

# ANNUAL REPORT 2019

Presented at the BBBS CW  
Annual General Meeting  
May 19, 2020



Big Brothers  
Big Sisters

OF CENTRE WELLINGTON



## A MESSAGE FROM THE EXECUTIVE DIRECTOR

It is with great pride that I present the Annual Report for Big Brothers Big Sisters of Centre Wellington. 2019 was an exciting year of growth in several areas while supporting life changing mentoring relationships for local youth with new branding and a cohesive mandate across the nation.

As we recognize our success, we need to recognize the contributions of our staff, board of directors and volunteers that put the youth at the centre of all we do. These roles rely heavily on each other to have the meaningful impact that they do.

In 2019, we welcomed Cindy Lyon, Jennifer Kraus and Kelly Legge to the Team. The passion and commitment to excellence from these three have brought our attention to detail to a new level. We are a stronger team because of them. After many years with the organization, we said good bye to Clare Male. Elizabeth Bender also left late in the year. Through a grant we also welcomed Wendy Douglas, first as our In School Mentoring Program Ambassador and then as our Youth Engagement Coordinator.

With the generous support of donors, sponsors, and community partners, we find ourselves in a position to grow and serve more youth than ever. We also came very close to opening the doors to our new space at 900 Tower Street, in the Skyline Community Hub. We celebrate each donors' contributions and recognize this is only possible with you.

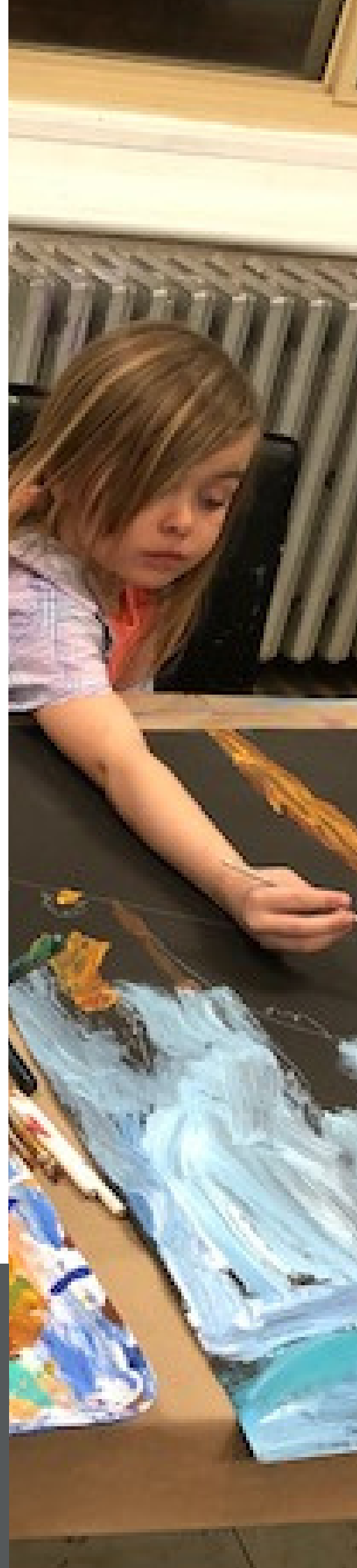
The future is bright for Big Brothers Big Sisters of Centre Wellington with many opportunities on the horizon. I am proud and honoured to be leading the agency at such and exciting time.

Kristen Drexler | Executive Director

## MISSION AND VISION

Big Brothers Big Sisters of Centre Wellington enables life changing mentoring relationships to **ignite** the power and potential of young people.

Our vision is that all young people realize their **full potential**.





## A MESSAGE FROM THE BOARD CHAIR

2019 was a year of change. Nationally, BBBS launched a new logo, branding, and vision & mission statements. This new consistent message across the country was driven by the need for change and positive momentum moving us into the future. We have adopted the "Theory of Change" to assist agencies across the country to deliver consistent, quality programming and to help identify youth that could benefit from having a mentor.

The change in direction was one of the factors that contributed to staff turnover locally in Centre Wellington. Unfortunately, we did see staff turnover again in 2019. With the help of new hiring processes and job recruitment platforms, I am very pleased that we ended the year with a strong and amazing team. With the continued support from both the BOD and the Executive Director, I am confident we will see an improvement in staff retention.

I have had the pleasure of being Board Chair since 2015. In that time, I have sat with some great individuals that continued to learn and participate. We all work together as a team and value everyone's opinion and time. We are focused on our strategic initiatives that have directly helped the staff reach their goals. We have worked through some difficult situations and celebrated the many successes. Well done BOD!

With the strong guidance from Kristen, the agency surpassed our fundraising goals for both programming and for capital. The agency started the year off with the Big Night Out Gala that was held in `what was going to be` our new home. The evening was attended by many new faces and was a great opportunity to tell our story. Not only did we surpass our financial goals but we also successfully increased our community presence. Our agency is respected more today than it ever has been.

It is important we remember our "why`s". We do this for the youth of our community. Our quality programs give the youth the tools to cope with life challenges. We should all be extremely proud of our service delivery staff. They work endlessly to ensure the safety of not only the youth but the volunteers and the agency. They work diligently monitoring matches and assisting appropriately with the hopes of strong friendships between Bigs and Littles.

I know 2020 will be a year to remember. We will be moving into our new home, we will see the BHive active and the staff will be adapting to the ever changing environment. We as a team have been working extremely hard to ensure the success of this agency. I am confident we will survive any challenges that present themselves.

This agency has been my passion for many years. We all bring different knowledge, passion and values, all with the same goal of serving youth in CW. Having the three strategic directions allows not only the Board, but the entire agency to excel. Long term sustainability was only a dream a short time ago. Everyone should be extremely proud of themselves with all the hard work that we have accomplished.

Neil Armstrong | Board Chair





## STRATEGIC PLANNING PILLARS

### BOARD DEVELOPMENT COMMITTEE

Committee members- Katie Pope, Brad Teskey, Stephanie Edwards

Purpose: to determine where the gaps are for the board to develop to be the great leaders we need to grow our agency.

2019 Initiatives:

- Create a library of learning resources on the Google Drive
- improve the board orientation process
- identify diverse learning opportunities for board members to participate in

### SUSTAINABILITY COMMITTEE

Committee members- Neil Armstrong, Ash Gottmers, Brad Teskey, Leanne Iravani, Kristen Drexler

Purpose: to create a plan for the agency's financial sustainability.

2019 Initiatives:

- Create a budget with staff and board input
- figure out how to grow as an organization in terms of when to introduce new staff
- create a salary structure that is based on education, reaching goals and service

### RECRUITMENT COMMITTEE

Committee members - Neil Armstrong, Leah Valedis, Jon Ralston, Terry Godreau, Pam Stumpf, Cary Valedis, Jennifer Kraus, Wendy Douglas

Purpose: to create a plan and track measurables for a consistent flow of volunteers for programs, committees and board.

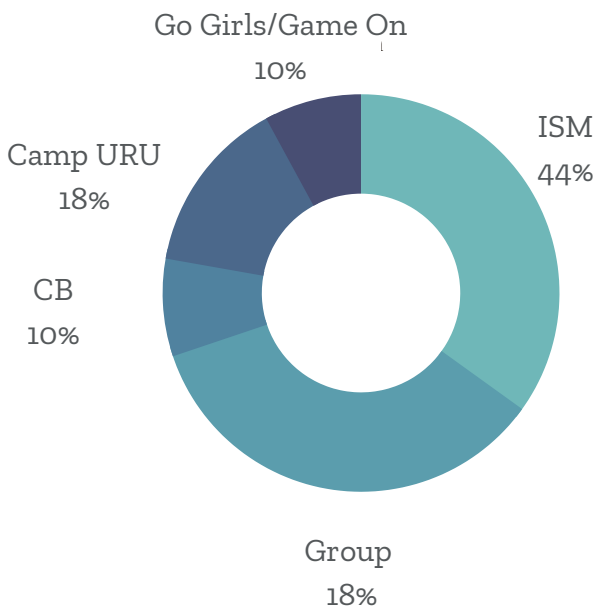
2019 Initiatives:

- Initial meeting was used to review Strategic Initiatives and assign recruitment priorities and targets
- Board and Volunteer Recruitment
- Social Media Campaign
- 1:1 Program and In School Mentoring
- Third Party Engagement
- Connecting with Local Businesses - "Community Hero Program"
- Collect stakeholder's "why's"



# PROGRAMMING REPORT

2019 was another successful year for the service delivery team with a total of 248 children being served in 5 separate programs. We started expanding our Community Based programming with Career Mentoring as well. In 2019, with just over half of the children (131) participating in a school based program most of the other children (116) participated in one of our group programs. Only 10% of our children (25) were served in our traditional Community Based program.



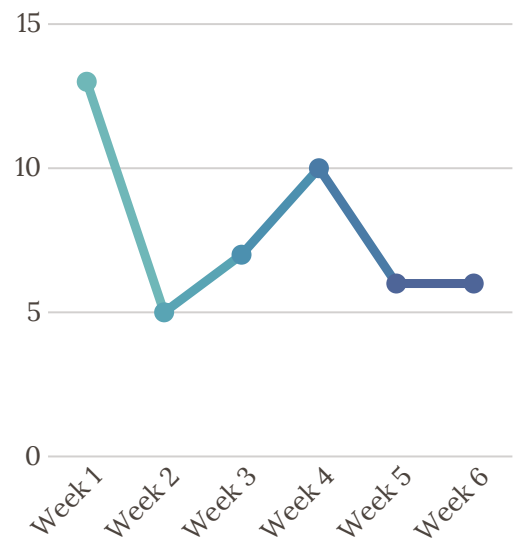
## IN SCHOOL MENTORING PROGRAMS

We served 131 children through our ISM programs including Bigs in Blue, Adult, Coop, Go Girls and Game On. We were in 7 schools in our area including Elora Public, Victoria Terrace, John Black, James McQueen, St. Joseph's, Salem Public and JD Hogarth.

We served 87 new children in 2019 through programs in schools.

## KIDS SERVED THROUGH CAMP URU

In our 3rd year of offering a summer day camp, we were able to serve 45 kids ages 9-12, of which 13 were fully subsidized by local community members and service clubs.



# 20%

increase in children served in 2019 over 2018

## 1- 1 COMMUNITY BASED PROGRAM

Fall 2019 saw a capacity increase from 20 matches to 45 matches. We did not reach full capacity in 2019 but hoping with the help of the Recruitment Committee that we will be able to do that in 2020.

We were able to get 5 children off the wait list; one of which had been waiting for 12 months. With the help of the Recruitment Committee, we are hoping to reduce these wait times in 2020. In our mix of matches we had two cross gender matches (one closed due to aging out) and one couples match, which will continue into 2020.

We also started Career Mentoring as a way to recruit specific volunteers to help youth find their way in their choice of future career path.

Of the four closed matches, the Littles of three matches chose to return and wait for another match to come along.

## MONTHLY GROUP EVENTS

Our monthly group events are agency planned and paid for. They are open to all matched children and their Bigs as well as all the children waiting to be matched. Over 2019, 21 unique children participated in our events. Events ranged from Puzzle Rooms, a paint night, an outdoor movie, a summer picnic, a Christmas Party and more.



# 13

we helped 13 children in 8 families have wonderful Christmas' through the Children's Foundation of Guelph and Wellington's Adopt-a-Family program.



## TREASURER'S REPORT

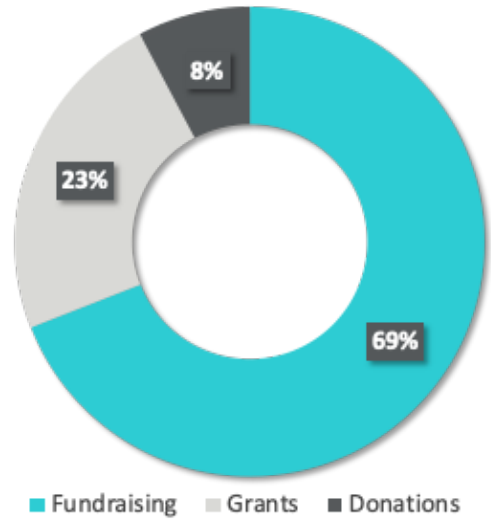
It is my pleasure to report that 2019 proved to be the most successful fundraising year in our agency's history. Revenues saw a remarkable increase of 54 per cent from 2018 to \$355,000, highlighted by substantial increases in grant income, donations, and third-party events. We also saw our most important fundraiser, Big Night Out, net over \$60K in funds raised.

I would like to offer my sincere thank you to our community members who provided donations, sponsorships, and their time to this cause. Your support helps us deliver incredible services and resources to our community.

Our fundraising efforts in 2019 have contributed to having a much stronger balance sheet moving into 2020. Our total assets at year-end were \$447,600, with net assets of \$43,226.



### Revenue Breakdown

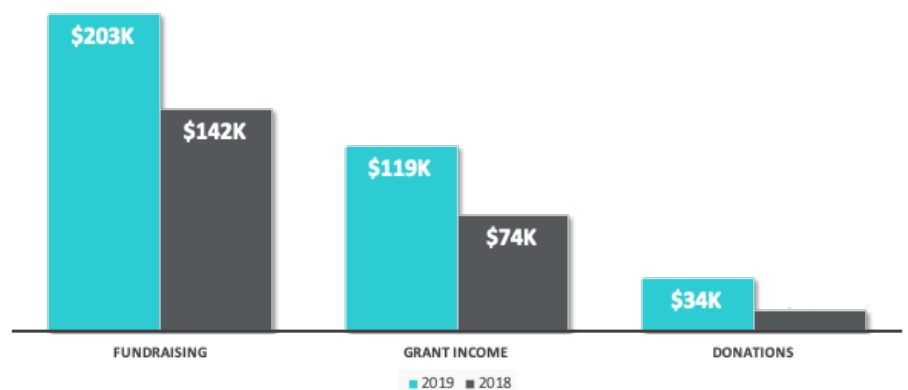


Additionally, our successful capital campaign has allowed us to complete significant renovations to our new offices and community hub – The BHive.

The long-term sustainability of the agency has never been as solid as it is today. I would like to thank our incredible staff, volunteers, committee members, and board of directors for their amazing contributions this past year. We are excited to be entering 2020 in a new space that will allow us to continue serving the community and help to fulfill our vision that all young people realize their full potential.

Ash Gottmers | Treasurer

### Revenue Growth



## FUND DEVELOPMENT REPORT

Over the course of 2019, our team raised \$355,000 which was an increase of \$124,214 over 2018.

### **BOWL FOR KIDS SAKE | \$21,951 NET**

This event had a 27% increase in net revenues over the previous year. We had 41 teams, down from 2018 where we saw 55 teams. New for 2019 was a school partnership with JD Hogarth which raised \$2,750 in one week. Increased sponsorship and a pilot In-School event supported the revenue increase despite a drop in participants.

### **BIG SPLIT 26 | \$4655 NET**

A sales campaign towards the second half of 2019 resulted in selling out 500 tickets and giving the final draw winner a pot of \$500. The Big Split 26 campaign also resulted in an unprecedented sale of 228 tickets going into 2020. Our partnership with The Grand 101 continued with daily PSA's and biweekly live draws. The live draws provided a platform to promote agency events and activities.

### **BIG NIGHT OUT GALA PRESENTED BY MFC AND RLB LLP | \$60,556 NET**

The Gala was held in the warehouse space that will become our home in 2020. We had 350 guests and the big revenue generators like Pick Your Prize and Grand Prize were sold out before dinner. The silent and live auction, bar revenue sales and Fund a Need were also strong. We recognized Kaylea Spring as our Outstanding Little and Officer Ben Cruikshank as our Big Star Volunteer of the Year.





## FUND DEVELOPMENT REPORT CONTINUED

### GRANTS REPORT | \$337,275 NET

With the growth we have experienced, there have been more funding opportunities that have opened up to us. Of the grant funding, \$150,000 was designated for capital build and \$88,280 was designated for new employment opportunities which built our capacity and supported our growth. In 2019, the Township of Centre Wellington awarded us with special status to receive ongoing annual funding of \$5000, forgoing the need for an application. We want to acknowledge the huge contributions of the Ontario Trillium Foundation and RBC Future Launch. The contributions of these two funders combined was \$175,000.

### 3RD PARTY EVENTS | \$96,827 NET

Events planned by the community and supported by BBSCW rose considerably in 2019. A total of \$96,827 was raised through 3rd Party events. \$43,606 was raised to support where it is needed most and \$53,221 was designated to the capital build. We would like to thank the community for hosting such great events and the board and staff for supporting and volunteering at these events. Managerial & Leadership Competencies class (UofG). \$2340  
Curl for a Cause, \$9942

Manny Blu, \$1775

Ostic Lawn Bowling Tournament, \$3000

Fork in the Road Festival, \$4734

Big Garagemahal Night, \$11,976

Canada Day Soap Box Derby, \$154

The McGinn Brothers Big Game, \$33,221

Fergus Scottish Festival, \$5,577

Cody Shepperd Golf Tournament, \$20,000

Our Village Home Tour, \$2012

Party Rockers Dance, \$896

Haunted Woods Walk, \$2000





## STAFF AND COMMITTEES

### BOARD OF DIRECTORS

Neil Armstrong, Chair  
 Pamela Stumpf, Vice Chair  
 Keith Whelan, Treasurer  
 Katie Pope, Secretary  
 Ash Gottmers  
 Leanne Iravani  
 Angie Murie  
 Brad Teskey

### PLACEMENT AND SUMMER STUDENTS

Mia Berry, Camp URU  
 Fiona Cook, Camp URU  
 Ethan Godreau, Camp URU  
 Hunter Hebruff, Camp URU  
 Kyran Godreau, Camp URU

Chloe Godreau, Events  
 Abigail Wilson, Youth Engagement

Alicia Colosimo, Programming  
 Renita Eugene, Programming  
 Emily Prince, Programming

### STAFF

Kristen Drexler, Executive Director  
 Clare Male, Mentoring Coordinator (Jan-Sept)  
 Leah Valedis, Mentoring Coordinator  
 Jennifer Kraus, Mentoring Coordinator(Sept-Dec)  
 Cindy Lyon Mentoring Coordinator  
 Elizabeth Bender Development Coordinator(Jan-Dec)  
 Wendy Douglas, In School Program Ambassador  
 (Sept-Dec)

### BOWL FOR KIDS SAKE COMMITTEE

Pamela Stumpf  
 Katie Pope  
 Brad McArthur  
 Sabrina Woodhouse  
 Kristen Drexler (staff)  
 Elizabeth Bender (staff)

### BIG NIGHT OUT GALA COMMITTEE

Pamela Stumpf  
 Katie Pope  
 Jennifer Amos Harrison  
 Amanda Drexler  
 Brad McArthur  
 Liz Teskey  
 Kellie Barclay  
 Leanne Iravani  
 Ryan Drexler  
 Kristen Drexler (staff)





## DONOR RECOGNITION

Big Brothers Big Sisters of Centre Wellington would like to recognize and thank the following individuals, businesses and organizations for their outstanding support and commitment to community leadership in 2019.

### UNDER \$249

Thank you to the over 200 people who have invested at a level under \$249, in 2019.

### \$250 - \$499

Andrea McCulligh  
Bud Arnold  
Claire Knight  
Kelly Waterhouse  
Nancy Hopfner  
Wellington Laboratories  
Salem Public School  
Giles Car Star  
Louis Visentin  
Meghon Homes  
Deb Dalziel  
Dennis Zinger  
Steve Parr  
Leslie Equipment Service Ltd  
Neil Armstrong

### \$500 - \$999

Amanda Robinson  
Baker Tilly GWD  
Belwood Lions  
Rob and Julie Black  
Cynthia Waldow & Mike Bonneveld  
Jason and Cara Castellan  
Blair Cudmore  
Centre Wellington Hydro Ltd.  
Clarkenney Inc.  
Groovy Grilled Cheese  
Leanne Iravani  
Ministry of Education  
Brian O'Donovan  
Materials Placement  
Moonfleet Poultry  
Tim Horton's Fergus  
United Way  
Ernie Kalwa  
Margaret Youngblood

### \$1,000 - \$4,999

Barzotti  
Fergus Legion Ladies Auxiliary  
Jamie Hiller  
Jim and Angela Murphy  
Terry Godreau  
Polycorp  
CWDHS Student Activites  
Get in Touch with Hutch  
Cobblestone Creations(c)  
Document Imaging Partners  
J.D Hogarth Public School

### \$5,000 - \$9,999

Ruth Grose  
Xanadu Homes Ltd.





## COMMUNITY PARTNERS

Big Brothers Big Sisters of Centre Wellington would like to recognize and thank the following businesses and organizations for partnering with us in 2019 through sponsorship, organizing events for us or by enriching our programming.

- |   |  |
|---|--|
| Baker Tilly GWD   | MFC Law Professional   |
| Bomar Landscaping   | Motion Electrical Contracting  |
| Boston Pizza  | Motion Heating & Cooling Ltd.  |
| Brew House on the Grand                                   | Ostic Group Insurance Brokers  |
| The Co-operators - Craig Janzen & Associates Inc          | Ontario Provincial Police  |
| Curl for a Cause  | Party Rockers  |
| Dr. McKeown and Associates                                | Pet Valu   |
| Ecclestone Financial Group                                | Polycorp   |
| Impact Realty Group at<br>Edge Realty Solutions Brokerage | RBC  |
| Elements Casino   | Red Brick Real<br>Estate Brokerage                                   |
| Elora Centre for the Arts                                 | Red Car Airport Services   |
| Fergus Lions Club   | Remedy RX  |
| Fergus Scottish Festival                                  | Ripleys Aquarium   |
| Fish Farm Supply Co                                       | River Bug  |
| Fork in the Road Festival                                 | RLB Chartered Professional   |
| FreshCo Fergus  | Robinson GMC (Guelph) & Robinson Chrysler Jeep<br>Dodge Ram (Fergus) |
| Garagemahal   | Rotary Club of Fergus Elora  |
| Giant Tiger   | Shoetopia Footwear   |
| Giles Carstar   | Starbucks Fergus   |
| Grand River Raceway                                       | TD Bank - Elora  |
| Granite Homes   | The Children's Foundation of Guelph Wellington                       |
| Haunted Woods Walk  | The Cody Shepperd Project  |
| Highland Pines Campground                                 | The Farquharson Realty Team  |
| ICS Computers   | Upper Grand District School Board                                    |
| Impact Physio   | Wellington Catholic District School Board                            |
| Jesters Fun Factory                                       | Wightman Communications Ltd  |
| Ladies Auxiliary Royal Canadian Legion                    | Wolfe, Smith & Forster LLP   |
| Little Tree Garden Market                                 | WrightHaven Homes  |
| Lot 18 Productions  | Zehrs  |
| McGinn Brothers Big Game                                  |  |

