



Big Brothers Big Sisters

OF VICTORIA CAPITAL REGION



75 DOORS

Unlock the Potential of Youth

OPENING DOORS FOR CHILDREN IN NEED

Serving Vancouver Island Youth Since 1977

At Big Brothers Big Sisters of Victoria Capital Region, we believe that **every child** has limitless potential. That's why we have been working for almost 50 years to match **vulnerable children in our communities** with supportive mentoring relationships.

Mentoring Matters: How Mentors Unlock Potential

According to the Harvard Institute for the Developing Child, positive relationships with a trusted adults are the **key to developing resilience** in young people. Our mentors build intentional and consistent relationships with their youth mentees by:



Expressing Care



Challenging Growth



Providing Support



Expanding Possibilities



Sharing Power





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Investing in Potential: The Cost of Mentoring



Making the Match

In the communities we serve, it **costs an average of \$2,500** to match one child with one mentor. This cost includes safety screening, mentorship training, and ongoing support for each mentoring match.



Every Dollar Counts

Our programs are **always free-of-cost** to the families and children we support. We are a non-governmental organization that relies on fundraising, grants, and a social enterprise in order to **keep our doors open** to the kids who need us.



Stronger Communities

Every **\$1 invested** into our programs is **returned** as up to \$23 in benefits to society. As they grow up into young citizens, mentored youth are **more likely** to achieve higher education, find career success, and give back to the community.

Demand for Mentoring Has Never Been Higher

Over the past year, youth participation in our mentoring programs has almost doubled with more families reaching out for support than ever before. We are well on our way to our vision of **serving 1,000 young people each year** – but we need your help.

THE 75 DOORS FUNDRAISING CAMPAIGN



1. Sponsor a Door

Each **\$2,500 sponsorship** opens one door and matches one child with a mentor.



2. Tell Your Story

Be featured in your own **Door Ceremony** video courtesy of Clickhead Media.



3. Unlock Potential

75 children on our waitlist will be **matched with the mentors** they are waiting for.



Recognizing Your Support: Sponsorship Marketing



Social Media

1-2 Doors

1 shareable grateful mention post on our social media channels: Facebook, Instagram & LinkedIn and ready-to-post assets provided with your logo.

3+ Doors

1 post plus a social media cut of your **Door Ceremony** video created, edited, and shared to our channels. The video will be provided to you for your own sharing!



Door Ceremony Video

1-2 Doors

A **short video** filmed at your business. This is your chance to celebrate your sponsorship and share a few words about why you're unlocking the potential of youth.

3+ Doors

Your video will be **1 minute+ instead of 30 seconds**, giving you more space to share your story. Show your clients and customers why you care about our community.



BBBS Victoria Website

1-2 Doors

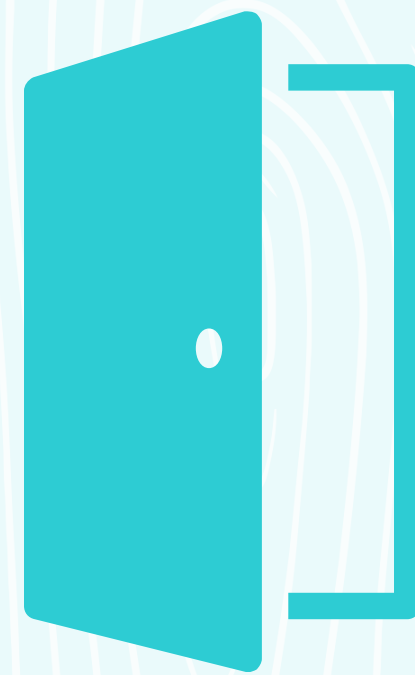
Your logo displayed on our **75 Doors webpage**. Your video will also be linked here with a link to your company's own website.

3+ Doors

Your logo displayed plus your video **embedded** in our webpage. Viewers will be able to watch your video right on the 75 Doors webpage rather than clicking a link.



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