



**Big Brothers
Big Sisters**
OF PICTOU COUNTY

#IGNITEPOTENTIAL

2020 ANNUAL REPORT

WE WILL #IGNITEPOTENTIAL

Wow, what a year this has been. COVID-19 has certainly taken a toll on our community and non-profit organizations within, ours included. That being said: **what a wonderful community** we have! Like many other organizations, we had to adjust and adapt quickly in order to find our way in the new world of COVID and social distancing. With every change we had to make, we felt the support of the community behind us, and we are so very grateful.

I am beyond proud of Margie and the staff and their dedication to serve the youth of our community. They shifted to working from home, and back to the office again in a very seamless manner, all the while continuing with service delivery. They had to **revamp some of our major fundraisers**, such as Bowl for Kids Sake going completely virtual, changing our 40th Anniversary Gala to a very successful socially distanced Drive-In Theatre event and a complete pause (and successful re-launch!) of our very popular BIG Bucks weekly draws.

I believe in the resilience of our community and am empowered by the support we continue to receive. **At the heart of everything** that is done within Big Brothers Big Sisters of Pictou County **are our communities' youth.** They need mentors now more than ever, so please, if you have ever considered mentoring, reach out to our office today.

With many thanks,



Trish Fraser, **Board Chair**



Pandemic, a word we never would imagine as a regular part of our vocabulary, but here we are ending a year where it virtually shaped everything that we have touched. Despite this barrier, we have **proven how resilient that we are**, how much we are deemed as **an essential service** and more, important the community believes in us. We have been able to **pivot on a moments notice**, delivering services **that did not stop** during the onset of the pandemic and we were able to do it on a tight budget.

As challenging as Covid-19 has made our life, there have been many opportunities created, collaboration with more community organizations to provide services, the amazing support of our community who truly stood behind us financially and with the generosity of their time. Although fund development was challenged, **community support** and the wage subsidy along with the Emergency Community Response Fund helped us finish the year in a positive light.

We continued to Ignite Potential in dozens of children's lives by providing **life changing intentional mentoring relationships** that ensure children and youth have the start they truly need. The pandemic has made this more apparent with an **increase in isolation, mental health issues, internet connectivity issues, no public transportation, job loss, increase in domestic violence and substance abuse, educational learning challenges and the list goes on.** This only makes it more apparent that our service of providing mentors for **children facing adversities will have an impact** on the Social Emotional Competencies of youth in our community.

Now is the time to redesign and develop our new plan for the next 3 years, but as we know, this can easily change. We do have goals and dreams for the youth in our community and through the Theory of Change we will reach them. We know some of the **challenges, long term social isolation**, a challenging economy, but a strong group of dedicated volunteers, board members and a staff that continues to work tirelessly for our community we can reach our targets. We **can't express our gratitude enough** to anyone who has touched our organization, for without it, we would fail our children. We look forward to the next year and with a strong commitment will ensure we will continue to shape the future of children and youth in our community.



Margie Grant-Walsh **Executive Director**

YEAR IN REVIEW

CHILDREN SERVED

196

TOTAL CHILDREN SERVED



80

SITE-BASED



116

COMMUNITY-BASED

INDIVIDUAL CHILDREN AND YOUTH SERVED

| | CHILDREN AGES 6-12 | YOUTH AGES 13-24 | TEEN MENTORS |
|----------|--------------------|------------------|--------------|
| SERVED | 78 | 118 | 12 |
| WAITLIST | 133 | 109 | n/a |

Children and youth who are **waiting to be matched** with mentors are served while they wait through various activities, events, provision of essential services, resources, referral services, and educational and recreational opportunities.

During the pandemic, although numbers dropped due to the **closure of schools**, virtual programming was implemented and **essential services were provided**.

196

TOTAL INDIVIDUALS SERVED

VOLUNTEERS SERVED



133

VOLUNTEERS SUPPORTED



6,916

HOURS VOLUNTEERED

2020 IN REVIEW



EMPOWERING DEVELOPMENTAL RELATIONSHIPS



Mentors form strong one-to-one relationships with their mentees that **Express Care**, **Challenge Growth**, **Provide Support**, **Share Power**, and **Expand Possibilities**. These are the critical components of a **Developmental Relationship** that help young people to become resilient so they can realize their full potential.



... Mentees say their mentors show them that they matter to them (**Express Care**)

"The favorite thing I like about my Big Brother is that he is always calm and can handle any situation." - Caleb age 11



... Mentees believe their mentors push them to keep getting better (**Challenge Growth**)

"Being matched with my Big Sister helped with my anxiety and helped getting me out on an outing with her. The program has helped our family and we are very thankful." Emily M. age 17



... say their mentors help them to complete tasks and achieve goals (**Provide Support**)

"I always have support, my Big Sister was there to talk anytime, she would always encourage me. Even now she is pushing me to get things done, sets goals then helps me with them." - Emily S. age 18



... feel their mentors treat them with respect and give them a say (**Share Power**)

"Since I was matched with my Big Brother two and a half years ago it has been nothing more than great times and adventurous trips. He has showed me a different perspective on life, he has taught me to be a goal chaser and how to go after my dreams. We have made a lifelong bond and I he will always be a supportive friend." - Jacob age 18



... say their mentors connect them with people or places that broaden their horizons (**Expand Possibilities**)

"Drawing on my personal experience, I became a mentor in grade 12. I firmly believe that BBBS influenced me in becoming a mentor for someone because of the great mentor I had. She instilled confidence in me that still benefits me to this day. I find it difficult to put into words all the benefits I received from this organization, not just my Big Sister but the staff as well, played such an important part of my life. I will be forever grateful." - Lauren age 20

Developmental Relationships are measured using a framework adopted from the Search Institute. During annual reviews, data is collected to support outcomes.

"Big Brothers Big Sisters has done a lot for my family. Although I myself didn't get matched, my younger brother was given the opportunity to have a Big Brother and this did nothing but benefit him and our home environment. Before the match, my parents separated and he was having some problems. He really needed someone to spend time with and get his mind off things and his match was exactly this. Once they started being friends, it visibly changed his mood a lot. There was a lot less conflict between us siblings and this made the home a more peaceful place to be. Emily R. age 18

RESPONDING TO COVID-19 & CRISIS

Big Brothers Big Sisters have responded with timely virtual wellness interventions. We are uniquely positioned to ensure mentors continue to connect with young people who need it the most, when they need it the most-which is right now. We are one of the few youth-serving organizations that can reach right into the homes of our families, providing critical virtual support during this stressful time. As part of our pandemic response, we are preparing mentors to:

- ❖ communicate with their mentees about mental health concerns
- ❖ build new routines with their mentees that provide a sense of stability
- ❖ connect mentees and their families to essential community supports, providing wrap-around care.

MENTORED YOUTH

17%

more likely to be employed.

80%

pursue healthy lifestyles.

98%

believe they make good life choices.

87%

have strong social networks.

68%

former mentees report being employed compared to 58 % among non-mentored youth.





OTHER SERVICES DURING COVID

- ❖ Over \$6,000 worth of groceries & gift cards – 120 families
- ❖ baby formula for newborn baby
- ❖ 65 back packs full of school supplies
- ❖ Over 500 masks distributed
- ❖ 15 bikes distributed
- ❖ 49 kits (including 16 grad kits)
- ❖ 10 cell phones/phone cards - 5 tablets
- ❖ 25 bike helmets
- ❖ Halloween treat bags for over 45 kids
- ❖ 8 full turkey Dinners
- ❖ Christmas sponsorship for 27 families (including 60 children and youth)
- ❖ Christmas craft and gingerbread packages for over 40 kids
- ❖ Paid for registration for Babysitting Course-1 child, Self Defense course- 1 child, Westville Rec. Day camp -2 children, Soccer registration. -3 children

MORE OPPORTUNITIES FOR OUR MENTEES

- ❖ Ann took Zoe to the city so she could go see the school she is applying to
- ❖ John is helping with Aden's bank account and teaching him skills he can use for his resume
- ❖ Nicole took Jacob canoeing and it turned out that he was doing the teaching
- ❖ Ben and Allie had their first experience of being mentors
- ❖ Juaquin learned that he loves football so Heather started taking him to Truro to practice with a friend of hers, his self esteem went through the roof
- ❖ Carmello got his own car

TREASURER'S REPORT 2020

This year has been a challenging year for many organizations and Big Brothers Big Sisters was no exception. 2020 saw a decrease in all our core fundraising programs as we pivoted to ensure the safety of our staff and community members. Bowl for Kids was held virtually for the first time. We adjusted expectations for our lottery calendar fundraiser and were overwhelmed by the community support when we sold out. Our top fundraiser Big Bucks went on a three month pause for March, April and May as safety became top priority. The continued support of the community allowed us the flexibility to pivot our programs and our on-line presence as we found new ways to help out families and matches during this difficult time.

Core Programs

| Fundraising Programs | Revenue | % Var LY | Expense | % Var LY |
|----------------------|-----------|----------|-----------|----------|
| Bowl for Kids | \$38,577 | -41.39% | \$11,504 | -0.94% |
| Lottery Calendar | \$54,223 | -15.39% | \$10,498 | -54.55% |
| Big Bucks | \$388,862 | -33.82% | \$193,286 | -38.82% |

| Revenue | 2020 | 2019 | % Var |
|------------------------------------------|-----------|-----------|---------|
| Big Bucks Campaign (Note 1) | \$195,576 | \$272,119 | -28.13% |
| Bowl for Kids Campaign | \$38,577 | \$65,815 | -41.39% |
| DCS - Youth Outreach | \$65,700 | \$61,400 | 7.00% |
| Interest income | \$2,712 | \$2,539 | 6.81% |
| Lottery Calendar Campaign (Note 1) | \$43,725 | \$40,991 | 6.67% |
| Other grants | \$36,115 | \$32,158 | 12.30% |
| Other income (Note 2) | \$56,761 | \$55,622 | 2.05% |
| Province of Nova Scotia - service grants | \$31,900 | \$31,900 | 0.00% |
| United Way of Pictou County | \$2,720 | \$1,474 | 84.53% |
| Total Revenue | \$473,786 | \$564,018 | -16.00% |
| Total Expense (Note 3) | \$352,414 | \$438,675 | -19.66% |

Note 1

Total Revenue above is quoted is with Big Bucks and Lottery Calendar Campaign net of expense

Note 2

Donations, Dinner Theatre, Fundraising, Other Revenue, Sponsorship, Youth Outreach Admin, Emergency Response funding.

Note 3

In response to Covid 19 the Government of Canada created the Canadian Emergency Wage Subsidy. Each month of the pandemic an assessment was completed to determine our eligibility and funding applied for. We received \$90,286 from this program as a reduction in salaries and wages.

We are very grateful for the continued community support during the pandemic. Our successful fundraisers in previous years, the continued community support during 2020, as well as government funding left us in a good place financially during 2020. We are looking forward to the potential in 2021 and continuing the conservation on how we can use our funding to serve the youth in our community.

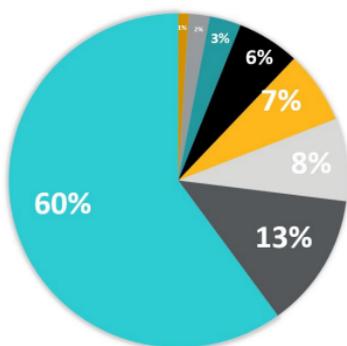
Sincerely,
Carla Quigley
Treasurer

Big Brothers Big Sisters of Pictou County

REVENUE & EXPENSES

FOR THE YEAR ENDED: DECEMBER 31, 2020

2020 REVENUE



| | | | | | |
|---------------------------------------------------------------------------------|-----------------------------------------------|-----------|-----------------------------------------------------------------------------------|--------------------|------------------|
|  | Fundraising Events | \$284,469 |  | COVID-19 Grants*** | \$26,670 |
|  | Youth Outreach - Dept. of Community Services* | \$65,700 |  | Donations | \$12,050 |
|  | Other Grants** | \$38,835 |  | Other Income**** | \$11,450 |
|  | Provincial Grant | \$31,900 |  | Interest Earned | \$2,712 |
| TOTAL | | | | | \$473,786 |

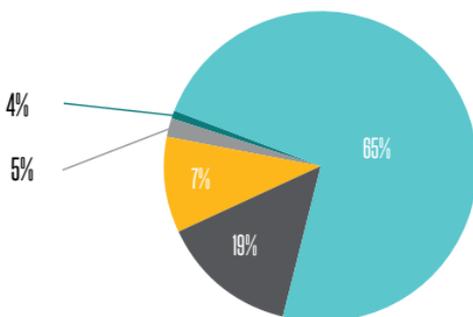
* Youth Outreach Program - Dept. of Community Services funded program serving Pictou, Antigonish & Guysborough counties.

** Other Grants includes: Scotiabank-ThriveJump Start, Student Employment, Children's Aid Endowment, United Way, MONAT Canada.

***COVID-19 Grants includes: United Way Compassion Fund, Emergency Compassion Fund, Community Links, Food Rescue, New Horizons.

**** Other Income includes: Christmas sponsorship, Youth Outreach Administrative Fee, interest earned.

2020 EXPENSES



| | | | | | |
|-----------------------------------------------------------------------------------|-----------------------------|-----------|-------------------------------------------------------------------------------------|------------------|------------------|
|  | Direct Program and Delivery | \$232,803 |  | Building | \$16,452 |
|  | Program Support | \$66,146 |  | Fund Development | \$12,526 |
|  | Other Expenses* | \$24,487 | TOTAL | | |
| | | | | | \$352,414 |

* Other Expenses includes: Anniversary celebrations, Covid purchase, interest and bank expenses.

2020 BOARD OF DIRECTORS

| | |
|-------------------|--------------------|
| Nicole LeBlanc | PAST PRESIDENT |
| Trish Fraser | PRESIDENT |
| Ann MacGregor | 1st VICE PRESIDENT |
| Peter Fraser | 2nd VICE PRESIDENT |
| Carla Quigley | TREASURER |
| Meghan Breen | SECRETARY |
| Jennifer Anderson | DIRECTOR |
| Joey Desmond | DIRECTOR |
| Dustin Diamond | DIRECTOR |
| Ken MacDonald | DIRECTOR |
| Brendan Nichol | DIRECTOR |
| Shane Svendsen | DIRECTOR |

Thank you to **hundreds of** donors, who together, made a **BIG** difference by giving in excess of:

\$277,878

DOLLARS

Big Brothers Big Sisters of Pictou County gratefully acknowledges the support of our volunteers, community partners and funders who are integral to the work we do.



**Big Brothers
Big Sisters**

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