

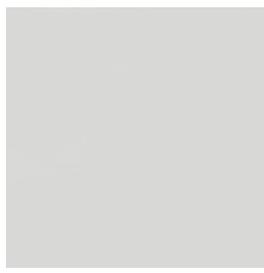
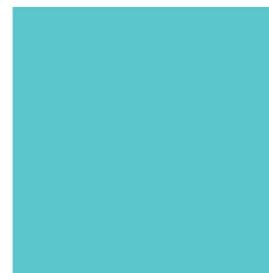
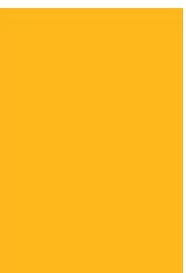
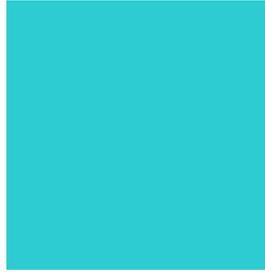
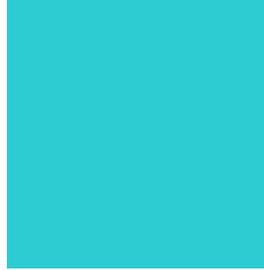


Big Brothers
Big Sisters
OF PICTOU COUNTY

**ANNUAL
REPORT**

2021





Message from EXECUTIVE DIRECTOR

We are #BiggerTogether.



Support from our community allowed us to place mobile devices into the hands of Littles who were unable to connect with their Big, in a time where they most needed support.



Mentoring Coordinators provided Littles and their families with resources and referrals to food banks and additional programming.



As we entered 2021 we were much more prepared for the challenges that the pandemic presented to us, virtual mentoring, providing essential services to our families and ensuring children and youth in rural communities were able to connect with their mentors and community resources. During this time we experienced lock downs and school closures, pivoting of services with an emphasis always being on our families. No one was left out.

Our service staff were dealing with an increase in mental health issues, homelessness, lack of connectivity and all the adversities that can be challenging with children and youth, while at the same time they were able to re-establish BBBS as being an essential service provider in schools and the community. The continued support from our volunteers who every day step forward to enrich the lives of children and in return, enrich their own, show us what a strong community really is.

Our ongoing work with our national organization continues, and as an Executive Director who sits on our National Management Council, we have been able to help shape our national BBBS movement to a stronger force to deliver the necessary programs to our families. We continue to participate in pilot projects to identify tools and training to be used by all agencies across the country. We are now seeing stronger developmental relationships and gathering data that supports what we have always known.

From a fund development perspective, we have been very fortunate that our community believes wholeheartedly in what we do and how valuable our service is. From donors to sponsors and everyone in between., we have been successful at providing a fiscally responsible environment that allow us to translate dollars into results.

I am truly grateful to live in such a loving, caring community that continues their ongoing support. To our board of directors, led by our capable leader, Chair Ann MacGregor, without their commitment we would not have such a strong foundation. We saw some challenges with staffing as the pandemic has changed our greatest resource. Thank you to such a dedicated staff who daily put their feet on the ground and work hard for our community to make sure we meet our mission of enabling life-changing mentoring relationships to ignite the power and potential of young people.

I look forward to exploring more innovative ways to delivery service both locally and nationally. As well as integrating more ways to be more inclusive and welcoming to all. I am excited to see what 2022 will bring and how we can strengthen our community.

Margie Grant-Walsh

Executive Director
Big Brothers Big Sisters of Pictou County

2021 Board of Directors

We want to thank our engaged board members, a diverse group of individuals committed to children and youth thriving in Pictou and Antigonish counties.



Trish Fraser - Past Chair
Scotiabank

Ann MacGregor - Chair
Stingray - The Breeze 94.1

Carla Quigley - Treasurer
Crombie REIT

Peter Fraser 1st Vice Chair
ViewPoint Realty

Jennifer Anderson - 2nd Vice Chair
Sobeys

Meghan Breen - Secretary
Nova Scotia Health Authority



Joey Desmond
Nova Scotia Works

Ken MacDonald
New Glasgow Regional Police

Dustin Diamond
Sobeys

Brendan Nichol
Pictou Advocate

Shane Svendsen
Retired



MESSAGE FROM THE CHAIR

It's hard to believe it's been a year as Chair of the Big Brothers Big Sisters Pictou County Volunteer Board of Directors, it's certainly been busy! I would like to express my thanks to the Directors, with special thanks to Margie and Trish for their continued guidance as I continue to navigate this important role.

Despite the ongoing challenges with COVID-19, the organization is as busy as ever, showing no signs of slowing down! The team was able to adapt quickly as rules around vaccination came into effect in the province, putting in place a clearly communicated set of rules for staff and volunteers. The team has never missed a beat when having to quickly pivot to make necessary changes during the pandemic these past two years to keep everyone safe. In this ever-changing world, the Big Brothers Big Sisters team deserves major thanks for their ongoing dedication and hard work serving kids in our community.

I would also like to acknowledge Margie's special milestone this year, recently (March 9th) celebrating 35 years with the local organization. Pictou County is a better place because of Margie's commitment to serving local children and families. We are truly blessed to have Margie as our Executive Director and we can't wait to see what is still to come!

On a final note, as we return to a bit of "normal", excitement is certainly in the air for the return to an in person Bowl for Kids Sake event, which is planned for May 7th. See you on the lanes!!!



Chair of the board
Ann MacGregor



"As we continued to adapt to the pandemic Big Brothers Big Sisters took the safety of our staff, community members and the children we serve as our top priority. Bowl for Kids was held virtually for the second time. We adjusted expectations for our lottery calendar fundraiser and were overwhelmed by the community support. Our top fundraiser, Big Bucks went on a one month pause during May as safety became top priority. The support of our community allowed us the flexibility to pivot our programs and our online presence as we found new ways to help our families and matches during this difficult time. We are very grateful for the continued community support. Our successful fundraisers in previous years, the continued community support during 2021, as well as government funding left us in a good place financially during 2021. We are looking forward to the potential in 2022 and continuing the conversation on how we can use our funding to serve the youth in our community.

Carla Quigley
Treasurer



2021 Impact

While the ongoing COVID-19 pandemic certainly caused setbacks, we are proud of the work that our community of care accomplished in 2021.

20+

Community partners were engaged in 2021 including: SSO, Wilson's/ESSO, Camp Pagweak, 1st Baptist Church, Scotiabank, United Way of Pictou County, T.D. Bank, Merigomish Farmer's Market



172

Youth receiving service



126

Young people in mentor programs



13,104

Hours volunteered



257

Children waiting

New Programs:



3

New programs that were launched

Big Bunch: group program
Virtual Mentoring Program.
High School to Elementary Mentoring

Schools:



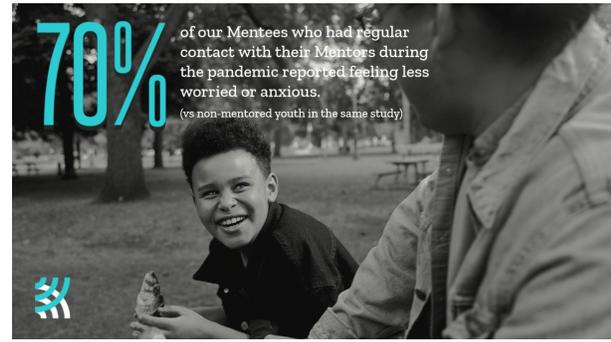
13

Different schools across Pictou & Antigonish have students supported by our mentoring programs

Who We Serve

At Big Brothers Big Sisters of Pictou County we build thriving communities by empowering lives through mentorship. We work with **children and youth** aged 6 - 18 and match them with a mentor based on mutual experiences and shared interests. Our Youth Outreach program serves youth aged 12 - 24.

Many young people in our communities face adversities in their lives, resulting in toxic stress that can negatively impact their development. With the support of a mentor, they can overcome these adversities and develop the confidence needed to reach their full potential.



ACES Experienced by Children and Youth:

- 58%** experiencing social isolation
- 88%** Parental separation or divorce.
- 60%** Experience bullying
- 42%** Been involved with child protection
- 66%** Exposure to financial stress
- 24%** Experienced violence in the home.

What are ACEs?

(Adverse Childhood Experiences)

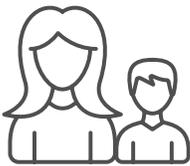
ACEs are potentially traumatic events that can occur between 0-17 (CDC, 2019). Without supportive adults, they can lead to toxic stress in a child's body. The more ACEs a child experiences, the more likely he or she is to suffer from things like heart disease and diabetes, poor academic achievement, and substance abuse later in life (Centre on Developing Disease, Harvard).

Some examples include:

- Physical and Emotional Abuse
- Neglect
- Caregiver Mental Illness
- Household Violence



Our Families:



88%

of Littles live with a single parent.

66%

have a household income under \$40,000.

Our Volunteers are also a diverse group of individuals:



3

Counties Served:
Antigonish
Guysborough
Pictou

72%

WOMEN

28%

MEN

Measuring Our Impact

BBBSPC mentorship leads to significant impacts on a young person's life.



SUCCEEDS IN SCHOOL

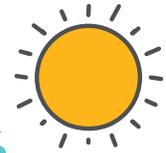
87%

of Littles reported that they feel their teachers care about them



93%

of Littles reported that they are motivated to do well in school



MAINTAINS GOOD MENTAL & PHYSICAL HEALTH



93%

of Littles reported having positive self-esteem

12%



increase in Littles who reported feeling they have a sense of purpose

92%

of Littles reported having a positive view of their personal future



SHOWS LEADERSHIP & DELAYS GRATIFICATION

92%

of Littles reported having a sense of responsibility

23%



Littles reported a 23% increase in their ability to plan ahead and make decisions after a year of being mentored



OVERCOMES DANGER & RESISTS DANGER



89%

of Littles reported that they can resolve conflicts peacefully after a year of mentorship



90%

of Littles reported they have some control over the things that happen in their lives



HELPS OTHERS & VALUES DIVERSITY

93%

of Littles reported that they believe it is important to help other people



93%

of Littles report an increase in cultural competence. Our Littles have a greater knowledge and comfort with people from different cultures, ethnicities, and racial backgrounds

COVID Response

Like many Canadian organizations, we experienced challenges due to the ongoing pandemic. However, that did not stop us from creating new matches and ensuring existing matches were well supported and had the resources they needed to be successful.

In the early days of the year, we stalled recruitment while we assessed how best to adhere to COVID-19 safety protocols while

continuing to support our matches, encouraging matches to meet virtually, and transitioning our programs to virtual to keep up with evolving pandemic restrictions.

In the weeks after, our community of care stepped in to ensure that the organization had the resources needed to continue our work. For this we are incredibly grateful.

Events

Bowl for Kids Sake

Once again we had to pivot from an in-person event to an online, virtual fundraiser. Our community came through as always and we were able to surpass our lowered goal from 2020 by \$7,000 raising almost \$46,000. With a theme of surviving the pandemic it was embraced by sponsors, donors and the community.

Big Bucks

A substantial drop in revenue was evident during the lock downs of the pandemic by 17%. Support through the Emergency Wage Subsidy along with our regular Big Bucks supporters we were able to have a successful campaign.

WestJet "Flying the Sky for Kids" Raffle

Once again, WestJet Cares for Kids sponsored flight vouchers allowing us to once again sell tickets on flight, \$500 cash and luggage with a successful event raising almost \$3,000. Another successful event

Grafton Street Dinner Theatre

A first in-person event in almost 2 years with amazing support from our community. Respecting covid restrictions, although the number was limited to half the normal sized crowd over \$13,000 more was raised over 2020's Big Night In (a virtual event).

Making the Holidays a Little Brighter

While the world felt the full effects of isolation, during a time when we traditionally gather for various family and friend focused celebrations, our partners helped make the holidays a little brighter for our families and Littles with donations from so many individual and corporate sponsors with Christmas support. Truly the Christmas spirit!

"Our community is so very supportive, particularly during the pandemic. They step up each and every time to ensure we are able to continue the great work that we do. We have been forced these past two years to provide services and supports that we have never done before. Our job will be to continue to support our families in whatever way needed to grow our communities through children and youth mentorship."

Margie Grant-Walsh
Executive Director



Big Brothers Big Sisters
#NSStrong Bursary

In memory of...



#NSSTRONG

Are you a student entering a human service field of education in the fall? Have you also been a recognized Mentor at your school? If so you may qualify for our first annual Big Brothers Big Sisters #NSStrong Bursary. Applications open April 19th closes May 31st for more information and an application, visit www.bbbsofpc.com, and click on "What we Do" and "Bursary". For more information call 902-752-6260





We heard from many parents that virtual connections with their Bigs were their child's **ONLY** form of social interaction.



Corporate sponsors transferred their event sponsorships to program support, enabling us to be there for families.

Holiday Toy Drive



Partners

While dealing with their own personal and professional challenges, our dedicated partners and donors went above and beyond their typical support to ensure our matches were not left behind.

- **Wilson's/ESSO** have partnered with BBBS in the Atlantic and have provided round ups in the spring and the fall. A great partnership that does not require much work for our already stressed staff.
- BBBSPC partnered with **Merigomish Farmer's Market** where food coupons were distributed to families to encourage health eating and shopping locally for fresh produce.
- **United Way of Pictou County** providing funding for a food insecurity program that was able to provide food boxes with recipes and all the ingredients to make it a family affair!!
- The **1st Baptist Church** sponsored 10 kids to attend Camp Pagweak.
- We continue to work with local organizations such as: **Aberdeen Health Foundation, Kids 1st** to provide space and program needs for our clients.
- **MONAT** one of the largest hair and skin care companies provided a large donation for mentoring
- Local **MP Sean Fraser** included BBBS in on discussions on poverty, immigration and an opportunity for our Executive Director to give a presentation to the Finance Committee on Parliament Hill.



Thank you to our dedicated supporters, including the Board of Directors, staff, corporate partners, and individual donors. We are grateful for each and every one of you.

To counter the effects of social isolation, Bigs and Littles that were not comfortable meeting in person, met virtually with staff support



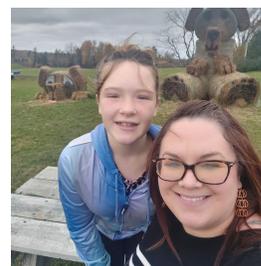
Matches

Bigs did their best to stay connected to their Littles, in a time where many Littles reported feelings of anxiety and other mental health concerns brought on by the pandemic.

We recognize that our Bigs have also had a challenging year. In order to be there for them while they were supporting their Littles, we provided Bigs with resources, tools, and guest speakers to help navigate their Littles throughout the pandemic and current political climate. In addition, regular group programming helped young people come together in a virtual setting and discuss challenges they were facing and how to solve them.

Throughout all of this, incredible memories have been made and some of the highlights include:

- **Out of School Time Learning Grant** through Dept. of Education and Early Childhood - a **High School to Elementary Mentoring** program was implemented
- Four **Big Bunch** programs in New Glasgow, Pictou and Antigonish
- **Zoom coffee chats** to discuss volunteer opportunities
- Virtual meeting with **Pictou Landing First Nation** leaders to talk about working together.
- **Scavenger hunts** for matches throughout the community solving puzzles
- Over **30 activity kits** assembled and distributed to families
- **15 hygiene backpacks** distributed to youth in need.
- **Halloween & Christmas drop in Party** at our BBBS house.
- **Christmas sponsorship** of over **30 families**
- **Christmas support** from a variety of individuals and groups such as: United Way of Pictou County, Steel Pro, Aberdeen E.R. Staff, Shiretown Dental, Maritime Toyotaholics, Northern Grit.



THIS 'N' THAT



The establishment of a **Hockey & Sport, Activities Fund in Memory of Bauer MacIsaac** was started by his parents Brianna & Kevin who lost their son in a tragic accident in 2017. The fund comes from an annual golf tournament they have yearly in Bauer's memory.



Our overall goal is to ensure children and youth in Pictou County have the opportunity to participate in hockey, sports and other recreational activities.

The fund will be used to provide support to families in BBBS with registration, gear and equipment for hockey (being Bauer's favorite) along with other sports and activities they may not normally have the chance to participate in. So far:

- 3 children full hockey registration
- hockey gear for 2 kids
- registration for volleyball for 1 girl
- registration for 1 boy for track and field
- registration for 1 boy for self defense



Over 50 Matches

engaged with new training, & using new measuring tools to ensure positive outcomes of matches.

Although having to pivot with our United Way funded food security program Big Brunch to The Big Food Cookoff, we were able to purchase a freezer, gift cards and supply 20 families with food boxes, including healthy recipes and instructions AND delivery. Kids had a blast while at the same learning healthy eating.



As community connections grow stronger, we hope to become even more integrated throughout our community, allowing us to further reduce our waitlist of Littles and empower our underserved population to thrive.



THANK YOU TO OUR MANY SPONSORS & DONORS

Too numerous to list, we wouldn't want to forget anyone of our special supporters.

We receive less than **6%** funding for BBBS programs from government assistance. (Youth Outreach program is separately managed). We could not survive without our many supporters throughout our community.

Thank you to those that support our Lotta Lotto Campaign, our Big Bucks 50/50 weekly lotto, Grafton Street Dinner Theatre, Bowl for Kids Sake, ticket sales, individual donations, Christmas support **THANK YOU!!!**

So much Generosity in our community!

CONGRATULATIONS TO OUR 2021 BURSARY WINNERS!

Good luck on your next adventure



Katrina Bate
NS Strong Bursary



Emily MacDonald
Danielle Rogers
Memorial Bursary



Emily Scott
BBBS Bursary



Kaitlyn Hayes
BBBS Bursary



Brittany Richards
BBBS Bursary

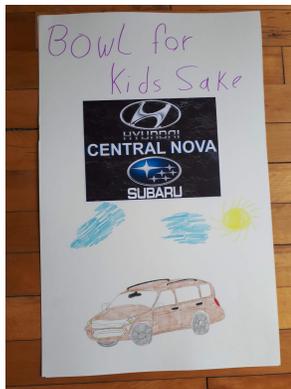
Big Brothers Big Sisters OF PICTOU COUNTY



BOWL FOR KIDS SAKE 2021



SPONSOR OF THE DAY



MEET THE 2021 HONORARY CHAIRS

<p>STEPHEN MACDONALD</p> <p>When Bursaries first came to my attention I was a bit skeptical. But after participating in a couple bursaries and seeing how much they meant to the students, I decided to support the program and help make a difference.</p>	<p>SUSAN CAMPBELL</p> <p>BBBS Bursaries are such a great way to help young people in our community. I have participated in a couple bursaries and I'm really excited to help my community by supporting this important program.</p>	<p>JUSTINE JULLIVRE</p> <p>When Bursaries first came to my attention I was a bit skeptical. But after participating in a couple bursaries and seeing how much they meant to the students, I decided to support the program and help make a difference.</p>
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BOWL FOR KIDS SAKE 2021

Verhagen
RENOVATION LTD.

116 Bay George Street
NEW BRUNSWICK
902-752-6411

SPONSOR OF THE DAY

LOTTO LOTTO CALENDAR 2022

Big Brothers Big Sisters of Pictou County

EARLY BIRD DRAWS!

PROCEEDS FROM THE LOTTO LOTTO CALENDAR will go to the Big Brothers Big Sisters of Pictou County. The calendar is available for purchase at the Pictou County High School and the Pictou County Community Centre. For more information, please contact the Big Brothers Big Sisters of Pictou County at 902-752-6411.

SPONSORS: ZELDIS, CASHES

pictoucounty.highbrothersbigisters.ca



2021 Financial Highlights

In 2021, we generated \$472,001 in revenue compared to \$473,785 in 2020.

FUNDRAISING EVENTS		PROVINCIAL GRANT & YOUTH OUTREACH GRANT		OTHER INCOME		OTHER GRANTS UNITED WAY		FEDERAL GOVERNMENT ASSISTANCE (COVID 19 RESPONSE)	
2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
59%	56%	21%	22%	13%	11%	7%	11%	\$54,348	\$90,286



23:1

Social Return on Investment

For every dollar committed to BBBSPC there is a social return of \$23 back into our community's future.*

*Boston Consulting Group, 2013

Summarized Financial Information

Year Ended December 31, 2021	2021	2020
SUMMARIZED STATEMENT OF OPERATIONS		
Revenue	\$472,011	\$473,785
Expenditures	367,351	352,414
Excess (deficiency) Revenue over Expenditures	104,351	121,372

As at December 31, 2021	2021	2020
SUMMARIZED STATEMENT OF FINANCIAL POSITION		
Assets	799,435	727,385
Liabilities	70,065	92,661
Net Assets	729,370	634,724

Audited Financial Statements may be obtained online at pictoucounty.bigbrothersbigsisters.ca Charitable Business Number 110679 3433 RR0001

Core Fundraising Programs

Fundraising Programs	Revenue	% Var LY	Expense	% Var LY
Bowl for Kids	\$45,691	18.44%	\$4,410	-61.67%
Big Bucks	\$386,246	-0.67%	\$206,724	6.95%
Lottery Calendar	\$59,320	9.40%	\$23,276	121.72%
Revenue		2021	2020	% Var
Big Bucks Campaign (Note 1)		\$179,522	\$195,576	-8.21%
Bowl for Kids Campaign		\$45,691	\$38,577	18.44%
DCS - Youth Outreach		\$70,000	\$65,700	6.54%
Interest income		\$1,128	\$2,712	-58.41%
Lottery Calendar Campaign (Note 1)		\$36,044	\$43,725	-17.57%
Other grants		\$50,989	\$31,995	59.37%
Other income (Note 2)		\$54,267	\$60,880	-10.86%
Province of Nova Scotia - service grants		\$31,900	\$31,900	0.00%
United Way of Pictou County		\$2,470	\$2,720	-9.19%
Total Revenue	\$472,011		\$473,785	-0.37%
Total Expense (Note 3)			\$367,351	4.24%



+



=



Note 1

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

Note 2

Covid Grants, Dinner Theatre, Donations, Emergency Response funding, Fundraising, Other revenue, Sponsorship, Youth Outreach Administrative Fee.

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 in 2020 and \$54,3648 in 2021 from this program as a reduction in salaries and wages.



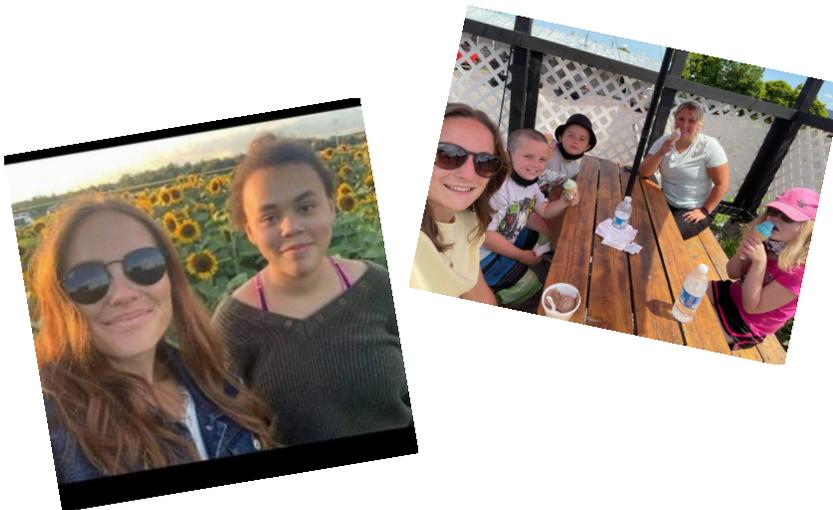
MENTORS 2021

Thank you to our MENTORS

Abygail MacDonald
 Abygail Morrissey
 Alice (AJ) Feiner
 Alisha Ward
 Allison Lorge
 Alyssa Moraze
 Amber Manning
 Ann MacGregor
 Anne MacIsaac-Gratton
 Anthony Anderson
 Ashley Boudreau
 Baillie MacDonald
 Bonnie Klein
 Breanna MacDonald
 Carol Ann Johnson
 Carol MacDonald
 Catherine Lothead
 Chris Higdon
 Clare Steele
 Colin MacKinnon
 Courtney Elliott
 Craig Sutherland
 Damon Pentz
 Dan St. Laurent
 Dave Lundin
 Dawn Avery
 Dawn Murray
 Dawn Peters
 Debbie MacIsaac
 Debbie Waycott
 Deelle Hines
 Devon Greene
 Diane MacNeil
 Donna Beaton
 Donna Belanger
 Dustin Diamond
 Elizabeth Link
 Emily Ives
 Emily Jones

Emily Stratford
 Erin Cox
 Gillian Prince
 Haley Wallace
 Heather Beaton
 Heather Lynch
 Jane Lundin
 Janice Porter
 Jason Gallant
 Jean MacDonald
 Jean Marie MacKay
 Jenna MacLeod
 Jennifer Anderson
 Jennifer Hatt-Henderson
 Jenny Velchev
 Jill MacDonald
 Jillian Sexton
 Johanna Orton
 John Dunnett
 Josh Carree
 Josh Purdy
 Justin Dickie
 Kate Hinkins
 Katelyn Taplin
 Kelsey Sharpe
 Kent Cruickshank
 Kiana Casey
 Kiersten MacLellan
 Kofi Mensah
 Korinne MacDonnell
 Leslie Holloway
 Linda Murray
 Linda Sangster
 Lisa Linden
 Madison Cromwell
 Makayla Morrell
 Margaret Doiron
 Margaret Doiron
 Margie MacDonald

Margo Murphy
 Mariah Mulla
 Mary Chesnut
 Mary MacIntosh
 Matthew Lutton
 Maya Brady Lowe
 Meghan Bragg
 Michael Feiner
 Michael Vienneau
 Mya Kaye
 Nancy Stewart
 Nicole Gallant
 Nicole MacDonald
 Oliver Cheek
 Patrick MacLean
 Patsy Addison
 Patsy Martell
 Rachel Vanveen
 Renee Campbell
 Robert Gratto
 Ronda Stewart
 Ruth Martin
 Sarah Galvin
 Scott Duggan
 Season Brennan
 Sebastien Charles
 Shannon MacLean
 Sharon Hawboldt
 Shelby MacDonald
 Sherman Knight
 Stephanie Saunders
 Stephen Schlay
 Susan MacDonald
 Taliah Knight
 Taylor McCue
 Trevor Kearley
 Victoria Rankin
 Vince Angst
 Wendi MacIntosh



CONGRATULATIONS TO OUR GRADS 2021!

We're SO proud of you!!

 Brittany Richards	 Carmello Desmond	 Brady White
 Zoe Goodall	 Carson Campbell	 Katie Hayes
 Allie Fulton	 Cole Coady	 Emily MacDonald

 Big Brothers
Big Sisters
OF PICTOU COUNTY

THERE IS NO RESILIENCE GENE

"...the capacity to adapt and thrive
despite adversity develops
through the interaction of
supportive relationships."

National Scientific Council
on the Developing Child



**Big Brothers
Big Sisters**
OF PICTOU COUNTY

P.O. Box 781, 323 MacGregor Street, N.S. B2H 5G2
pictoucounty.bigbrothersbigsisters.ca

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bigbrothers@bellaliant.com

Charitable Business Number: 10679 3433 RR0001