

**ANNUAL  
REPORT  
2020**



**Big Brothers  
Big Sisters**  
OF WOOD BUFFALO

# POSITIVELY CHANGING OUR COMMUNITY

Big Brothers Big Sisters Association of Wood Buffalo helps children reach their full potential through one to one and group relationships with measurable results. Since 1979, Big Brothers Big Sisters has been creating friendships in our region. Our agency serves children ages 6 through 18 and research has shown that the positive relationships between youth and their big brothers and sisters have a direct measurable and lasting impact on children's lives.

## ABOUT US

### MISSION

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

### VISION

All young people realize their full potential

### VALUES

- MAKING A DIFFERENCE
- INCLUSIVITY AND DIVERSITY
- RESILIENCY AND FLEXIBILITY
- SUPPORTIVE RELATIONSHIPS
- SAFETY AND INTEGRITY



# THE MENTORING EFFECT

## MENTORED YOUTH SEE POSITIVE RESULTS:



### IN LIFE

- 81% REPORT FINANCIAL LITERACY
- 98% BELIEVE THEY MAKE GOOD LIFE CHOICES
- 80% PURSUE HEALTHY LIFESTYLES



### IN COMMUNITY

- 87% HAVE STRONG SOCIAL NETWORKS
- 50% MORE LIKELY TO VOLUNTEER  
(AND GIVE 30% MORE TIME!)
- 13% MORE LIKELY TO DONATE  
(AND GIVE 20% MORE MONEY!)



### AT WORK

- 47% HOLD SENIOR LEADERSHIP POSITIONS
- 17% MORE LIKELY TO BE EMPLOYED
- 13% HIGHER EARNINGS  
(\$315,000 HIGHER LIFETIME INCOME)



THE FAMILY



THE ORGANIZATION



THE MENTOR

## THAT'S THE POWER OF THREE

# THEORY OF CHANGE

## WHO DO WE SERVE?



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

## 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 READINESS

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



# MESSAGE FROM THE EXECUTIVE DIRECTOR



2020 was a challenging year but incredible things continue to happen when our community comes together. For those who follow our work closely know that in 2019 we introduced a new Big Brothers Big Sisters to the world with a reinvigorated brand, theory of change and a rallying call for Canadians to join our movement. 2020 was a year that tested our theory of change and exemplify that mentoring relationships are not a just a nice service but an essential service.

It is clear that mentoring relationships support the critical social and emotional development needed to help build resilience and promote the mental health and wellbeing of communities' young people. Caring, supportive developmental relationships are critical intervention for young people facing adversity. In 2020 we had the opportunity to empower more young people and recruit additional volunteers then we have ever did in the past 40 years. *352 young people in wood buffalo were provided over 40,268 hours of mentorship through our one-to-one, site-based and group programming.* This would not have been possible without our incredible volunteers. Our volunteers contributed, *37,000+ hours* of their own time during a year when the times were trying. We are endlessly grateful for your willingness to do whatever it takes to ensure our young people have the connection, guidance, and support they need.

Our fantastic team pivoted our service delivery approach to administer online virtual programs when the stay at home orders were put in place. They found new ways to not only do their work but also refine, adjust existing programs and practices. Our donors and partners stepped up and stood by our side to ensure we had the resources to do our work. Our sincerest thank you for your trust, generosity, and working with us to ensure no young person is left behind.

As we continue to operate under uncertain times, we are excited about the year(s) to come. With a new strategic direction put in place in the fall of 2020. We will continue to focus on providing high quality evidence based programming, expanding our reach, sharing our stories and raising awareness about the impacts of mentoring.

2020 was a hard year but worthy of celebration, thank you for your on-going support

#BiggerTogether

Sincerely,

Vanessa MacNevin  
Executive Director

# MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS



As I reflect on my first year as the board chair for Big Brothers Big Sisters Wood Buffalo, I feel a deep sense of gratitude and awe. These feelings most certainly stem from the incredible work that was accomplished by the Staff, Board and Donors during what has been the most challenging year I have experienced in Fort McMurray. Between the flood, pandemic and resulting economic downturn in the region I found myself wondering “How much hardship can this community withstand?” As it turns out we can withstand a tremendous amount albeit this time we have some significant emotional injuries.

Fred Rogers of Mr. Rogers Neighborhood fame states “When I was a boy and I would see scary things in the news my mother would say to me, ‘Look for the helpers. You will always find people who are helping.’” This iconic quote sums up what I experienced in 2020. Our donors, staff and board found creative ways to immediately show up in force. The BBBSWB staff in Fort McMurray was one of, if not the first to transition to virtual program delivery. They found ways to get technology into the hands of kids who wanted it so they could participate and were able to serve more families than ever before in our history. Our Donors quietly gave us the financial resources to keep operating when our fundraising events were cancelled one after another. There was no fanfare but rather extremely generous gifts when we needed them the most.

Our board worked hard to become a cohesive team and came together to build a new strategic plan designed to meet the needs of the community in this volatile environment. Even in the height of the pandemic the team continuously dedicates their time to ensuring BBBSWB remains strong for our clients. On a recent zoom board meeting I felt humbled as each board member shared from their hearts their individual struggles and then proceeded to have an effective and productive session.

Our Clients remained loyal and found ways to participate and continue their life’s growth journey despite the new ways of participating. I think it speaks volumes to the value of the programs and the resilience of the participants. I am a student of life long learning and witnessing the growth of the programs reinforced my belief in the value we create together.

I think It takes very special people to continuously show up as helpers when they themselves are embroiled in the crisis. I am humbly honored to be associated with the Staff, Donors, Clients and Board of The Big Brothers Big Sisters Wood Buffalo organization who have somehow managed to continue serving the community and participating in programs despite the challenges of the past year.

Stronger together.

Keith Bergey

# ONE TO ONE COMMUNITY BASED PROGRAM

The Big Brother Big Sister one-to-one community-based programs, matches a Little aged 6-18 years with a Big aged 18+ based on mutual experiences and shared interests. The pair meet for eight hours per month in our community and build a healthy, caring relationship that can last a lifetime. Not only do we foster relationships that allow children to thrive, but we reduce risk-taking behaviour and support healthy development.



COMMUNITY BASED MENTORS  
COMMITTED A TOTAL 3,360  
HOURS OF MENTORING IN  
2020

# ONE TO ONE IN SCHOOL MENTORING



The In-School Mentoring (ISM) program, volunteer mentors are matched with children and youth, identified as needing additional support in schools across Wood Buffalo. Children referred to the ISM program may face any one of a variety of barriers to educational success. The mentor and mentee meet for one hour weekly, in school, during the school-day. Children who participate in ISM have improved connection to their school community, improved academic performance, improved attendance and higher educational attainment. The ISM program was put on hold in March 2020 when the students moved to online learning. Matches were provided the opportunity to move to a community based match so they may meet outside of school hours



# FULL CIRCLE MENTORING PROGRAM

This made in Wood Buffalo program serves young people ages 6-12 years. This is the agencies largest group mentoring program with up to 14 active programs at one time within the elementary schools in our region. The goal is to provide meaningful group mentoring experience that strengthens cultural awareness and pride among our regions Indigenous young people. Although they students moved to online learning in 2020, the Full Circle Program also moved virtual to finish out the school year. In the fall in 2020, when the students returned to the classroom the program ran in person at select schools, in cohort groups following AHS guidelines.

**173 YOUNG PEOPLE WERE ENROLLED IN A FULL CIRCLE MENTORING PROGRAM IN 2020 COLLECTIVELY RECEIVING A TOTAL OF 9,622 HOURS OF MENTORSHIP!**

## CORPORATE MENTORING

The corporate mentoring program provides Indigenous youth living in rural reservations the opportunity to be mentored by corporate employees. The program focuses on career and life skills, opening their world view to many new possibilities. This group mentoring program is a relationship between ConocoPhillips employees and students at Father R. Perin School in Janvier. In the fall of 2020 the BBBS Team with support from ConocoPhillips explored new ways to administer the program virtually.

Funded by:



# GAME ON GROUP MENTORING PROGRAM

The main goal of the Game On ! program is to develop an appreciation of the benefits of an active, healthy lifestyle among boys and young men. In addition, the program provides participants with the tools they require to implement an active, healthy lifestyle. Each session is loosely structured around three themes: physical activity, healthy eating, and self-esteem and communication skills



# GO GIRLS GROUP MENTORING PROGRAM

Go Girls! is a group mentoring program for girls ages 9-13 that focuses on physical activity, balanced eating and self-esteem. 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 2020 WE ADMINISTERED 10 GO GIRLS PROGRAMS!**



# PROGRAM SUPPORTERS



*Thank you*



# OUR SIGNATURE EVENTS

Big Brothers Big Sisters of Wood Buffalo's fundraising initiatives allows the organization to operate and expand programming to enable life changing mentoring relationships to ignite the power and potential of young people in the community.



## PLAY FOR KIDS SAKE

Combining two well-known events, Play for Kids' Sake was set to include bowling and curling in 2020. The 9th Annual Curl for Kids' Sake would have taken place on Saturday March 28th, 2020 and Bowl for Kids' Sake on Sunday April 5th, 2020. Unfortunately due to Covid-19 the event was cancelled in adherence with Alberta Health guidelines. This didn't stop loyal supporters from coming together to raise \$22,000.00 for the organization.



# SMS EQUIPMENT ANNUAL WINE AUCTION



Due to Covid-19 the 2020 SMS Equipment Wine Auction was postponed leading to a virtual silent wine auction in support of Big Brothers Big Sisters of Wood Buffalo. Throughout the uncertainty of 2020, we committed to continue providing Wood Buffalo's wine connoisseurs the opportunity to taste exclusive vintages as they have come to love acquiring from the annual Wine Auction event. 2020's virtual auction boasted some of the most exciting and highly sought after wine and spirits for guests to bid on from the comfort of their own homes.

The one time virtual Wine Auction allowed us to capture some of the lost revenue due to the cancellation of many of the organizations fundraising events in relation to Covid-19.



**seko**  
construction



# 20TH ANNUAL RUBBER DUCK RACE

Big Brothers Big Sisters of Wood Buffalo once again hosted the 20th Annual Rubber Duck Race! The 2020 event welcomed 100 community members in attendance. The man-made river was constructed with help from Burnco Landscaping and the Fort McMurray Monarchs Football Club. The Keg treated attendees to their famous Billy Miner Pie and the Fort McMurray Fire Department provided water to get the river flowing and ducks swimming.

As always, the event's success relies heavily on the support from our community members, Alberta Unions, local businesses and organizations who never fail to come together in support of BBBS via the Annual Duck Race. In 2020 fundraising was more important than ever and we were able to raise a total of \$14,730.00 for youth mentoring!



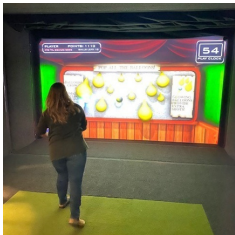
# TOYS FOR TOTS

Toys for Tots is an annual event put on by HOG - The Oilsands Chapter of Alberta to raise funds for local charities. BBBS was selected as one of the 2020 recipients.



# BOSTON PIZZA CHEW FOR CHARITY

Big Brothers Big Sisters is always proud of the partnership that has been built with Boston Pizza over the years on a national and local level. In November, we participated in Chew for Charity. Although a little different, were honored to participate again and represent the organization.



THANK YOU TO CULLIGAN WATER FOR PROVIDING BBBS WITH AN IN-KIND WATER DONATION THROUGHOUT 2020!

You could give your people





# STATEMENT OF FINANCIAL POSITION

## Big Brothers Big Sisters of Wood Buffalo Statement of Financial Position

As at December 31, 2020

	2020	2019
<b>Assets</b>		
<b>Current</b>		
Cash (Note 3)	454,168	319,375
Accounts receivable (Note 4), (Note 13)	20,235	33,648
Prepaid expenses	-	2,752
	<b>474,403</b>	<b>355,775</b>
<b>Guaranteed investment certificate (Note 5)</b>	<b>63,958</b>	<b>62,546</b>
	<b>538,361</b>	<b>418,321</b>
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accrued liabilities (Note 7)	20,204	28,806
Deferred contributions related to operations (Note 8)	188,184	60,519
	<b>208,388</b>	<b>89,325</b>
<b>Significant event (Note 13)</b>		
<b>Net Assets</b>		
Unrestricted	269,973	268,996
Internally restricted (Note 9)	60,000	60,000
	<b>329,973</b>	<b>328,996</b>
	<b>538,361</b>	<b>418,321</b>

# STATEMENT OF OPERATIONS

## Big Brothers Big Sisters of Wood Buffalo Statement of Operations

For the year ended December 31, 2020

	2020	2019
<b>Revenue</b>		
Grants (Note 8)	218,236	250,013
Donations and fundraising (Note 10)	129,060	446,892
Government subsidies (Note 13)	66,149	-
Casino (Note 8)	7,511	48,919
Interest	1,588	2,256
	<b>422,544</b>	<b>748,080</b>
<b>Expenses</b>		
Salaries and benefits (Note 10)	296,037	343,926
Rent	33,688	33,026
Office (Note 10)	15,187	23,407
Utilities	15,186	11,275
Big 'N Little activities	13,673	25,565
Dues and memberships	10,316	10,386
Advertising and promotion (Note 10)	9,503	2,261
Professional fees	9,290	8,000
Insurance (Note 10)	6,118	5,908
Telephone	3,396	3,132
Fundraising costs (Note 10)	2,697	266,030
Training and education	2,397	7,449
Goods and services tax	2,176	8,185
Volunteer appreciation (Note 10)	1,903	2,154
	<b>421,567</b>	<b>750,704</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>977</b>	<b>(2,624)</b>



## BOARD OF DIRECTORS

Brianne Oke (Until June 2020)	Chair
Keith Bergey	Vice Chair
Monica Ball	Treasurer
Samantha Simpson	Secretary
Lois Potvin-Gibson	Director
Katie Walker	Director
Lori Stevens	Director
Joshua St. Louis	Director
Kathryn Morgan	Director

## STAFF

Vanessa MacNevin	Executive Director
Janelle Ormond	Mentoring Coordinator
Kariana Pawliw	Group Mentoring Coordinator
Darcy Campbell	Community Engagement and Events Coordinator
Samantha Collins	Mentoring Coordinator
Morgan Degerness	BSW Student
Laeba Rehman	Administrative Assistant Student



**Big Brothers  
Big Sisters**  
OF WOOD BUFFALO

Full Circle Program Facilitators: Janis Kendall, Bev Pierce, Tracy Patenaude, Stephanie Minely, Pollyanna McBain, Robin Elson, Mara Nokohoo, Amber Jane Wall, Shannon Simoneau, Margie Cunningham