



Big Brothers Big Sisters
OF LONDON AND AREA

GRATITUDE REPORT

2022-2023



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**.

A note of thanks

2022-2023 was a year of connection at Big Brothers Big Sisters of London and Area. We welcomed the return to in-person programming and saw our match numbers increase integrating new ways of reaching more youth.

This work has never been more important. Youth have overcome staggering challenges through the pandemic and the work we do fostering connection and positive relationships is critical in helping young people navigate a post-pandemic world.

A big thank you to our community for showing up for us when we needed you most. From amazing events, to increased numbers of volunteers, to transformational partnerships, we are truly making a difference in the lives of youth in the London area. We emerge from this year in a solid financial position with a renewed focus on our core 1:1 programming and volunteer recruitment to achieve our mission.

This is just the beginning at BBBSOLA and with your support we look forward to continuing to grow, build and maximize impact.

With gratitude,

Hilary Leitch, Board Chair



Hilary Leitch,
Board Chair

Our strategic update

We entered year one of our strategic plan refresh and remain focused on three key pillars:

Builders

Impact

Growth

BUILDERS (Our people): This year, we created the opportunity for our board members and staff to engage in a diversity training workshop led by two of our board members. We supported the staff team at BBBSOLA as we said goodbye to and welcomed new staff. We held an open house in November of 2022, where we had the opportunity to showcase our new office space and to host our volunteers, donors, partners and general community members.

IMPACT (Our purpose): We continue to lean into our theory of change and are excited to share some of the ways research demonstrates that mentorship matters and the work we do is truly making a difference.

GROWTH (Our funds): This year we focused on diversifying our funding streams while engaging in partnerships old and new. We executed events to engage, inspire and drive revenue and look forward to building on this momentum. We leave this year in a strong financial position, ready to serve more youth, more effectively.

A
YEAR
OF
CONNECTION

Mentorship

Matters



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 relationship.

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 6-8)
- Game On! (for boys in grades 6-8)

WHAT IS THE IMPACT?

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

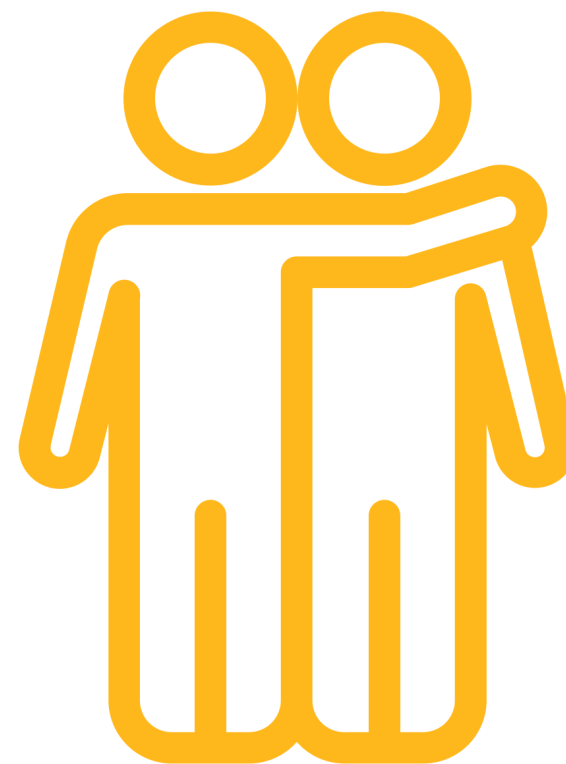
OUR YOUTH IN 2022

Youth need us now, more than ever. Coming out of the pandemic, connection and positive relationships are critical to supporting youth to overcome adversity and achieve their potential.

The statistics are staggering. According to surveys:

- 60% of youth are living in a home with mental illness
- 32% of youth are close to someone who is incarcerated
- 90% of youth have experienced bullying
- 78% of families we work with are experiencing financial stress

The good news? We know mentorship works.





CELEBRATING OUR LITTLES

The children and youth we serve are between the ages of 6 to 18.

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

They are our purpose, our centre and our reason to do better every day to meet them where they are, support growth and find the perfect BIG to help them meet their full potential.

BIG IMPACT

BY THE NUMBERS

225

Community-based Matches

61

Site-based Matches

56

Virtual Matches

342



1:1 mentorship
matches
supported this
year!

BIG IMPACT BY THE NUMBERS

549

BIGS &
Non-Mentoring Volunteers

27

Schools hosted Go Girls!
and Game On programming

601

Youth served
across our programs

41,000+

Volunteer Hours



5 Elements of Developmental Relationships



CHALLENGE GROWTH



EXPAND POSSIBILITY



EXPRESS CARE



PROVIDE SUPPORT



SHARE POWER

Many of our littles represent equity-deserving populations and live in low-income households. We know that Indigenous people, racialized communities, immigrants and refugees, persons with disabilities, and people who identify as 2SLGBTQIA+ are disproportionately represented in under-served communities.

Research shows that youth with consistent and positive developmental relationships with adults help youth to grow, thrive and reach their potential. The data is clear, mentorship matters.

HAPPINESS. CONFIDENCE. CONNECTION.

Youth with access to strong developmental relationships are:

- 60% more likely to report feeling consistently happy
- 45% more likely to report feeling consistently confident
- 50% more likely to have a strong social network



The Fred J. Watkins Scholarship Program

Fred's Story



Fred Watkins passed away three years ago, in his 93rd year.

Fred spent his career as an accountant, although he wanted to be a doctor. His parents did not have the financial means to send him to medical school, and this became the driving force behind Fred's philanthropic work.

Leading up to Fred's final years, he had conversations with his partner Ralph, about what type of legacy he wanted to leave. Fred decided that he wanted to support youth through post-secondary education who wouldn't otherwise have the opportunity to do so, and so the Fred J. Watkins foundation was born.

Since its creation, Ralph had been searching for an organization to collaborate with to bring Fred's vision to life. As a former Big Brother of St. Thomas-Elgin, Ralph's son Rick suggested that he approach our organization as our values and mission aligned with what they were looking to accomplish. After a few important meetings and conversations, the scholarship at our agency was established. We are fortunate to have Ralph Topp as a supporter, donor advisor and dear friend to lead with heart, generosity and purpose to help fulfill Fred's vision and our goal to ignite potential in youth.

11 scholarship recipients



Fred J. Watkins Scholarship Program 2022

\$212,188 investment.
Countless lives changed.

7 schools

Fanshawe College, Algonquin College, Kings University College,
Mohawk College, Humber College, Lambton College, Wilfred Laurier
University, University of Guelph

10 Areas of Study

Computer Programming, Esthetician Program, Computer Science,
Real Estate, Flight Services, Developmental Social Worker,
Business, Political Science, Practical Nursing, Psychology

16 scholarship recipients





Fred J. Watkins Scholarship Program
Looking forward to 2023

6 schools

Fanshawe College, Kings University College, Mohawk College,
Collège La Cite, Wilfred Laurier University, University of Guelph

13 Areas of Study

Wildlife and Forestry Management, Police Foundations, Pre-Health
Sciences, Electromechanical Engineering Technician, Child and Youth,
Social Sciences, DSW, Business Co-Op, Dental Assisting, Psychology,
Political Science, Computer Programming and Criminology



Not only did I get to pursue my dreams, but I'm proud to say I'm one step closer to my goal of flying. I'll just say I'm excited for the future for the first time in a long time , and it's all because of this wonderful scholarship.

-Jeanesta Macdonald, Fred J. Watkins Scholarship Recipient
Graduate, Flight Services Program, Fanshawe College

Event Recap 2022

MEGABike

Thank you to our MEGABike participants who joined us to Pedal for Potential at our inaugural event.

Together we raised over \$10,000 to support mentorship in our community!

Thank you to our teams!

EllisDon

Lost Cycle

Coca Cola Company

London Police Service

Architects Tillmann Ruth Robinson



Big Bash Event Recap 2022



269 event attendees were transported to a Night in Nashville raising a staggering \$80,863 to move more kids off the waitlist!



Thank you to our sponsors

Presenting: Harrison Pensa

Gold: EllisDon, Lerner, Kim Mullan

Silver: Sifton Properties

Bronze : Cohen Highley, Fanshawe College, HR Covered, J. A. MacDonald, McCormick, Semco Solutions, Sloan Stone Design

Event Committee

Madi MacDonald (Chair)
Sandra Benedikovic
Chris Costello
Amelia Ertel
Jory Garibaldi
Hilary Leitch
Karen McMillan
Tatiana Ome
Melanie Smith
Janet Tufts
Alana Vandelaar



34th Annual Barbara Rankin Golf Classic Event Recap 2022

112 dedicated golfers braved the elements at Echo Valley Golf Course on September 22 & 23, 2022 to raise an incredible \$29,457!

Thank you to our sponsors for supporting this result! We couldn't do it without you!

BARBARA RANKIN GOLF CLASSIC COMMITTEE

Geoff Zuskan (Chair)
Barbara Rankin
Rob Anderson
Brady Esler
Al Green
Tatiana Ome
Janet Tufts
Alana Vandelaar



A LETTER OF GRATITUDE TO OUR BIGS

We define a "BIG" as a friend, trusted advisor, adventure buddy and accountability partner.

And so, a letter to our Bigs. Without you, none of this would be possible. Without your time, dedication, passion and generosity we would not exist as an organization.

This year we worked with hundreds of you, and you selflessly dedicated more than 41,000 hours to spend time with Littles in our community.

There are not words to adequately express how much this means. We will leave you with THANK YOU. You make it all possible. You are changing lives. You are our heart and we are humbled and grateful for your continued partnership.

Highlights from 2023

A legacy gift from Colin McEachern



We received a bequest of \$10,000 from Colin McEachern in December of 2022.

The bequest was presented by Mr. McEachern's son and granddaughter.

Colin McEachern spent over 20 years working in social services in London and his career in social work got its start at Big Brothers of Toronto.

According to Mr. McEachern's daughter "He knew well the value of the work our organization does and felt compelled to make a significant bequest to support in continuing its much needed services."

A heartfelt thank you to the McEachern family for this meaningful contribution to our mission!

Highlights from 2023



Matt Horst received the Douglas J. Earthy Community Service Award and made a \$2,000 gift to BBBSOLA



\$34,000 raised in our annual holiday campaign



Rock the Park returned to London and helped raise much needed funds in support of BBBSOLA

THANK YOU LEAVENS

for hosting our
Annual Family
BBQ



Leavens
Automotive Group



Our annual family BBQ was held in August, 2022. This is an opportunity for ALL of our BBBSOLA families (including those that are on the waitlist) to come together and celebrate the power of community with great food and good fun!



TREASURER'S REPORT

Thanks to the generosity of our donors, supporters, partners and sponsors we are ending the year in a healthy financial position.

This year, we focused on increasing our revenue and created our first holistic fund development plan. We were successful in securing new grants in partnership with Big Brothers Big Sisters of Canada and have retained long-term partnerships in the community with United Way, Ontario Trillium Foundation, City of London, the Ontario Ministry of Education and more.

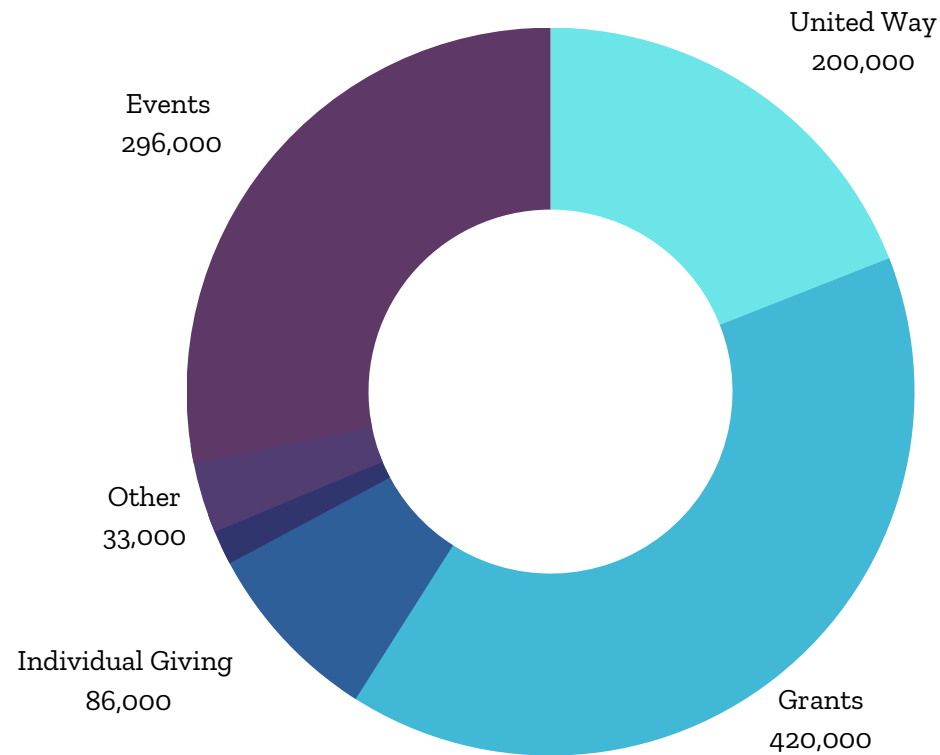
We ran great events including our Golf Classic and Big Bash plus the first MEGABike event. Rock the Park also returned to London after missing two years due to COVID-19 and was a huge success. It has been amazing to see our supporters continue to show up for us at these events through sponsorship, fundraising, volunteering and attendance.

We continue to invest in programs, staff and volunteer recruitment to be able to serve more youth more intentionally in the future. Because of you, we are in a great financial position to continue to pursue our mission.



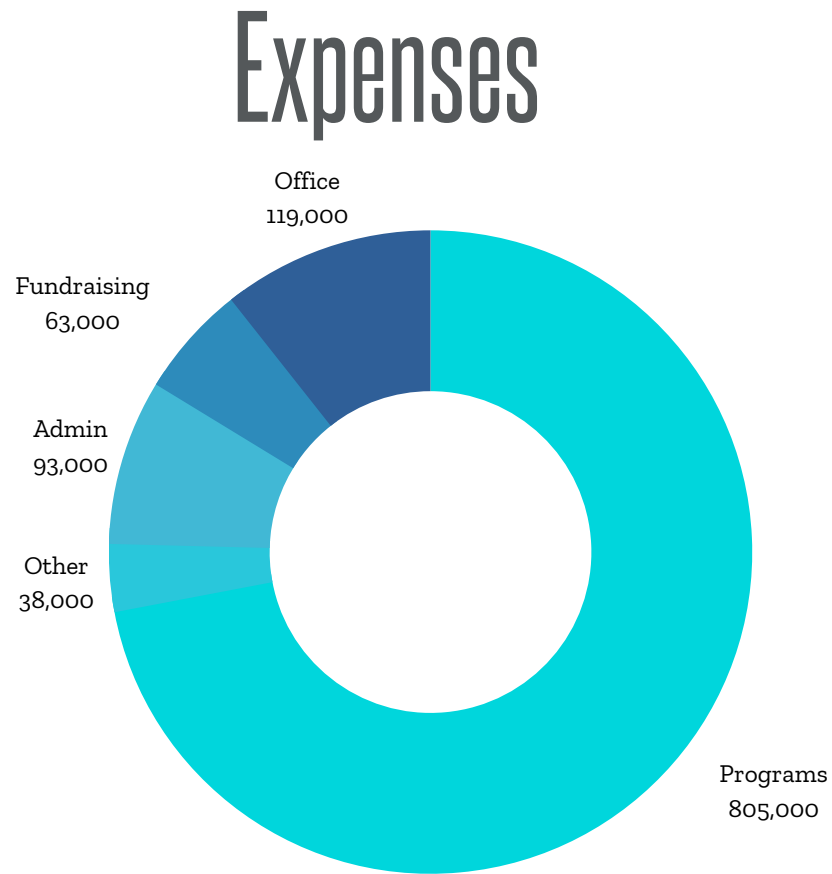
OUR DOLLARS AT WORK

Revenue



Our full 2022-2023 audited financial statements will be available at
<https://london.bigbrothersbigsisters.ca/about-us/annual-report>

OUR DOLLARS AT WORK



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To our partners



A BIG thanks to United Way Elgin-Middlesex who has been with us since the very beginning. United Way is the mainstay of our community-based mentoring program. Their funding enables us to deliver the gold standard in 1:1 mentoring to over 200 young people in our community. This year we also received additional funding for a Youth Initiated Mentoring project.



Thank you to the Ontario Ministry of Education, our steadfast partner of our school-based mentoring programs. Their funding enables us to provide 1:1 and group mentoring to elementary school students in the Thames Valley region.



As a recipient of an OTF Grow Grant for 2020-2023, we are thrilled to be able to expand and enhance our community-based 1:1 mentoring program. This funding will serve to reduce our waitlist and improve all our mentoring relationships by introducing a new, evidence-based framework.

We are also thankful to be a recipient of the OTF Resilient Communities Fund in 2022. This funding helped us rebuild our fundraising capacity by developing innovative strategies and technologies that meet our needs in the new post-pandemic world.

To our partners



London
CANADA

Through a City of London Multi-Year Community Grant (2020-2023), we are excited to maintain our commitment to serving young immigrants and newcomers to London. This funding ensures that all mentees who have an ethno-racial background receive a high quality mentoring relationship that meets their unique cultural needs.



Future Launch

Thank you to RBC Future Launch for their generous contribution, which has enabled us to launch our post-secondary and career readiness program for mentees in high school. It is an honour to be working alongside RBC who believes in "empowering the youth of today, for the jobs of tomorrow."



Scotiabank

Thank you to Scotiabank for their five-year donation to build our capacity and accelerate our signature 1:1 mentoring program through several exciting and innovative initiatives. Just like us, Scotiabank is "committed to helping young people reach their infinite potential."



Thank you to BMO for supporting the Big Steps to Success program, a mentorship program specifically designed for children and youth living in government care. The objective of the program is to help young people living in government care improve educational outcomes and benefit from a caring adult relationship.

To our partners



LONDON
COMMUNITY
FOUNDATION

Thank you to all of the following at the London Community Foundation:

the Megan Holliday Memorial Fund
the Bourne Family Fund
the Barbara and John Cronyn Fund



Thank you to Westminster College Foundation for providing us with a grant to enhance our ability to serve 2SLGBTQIA+ youth in our community. This grant will ensure that both our 1:1 and group mentoring programs meet the unique and growing needs of 2SLGBTQIA+ youth in London and Area.



We are sincerely grateful to the Miggsie Fund for their generous three-year commitment to our core 1:1 mentoring program. With their support, we will be able to increase the number of children we match.

THANK YOU

TO OUR COMMUNITY PARTNERS

- Thames Valley District School Board
- London District Catholic School Board
- Children's Aid Society
- N'Amerind Friendship Centre
- Ivey Business School
- Fanshawe College
- King's University College
- Huron University College
- Big Brothers Big Sisters of Oxford County
- Big Brothers Big Sisters of St. Thomas-Elgin
- MentorCity and Mentor Canada
- BellMedia

TO THOSE THAT MAKE IT ALL POSSIBLE

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Kate Butts (Treasurer)
Amelia Ertel
Tanner Fryfogel
Katie Heathcote
Sogand Kashefi
Meineka Kulasinghe
Patty Malone
Karen McMillan

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Maria De Jourdan
Jude Friesen
Tanner Fryfogel
Laurie Koenig

FUND DEVELOPMENT COMMITTEE

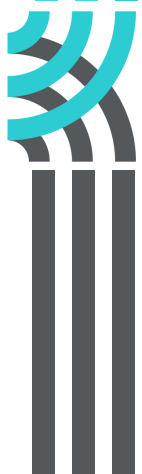
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Meghan Yip

GOVERNANCE COMMITTEE

Patty Malone (Chair)
Katie Heathcote
Matthew Horst
Sogand Kashefi
Meineka Kulasinghe

BBBSOLA STAFF TEAM

Laura Asafo-Adjei
Hailey Bilodeau
Ashley Cottam
Naisha Chopra
Meagen Ciufo
Paul David
Joy de Lumen
Savanna Harmon
Beth Ann Isaac
Matson Kitamisi
Sarah Mask
Lauren Michaelis
Tatiana Ome
Janet Rayner-Valdron
Beth Tonken
Cate Trudeau
Janet Tufts
Alana Vandelaar
Kim Young



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OF LONDON AND AREA

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