



Big Brothers Big Sisters
OF LONDON AND AREA

ANNUAL REPORT 2021/2022
#BIGGERTOGETHER

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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**.

BBBS THEORY OF CHANGE

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

The Theory of Change explains WHO we serve, HOW we ignite their potential, and WHAT impact we make on their lives.

WHO DO WE SERVE?

We serve young people from the ages of 7 to 17 who face adversity and are in need of an additional caring and consistent developmental relationship.

HOW DO WE **IGNITE** POTENTIAL?

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

We provide 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.

We offer the following group programs:

- Go Girls! (for girls in grades 7 & 8)
- Game On! (for boys in grades 7 & 8)

WHAT IS THE IMPACT?

We know that if we serve young people who face adversity by matching them with a mentor, and if they are committed to our mentoring programs over a period of time, they will have:

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

EXECUTIVE ADDRESS

This fiscal year marked the final year of our 2020-2022 strategic plan and demonstrated our ongoing commitment to achieving the goals that were set by the board two years ago. As was the case in the first year, we developed an annual management plan that provided staff with clear expectations and targets to ensure alignment between operations and the organization's three BIG strategic directions.

BUILDERS

IMPACT

GROWTH

Under BUILDERS (our people), we became a more diverse board through the addition of five new directors as well as a Canada Life Young Leader. We said goodbye and welcomed several new staff and began a restructuring process to create a more integrated organization and one that could better meet the needs of today, particularly the needs of our volunteers.

Under the IMPACT strategic direction, our main focus was to increase our capacity to support more 1:1 matches. Unfortunately, this did not happen. Yet we accept the fact that maintaining the status quo (given COVID) was a tremendous feat in itself. It took the hard work and dedication of replacing our school-based program with a virtual one.



Matthew Horst,
Board Chair



Janet Tufts,
Executive Director

EXECUTIVE ADDRESS CON'T



We have much to be proud of this year, in particular:

- We served 30% more newcomer matches.
- 99% of mentees reported a sense of belonging.
- 95% of matches continued past the one-year mark.

This fiscal year saw the full implementation of the national Needs Registry and the Developmental Relationship Framework. This brought us miles closer to living the words of our Theory of Change.

We made progress towards improving the educational engagement and employment readiness of our mentees by hiring a dedicated staff person to oversee our new scholarship program and the re-design of our Big Possibilities program. Progress was also made towards improving the mental health and well-being and social-emotional competence of our mentees through various initiatives including our monthly match activities, Big-of-the-Month program, mentor coffee chats, and the opening of our new match space.

Under the GROWTH strategic direction, we ended this fiscal year in an exceptionally strong financial position. Highlights of this success, as it relates to our management plan, include the following:

- 23% increase in total revenue.
- More than doubled our monthly donors.
- 12% increase in the average individual donation.
- 28% increase in revenue from individual donors.

EXECUTIVE ADDRESS CON'T



We are proud to report that every board and staff member either donated or participated in our fundraising activities.

Partway through the year, we embarked on a planning process to refresh our strategic plan. By year's end, we had a new two-year plan that confirmed we were on the right path with our previous strategic priorities – Builders, Impact and Growth – just that we needed to be more intentional about enhancing the diversity and inclusivity of our organization.

As we head into next fiscal year, we are as well-positioned and dedicated as ever to achieving our goal of making more matches, making them faster, and serving more families in the community. And if we can do this, we will be doing our part in addressing some of society's most complex issues.

Thank you to everyone for believing in the power of mentoring.

Sincerely,

A handwritten signature in black ink, appearing to read 'MHRH', located below the 'Sincerely,' text.

Matt Horst, Board Chair

A handwritten signature in black ink, appearing to read 'JTufts', located below the 'Sincerely,' text.

Janet Tufts, Executive Director



WHO WE SERVED IN 2021-2022

The children and youth we serve (our “Littles”) are between the ages of 7 and 17. Their average age is 14. 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 2SLGBTQIA+ or non-binary.

It can be hard to imagine the extent of adversities our Littles face, but the results from our Needs Registry indicated that:

- One-third have had involvement with Children’s Aid Society.
- One-third are living in a home where there is substance abuse.
- Over half are living in a home where there is mental illness and over a third are experiencing mental illness themselves.
- An astounding 71% have been bullied or are a bully themselves.
- Half of them are living in financial stress.

Despite these challenges, 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 2021-2022

We ignited potential this year with the full implementation of our new, national Developmental Relationship Framework. Through this framework, our matches learn how to express care, challenge growth, provide support, share power and expand possibilities. The framework sparks “bigger” conversations about the mentoring relationship. Here’s what some of our mentors had to say about this new approach:

“The new framework reminds me about what we can achieve in our match. It inspires me to do more with my Little.”

“It’s empowering!”

“I like the new framework because it brings more structure and “good language” to our match. There’s still an emphasis on spending time together, but now it’s more about “how” we’re spending it together.”

While it is early to demonstrate the outcomes of our new Developmental Relationship Framework, a recent report showed that 93% of mentees and mentors had assessed their match as stable/solid or healthy/growing.



HOW WE **IGNITED** POTENTIAL IN 2021-2022 CON'T

Throughout 2021-2022, we remained steadfastly focused on our 1:1 mentoring program. In fact, 91% of the young people we served this year were in a 1:1 match, whether in person or virtually. We also remained fiercely determined to get our waitlist down to its ideal number of 60. We started the fiscal year with 100 children on the waitlist and are so thrilled to report that by January we had achieved our target!

While our organizational capacity to support 1:1 matches did not change this year, we served more children and youth in a 1:1 match over the course of the year (from 330 last year to 353 this year).

Supporting our children and families always goes beyond the 1:1 match. In 2021-2022, we provided:

- 12 match newsletters
- 12 match events
- Food, winter coats, tablets, backpacks, beds and more
- Interpretation services
- Referrals to other community resources

While our priority was 1:1 mentoring, 36 children benefited from our Go Girls! and Game On! group programs, delivered primarily virtually due to the pandemic.

WHAT IMPACT WE MADE IN 2021-2022



National research shows that our Littles (when compared to young people who don't have mentors) are 3x as likely to have good to excellent mental health, and they are 2x as likely to have a strong sense of belonging, finish high school and go on to become contributing citizens of our community. Many even go on to become Bigs themselves.

We have so many stories to demonstrate our local impact, yet so little space! We've chosen the following two to share with you in this report.



WHAT IMPACT WE MADE IN 2021-2022 CON'T

Five mentees receive the gift of a lifetime

This year saw the launch of our Fred J. Watkins Scholarship Program. This program was established in the spring of 2021 with funds bequeathed by the late Fred Watkins. Fred wanted to leave a legacy that would provide young people with the gift of a bright future by eliminating any financial barriers they may face in pursuing post-secondary education.

Fred's legacy is well in the making at Big Brothers Big Sisters of London and Area! This year, the Foundation provided a full scholarship to five Little Brothers/Sisters. Here's what one recipient had to say...

"Again I would just like to thank you for making this all possible to begin with and like I said in my previous letter, it is amazing how a donation like yours can affect the futures and livelihoods of people like myself for the better. I could not thank you and BBBS enough for essentially changing my life and I want you to know that I appreciate it a lot."

WHAT IMPACT WE MADE IN 2021-2022 CON'T

Eight matches and a Y membership

This is an incredible story about a newcomer family from Iraq. Mom is a single woman raising eight children ranging from ages 7 to 17. Seven of her children have been matched with a mentor, and she herself has a mentor.

The family fled their home country about four years ago after being captured by ISIS. The children's father and oldest sister are still missing.

Mom speaks very little English and works hard to manage her own mental health as well as her children's. She reached out to us soon after arriving in Canada as she felt that her children needed more positive role models in their lives.

Since those early days, the family has received extraordinary support from our organization. Perhaps the greatest highlight was our success in securing a free membership to the Y for the entire family! For a few of the children, it was their first time in a swimming pool. Everyone involved in helping get the Y membership was so excited, but none more so than mom who said, "My children are really happy and I am happy too."





FINANCIAL REPORT

As our world of uncertainty continued, we are pleased to report that our agency had another financially strong fiscal year, ending with an excess of revenues over expenses of \$76,000. One of the reasons we remained in such a healthy financial position was our ongoing commitment to ensuring that our financial decisions were directly aligned with our strategic plan.

Under BUILDERS, we expanded our staff with the addition of a new mentoring coordinator to oversee our scholarship program. For staff as a whole, we invested in increased compensation, more professional development opportunities, and greater clarity around policies and procedures. This work paid off when 100% of staff reported that our organization is a great place to work and that they feel equipped to do their jobs.

FINANCIAL REPORT CON'T

Under IMPACT, the highlight of the year was receiving the largest donation in the history of our organization. This extraordinary gift was generously donated by the Fred J. Watkins Foundation, enabling us to offer a post-secondary education to our Littles in perpetuity. The success of our second virtual Bake for Kid's Sake fundraiser resulted in the creation of our fabulous new match space. It was so exciting to be able to open it up and see matches coming in to enjoy it together.

Under GROWTH, we benefitted from the successful implementation of our fund development strategy by exceeding budget expectations in the following three areas: 1) corporate donations; 2) individual donations (both monthly and one-time); and 3) second-time virtual events (Big Bash and Bake for Kids' Sake). We also received several generous grants through the London Community Foundation that contributed substantially to our growth and sustainability.

Our financial success this year demonstrates our ability to hold up to challenges and emergency situations. More importantly, it gives us the stability and strength we need should more uncertainty come our way in the future.

FINANCIAL REPORT CON'T

BALANCE SHEET	2022	2021
Assets		
Cash	524,869	427,853
Investments and other	437,726	423,750
Capital assets	90,642	75,936
	<u>1,053,237</u>	<u>927,539</u>
Liabilities		
Current liabilities	243,671	196,195
Deferred capital contribution	65,250	63,750
Accumulated net assets	<u>744,316</u>	<u>667,594</u>
	<u>1,053,237</u>	<u>927,539</u>

FINANCIAL REPORT CON'T

INCOME STATEMENT	2022	2021
Revenues		
United Way	381,600	388,650
Fundraising events	151,441	174,423
Donations and grants	393,730	348,857
Other	146,224	177,235
	<u>1,072,995</u>	<u>1,089,165</u>
Expenses		
General and administration	306,523	302,343
Fundraising events	41,486	55,847
Programs and services	592,957	471,432
Other	55,307	47,767
	<u>996,273</u>	<u>877,389</u>
Excess of revenues over expenses	<u>76,722</u>	<u>211,776</u>

THANK YOU

TO OUR FUNDERS

- United Way Elgin Middlesex
- Ministry of Education
- Ontario Trillium Foundation
- City of London
- London Community Foundation
- Walter J. Blackburn Foundation
- Fred J. Watkins Foundation
- RBC Future Launch
- Scotiabank
- Westminster College Foundation
- BMO
- Ministry of Children, Community and Social Services
- CIBC

TO OUR PARTNERS

- Thames Valley District School Board
- London District Catholic School Board
- Children's Aid Society
- BGC
- Bell Media
- Jones Entertainment
- McDonalds
- Leavens Automotive Group
- Ivey School of Business
- Lakehead University
- Huron University College
- Fanshawe College
- Goodwill Industries
- EarlyOn Child and Family Centres
- Big Brothers Big Sisters of Oxford County
- Big Brothers Big Sisters of St. Thomas-Elgin



OUR "BIGS"

We were blessed this year to work with **336** volunteer mentors (or "Bigs" as we like to call them). To each of our Bigs, thank you for being the caring, committed and consistent people that you are. It's an understatement to say that we couldn't do our work without you!

We'd also like to thank our "other" Bigs – those who volunteer in other ways. To each of you (listed on the next two pages), thank you for your time, energy and expertise. We wouldn't be the organization that we are today if it weren't for you!

OUR "OTHER" BIGS

2021/2022 BOARD OF DIRECTORS

Matthew Horst, Chair
Hilary Leitch, Vice-Chair
Chris Maciejowski, Treasurer
Cadence Baker, Secretary
Kate Butts
Amelia Ertel
Tanner Fryfogel
Christina Hall
Katie Heathcote
Sogand Kashefi
Meineka Kulasinghe
Patty Malone
Karen McMillan
Krystal Lee Moore
Ryleigh Collins, Canada Life Young
Leader (ex-officio)
Janet Tufts, Executive Director (ex-
officio)

2021/2022 FINANCE COMMITTEE

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

2021/2022 FUND DEVELOPMENT COMMITTEE

Krystal Lee Moore – Chair
Sandra Benedikovic
Ryleigh Collins
Karen McMillan
Janet Tufts
Natalie Wakabayashi

2021/2022 GOVERNANCE COMMITTEE

Patty Malone – Chair
Katie Heathcote
Matt Horst
Sogand Kashefi
Meineka Kulasinghe
Janet Tufts

2021 BIG BASH COMMITTEE

Hilary Leitch, Chair
Amelia Ertel, Vice Chair
Chris Costello
Jory Garibaldi
Allison Huston
Megan Jenner
Krystal Lee Moore
Krystal O'Brien
Sidney Robertson
Nick Scott
Melanie Smith
Swetha Thanabalan
Beth Tonken
Janet Tufts

OUR "OTHER" BIGS CON'T

2021 BAKE FOR KIDS' SAKE COMMITTEE

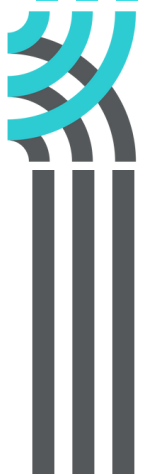
Christina Hall – Chair
Cadence Baker
Kouloud Birani
Sidney Robertson
Beth Tonken
Janet Tufts

2021 BARBARA RANKIN GOLF CLASSIC COMMITTEE

Geoff Zuskan, Chair
Rob Anderson
Brady Esler
Al Green
Barbara Rankin
Sidney Robertson
Beth Tonken
Cindy Wrona

2021/2022 STAFF

Laura Asafo-Adjei
Ashley Cottam
Meagen Ciufu
Paul David
Joy de Lumen
Francesca Di Libero
Megan Fife
Petra Gordon
Savanna Harmon
Beth Ann Isaac
Lauren Michaelis
Roxanne Ramjeawan
Sidney Robertson
Beth Tonken
Cate Trudeau
Janet Tufts
Kim Young



Big Brothers Big Sisters

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