



**Big Brothers  
Big Sisters**  
OF WOOD BUFFALO

**Big Brothers Big Sisters of Wood Buffalo**

**Annual Report 2021**

## Message from the Board Chair:



I find it difficult to believe a year has passed since our last AGM. I seem to be measuring time in Covid waves, mask use and vaccination requirements rather than seasons. 2021/ 2022 as you no doubt have experienced has continued to erode our sense of normalcy and

mental health. The Staff and Board of Wood Buffalo Big Brother's Big Sisters continue to show up despite the increased need for our services and the increased personal pressure we are all encountering. I am always in awe as to what a dedicated committed group of people can accomplish by working together. Sadly some of our staff and board have moved on to new and exciting opportunities and yet new, creative committed wonderful people have appeared to take their place. Our reputation continues to attract the best of the best

Our organization has thrived financially under the careful leadership of Vanessa and the Finance committee. Remaining fiscally sound is critical to our success as a service provider and I am very pleased to say that this is happening with excellence. MNP completed the audit review with the Board in May and the audit continues to show that our governance efforts are effective and strong.

We continue to serve more and more clients and expand programs, which in my judgement proves what a critical asset we are to the Wood Buffalo region. I thank you as a client, donor, volunteer, staff member or board member. Without you, this work would not be possible.

**Keith Bergey, Board Chair**

## Message from the Executive Director



My Mentor said, "Let's go do it", not "You go do it". How powerful when someone says, "Lets" - Jim Rohn

2021 was a year that continued to test our theory of change and exemplify that mentoring relationships are not just a nice service but also an essential service. The past two years have required each of us, especially our community and its leaders to examine the role we play in developing the next generation of leaders and ensuring they inherit a more equitable and sustainable world. The power of mentoring is universally recognized and we must continue to actively define the role we play in furthering our mission to enable life-changing mentoring relationships that lessen the barriers to success for our Wood Buffalo youth.

For the fourth consecutive year, we have increased our reach and impact. In 2022, 411 young people served receiving 14,326 hours of mentorship

That is a testament to commitment and compassion of volunteers, our financial supporters, partner agencies, and staff. It has not been easy asking more of our stakeholders as the need for services continue to increase. I thank you for your ongoing commitment to ensuring that our young people continue to be safe, strong and have confidence as they navigated tremendous barriers over the last year.

Every day, I am reminded that our young people are not just our future. They are also our present. When we center our youth, their voices, their ideas, and their experiences, we all thrive.

So let's continue to be bigger together.

With Gratitude,

**Vanessa MacNevin, Executive Director**

## Our impact in 2022

### THE Theory of change

#### OUR MISSION

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

#### OUR VISION

All young people realize their **full potential**

#### WHO DO WE SERVE?

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

#### 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** relationship towards natural support the match

#### 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

Mentors form strong relationships with their mentees that **Expresses care, Challenge Growth, Provide Support, Share Power** and **Expand Possibilities**. These are the critical components of **Developmental Relationships** that help young people become resilient so they can realize their full potential.

411 

young people served in one-to-one and group programming.

Our young people in 2022 received **14,326** hours of mentorship in our evidence-based mentoring programs.

### Community Based and In-school Mentoring

Our core one-to-one mentoring provides lifelong, positive impact, protecting youth from the harm of adverse childhood experiences



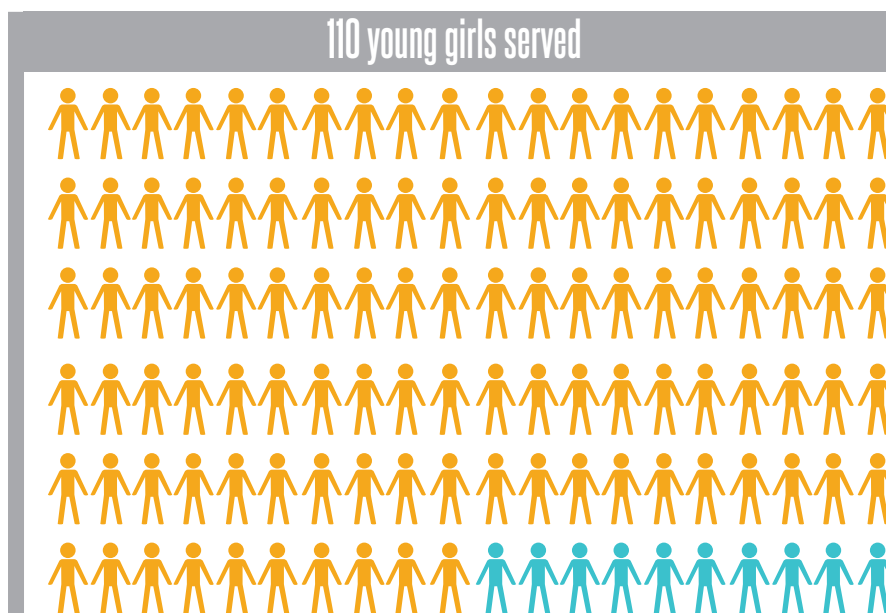
## Full Circle Mentoring Program

A made in Wood Buffalo group-mentoring program focuses on building cultural awareness and pride among our Indigenous youth in the Wood Buffalo Region



## Go Girls Mentoring Program

A group-mentoring program for self-identifying girls and non-binary youth ages 9-13 years that positively shapes the lives of young woman by helping them build a positive self-image – setting them on a path to reach their full potential in life.





## Game On! Program

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 development.

31 young boys served



## Corporate Mentoring Program

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 development.

10 young people served



## Big Possibilities

Taps into the strengths of mentorship and adds an intentional focus on skill and development and expanding future possibilities to increase educational engagement and career readiness. This program is supported by RBC Future Launch program.

27 young people served



Big Brothers Big Sisters of Wood Buffalo gratefully acknowledges the support of volunteers, donors, community partners and funders.





# Fund Development

## Events Collectively Raised:

# \$158,500

## in 2021.



## SOCIAL RETURN ON INVESTMENT

# \$23:\$1

EVERY \$1 INVESTED IN MENTORING  
RETURNS \$23 TO SOCIETY<sup>1</sup>

### 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<sup>1</sup>)
- 19% MORE LIKELY TO DONATE (AND GIVE 20% MORE MONEY<sup>1</sup>)

#### 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

<sup>1</sup> Among economically disadvantaged groups, \$1 invested in mentoring by Big Brothers Big Sisters returns \$23 to society. The Boston Consulting Group undertook a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

## Poutine Week —

\$4 dollars from each poutine sold is donated back to BBBS Wood Buffalo. 57 North Kitchen and Brewery took the title of gravy bowl champion!

Thank you to participating restaurants + Sponsors: Excalibur Executive Planning Inc, Cracks N' More, Bazylo & Dunn Chartered Professional Accountants

## Bowl for Kids' Sake —

This event looked a bit different from previous years due to limitations around indoor events. Teams collected pledges and received lawn bowling sets to participate at a location of their choice

Thank you our event sponsors: Syncrude, CNRL, Canadian Tire, CNOOC and Media sponsor: Mix & Cruz FM



## Rubber Duck Race —

The 21st annual rubber duck race was held at Snye Point Park on Labor Day. Burnco, Fort McMurray Monarchs assisted with the man made river and The Keg treated attendees to their famous Billy Miner Pie. The Fort McMurray Fire Department provided water to get the river flowing and rubber ducks racing. The first duck that crossed the finish line received two return tickets anywhere WestJet Fly's provided by Westjet Cares for Kids.

**Thank you to our Sponsors and supporters:** Bronze Sponsor Division 26, Westjet Cares for Kids , The Keg, Burnco/ SiteOne Landscape, McMurray Coin, Culligan, 57 North Kitchen and Brewery, Achieve Wellness Spa, Adventures of a Stepmom, Badger, Blow up your Birthday, Boston Pizza Fort McMurray, Brignall Equipment Solutions, Carpenters Local 1325, Chocolates and Candlelight, Coldwell Banker, Covered by Momma Bear, Cracks N More, CUPE Local 2157, Early Start, Edon Management, Enbridge, Fort McMurray Firefighters Association 2494, Fort City Play world, Fort McMurray Monarchs Football, HSAA, Jeff Batchelor -Automotive Specialist, Kingwood Décor, Liuna Labourers Local 92, Warm Interiors Design and Décor, McKay Metis Group, Napa Auto Parts, Sublimation & Laser ymm, Summit GM Fort McMurray, The Flower Studio, The Mobile Laundry, The Personal Florist, Wood Buffalo Regional Library, Media Sponsor Mix 103.7 and Cruz 100.5 FM





## SMS Equipment Wine Auction

The 11th annual WineSpiration event was to be held in person Saturday, Sept. 25th, 2021 but the weeks leading up to the event COVID regulations were put in place not allowing us to host an in person gathering. The event committee pivoted to a virtual event hosted in late October. Viewers from across Canada tuned into an interactive live-streamed event where attendees could bid on lot items through our silent and live auction from the comfort of their home.

Thank you to our Sponsors and supporters:



Big Brothers Big Sisters of Wood Buffalo  
Statement of Financial Position

As at December 31, 2021

	2021	2020
<b>As sets</b>		
<b>Current</b>		
Cash (Note 3)	478,262	454,168
Accounts receivable (Note 4), (Note 14)	7,822	20,235
Guaranteed investment certificate (Note 5)	65,528	-
	551,612	474,403
Guaranteed investment certificate (Note 5)	-	63,958
Prepaid expenses and deposits	3,250	-
	554,862	538,361
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accrued liabilities (Note 7)	26,293	20,204
Deferred contributions related to operations (Note 8)	71,680	188,184
	97,973	208,388
Long-term debt (Note 9)	40,000	-
	137,973	208,388
Commitments (Note 10)		
Significant event (Note 14)		
<b>Net Assets</b>		
Unrestricted	86,889	269,973
Internally restricted (Note 11)	330,000	60,000
	416,889	329,973
	554,862	538,361

Approved on behalf of the Board

signed by "Keith Bergey"

Director

signed by "Lori Stevens"

Director

The accompanying notes are an integral part of these financial statements

Big Brothers Big Sisters of Wood Buffalo  
Statement of Operations

For the year ended December 31, 2021

	2021	2020
Revenue		
Grants (Note 8)	221,408	218,236
Donations and fundraising (Note 12)	202,182	129,060
Government subsidies (Note 14)	36,284	66,149
Casino (Note 8)	3,618	7,511
Interest	1,696	1,588
	465,188	422,544
Expenses		
Salaries and benefits (Note 12)	239,367	296,037
Rent	36,013	33,688
Fundraising costs (Note 12)	24,909	2,697
Professional fees	14,642	9,290
Utilities	12,203	15,186
Office (Note 12)	9,035	15,187
Advertising and promotion (Note 12)	8,207	9,503
Dues and memberships	7,366	10,316
Insurance (Note 12)	7,031	6,118
Big 'N Little activities	5,523	13,673
Bad debts	5,000	-
Telephone	3,131	3,396
Goods and services tax	2,822	2,176
Volunteer appreciation (Note 12)	2,159	1,903
Training and education	864	2,397
	378,272	421,567
Excess of revenue over expenses	86,916	977

The accompanying notes are an integral part of these financial statements



## Board of Directors

Keith Bergey – Board Chair	Lois Potvin- Gibson – Vice Chair
Monica Ball – Treasurer (until June 2021)	Deanna Smith – Treasurer
Samantha Simpson- Secretary	Kathryn Morgan – Director
Lori Stevens – Director	Joshua St. Louis – Director

## List Staff:

Vanessa MacNevin – Executive Director	Janis Kendell – Facilitator, Programs
Janelle Fleury – Mentoring Coordinator	Yvette Friesen – Facilitator, Programs
Samantha Collins – Mentoring Coordinator	Beverly Pierce – Facilitator, Programs
Darcy Campbell – Community Engagement and Events Coordinator	Gloria Wheeler – Facilitator, Programs
Jennifer Wilton – Administrative Assistant	Robin Elson – Facilitator, Programs
Margie Lohnes – Bookkeeper	Darcy Lewis- Facilitator, Game On program
Laeba Rehman – Administrative support	Shelby Taubert- Facilitator, Go Girls program
Tita Anjeh – Social Work Student	John Vlanich – Facilitator, Game On program



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**Charitable Registration Number: 11880 8443 RR0001**