



Big Brothers Big Sisters OF PICTOU COUNTY Reflections on a Year of Perseverance

2022 ANNUAL REPORT





Message from Executive Director



BBBSPC has emerged from the pandemic in a strong position to serve children and youth.

We have been able to create, innovate and support our families like never seen before. Through virtual mentoring programs,

providing activity kits, supporting families with food, fuel and assisting those navigating virtual learning with the schools. We have also been blessed with a fund we manage, the Bauer MacIsaac Memorial fund that supports our families with funding to play hockey, and other sports & activities. Although mentoring is our focus, we have expanded ways to support families that have other needs including food security.

Many opportunities presented themselves during Covid. Sponsorship from TELUS enabled us to launch our Between Generations program and solidly place our feet in the 55+ community. Mid 2022 created more of an "open" community since the pandemic. Schools opened up, allowing us to get back in all the schools throughout the region. Group programming grew and community based matches remained steady.

Our volunteer board of directors under the capable leadership of Ann MacGregor was able to navigate the challenges well. Ann has engaged at a national level where we are seen and respected by colleagues and fellow BBBS agencies. Thank you Ann! Thanks to such a dedicated, future focused board who never settles for anything less than the best. Special thanks to our Treasurer, Carla Quigley for ensuring our finances are well managed and we are transparent in our reporting. Our appreciation to Meghan Breen, Secretary who always ensures our historical records are kept in order. Thank you!

In 2022, Covid presented many challenges, one of them being human resources, from finding the right fit, to lack of qualified applicants. With a review of our compensation package and some strategic direction in how we do staff searches, we have been able to bring our staff complement up to 9 with an amazing team.

Hurricane Fiona also presented more challenges for our families and our organization. We supported our families once again who experienced food loss and damage. We also had a full roof replacement on our building. The roof was replaced by a former Little Brother who now owns a very successful company, Forrest Link Renovations.

BBBSPC spent 2022 focusing on redefining our approach to Service Delivery. We worked with BLOOM Non-Profit Consulting Group to develop our strategic framework for the next 3 years. Expanding reach, inclusion and rural communities will be our focus.

I want to thank our amazing staff. They continue to work hard on behalf of our families and make sure nothing is left behind when it comes to service. They are passionate about what they do and believe in strengthening our community. My heartfelt thanks to each one of them for creating such a strong team.

In 2023 we will focus on growing after Covid, reaching rural communities and including everyone in a way that is open and inclusive. I look forward to what the next year will bring.

Margie Grant-Walsh
Executive Director

Big Brothers Big Sisters of Pictou County

2022 Board of Directors

We are so grateful to be served by an outstanding and diverse Board of Directors, who are engaged and committed to helping young people across Pictou and Antigonish Counties reach their full potential.

Trish Fraser - Past President, Manager Scotiabank Pictou

Ann Mac Gregor - President, Employment Engagement Specialist, N.S. Works - Career Connections

Peter Fraser - 1st Vice President, Realtor, ViewPoint

Jennifer Anderson- 2ndVice President, Specialist, Loyalty Marketing Supply Engagement, Empire

Meghan Breen - Secretary, Crisis Worker, Mental Health and Addictions, N.S. Health Authority.

Carla Quigley- Treasurer, Director of Shared Services - Crombie REIT

Joey Desmond- Director, School Liason, N.S. Works - Career Connections

Constable Ken MacDonald - Director, Public Information Officer, New Glasgow Regional Police Services

Dustin Diamond - Director Vice President of Shared Services, Sobeys

Message from the President



It's been another incredibly busy year for Big Brothers Big Sisters Pictou County. Traditional programs one-to-one and mentoring are more popular than ever, many children youth in-school The enrolling. mentoring program has also had a successful return, after being paused in most schools during

the pandemic. In addition to these incredibly important mentoring opportunities, service delivery has grown to include assisting families with food insecurity, mental health and housing supports, and more. Our agency has become a true service delivery leader, with Margie and her team going above and beyond to advocate for families.

There also continues to be a high priority in building community partnerships, creating an even stronger foundation to help assist kids and families in this ever-changing world.

On behalf of the Board of Directors, we'd like to share our sincere thanks to the dedicated staff, volunteers, supporters, and donors. It's through the collective effort of many, that will continue to ignite the power and potential in children and youth that will create a ripple effect for years to come.

"A mentor is someone who allows you to see the hope inside yourself." — Oprah Winfrey

Ann MacGregor President Big Brothers Big Sisters of Pictou County





Serving on this board has afforded me the best possible return of being able to contribute a positive impact on our most valuable asset, children.

Peter Fraser
Board of Directors 2022
Big Brothers Big Sisters of Pictou County

The Impact of COVID-19

The mental health challenges experienced during the COVID-19 pandemic — especially by children and youth — pose serious public health risks that we can't afford to ignore. Many young people are left behind in education, economic opportunities, health and well-being during a crucial stage of their development. Covid 19 led to school closures, cancellations and loss of in-person interactions. Children and youth in BBBS also lost in-person interactions with their mentors.



of children and adolescents in Pictou County experienced deterioration of their mental health during the pandemic.²



33%

children reported the most prominent feeling they had was being scared¹



72%

Parents reported their child felt they were missing out on important life events¹

Formal mentoring programs like BBBSPC's are a powerful antidote to the effects of the pandemic, as they actively mitigate the negative social effects and help close the mental health gap. According to MENTOR Canada's 2020 national research, youth who had a formal mentor were three times more likely to report good self-rated mental health.



of Littles reported that their Mentor influenced their self-esteem3

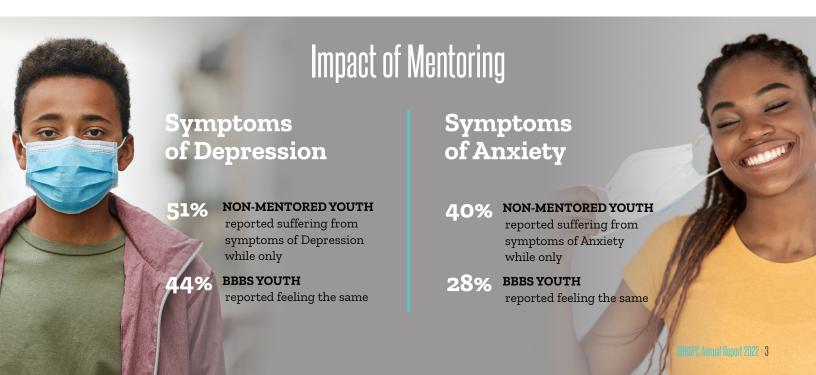


of Littles reported a strong sense of belonging compared to 37% of youth who did not have a mentor.3

 $1\ The\ Effects\ of\ the\ COVID-19\ Pandemic\ on\ Health\ and\ Well-Being\ of\ Children\ and\ Youth\ in\ Nova\ Scotia:\ Youth\ and\ Parent\ Perspectives$

2 Cost, K.T., Crosbie, J., Anagnostou, E. et al. Mostly worse, occasionally better: impact of COVID-19 pandemic on the mental health of Canadian children and adolescents. Eur Child Adolesc Psychiatry (2021)

3 Mapping the Mentoring Gap - Mentor Canada



The Impact of Developmental Relationships

Project Ignite

In 2021, Big Brothers Big Sisters of Canada launched 'Project Ignite' in which BBBSPC and over 80 national agencies participated. This was a national initiative – made possible by funding from Scotiabank and collaboration with the Search Institute® – that enabled us to revise our Big Fundamentals training for mentors to incorporate a Developmental Relationships (DR) framework while also integrating evaluation tools to measure the strength of Developmental Relationships across our matches.

The Developmental Relationships (DR) framework is a valuable tool with a singular focus: **strengthening relationships in young people's lives**. Our improved Big Fundamentals training - that now incorporates DRs and evaluation tools - will enable Bigs to be intentional in their mentoring relationships. BBBSPC continues to support Bigs and Littles in creating and fostering the kinds of relationships that propel young people to learn, grow, and thrive.

Challenge Growth:



82% Youth feel that their mentor encourages them to be their best.

Expand Possibilities:



66% Youth feel their mentor has connected them with new people, places, or ideas.

Express Care:



91% Youth feel their mentor shows them that they matter to them.

Provide Support:



63% Youth feel their mentor helps them get things done.

Share Power:



93% Youth feel their mentor listens to their ideas and takes them seriously.

All five elements working together... makes a relationship developmental.

BBBSPC Community Demographics

FAMILIES	LITTLES		В	BIGS		
60%	56%	53%	80%	69%		
of the families we work with live in poverty	of BBBSPC Littles are experiencing social isolation	FEMALE	FEMALE	of Bigs are from town		
31%	87%	44%	20%			
have a household with some form of substance abuse	come from single-parent homes	MALE	MALE	31%		
51%	55%	3%	18%	of Bigs are from rural areas		
have a household member who has experienced mental illness / - BRESPE Annual Connet 2022	has experienced bullying or has bullied others	NON-BINARY	SENIORS			

Measuring Our Impact

Our mentoring programs have the power to effect positive results in young people in all facets of their lives.3



154



20,020

HOURS VOLUNTEERED



119

VOLUNTEER MENTORS



100%

SUCCESSFUL MATCHES



SUCCEEDS IN SCHOOL

57%

of Littles who reported the program helped them to graduate high school "Because of my Mentor, my determination to graduate High School is growing." 74%

of Littles who reported improved grades, as a result of the program experience.



MAINTAINS GOOD MENTAL & PHYSICAL HEALTH 96%

of Littles feel good about themselves. 88%

of Littles think about how they are going to make a difference in the future. 22%

increase in Littles who feel they have some control over the things that happen in their lives.



98%

of Littles feel it is important to help other people. 97%

of Littles feel it is important to speak up for people who can't and that everyone should be treated equally. 96%

of Littles know and spend time with a diverse group of people who are not like them.



30%

increase in Littles who feel that if someone hurt their feelings, they would be able to deal with it peacefully. 95%

of Littles feel they can say no when someone wants them to do something that isn't safe. **32%**

of Littles feel they can make healthy eating choices.



96%

of Littles feel they can stand up for what they believe in. 90%

of Littles feel they can tell the truth even when it is difficult to do so. 94%

of Littles feel they are good at making and keeping friends.



Between Generations (BIG G) Project



In 2022 BBBSPC was able to secure funding thanks to TELUS to launch a new program Between Generations (Big G). Between Generations matches a mentor from the 55+ community with a young person in need of support and friendship. Mentors are enrolled for either our Community-Based 1:1 program or our In-School program which is one lunch hour a week during the school year.

55+ mentors help young people feel seen, heard and valued. They share their wisdom, provide guidance and support drawing upon years of lived experience to help improve the lives of young people.

They bridge the gap across generations and connect with their mentee and other mentors. Build relationships, meet new people, enhance their Little's social skills and have fun!

By becoming a Between Generations mentor they have the opportunity to expand their network and increase their social connections all while influencing the next generation to be the best they can be. Be someone a child can talk to and learn from!



Scotiabank, Supports YOUNG PEOPLE

T.H.R.I.V.E. (Thriving Communities Project)

Scotiabank has been working with BBBS of Canada for the past 3 years to strengthen service provided across the country. BBBSPC is one of 34 agencies involved in piloting a 4 year project to create a framework to support BBBS's Theory of Change through developing training and evaluation tools.

Successful Partnerships & Collaborations

Within the framework of the program, we successfully connected and collaborated with local communities and organizations to work together to serve children and youth!

- Schools Plus service support, providing volunteers
- Red Cross Covid testing supplies program
- Nova Scotia Community College student placements
- Kids First, Antigonish Library & Antigonish Career
 Resource Centre space provision
- Mental Health Foundation of N.S. Youth Getting Socialized Funding
- Camp Pagweak & Adventure Camps camp sponsorship
- The DeCoste Entertainment Centre ticket for clients

Supporters

As Big Brothers Big Sisters of Pictou County faced the challenges of the pandemic, our amazing partners continued to support us, reminding us that our Littles, our Bigs, and our agency can count on your dedication, commitment, and generosity.



Wilson's-ESSO and their twice a year round up at the pumps in March and November. Thank you to our friends for this opportunity as it not only brings in much needed funds but gives us the opportunity to spread the word.

JOYCE FOUNDATION

We were extremely grateful to receive \$250,000 over a five year period from the Joyce Family Foundation. One of the focuses of this foundation is education so the funding has allowed us to hire an In School Mentoring Coordinator, **Victoria Robertson** who will specifically work with our 19 schools.

WESTJET 🦈

WestJet has been a partner for the past number of years providing vouchers for airfare to be used for raffles during our fundraisers. This collaboration has allowed us to raise more funds during those events to ensure that more children are being served, Thanks WestJet!!!

Patterson

Our friends at Patterson Law have chosen BBBS a as a charity to align with across the province in areas where they have offices. We are lucky to be in their geographic location of both Pictou and New Glasgow. A donation for \$25,000 has been made among the agencies and their hope is to engage more people to volunteer.



The United Way is such a great supporter of many in our community. This past year we partnered with them to provide a Big Brunch program which turned into a Big Cook Off, teaching parents, Littles and Big about preparation of healthy meals in a fun way. They also provided support with many of our clients for food security, as well as our roof after the loss during Fiona and activity support for those that have been socially isolated.

The Merigomish Marketplace

Was able to assist families throughout the winter with food vouchers to shop fresh produce and food at the local farmer's market. A real unique opportunity to address food insecurity.

Bursaries

In 2022, we awarded five post-secondary education bursaries to BBBSPC Littles. Congratulations to **Grace Scott** and **Kyra MacRae** who were the 2022 recipients, along with **Chelsea Campbell**, winner of the Danielle Rogers Memorial Bursary and community member **Lauren Smith** winner of the #NSStrong Bursary.



My Big Sister is a lot of fun, we have baked together and gone to the movies and our next date is to go skating. She is a lot of fun and age doesn't matter!

~ Little Sister, Lily



Mental (Health Foundation

The Mental Health Foundation of N.S. recognized the need for funds to support young people who were having trouble connecting socially during the pandemic. The funding received supported the "Getting Youth Socialized" initiative where a number of Big Bunch groups were delivered throughout Pictou County

Events

Although the pandemic still presented some challenges. We were able to open up in most events, while still practicing pandemic safety. We are so thankful to our Community of Pictou County who helped us celebrate the impact of BBBSPC and helped keep Bigs and Littles connected.



The 2022 Christmas sponsorship was well supported with a variety of groups and businesses providing funds for Christmas support over the holidays. 31 families were assisted thanks to this support, thanks to:

- United Way Toy Drive
- TD Bank Karen MacDonald
- Shiretown Dental
- Northern Grit Robin Green
- Aberdeen Hospital
- Bespoke Jamie MacGillivray Law
- Toyota Toy Drive
- Great Canadian Dollar Store
 - Marion Arnold
- Sterling MacDonald
- The Spot Mirna Yazji

- Jackie Connors
- Diane & Donnie Vaughan
- Pat & Kevin Duggan
- Janet Ervin
- Ashley Rogers
- Shelby MacDonald
- Vernon Walsh
- Dustin Diamond
- Jennifer Anderson
- Sabrina MacQuarrie & Familey









Big Cook Off (Big Brunch Little Brunch)

The United Way of Pictou County provided funds for us to provide healthy meals and the ingredients along with recipes where families could gather, learn and cook a meal together. We originally were planning Big Brunch Little Brunch where matches could cook meals together, however Covid made us pivot so the meals could be shared at home instead of gathering outside the home. It was a fun and innovative way to cook healthy!!









I have nothing but positive things to say about my big brother. He's great, I'd choose him 100 times over and when I'm older, I'd be proud to follow in his footsteps and be someone's big brother too.

> ~ Thank You Note from BBBSPC Little Brother Caleb



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@B002@B92C2, A~&<; ; F~=2<=92@B==<?A45@2C2, A; 1D2~

A5.;8F<B

Match Highlights

At a time when feelings of social isolation and loneliness were exacerbated, BBBSPC continued to work hard to connect children and youth across Pictou & Antigonish counties with positive and caring adults.

Big Bunch Program

In 2022, BBBSPC was able to deliver a number of Big Bunch programs that allowed groups of young people to come together with mentors and staff in a fun, recreational and life skill learning way. Support for this program was received from the Mental Health Foundation of N.S. These programs will continue through 2023.

Health Equity Grant

Thanks to our partners at the Aberdeen Health Foundation through the Children's Aid Endowment we were able to support families in our program with access to experiences and programs that foster healthy child development. This money supported everything from sports, transportation to health appointment, day programs for mental health and many other challenges that families faced during the pandemic. A true partnership.

In School Mentoring

The schools slowly opened up in 2022 allowing BBBSPC back to provide our In School and Peer Mentoring program. We currently are in 19 schools in Pictou and Antigonish Counties.

Youth Outreach Program

BBBSPC through the Department of Community Services provides youth 12 - 24 with outreach services in Pictou, Antigonish and Guysborough Counties. Anything from: crisis intervention, job hunting, post secondary school explorations, transportation to medical appointments, group programming in the schools, life skill program, mentoring and so much more!

Bauer MacIsaac Memorial Fund

This fund was started 2019 after the passing of young Bauer in 2017 due to a tragic accident. The fund helps children in BBBS with hockey registration, gear and other sports and art/culture activities that would normally be unattainable. 2022 saw 22 children supported through this fund



Setting kids up for success is what Big Brothers Big Sisters is all about. Success is not just what happens when getting a passing grade, making the team, or landing a job. Success is moulded in all the moments that shape healthy behaviours, routines, and relationships, particularly in the early years of development. Through Big Brothers' mentorship, young people in our community are benefiting from supportive fostering relationships that focus on having fun, being constructive, and helping young people define and achieve their goals. Everybody needs someone who believes in them unconditionally. But this isn't just a warm fuzzy sentiment; research shows that belonging is among the most important determinants of health. That's why we regard Big Brother Big Sisters as a critical partner and ally in our vision of a



Fall Awareness Campaign for Big Brothers Big Sisters Month

In September 2021, Big Brothers Big Sisters launched our brand-new nationwide <u>fall awareness campaign for BBBS month</u>. This campaign positioned our agency as an essential intervention in response to Adverse Childhood Experiences (ACEs) and showcased how we champion the health and wellbeing of youth, stepping in before it's too late, to give every child the chance to reach their full potential.

In partnership with Rogers Sports & Media's "All IN" program, an initiative designed to support equity-seeking communities by amplifying stories on a national stage, the campaign emphasized the trauma that ACEs can have on children as young as seven – trauma that can last and define a lifetime without our intervention.

The BBBS awareness campaign was highlighted on Rogers TV, as well as radio and billboards across the country. The campaign was produced Pro-bono by the creative agency Humanity and the amazing images and videos were directed, also pro-bono, by Thyrone Tommy. Thyrone is a former BBBS Toronto Little who is now a celebrated Canadian director. He showcased his film 'Learn to Swim' at TIFF 2021, where he received huge buzz and critical acclaim for his feature debut.

A very special thank you to the BBBST Littles who participated in the campaign and did a fantastic job telling our story in such a beautiful and impactful way – we are so grateful to them, their families, and their Bigs!











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, 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. As a result, salaries and wages have been reduced by \$9,011. We received and \$54,3648 in 2021 from this program as a reduction in salaries and wages.

As we transition to our new normal after the pandemic, Big Brothers Big Sisters has continued to make the safety of our staff, community members and the children we serve as our top priority. We are constantly adapting as things change and always figuring out the best ways to serve the community as needs arise. We are grateful for the continued support in our communities that allow us to serve the children. Two of our three main fundraising programs have surpassed previous years and continue to rise to pre-pandemic levels. In 2023 we will continue to discuss ways to increase and maintain engagement in our Big Bucks program.

CORE PROGRAMS

Fundraising Programs	Revenue	% Var LY	Expense	% Var LY
Bowl for Kids	\$68,961	50.93%	\$8,568	108.47%
Lottery Calendar	\$63,961	7.82%	\$21,996	-5.50%
Big Bucks	\$343,939	-10.95%	\$193,656	6.32%
		2022	2021	%Var
Big Bucks Campaign (No	ote 1)	50,283	\$179,522	-16.29%
Bowl for Kids Campaign		68,961	\$45,691	50.93%
DCS - Youth Outreach		\$70,000	\$70,000	0.00%
Interest income		\$5,499	\$1,128	387.50%
Lottery Calendar Campa	aign (Note 1)	1,965	\$36,044	16.43%
Other grants		\$66,439	\$50,989	30.30%
Other income (Note 2)		\$46,146	\$54,267	-14.96%
Province of Nova Scotia	- service grants	\$31,900	\$31,900	0.00%
United Way of Pictou Co	ounty	\$10,310	\$2,470	317.41%
Total Revenue		491,503	472,011	4.13%
Total Expense (Note 3)		\$475,711	\$367,351	29.50%

2022 Financial Highlights

In 2022, we generated \$491,000 in revenue compared to \$472,000 in 2021.

	aising ents	Provincia Dept. of Commur		Individuals Other Income		Other Grants & United Way		Youth Outreach Funding	
2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
56%	57%	7%	7%	11%	6%	11%	15%	15%	15%



Summarized Financial Information

Year Ended December 31, 2022	2022	2021
SUMMARIZED STATEMENT OF OPERATIONS		
Revenue	\$491,504	\$472,011
Expenditures	475,711	367,351
Excess		
Revenue over Expenditures	15,793	104,660

As at December 31, 2021

Net Assets	724,188	729,370		
Liabilities	121,623	70,065		
Assets	\$855,811	\$799,435		
SUMMARIZED STATEMENT OF FINANCIAL POSITION				

Full Financial Statements may be seen online at <u>pictoucounty.bigbrothersbigsisters.ca</u>

Charitable Business Number 10679 3433 RR0001

Stellarton is incredibly lucky to have an organization like BBBS in our community. Through their mentoring program, our children are able to find their full potential and access opportunities that they may not otherwise have. It is with groups like BBBS that our youth are able to thrive and we are very fortunate for their continued efforts in our town.

~ Mayor of Stellarton, Danny MacGillivray



Thank you to our many volunteers......
We couldn't do it without you

Abygail Morrissey Alannah Ingles Alice (AJ) Feiner Alisha Ward Alyssa Moraze Amber Manning Ann MacGregor

Anne MacIsaac-Gratton

Ashley Boud, eau
Aurora Munroe
Baillie Mac Donald
Bonnie Klein

Bradley Murray Brianna MacIsaac Carla Quigley

Carol MacDonald
Catherine Lochead
Catherine Skoke

Chereena Baber

Clare Steele

Colin MacKinnon Craig Sutherland

Damon Pentz

Dan St. Laurent Dave Lundin

Dawn Peters

Derrick Haverkort

Diana MacNeil Donna Beaton

Donna Belanger

Donna Doucette

Dustin Diamond Elizabeth Link

Elizabeth Link Emily Ives

Emily Jones

Emily Stratford

Emily Weston

Emma Diamond

Emma Proudfoot

Gillian Prince Haley Wallace Jane Lundin Janice Hiltz Janice Porter

Jason Gallant Jean Marie MacKay

Jenna MacLeod Jennifer Anderson

Jennifer Hatt-Henderson

Jenny Velchev
Jessa MacKeil
Jesse Maxner
Jillian Sexton
Joey Desmond
John Dunnett
Josh Purdy
Justin Dickie
Kate Hinkins
Katelyn Taplin

Keeley MacKay-MacMillan

Kelsey Sharpe Ken MacDonald Kent Cruickshank Kiana Casey

Kofi Mensah

Korinne MacDonald Kristen Kelly

Lauren Smith

Lauryn Cameron-Murray

Linda Murray Linda Sangster Lisa Houser Madison Cromwell Makayla Morrell

Margaret Doiron Margaret Vail Margie MacDonald

Mary MacIntosh
Matthew Lutton
Meghan Bragg
Meghan Breen
Michael Vienneau

Nancy Stewart Nicole Battist Nicole Gallant Oliver Cheek
Patsy Addison
Peter Fraser
Rachael VanVeen
Robert Gratto
Ronda Stewart
Roslyn George
Ruth Martin
Sandra (Sandi) Trainor

Sandra Langille
Scott Duggan
Season Brennan
Sebastien Charles

Sharon Hawboldt Shelby MacDonald Sherman Knight Stephanie Amos

Stephanie Saunders
Susan MacDonald-MacNamara

Sydney Battist
Taliah Knight

Taylor McCue
Tony Anderson
Trevor Kearley

Trish Fraser Valerie Judge

Victoria Straub Wendy MacIntosh



