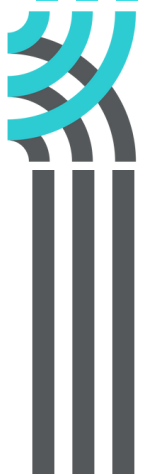
Matt Horst, Chair
Kate Butts
Paul David
Allison Huston
Patty Malone
Andrea Riddell
Janet Tufts
Sydney Van Kerrebroeck
Andrea Wilson

2020 BARBARA RANKIN GOLF CLASSIC COMMITTEE

Natalie Wakabayashi, Chair
Ali El-Ayoubi
Al Green
Stephanie Marentette DiBattista
Ana Peric
Barbara Rankin
Sarah Reil
Sidney Robertson
Beth Tonken
Janet Tufts

2020/2021 STAFF

Eman Arnout, Mentoring Coordinator
Laura Asafo-Adjei, School-Based Program Supervisor
Meagen Ciufu, Mentoring Coordinator
Vanessa Clark, Mentoring Coordinator
Ashley Cottam, Mentoring Coordinator
Paul David, Manager, Finance & Administration
Crystal Elliott, Mentoring Coordinator
Savanna Harmon, Family Enrolment/Mentoring Coordinator
Beth Ann Isaac, Mentoring Coordinator
Roxanne Ramjeawan, Mentoring Coordinator
Sidney Robertson, Fund Development Coordinator
Beth Tonken, Marketing and Communications Coordinator
Janet Tufts, Executive Director
Kim Young, Community-Based Program Supervisor



Big Brothers Big Sisters

OF LONDON AND AREA

415 Wharncliffe Rd S London, ON N6J 2M3

519-438-7065 / info.london@bigbrothersbigsisters.ca

Charitable Registration Number: 1298820874RR0001

London.bigbrothersbigsisters.ca