



**Big Brothers
Big Sisters**
OF GREATER MONCTON

ANNUAL REPORT 2019

POTENTIAL IS EVERYWHERE.

**Your small act can create a big
impact. Help us ignite potential.**



EXECUTIVE REPORT

Welcome to our 2019 Annual Report. Inside these pages, we will share with you the significant impact we have made together by matching young people in our community with caring, passionate, and dedicated volunteer mentors. Our greatest challenge is, and continues to be, balancing the ever-increasing need for services with securing sustainable funding and resources. Our board, staff, donors, volunteers, and community champions helped us maintain our focus and commitment to our mission and vision. Thanks to the great work of our Executive Director and staff we were able to increase the amount of funding coming into the organization from grants and donations in 2019.

Since 1973, Big Brothers Big Sisters of Greater Moncton has ignited the potential of thousands of children and youth through mentoring. In those 46 years, we have continued to evolve and grow in response to the ever-changing needs of the community we serve. The one constant through it all has been our core belief that inherent in every child is incredible potential, and that meaningful one-to-one mentoring relationships are the key to unlocking that potential so it can be shared with the world.

In 2019, we also saw a new brand for Big Brothers Big Sisters of Canada. The new logo with the three lines showcase the three players who help a young person forge a new path forward: 1) the family, 2) Big Brothers Big Sisters, and 3) the volunteer mentor (the "Big").

As we look to the year ahead we will continue to focus on delivering high quality programs, sharing our stories and raising awareness about the impact of mentoring, and fostering the partnerships and relationships that will help us achieve our ambitious goals.

Of course, none of this is possible without you, our donors, partners, volunteers, and community champions. We are deeply thankful for your commitment and ongoing support. Together, we are truly changing lives and building strong and thriving community.

We especially want to thank our donors who wholeheartedly believe in BBBS. Every time you make a donation, you support our ability to start something 'BIG' – train a new mentor, enroll a young person or make a new mentoring match. We are privileged to be able to pursue our shared vision for our young people on your behalf.

Please accept our sincere and heartfelt thanks on behalf of our children, mentors, board, and staff.

Susy Campos
Board Chair

#BIGGERTOGETHER





WHO WE ARE

Big Brothers Big Sisters of Greater Moncton (BBBS) has been leading the way in mentoring programs for youth in our community since 1973. BBBS Moncton offers key mentoring programs and gives young people access to new opportunities and experiences to build their confidence and expand their idea of what is possible.

OUR IMPACT

The BBBS program creates sustainable changes in the community and creates an atmosphere where children can achieve their highest potential. BBBS has proven that mentoring can lead to a reduction in poverty and unemployment, to safer schools and neighbourhoods and to a renewed optimism for growth.

BBBS is building community capacity through responsibility, civic engagement and youth leadership, helping our youth achieve a brighter future.



VISION

All young people realize their full potential.



MISSION

Enable life-changing mentoring relationships to ignite the power of young people.



ISSUE

Many children and youth in Canada struggle with societal barriers and face adversities in the lives.



SOLUTION

With the support of a mentor, these risks can be reduced or even avoided, and youth can reach their full potential.



WHO DO WE SERVE?



Young people who face adversity AND are in need of an additional consistent and supportive Developmental Relationship¹

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



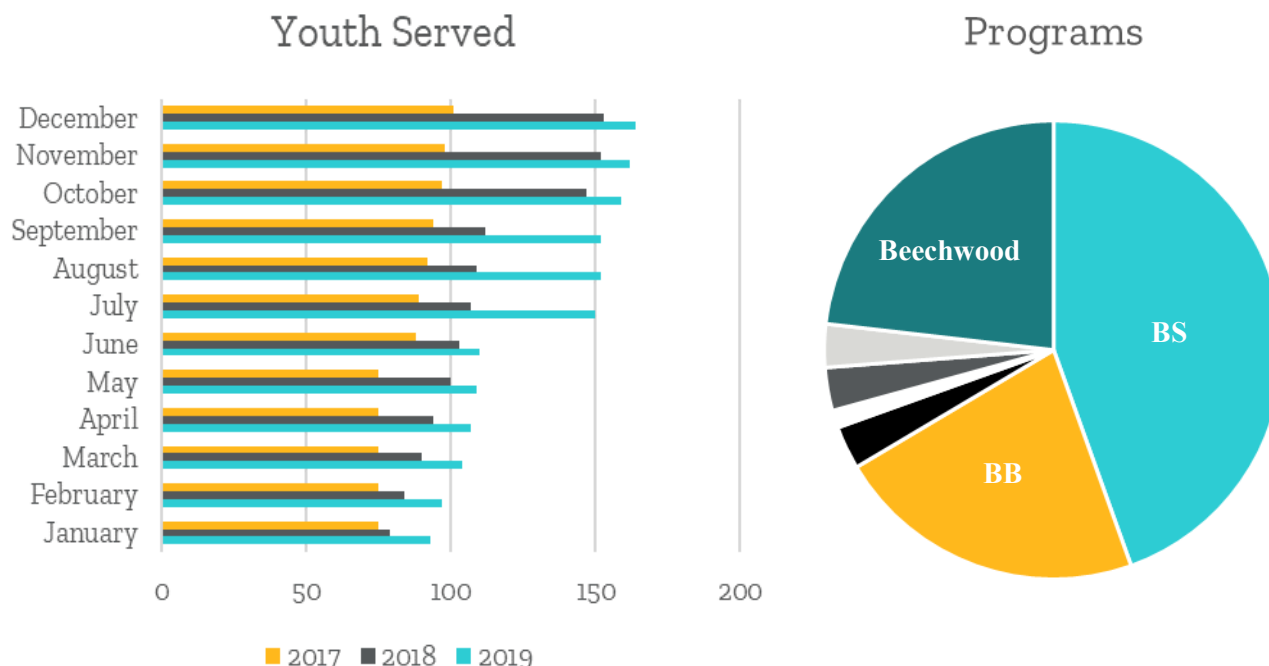
OPERATIONAL REPORT

At Big Brothers Big Sisters of Greater Moncton, our mission is to enable life-changing mentoring relationships to ignite the power and potential of young people. This mission is brought to life by our professional staff who support more than 160 youth each year. These important developmental relationships give young people access to new opportunities and experiences to build their confidence and expand their idea of what is possible.

Equipped with a new Theory of Change, BBBS now focuses on mentoring through the lens of the Developmental Relationships Framework. Mentoring helps expand possibilities while focusing on social and emotional competence, mental health and wellbeing, and educational engagement. Now more than ever, research and theory helps us demonstrate the importance of these intentional relationships so that we can better position ourselves to demonstrate the outcomes to community stakeholders and funders.

The goal of the staff and management at Big Brothers Big Sisters for 2019 was to maintain the quality of service already established in the community all while increasing capacity within the agency. Each year, the agency records a significant increase in its numbers of requests for services. In 2019, we were able to increase the number of children served through Community and Site-based programs by over 10% over 2018, and 53% over 2017, once again multiplying the power and potential of our reach. In total, 164 youth were matched through our programs compared to 153 in 2018, and 107 in 2017.

BBBS continues to strengthen its collaborative relationship with YWCA Moncton. The partnership continues to evolve with joint funding applications, fundraising events, and program facilitation. More specifically, BBBS and YWCA co-facilitated a Youth Program in the Beechwood Community. Other important community partnerships include the Anglophone East School District, the Youth First Committee, the Department of Social Development, Cafi and Magma, all of which nourish the agency's ability to respond to the needs and realities of our community, ensuring improved outcomes for our vulnerable youth.





FINANCIAL OVERVIEW

2019 was a year of financial growth for our organization. Our revenue surpassed our expenses by \$1,164, whereas in 2018, we declared a net loss of \$99,832. Thanks to increased efforts through our fundraising events and successful grant writing, we were able to grow our revenue by \$107,005, when compared to 2018. This represents much needed financial growth, as the need for child and youth mentoring continues to increase within our community.

For 2019, our revenue was \$216,304, with 34% received from fundraising, 43% from grants, and 23% from donations. We continued to optimized our operation expenses to ensure that our resources are invested in the programs that have the greatest benefit to our stakeholders.

We are grateful for all the efforts that have made 2019 a successful year. Thanks to the generous contributions of funders, corporate sponsors, foundations, and individuals, vulnerable youth will continue to build resiliency, succeed in this new climate, and be a part of building a new tomorrow.

Michèle Nadeau
Executive Director

OUR STAFF

| Name | Role |
|-----------------|------------------------------------|
| Michèle Nadeau | Executive Director |
| Carrie Cormier | Finance Director |
| Joline LeBlanc | Program Director |
| Jessica Munn | Mentoring Coordinator |
| Valérie Poitras | Mentoring Coordinator |
| Érika Cantu | Fundraising and Events Coordinator |

OUR BOARD

| Name | Board Position |
|------------------|----------------|
| Susy Campos | President |
| Paul Belliveau | Vise-President |
| Shelley Poirier | Secretary |
| Brendan Hughes | Director |
| Colson Cole | Director |
| Darcy Doyle | Director |
| Gaby Lyness | Director |
| Heather Richards | Director |
| Jessica Kennedy | Director |
| Julie Robichaud | Director |
| Meghan Cross | Director |
| Ryan MacDonald | Director |
| Hayden Cole | Director |
| Jordan Kenny | Director |

FUNDING PARTNERS AND DONORS

Leaders (\$5,000 +)



**Centraide
United Way**
de la région du grand Moncton
et du sud-est du Nouveau Brunswick



**Canada Post
Community
Foundation**



Rotary

**Moncton West
& Riverview**



Crane Fund for Widows and Children

Changemakers (\$2,500–\$4,999)



Fowler Law P.C . Inc.



FOUNDATION
For a Better Future

FUNDING PARTNERS AND DONOR CIRCLE

Ambassadors (\$1,000 - \$2,499)

A-Tech Roofing
Balls of Thunder (BFSK Team)
Bingham Law
Brainworks Razor
Club Optimiste Moncton-
Dieppe Inc.

Doyle Corporate Image Inc.
Edgeline Construction Inc.
Farm Credit Canada
Fenety Marketing Services
Guillevan International
Hub City Social Inc.

Insight Financial Services
Linda Hardwick
Magic Mountain
Marilyn Galliot
Netco Electric Ltd.
Parlour Pawn

Mentoring Supporters (\$100-\$999)

Acadian Construction Ltd.
Allsco
Altmimax Courier
Armour Transportation
Art for Art's Sake
Atlantic Sports Apparel
Aummtion Vie
BDC
Bob's Cool Air
BPWGM.
Canada Life
Cathy Rogers
Controlls and Equipment
Crosswind Properties Inc.
CWT Harvey's Travel
Dr. B. Edwards P.C. Inc
Fidelis Law
Ford Country Club
Frug Survival Gear

Greater Moncton Street Rods
Irving Consumer Products Ltd.
James Stirrat
Keltic Transport
Louisbourg Investments
Magic Mountain
Mapleton Dental Center
Maritime Door and Window
McInnes Cooper
Moncton Kia
Moncton Kiwanis Minor Base-
ball Association
Moncton Kiwanis Minor Bas-
ketball Association
NBCC
Omista Credit Unions Inc.
Oulton College
Pauline Pellerin
Paul & Jackie Belliveau

Red Earth Kitchen
Renée Blanchard Avocate-
lwyer
Roadway Systems Ltd.
Robert K Smith & Associates
Roberta & Allain Browne
SBO Financial Consulting Inc.
Shawn Edgar
Shediac Home Hardware
SouthEastern Mutual
Steeves Drugs
Subway
Sunlife Group Benefits
TD Bank
Tim Dunn
Ville de Dieppe
Watts Leasing Inc.
Wee College Inc.
Wilsons Security

SOCIAL RETURN ON INVESTMENT

\$23:\$1

EVERY \$1 INVESTED IN MENTORING
RETURNS \$23 TO SOCIETY¹

MENTORED YOUTH SEE POSITIVE RESULTS: