



Big Brothers
Big Sisters
OF VICTORIA AND AREA

ANNUAL REPORT

2019
-
2020

A MESSAGE FROM THE BOARD PRESIDENT AND EXECUTIVE DIRECTOR

The staff and Board at Big Brothers Big Sisters would like to thank our donors, our volunteers, our corporate partners, local businesses and foundations who continued to support our agency and vulnerable families when the community was faced with an unprecedented challenge.

We were well on our way to one of our most successful years, and on track with goals identified in our Strategic Plan which included growing our services and increasing the number of children and youth we serve until COVID-19 struck. Although COVID-19 only affected the last quarter of the fiscal year, it has been our greatest challenge forcing significant change.

The relationships developed over the years by Big Brothers Big Sisters were tested and proved to be critical in helping families and children cope with isolation and social distancing. We have faced challenges associated with the inclusion, learning, and mental health of 484 vulnerable young people in our community; and we have learned that supportive relationships are critically needed to buffer children and youth from developmental disruption during this unprecedented time.

Our programs continued through COVID-19 with meetings online, visits by phone and facetime and even letters by email and mail. We have been successful in introducing and supporting new matches, a significant undertaking in the midst of COVID-19.

The demand for our services continued to grow. Staff worked hard to provide support by email, online or by phone to mentors and families who were working through challenges related to weekly visits, concerns for family welfare or support in child development. We are proud of our staff who work quietly behind the scenes and were successfully completing 35-40 phone calls each week offering support, listening, sharing resources and education about health and safety.

Big Brothers Big Sisters acted quickly to ensure supports continued in all of our programs. Go Girls moved to an online platform and schools quickly identified girls who they were concerned would struggle with isolation through COVID-19. These girls met weekly and had access to a trained mentor facilitator between meetings when they felt overwhelmed and alone. Unfortunately with schools closed, matches that met in schools had their relationships abruptly ended. Our mentors worked hard to get messages to children, sending cards and letters through our agency to their homes, ensuring children knew they were being thought of and hoping for days when they would meet once again. Our Community Mentoring Program remained strong with weekly meetings continuing virtually or by phone and email. Matches were able to grow and learn together through new experiences travelling virtually to museums around the world, getting lost in a good book together or sharing recipes and new projects.

We were successful in continuing to screen, train and support our mentor volunteers. We worked with Volunteer Victoria to develop Mentor COVID-19 Training which was shared nationally through Big Brothers Big Sisters Canada and is being used by 14 BC Big Brothers Big Sisters agencies. It has become mandatory training for all of our agency volunteers.

In addition to the continued support offered through our existing programs when our community needed us, we stepped up. We shared staff with Volunteer Victoria when they began to screen over 500 volunteers responding to BC 211 who were preparing to help seniors in our community.

We successfully re-deployed our call center when our social enterprise came to a halt. We worked with Hero Works, United Way and Soap for Hope calling out to the community for donations in support of our more vulnerable populations. In partnership, we were able to get supplies of tents, tarps and soap to those who needed them, quickly and safely.

At Big Brothers Big Sisters while our offices were closed we continued to serve, support and welcome families into our agency. Today we operate differently. We have embraced change to protect important developmental relationships, have learned new skills, secured new tools and increased connection to our funders, our partners and our community. There is not a single person who has not been affected by COVID-19. To date, we have fared well on Vancouver Island and while it took some luck it took a lot of coming together. Our community rallied, we accepted limits and we embraced change. We have learned and are preparing for a challenging fall and more change in the year ahead.



Rhonda Brown
Executive Director



Mike Wyeth
Board President

WHO WE ARE



VISION

All young people realize their full potential.



MISSION

Enable life-changing mentoring relationships to ignite the power and potential of young people.



STRUCTURE

Big Brothers Big Sisters of Canada is a Federation servicing more than 1,100 communities across the country.



ISSUE

Many children and youth in Canada struggle with societal barriers and face adversities in their lives.



IMPACT

Facing prolonged adversity creates toxic stress in the brain that can negatively impact development.



SOLUTION

With the support of a mentor, these risks can be reduced or even avoided, and youth can reach their full potential.

At Big Brothers Big Sisters of Victoria and Area, we create, support, and empower life-changing relationships for vulnerable youth through a variety of community and school-based programs our services extend throughout the Capital Region. With the support of our staff, mentors have the opportunity to make a monumental difference. Mentors provide support and consistency in the lives of these youth while sharing experiences, networks and opportunities. By providing a range of one-to-one mentoring programs in the community and in school, and also group mentoring programs, our agency serves hundreds of children and youth annually.

WHO WE ARE

BIG BROTHERS BIG SISTERS OF VICTORIA'S PANDEMIC SERVICE DELIVERY RESPONSE

- 1 Our agency is staying connected by:**
 - meeting "face-to-face" with our mentees through online platforms.
 - calling and texting with families.
 - advocating on behalf of vulnerable families for expanded access to technology and the internet.
- 2 We are protecting kids' mental health and family wellness by:**
 - communicating with our mentees about mental health concerns.
 - building new routines with our mentees that provide a sense of stability.
 - connecting children/youth and their families to other essential community supports
- 3 We are supporting educational engagement by:**
 - moving our school based peer support groups online.
 - creating and engaging children and youth in virtual activities that provide cognitive stimulation, and exploring new online educational tools.
 - reinforcing school habits, curiosity, and future planning.

Our Response is naturally aligned to the Big 3 Outcomes in our Theory of Change:



SOCIAL EMOTIONAL
COMPETENCE



MENTAL HEALTH &
WELLBEING



EDUCATIONAL
ENGAGEMENT &
EMPLOYEE
READINESS

We are committed to continuing our work and finding new ways to deliver life-changing developmental relationships that foster resilience in the face of adversity. We value your continued support through these challenging times!

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Nitin Koshy Samuel
Meredith Sawyer
Kira Szczawinski
Gillian Bobert

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Tammy Khanna **
Sarah Klinger*
Delia McCrae *
Ted Yeates *

YEARS OF SERVICE

*5 years
**10 years
*** 20 years

OUR PROGRAMS

IN-SCHOOL MENTORING

The In-School mentoring program provides youth with a role model and a friend to talk to and share the experiences of growing up within school grounds. For one hour a week, mentors meet with their mentee and engage in activities such as board games, crafts or fitness on school grounds.



""This is our third year being matched and I can honestly say that the mentor program with BBBS has been my favourite volunteering program to date. I love going to visit Lily and getting to do both of our favourite things. Having a longterm match has made it possible for me to watch Lily grow and develop into the amazing person she is. There's nothing quite like being present for the positive development."

COMMUNITY MENTORING

The community mentoring program provides children and youth with a role model to talk to and share the experiences of growing up with. Through regular outings, a relationship is developed between the mentor and the mentee, which is built on trust and common interests, and is supported by our experienced case-workers. The result is a life-changing experience for both the mentor and the mentee.



"Some of our favourite things to do are: Wild Play Element Park , we have gone several times and have even done the extreme course! Shelby has a love for adventure and is the bravest kid ever!! Recently we went kayaking in a double kayak and plan to paddle a lot over the summer. We enjoy feeding the ducks at Beacon Hill Park and walks on Dallas Beach sharing stories. One fun thing we like to do is make "bucket lists" of ideas we want to do together. Shelby added skydiving when she's 18!"

OUR PROGRAMS



Go Girls! is a group mentoring program for girls ages 11-14 that focuses on physical activity, balanced eating and self-confidence/self-compassion. The single, most important goal of the program is to positively shape the lives of young women and girls by helping them build a positive self-image – setting them on a path to reach their full potential in life.

In response to COVID-19 Go Girls! has successfully transitioned to an online program.



Game On! is a group mentoring program providing boys and young men with information and support to make informed choices about a range of healthy lifestyle practices. Through non-traditional physical activities, complemented with healthy eating support, participants are engaged in life skills, communication, and emotional health discussions designed to encourage life-long healthy life styles.

TEEN MENTORING

The Teen Mentoring program supports students in Grades 10, 11 and 12 to become mentors for children in local elementary schools. For one hour a week, these mentors will share their experiences of growing up and engage their mentees in activities such as board games, crafts or to spend time with on school grounds.

During COVID-19, teen mentors have been mailing letters into the agency for us to share with their Little Brothers and Little Sisters who have been missing their weekly visits.



PROGRAM UPDATE

As a result of COVID-19, the staff at Big Brothers Big Sisters of Victoria adapted to the new circumstances safely and diligently. We are committed to continuing our work and found new ways to produce life-changing, developmental relationships that foster resilience in the face of adversity. We have pivoted and adapted our program delivery so that our children and youth could continue to receive support during this difficult time.

While our office closed to the public, most of our mentoring programs continued to run remotely with newly developed COVID-19 protocols to meet public health and safety requirements. COVID-19 did not stop us from creating new matches - families who needed mentors for their children were still able to submit applications and we continued to recruit new mentors to meet demand.

Our community-based matches connected each week through online platforms and staff members host family meetings and conduct safety check-ins with matches virtually. The Go Girls! program also moved online so middle school students could continue to have the mental health support they need. While In School Mentoring ended abruptly with school closures, all matches closed with a letter shared between mentors and children and some continued.

We are all learning through this pandemic and are being challenged to grow in our efforts to respond to the increasing needs of our community. The value of our work has never been more evident. It seems that social distancing has helped us all appreciate the importance of relationships, human caring, and compassion. Our mentors have shared these gifts with children in this community for years and in these difficult times, they remain available, listening, playing, and teaching through weekly visits by phone, mail, or online.



SOCIAL ENTERPRISE UPDATE

**THANK YOU
CHERYL!**

A sincere thank you to Cheryl Faerber, who retired this year after more than 20 years of service as our Operations Manager in our Social Enterprise. Through the years Cheryl's talents and efforts contributed to the continued success of our operations. Thank you for being such a valuable member of our team Cheryl, we wish you the best of luck in your retirement!

In April 2020, with the support of the Social Enterprise Call Center, BBBSV raised the largest amount ever via the 'Charity of The Month' bottle drive at the Bottle Depot.

In April 2020, our hard-working call center staff, in collaboration with the United Way of Greater Victoria, HeroWork Greater Victoria, Soap for Hope, and the Better Business Bureau of Victoria, helped collect 28,473 personal hygiene donations for distribution to our local vulnerable populations.

In June 2020, we started our first online marketplace venture, and began implementing our Community Yard Sale Fundraiser as avenues to support our programming during the COVID-19 pandemic.

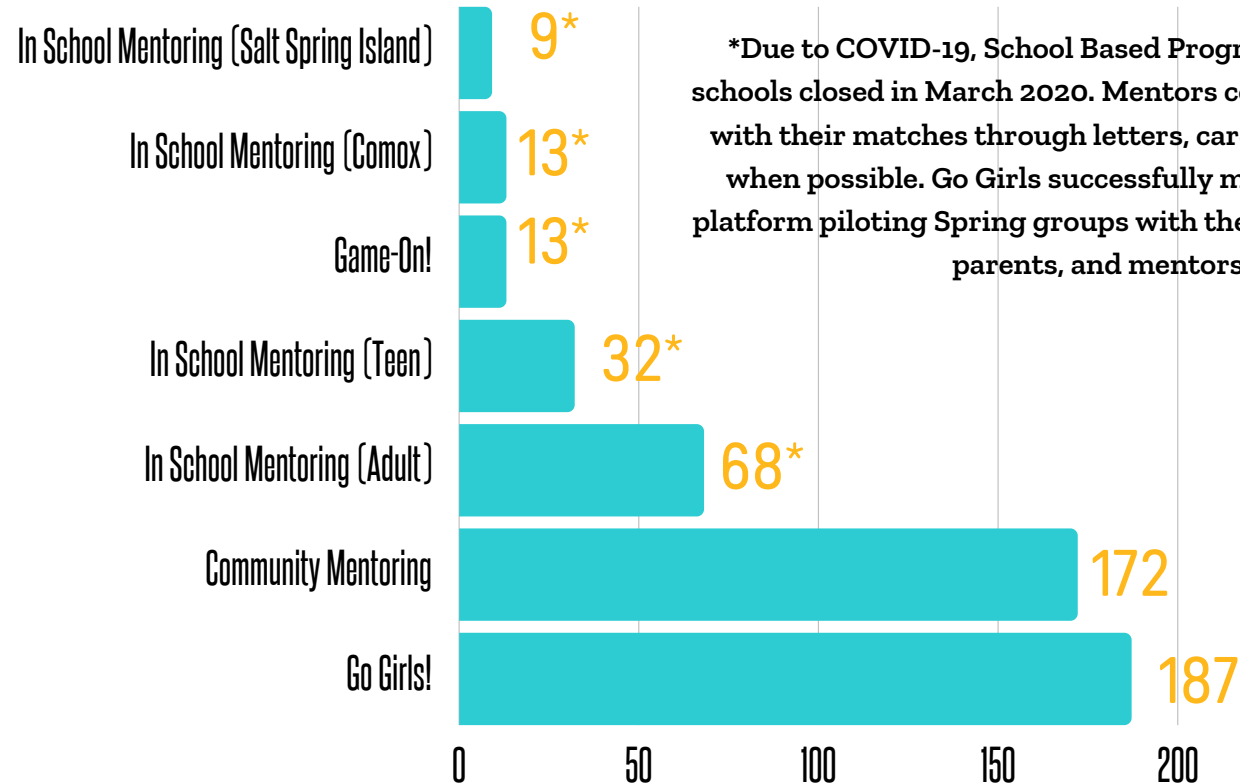
YEAR AT A GLANCE

JULY 1ST, 2019 - JUNE 30TH, 2020

**This year, we
served**

486

**children and youth
in
our local
community...**



*Due to COVID-19, School Based Programs halted when schools closed in March 2020. Mentors continued to connect with their matches through letters, cards, and phone calls when possible. Go Girls successfully moved to an online platform piloting Spring groups with the support of schools, parents, and mentors.

47%

**LOW
SELF-ESTEEM**

41%

**EMOTIONAL/COPING
DIFFICULTIES**

40%

**LEARNING
DIFFICULTIES**

36%

**MENTAL HEALTH
CHALLENGES**

*Percentages based on # of child for whom adversities were disclosed by their school and/or parent/guardian

YEAR AT A GLANCE

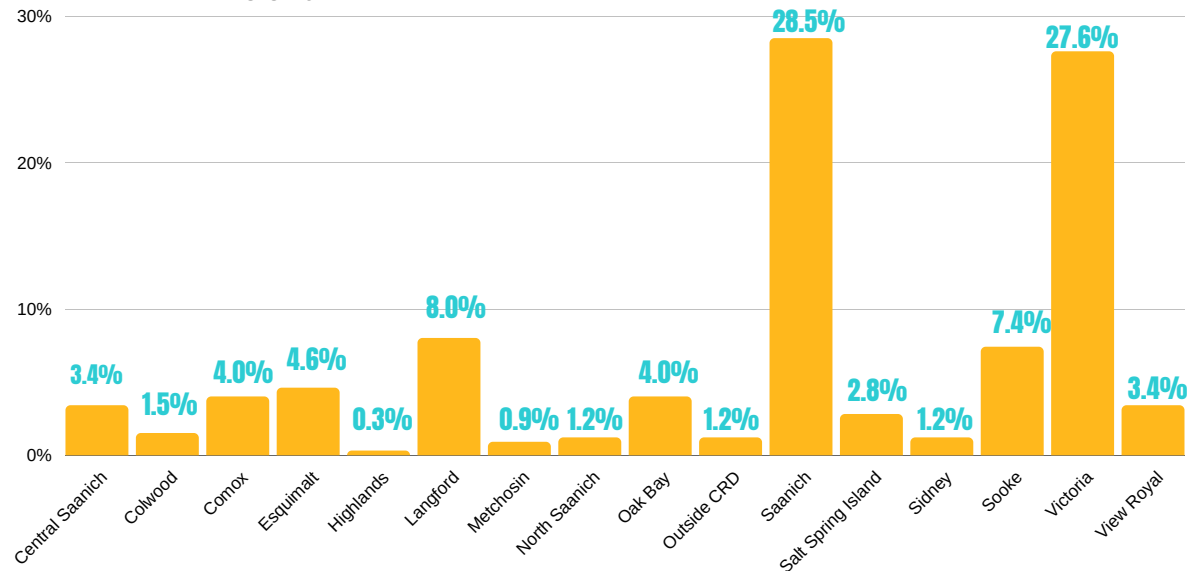
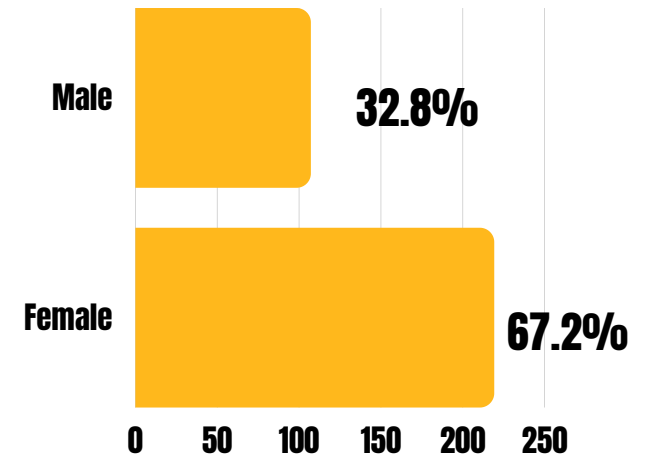
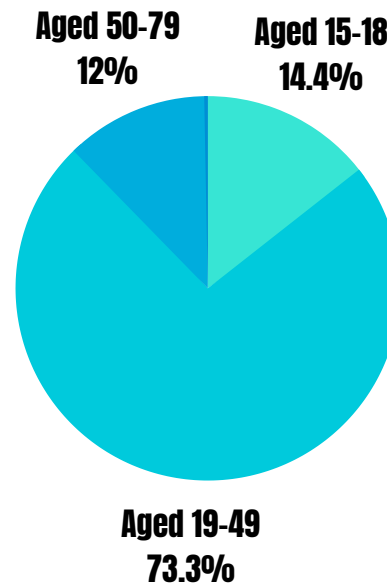
JULY 1ST, 2019 - JUNE 30TH, 2020

....And had

326

AMAZING volunteers
supporting children!

Volunteer Breakdown



OUR MENTORS

JULY 1ST, 2019 - JUNE 30TH, 2020

THANK
YOU

TO OUR INCREDIBLE MENTORS FOR
CONTINUING TO MAKE A
DIFFERENCE IN OUR COMMUNITY!

Thank you to all of our mentors who continue to show creativity and consistency throughout this past year and the COVID-19 pandemic. We are immensely grateful for the time and effort that our volunteers put into their matches each and every week and continually impressed by their ability to adjust to these challenging times.

To all of our volunteers, thank you for everything that you do. We could not do it without you! Thank you for making a difference in the life of a child/youth.



MENTORING

While COVID-19 changed the familiar way our matches have interacted, mentors and mentees found new, socially distanced ways to stay safe and connected....

"Shayden and I have made the best of the summer and fall, spending lots of time outside together and continuing to develop our friendship."



"In the midst of the pandemic, a wonderful opportunity emerged to focus on simpler, quieter activities with one another. At first, we would chat on the phone and check in. Then, we chose a book and began reading to one another, one chapter at a time. Now that we are able to meet via video chat, Layla is able to show me her artwork that she spends most days creating. And, we also occasionally synchronize a movie to start at the same time while chatting about it back and forth via video chat. With the world inaccessible to us, it actually made connecting simpler and our shift to personal growth together more realized."

"Kiana graduated to a bigger bike this summer so we spent some time together building her confidence on a bigger bike. Now she's a pro!"



"Brennen and I have been matched since February of 2013. Brennen is now 17 years old, but was only 10 years old at the time we met through Big Brothers and Big Sisters of Victoria. When we are together, there is no feeling of obligation between either of us. Our hangouts feel natural, and we look forward to them every time, as there is always a good talk and fun adventure in front of us. We never have awkward moments, as I believe our brains/personalities are on the same wavelength. I would not trade my match with Brennen for anything, and I look forward to a long future between us where we will be the Agency's first match to have a private tour of Mars (once travel is a pinch more affordable, haha)! Brennen is family to me, and I to him."



THEORY OF CHANGE

WHO DO WE SERVE?

Young people who face adversity AND are in need of an additional consistent and supportive **Developmental Relationship**¹



HOW DO WE IGNITE POTENTIAL?

» By intentionally **recruiting** based on the needs of a community's young people

» By **matching** young people with a **professionally screened** volunteer mentor

» By **monitoring and supporting** that match with a professional caseworker

» By **training and supporting** the mentor, the mentee and the family

» By **building a Developmental Relationship** between the mentor and the mentee that: Expresses Care; Challenges Growth; Provides Support; Shares Power; and Expands Possibilities

» By **graduating** the match relationship towards natural support



WHAT IS THE IMPACT?

Young people graduate our programs with measurable outcomes:

SOCIAL EMOTIONAL COMPETENCE

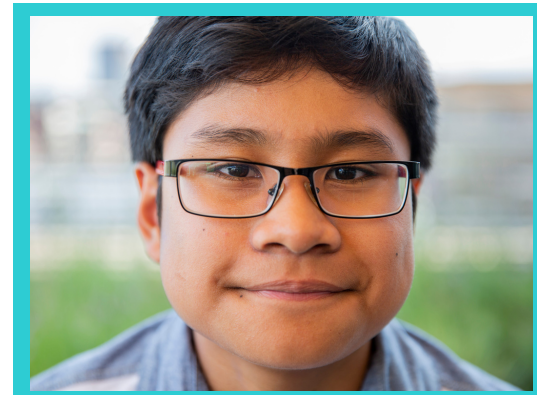
- » Relationship skills
- » Social awareness
- » Responsible decision-making
- » Self-management
- » Self-awareness

MENTAL HEALTH & WELLBEING

- » Positive identity
- » Mental wellness
- » Social inclusion & empowerment

EDUCATIONAL ENGAGEMENT & EMPLOYMENT TREADINESS

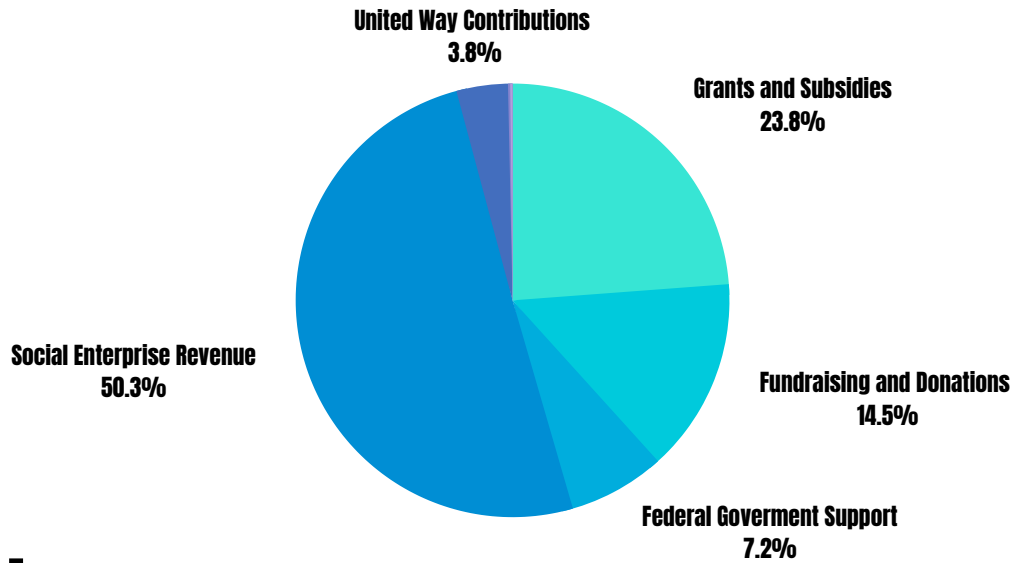
- » School connectedness
- » Commitment to learning
- » Enhanced constructive use of time



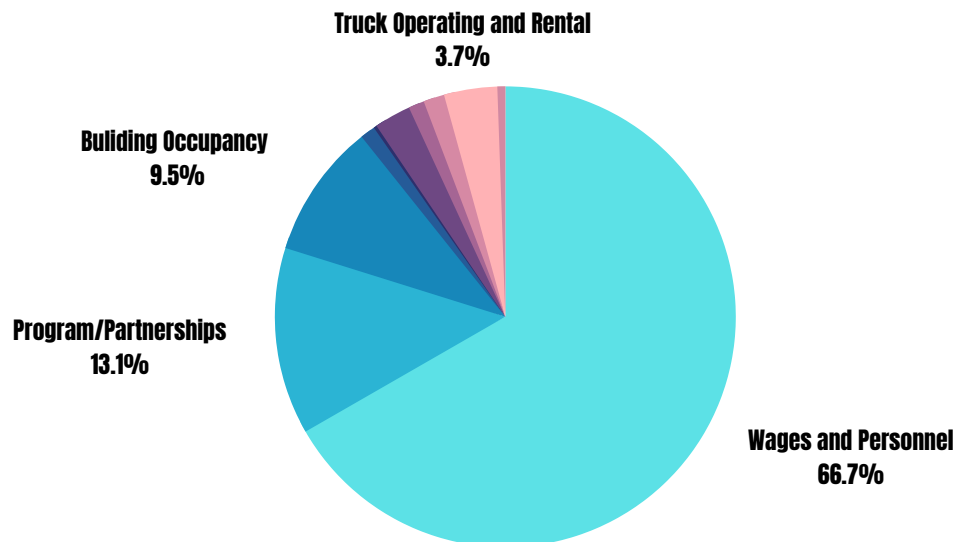
FISCAL YEAR IN REVIEW

JULY 1ST, 2019 - JUNE 30TH, 2020

Revenue



Expenses



Fiscal Year in Review

This was a unique year for Big Brothers Big Sisters of Victoria Capital Region with the global outbreak of COVID-19. This presented many challenges and there was a decrease to overall revenues of 25%. Despite this, there was an excess of revenue over expenses of \$132,510 which was earned through the generosity of donations and grants along with the innovation of our Social Enterprise programs and the Canadian emergency wage subsidy.

Overall revenue decreased by 25% to \$1,311,162. The decrease was attributable to a 42% decrease in product sales in the Social Enterprise due to temporary closures a result of COVID-19. This was a successful year of fundraising and donations resulting in a 23% increase for a total of \$204,756. Grants and subsidies also increased 12% for a total of \$336,426. In addition, Federal government support was received through the Canadian emergency wage subsidy program for \$101,912.

Overall expenses also decreased by 25% to \$1,280,564 as the organization pivoted quickly to adapt to the declining revenues. Programs and Partnership expenses decreased 204% to manage the decreased product sales for the Social Enterprise. Wages and personnel costs decreased 5% from the previous year.

The year closed with a cash balance of \$463,716 and total current assets of \$704,289. The current assets will be used to offset the liabilities totalling \$329,473. The Board has set aside \$270,000 of internally-restricted reserves which will serve as operating contingency and insurance reserves. The reserve fund will provide stability and continuity of services for families in the future.

It is an honour to work with the dedicated group of staff, volunteers, sponsors and donors that are committed to our organization and the children and communities we serve. We are lucky to be a part of the Greater Victoria community who provided continued support this year and also stepped up and provided an additional \$105,000 through the COVID-19 Rapid Relief Fund. We thank each and every one of you for your contributions and hard work!

Donna Hobbs, CPA
Treasurer, Board of Directors

FUNDERS & PROGRAM PARTNERS

JULY 1ST, 2019 - JUNE 30TH, 2020

A sincere thank you to all of our funders and program partners, all of the individuals who gave so generously to support our programs, individuals who gave anonymously, and those or made their gift through another organization. We appreciate your continued support.

100 Women Victoria
Aquarius Apartments
BC Ferries
Big Wheel Community Foundation
Browns Socialhouse
Canadian Online Giving Foundation
Canadian Tire Jumpstart Charities
CFAF 1070
Children's Health Foundation of Vancouver Island
City of Colwood
City of Langford
Clarington Investments
Coast Capital Savings - Westshore
CPCM & Co.
CTV News
Discovery Coffee
Fidelity Investments
Harbord Insurance
Hillside Centre

IA Clarington Investments Inc.
IBM Canada Employees' Charitable Fund
ICBC Wellbeing Committee
Island Savings
Iyengar Yoga Centre
Khalsa Credit Union
Learning Metrix Inc.
Lido Restaurant
Mackenzie Investments
Macs Convenience Stores
Mayfair Mall
Megson Fitzpatrick - Insurance Services
Olympic Physiotherapy
Oswego Hotel
Oxford Foods Ltd.
PayPal Giving Fund Canada
Peninsula Consumer Services Co-operative
Province of British Columbia

Provincial Employees Community Services Fund
Saanich Braves Junior Hockey
Salt Spring Island Foundation
Savers
Scholastic Canada Ltd.
School District #61
School District #62
School District #63
School District #64
School District #72
Serious Coffee - Blanshard
Serious Coffee - View Royal
Shoppers Drug Mart
Smart Dolphins
Stantec Consulting Ltd.
Starbucks - Westside Village
TD Asset Management
The Bottle Depot
The Joe Wo Joint Spousal Trust

The Market Stores
Tim Hortons - Blanshard Street
Times Colonist
Township of Esquimalt
Tulle & Tweed (Photography)
UNIFOR
United Way Greater Victoria
University of Victoria
Uptown Mall
Vancity
Victoria Canoe and Kayak Club
Victoria Chinese Ladies Club
Andrew Beckerman - Victoria Foundation
Victoria Foundation Rapid Relief Fund
Virgin Radio
Westhills Land Corp
Westland Insurance
WSP
Yuchen Coffehouse Inc.



MOVE FOR MENTORING

**This year, Move
for Mentoring
raised a total of**

\$58,193

for our agency

While accepting the limitations of a pandemic, we creatively transitioned our signature event, Bowl for Kids' Sake, to the "Move for Mentoring" virtual fundraiser.

The fundraiser was created in order to encourage our community to get up and MOVE! Participants challenged themselves and each other to be active and in doing so raised pledges in support of children and youth from May 1st to June 30th. During this uncertain time, it was important to continue to engage with our community and find new and creative ways to fundraise in order to keep local children and youth safe. Move for Mentoring and the online auction that followed were a success!



MOVE FOR MENTORING SPONSORS

TITLE SPONSOR:





Big Brothers Big Sisters

OF VICTORIA CAPITAL REGION



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Charitable Number: 106793540 RR0001

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Donate today at bbbsvictoria.com