

Annual Report for 2020

presented at the May 18, 2021 AGM

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**Big Brothers
Big Sisters**
OF CENTRE WELLINGTON





WHO DO WE SERVE?

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

MISSION

to enable life changing mentoring relationships to ignite the power and potential of young people

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

WHAT IS THE IMPACT?

- > Social emotional competence (relationship skills, social awareness, responsible decision-making, self-management, self-awareness)
- > Mental health and wellbeing (positive identity, mental wellness, social inclusion & empowerment)
- > Educational engagement & employment readiness (school connectedness, commitment to learning, enhanced constructive use of time)



A MESSAGE FROM THE EXECUTIVE DIRECTOR

Creating this annual report always makes us pause and re-submerge ourselves in the previous year, sometimes several months after the year has closed. As you will read through this report you will get the sense that we are very proud of how we have overcome some unprecedented challenging times. Starting with the completion of renovating our new home (The BHive) in the Skyline Community Hub, to then moving from our old location in the Old Fergus Marketplace, bringing on new staff, throwing our most successful Big Night Out Gala to date, and then hosting a ribbon cutting celebration for our new space, hours before the world was halted for COVID-19- and that was only the first three months of 2020! Then the challenging work began to pivot everything we do to virtual platforms.

Besides having a spacious and efficient space to work, our limited time in the BHive has been exciting to imagine and test what this space can be for matches and group activities. We have also seen what it can be for other youth serving community partners like therapists, tutors and even driver training. We fostered an even stronger relationship with the Integrated Youth Service Network and other community partners to be a part of the solution and eyes on the ground for each other.

In the early days it was shared with us that Kids Help Phone had experienced a 350% increase in calls and most of the kids were saying they were calling the help line because they simply didn't have anyone else to talk to, which is where our programs can absolutely help out. We see the affects of this pandemic on families, volunteers and youth and we can only imagine more challenges will be come out in the next several years including the challenges around fundraising.

The pandemic has lasted much longer than any of us could have imagined. We have rallied together to find creative solutions and only with the support of our board, volunteers, sponsors and donors, we can look back and say we are much stronger, intentional, efficient and strategic than we ever have been. I am very proud of this very focused team and honoured to be a part of it.

We are absolutely #BiggerTogether
#NowMoreThanEver

Kristen Drexler | Executive Director





A MESSAGE FROM THE BOARD CHAIR

As my first year serving as Board Chair, I can honestly say it was not exactly what I expected. Although I took on the position knowing the pandemic was going to affect some things, I had no idea that it would impact literally everything we did. 2020 was an unprecedented year in so many ways.

We needed to look at and rethink the way we would execute programs and how we run our events. Everything needed to change. On top of this, we also needed to focus, more than ever, on ensuring the entire team felt supported. Virtually for the most part.

Nationally, BBBS held their first Virtual showcase with over 500 staff from across the country tuning in. The events signalled an important step forward. A step where our collective voice is stronger than it has ever been before. Where we are equipped to use data to defend our programs and demonstrate that mentoring is a need to have, not a nice to have service. Most importantly, the Virtual Showcase signalled how the Theory of Change, introduced in 2019, will help to guide us throughout 2021-2023, and help us to reach our goals in the area of Engagement, Innovation, and Growth.

In 2020, the entire BBBSCW team showed up. This "TEAM" includes Service Delivery, Board members, Bigs & Little, volunteers and community members. The SDS team pulled together to share workload and work together to change programs and match processes and policies so they could be supported virtually. The "TEAM" stepped up to join committees and volunteer to support the successful execution of existing as well as some exciting new events.

The Big Night out Gala was our most successful event yet and was instrumental in ensuring that we had the funds needed to keep the programs running and the staff onboard.

As we share every year, and this year especially is no exception, we could not do what we do without the continued support of the community. In a year with so many uncertainties, businesses, families and individuals stepped up like never before to sponsor, donate, join one of the programs as a "Big" or sit on a committee. There are no words big enough to thank you for your support.

The Board of Directors welcomed 5 new members to the team. These individuals have taken on their new role with enthusiasm, knowledge, experience, commitment and unbelievably dedicated attitudes. I am very pleased that we ended the year with such a strong and amazing team. Our Board Development committee introduced and comprehensive new orientation program that allows new and existing Board members to have access to the tools they need to be set up for success.

They could not volunteer for events in person and they have never met the other board members in person, but everyone SHOWED UP, contributed and supported the agency in a way I have never seen. I could not be more proud of how the board came together, without actually coming together, to ensure the agency did all the right things to ensure that the staff felt supported and the money raised was allocated effectively. We continue to focus on our strategic initiatives of Recruitment, Board Development and Sustainability and have structured our meetings to support these initiatives to ensure we continue to grow, develop and strengthen the Board, the staff and everyone associated with BBBSCW. The Board Development committee shared presentations on diversity, LGBTQ, self care, how to be an effective and strong Board and so much more.

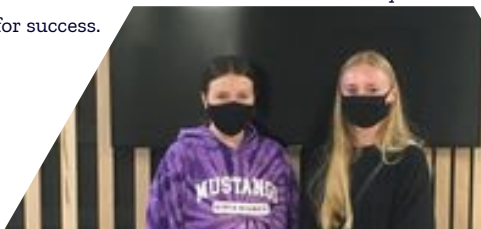
With last year being a year of constant change, our policies and procedures were no exception. On top of ensuring we were doing everything right for the organization, we also wanted to ensure we were doing all the right things for our team. In 2020 we introduced an HR committee made up of an HR professional, our ED and one other board member, to provide us with resources and expertise to guide us when required.

As Neil Armstrong said in his last report, "It is important we always remember our 'why'. We do this for the youth of our community. Our quality programs give the youth the tools to cope with life challenges".

In 2021 - 2022, I look forward to continued success, innovation and of course a few challenges. I have no doubt that we will embrace what comes our way with the dedication, integrity and compassion we always do.

Thank you to everyone who has joined the BBBSCW community. Everyone is welcome!

Pam Stumpf | Board Chair



FUND DEVELOPMENT/SUSTAINABILITY COMMITTEE

Committee members: Mary Timmings, Ted McDonald, Leanne Iravani, Kelly Legge, Kristen Drexler

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

2020 Initiatives:

- strategically think about Big Split 26 and the longevity
- audit internal events and their return on investment
- encourage more 3rd party events
- create a donor recognition strategy

RECRUITMENT COMMITTEE

Committee members: Kate Guy, Neil Armstrong, Wendy Douglas, Leah Valedis, Terry Godreau, Pam Stumpf, Cary Valedis, Jennifer Kraus

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

2020 Initiatives:

- "I am a mentor" social media day in January marked by Bigs sharing their stories
- Investment in Grand 101 campaigns to raise awareness of BBBS local activities and flagging need for mentors.
- Attended local Volunteer Recruitment night at CW Sportsplex.
- Creation of "Do You Have An Hour" postcard for distribution via post
- Online info sessions two times a month to inform prospective mentors about our programs.
- Partnered with 519 Sports for radio ads and video promotions for BBBS programs.
- Research and implementation of strategies to attract men to our program.
- Improving social media output and tracking for persistent visibility of need for mentors and ability to provide measurable results.
- Successfully recruited 22 mentors in 2020.

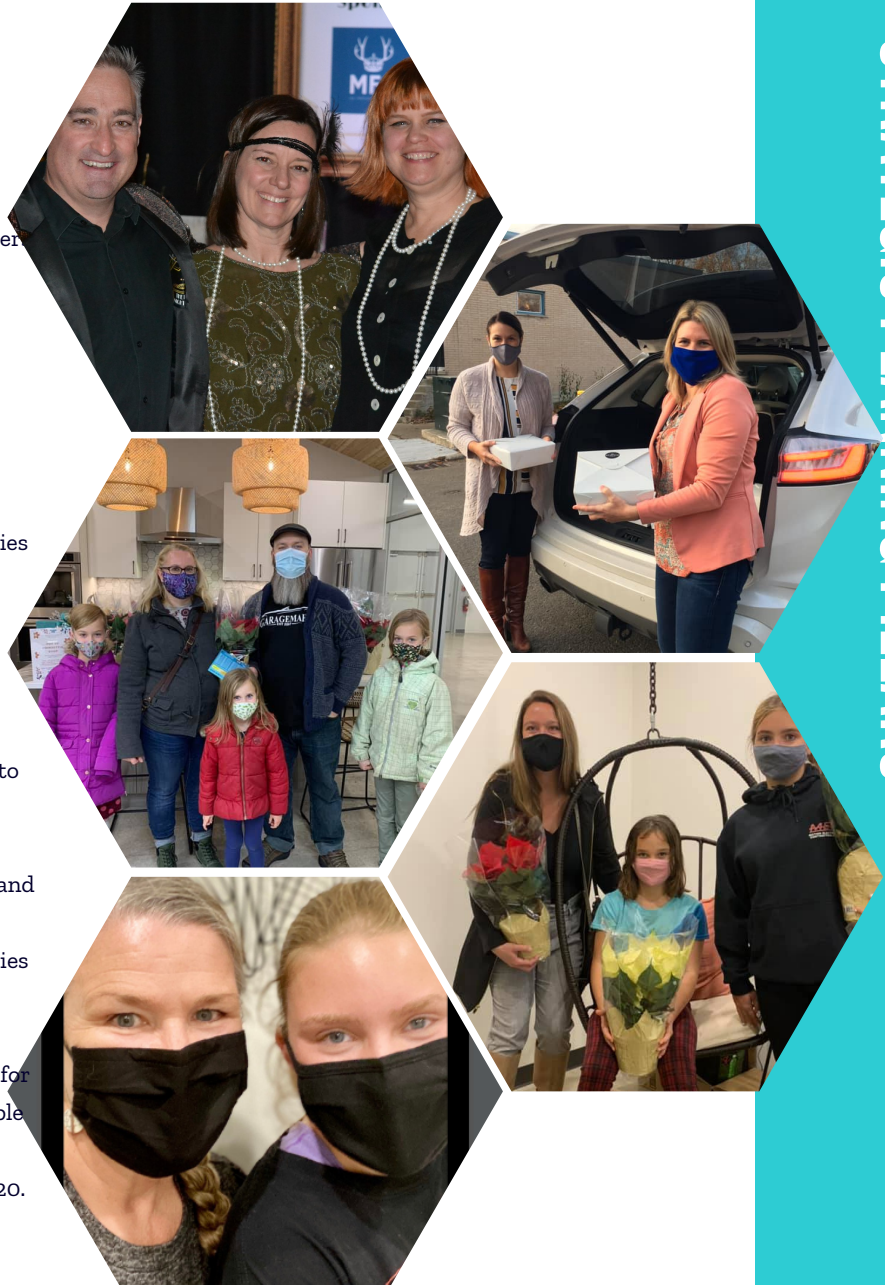
BOARD DEVELOPMENT COMMITTEE

Committee members: Katie Pope, Brad Teskey, Stephanie Edwards, Amanda Voisin, Emily Rawson

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

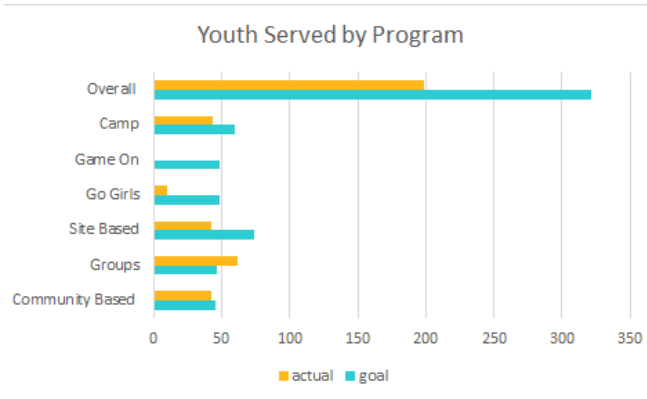
2020 Initiatives:

- Implement the new orientation process and board member mentors while onboarding new board members.
- Goal Setting
- Diversity and Inclusion and LGBTQ Training
- Team building- Sally from the CWCC facilitated a Zoom speed networking event for the board and staff
- Identifying personality traits of board members through a personality assessment





2020 was a transformative year for our service delivery team. Our course was charted with an unprecedented goal of serving 321 kids in 2020. The road was bumpy, beginning with 8 school strike days and then we hit the wall of the global pandemic, which closed schools all together, changing service path entirely. It was very challenging to get volunteers processed for police checks and find the youth that needed us, when the stay-at-home orders came into effect. In the end we served 206 youth across all our programs with several programs exceeding their goal levels.



COMMUNITY BASED

We saw a 40% growth in 2020 for our Community Based program over the previous year. December was our busiest month, processing 8 new matches and our wait list was as low as 13 youth.

Although we have one youth who has been waiting for a match since January of 2019 most youth are matched within a few months. We continue to have a harder time recruiting Big Brothers so more male Littles make up our waitlist.

It was pretty special to be able to open the BHive up to matches for low cost/no cost activities and to have a home to plan Group activities in, when we were in Orange and Red Zones. We offered monthly experiences to youth, pivoting in the stay-at-home order for half of the year to ensure activities occurred each month. Youth participated in our activities 204 times throughout the year. The most popular events were tickets to a Guelph Storm Game from Granite Homes box (pre Covid) and a tour of the Food Bank and use of their kitchen to bake cookies prior to our kitchen being ready. When the pandemic hit, things like our drive through Covid Style Summer Picnic and porch drop off Covid Christmas were hits with an also successful October pumpkin carving evening in the BHive when we were in Orange,

CAMP URU

Camp URU was delivered virtually for the first time in the four years it has been operating. We ran camp for eight weeks and served 43 unique children between the ages of 9-12. There were 55 spots filled and 25 of them were fully subsidized. Virtual Camp URU was offered for a morning or afternoon time slot at a cost of \$60 versus our \$150 regular in person rate. We packed kits filled with all the materials and supplies that they would need to access for the week including a camper tshirt, tie dye supplies, clay pot, soil and seeds as well as healthy snacks for each day. We delivered these kits to homes all across Centre Wellington and even met up with parents in Orangeville and Mount Forest. Being virtual made things possible outside of our normal borders.



PROGRAMMING REPORT



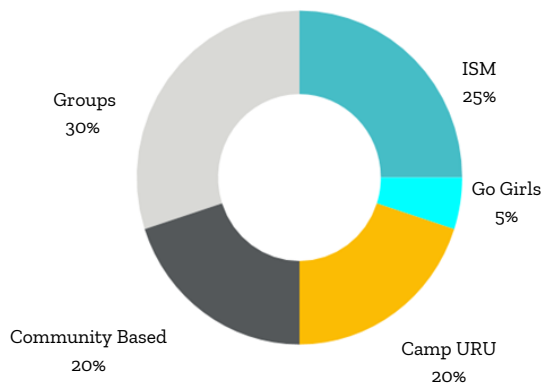
SITE BASED

Along side every other agency in Canada, our team changed the way we deliver in-school mentorship programming. We even changed the program name to Site-Based so that matches could meet on site - in the BHive or in the school, when Public Health allowed it. We closed 47 in-school matches, and 6 matches continued to meet virtually or at the BHive. Our Go Girls and Game On programs were offered in person at the BHive when public health allowed for it. When the pandemic first hit, we tried to move as many matches to Community Based as possible to allow the matches to continue to meet virtually while schools were shut down. Some moved to Site Based (in the BHive), some did move to Community Based but 83% of the In School matches closed for various reasons.

BHIVE PROGRAMMING

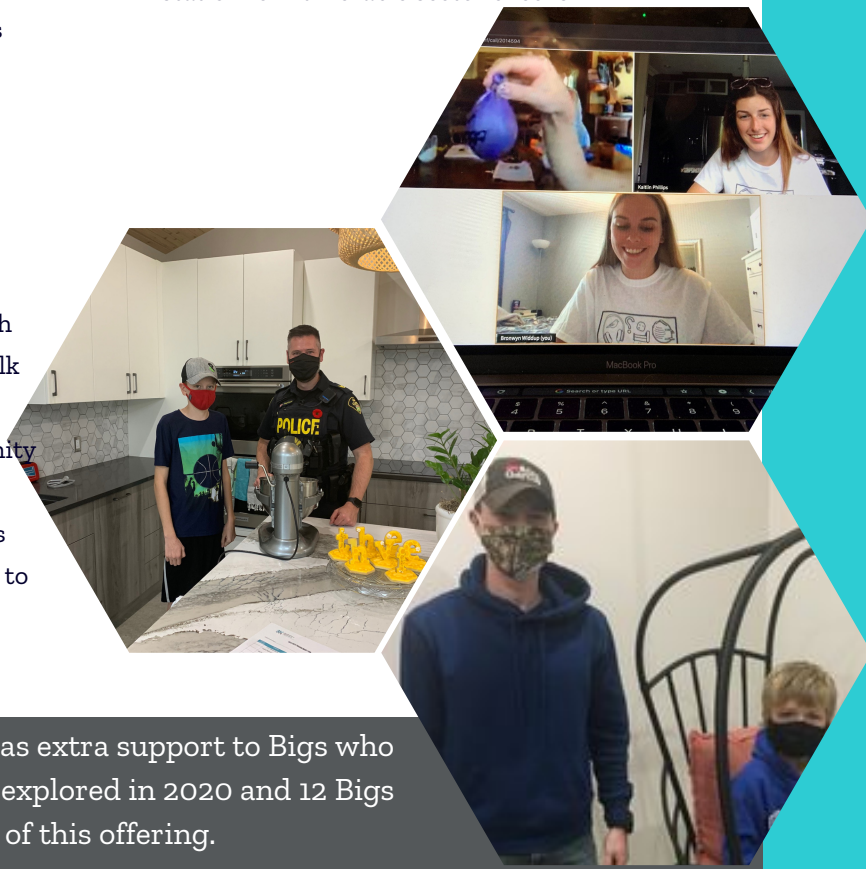
Through Ontario Trillium funding we were able to engage youth who took on a number of initiatives and made several programs possible:

- continued building momentum with the Youth Action Committee
- created a logo for the BHive with graphic designer Alyson Dubler
- ran Adulting 101 - a set of 10 transitional skill workshops for youth
- created and scaled the BTogether Talk series
- started to take bookings for community partners in the BHive
- incentives were given to participants for some programs that were harder to get youth participation



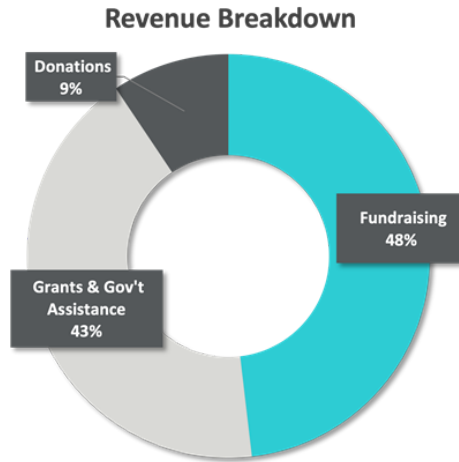
INTAKE

As part of our plan to be more efficient, the Service Delivery team spent a substantial amount of time reviewing and strategizing to improve our intake procedures. This was particularly important because we could see the efforts of the recruitment committee were taking off and we are processing more volunteers than ever on a consistent basis. With the automated process of reference checks, centralized intake for all Bigs and Littles as well as centralized training, our volunteers will be moving through our process faster than ever. During Covid, the bottleneck in the process was more around being able to go into the OPP station for vulnerable sector checks.





On behalf of the Board of Directors, it's my pleasure to present the financial statements for Big Brothers Big Sisters of Centre Wellington (BBBSCW) for the year ended December 31, 2020. After one of the most challenging years in recent memory due to the COVID-19 pandemic, BBBSCW still managed to finish 2020 in its strongest financial position to date. This is due to the amazing efforts of our staff, board of directors, volunteers and the government Covid Relief supports.



Revenues increased by 48 per cent overall to \$525K, which like many agencies, was highlighted by pandemic related government assistance programs. While we normally have close to two dozen third-party events raising funds for us, only seven could happen safely in 2020.

Garagemahal, The Cody Shepperd Memorial Golf Tournament and the new and popular, Motion Electrical Contracting Survivor Series were a few of the events that contributed to raising close to \$68K collectively as third party events.

Fortunately, the timing of our largest fundraiser, Big Night Out, allowed us our last in-person event of 2020. This event raised over \$105K in funds for the agency. Overall, our fundraising efforts in 2020 contributed to a much stronger balance sheet moving into 2021. Our total assets at year-end were \$527K with net assets of \$169K.

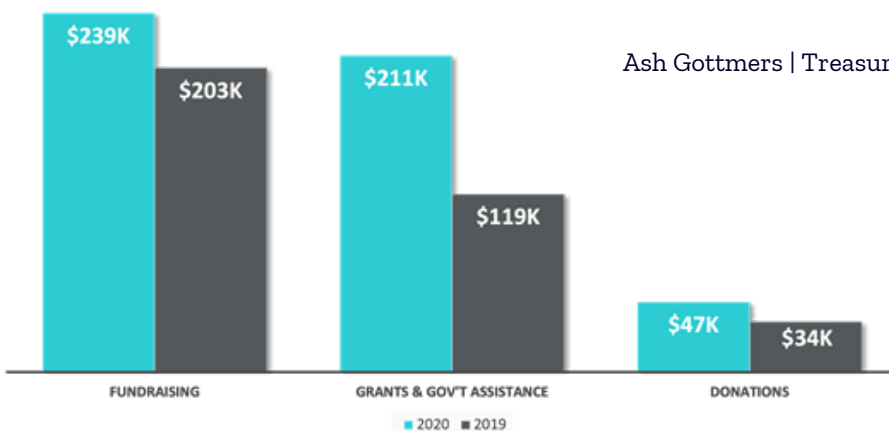
As we continue to deal with the challenges of the COVID-19 pandemic, the full scale of its impact on our operations is still unknown. The pandemic reminded us of the importance of our reserve fund, which because of a resilient 2020, we intend to increase in 2021. As we build a stronger reserve, I believe that the agency will be in a solid financial position to manage these challenging headwinds as we move into the next year.

I would like to offer a genuine thank you to our outstanding staff, volunteers, committee members, community and board of directors for their incredible contributions this past year. Whether it was time, donations, prize or sponsorship you enable the important work that is happening for the youth in our community. Because of you we are able to fulfill our vision that all young people realize their full potential. Your support helps us deliver remarkable services and resources to our community.

Ash Gottmers | Treasurer



Revenue Growth



BIG SPLIT 26 - [\$7239 NET]

Big Split 26 total gross sales were up 43% over previous year. This event saw a record-breaking pot of \$581 for the final draw winner.

Partnerships with local businesses supported sales during the first quarter. With the closure of businesses due to the pandemic, ticket sales were supported through our involvement at 3rd party events such as The Cody Shepperd Project and Garagemahal. Partnership with The Grand 101 continued with daily PSA's and biweekly on-air calls to provide an additional platform to promote agency events and activities. The live draws were moved to Facebook Live platform following the pandemic.

BIG NIGHT OUT PRESENTED BY MFC AND RLB - [\$105,000 NET]

The roaring 20's were in full effect this year when we transformed the CW Sportsplex into a party that was the bee's knees! We were packed in with 260 people and even created a Bootlegger Alley for guests to purchase a mystery bottle of hooch (in a brown paper bag) before exiting the party. Key components to the huge success of this event were the Silent Auction (raising \$5k more than 2019), the Live Auction (raising \$12,600 more than 2019) and our Sponsorship was up almost \$14,000. The room was alive and we thought our decor team did a fantastic job dressing the room but the show stopper was the guests in their amazing hair pieces, dresses and suits! We honoured our Couples Match Chris Hadlock and Janine Vanry and the Outstanding Little Award went to their Little brother, Ehren.

BAKE FOR KIDS SAKE PRESENTED BY ROBINSON CHRYSLER DODGE JEEP RAM [\$6,945 NET]

In response to the pandemic, our annual Bowl for Kids' Sake event was reimaged to address the Public Health Lockdown restrictions. Bake for Kids' Sake engaged 17 teams participate in a virtual baking contest, down from 2019 Bowl for Kids' sake where we saw 41 teams participate. This event had a 68% decline in net revenue over the previous year, Bowl for Kids' Sake.



61%

By the end of March we had raised 61% of our total budget



FUND DEVELOPMENT REPORT

HARVESTING HOPE PRESENTED BY BAKERTILLY - [\$10,237 NET]

Our first ever Harvesting Hope event was seen as a great success with 110 attendees. The event ticket included a gourmet breakfast by The Evelyn and a virtual event hosted by our board chair, Pam Stumpf. The online event featured a thoughtful chat with a panel of stakeholders, a conversation with a mom and Big Brother of a Little.

GRANTS [\$104,879 NET]

Many funding opportunities were suspended or modified to address the financial impact brought on by the pandemic. It is important to note that 49% of reported grant income is comprised of Canada Summer Jobs funding and continued income from multiyear funding through RBC. One project, Canadian Tire Jumpstart Foundation, was approved for \$2998, however, funds were not distributed due to funding changes following Covid 19. The shift in funding opportunities has resulted in collaborations with local youth serving agencies with shared visions. A successful partnership with Big Brothers Big Sisters of Guelph was formed in September 2020 to serve both youth and volunteers.

3RD PARTY EVENTS - [\$68,110 NET]

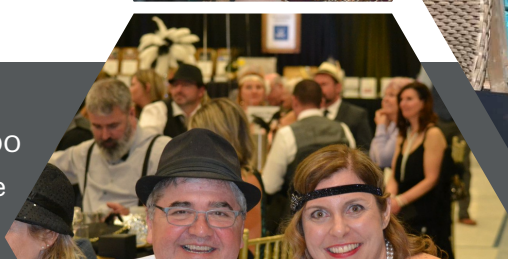
Donations received from 3rd party events were down 29% from 2019. This was largely attributed to the cancellation of events. The McGinn Brothers Big Game, a highly attended event was reimagined and delivered as The McGinn Brothers Big Assist. This new event resulted in an 87% drop in their donation from previous year. New for 2020, Motion Electrical Heating and Cooling Ltd launched their successful Survivor Series. This new 3rd party event was well received by the community and has created a loyal following. The Cody Shepperd Memorial Golf Tournament was unable to raise what they have over the past two years, however, they topped up their contribution to an even \$20,000 with the help of the impressive Steps to Stop the Silence by Neil Dunsmore.

We were the first organization to receive \$10,000 from the new chapter of 100 Women Who Care



POP UP POP IN SHOPS [\$878 NET]

New for 2020, Pop Up Pop In Shop events were established to promote program awareness and increase Big Split 26 sales. This event generated a total of 41 Big Split 26 Ticket sales, 65 tours and just under \$1000 in donations.





BOARD OF DIRECTORS

Pamela Stumpf, Chair
 Emily Rawson, Vice Chair
 Amanda Voisin, Secretary
 Ash Gottmers, Treasurer
 Stephanie Edwards
 Kate Guy
 Leanne Iravani
 Ted McDonald
 Angie Murie
 Sheri Ongena
 Katie Pope
 Brad Teskey
 Mary Timmings

BIG NIGHT OUT GALA COMMITTEE

Jennifer Amos Harrison
 Kellie Barclay
 Amanda Drexler
 Brad McArthur
 Katie Pope
 Amanda Robinson
 Pamela Stumpf
 Liz Teskey
 Kristen Drexler (staff)
 Kelly Legge (staff)

HARVESTING HOPE COMMITTEE

Kate Guy
 Brad McArthur
 Grace Rooney
 Andrea Rutherford
 Kristen Drexler (staff)
 Kelly Legge (staff)

STAFF

Kristen Drexler, Executive Director
 Leah Valedis, Mentoring Coordinator
 Jennifer Kraus, Mentoring Coordinator
 Cindy Lyon, Mentoring Coordinator
 Kelly Legge, Development Coordinator
 Wendy Douglas, Youth Engagement

PLACEMENT AND SUMMER STUDENTS

Jessie McLellan, Programming
 Renita Eugene, Programming
 Brianna Redwood, Programming and Youth Engagement
 Meghan Harron, Programming and Events

Hannah Taylor, Events
 Grace Rooney, Marketing

Claudia Ferreria, Go Girls
 Mia Berry, Go Girls

Callum LeRoy, Camp URU
 Robin VanEkum, Camp URU
 Kaitlyn Phillips, Camp URU
 Bronwyn Widdup, Camp URU

BAKE FOR KIDS SAKE COMMITTEE

Kellie Barclay
 Emily Rawson
 Kelly Legge (staff)



Community Hub



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 2020.

\$5,000+

100 Women Who Care
 The Cody Shepperd Project
 Bakertilly
 Employment and Social Development Canada
 Garagemahal
 Erika MacLeod
 Ministry of Education
 Motion Electrical Contracting/Motion Heat & Cooling
 Jim & Angela Murphy
 Township of Centre Wellington

\$1,000-\$4,999

Centre Wellington Community Foundation
 Corporation of Wellington County
 Donations in memory of Jazper Acheson
 Alex & Susan Frasson
 Guelph Community Foundation/United Way
 Ryan & Katie Pope
 Rotary Club of Fergus/Elora
 Tara Schuett
 Ladies Auxilliary Royal Canadian Legion

\$500 - \$999

Mike Bonneveld & Cynthia Waldow
 Centre Wellington Hydro Ltd.
 Dylan Cunningham
 CW Fire & Rescue
 Adam Dubler
 Hydro One Employees' and Pensions
 Kate Guy & Zak Baird
 Adrian Jones Rockband Concert
 Carrie Kierstead
 Roger Brousseau
 Don Smith
 Anneka Sutton

\$250 - \$499

Murray Altman
 Neil & Catherine Armstrong
 Julia Fraser
 Rob Giddy
 Mark Howe
 Diana Kasper
 Steve Parr
 Bryan Paul
 Michele Priestman
 Amanda Robinson
 Trish Rozendal
 Bruce Taylor & Kelly Waterhouse
 David & Gail Van Veen

UNDER \$249

We would like to thank the 200+ friend
 of BBBS CW who contributed
 donations under \$250

SPONSORS AND IN KIND DONORS

Bomar Landscaping . Boston Pizza . Brighten Up . Claire's Hike for Hope . Canadian Mental Health Association . Dixon's Distilled Spirits . Document Imaging Partners . Domino's Pizza .
 Dr. Maura McKeown . Drexler Travel . Ecclestone Financial Group . Edge Realty Solutions . Elora Brewing Company . Fish Farm Supply . Get in Touch For Hutch . Giant Tiger . Granite Homes . I Love Chocolate . ICS Computers . JD Hogarth Public School . JP Bickell Foundation . Ladies Auxiliary Royal Canadian Legion .
 Little Caesars . Living 2B Awesome . McDonalds . McGinn Brothers Big Assist . McGinn Brothers Big Game . MFC Lawyers . New Orleans Pizza . Nexans . OPP . Ostic Ins. Brokers Ltd . Pizza Delight . Pizza Hut . Platters Catering . RBC . Red Car Service . Remedy's RX . Riverfest Elora . RLB LLP . Robinson Chrysler Jeep (Fergus) .
 Ron Wilkins Jeweler . Shoetopia . St. James Football . The Farquharson Team - Remax . Tilted Toque
 Wilderness Lodge . UTS . WestJet Cares for Kids . Whiskey Jack Painter . Wolfe Smith Forster . Wreckless Eric's . Xanadu . Your Grand Team - Red Brick Realty

