



**Big Brothers
Big Sisters**
OF GREATER MONCTON

ANNUAL REPORT 2020



EXECUTIVE REPORT

2020 WAS A YEAR LIKE NO OTHER FOR BIG BROTHERS BIG SISTERS OF GREATER MONCTON

For over 47 years, our organization has persevered, no matter the circumstances, to connect vulnerable youth to life-changing mentors. The COVID-19 Pandemic brought new challenges to the organization, as our matches could not physically meet. Our board was inspired and motivated by what Big Brothers Big Sisters of Greater Moncton (BBBSGM) accomplished in the face of unimaginable circumstances.

BBBSGM staff pivoted and moved through uncharted territories to offer additional support and wellness check-ins to the families and youth in need. . With the support of great BBBS staff, matches were able to remain connected, deepening their bonds with one another through virtual outings and online engagements.

Incredible things continue to happen when our community comes together. With your support, we have seen the direct impact that your contributions have made. We are endlessly grateful for your kindness & compassion, your trust, your generosity and willingness to do whatever it takes to ensure that BBBSGM continues to thrive.

The pages of our Annual Report highlight the value of our continued investment in youth through mentoring. We have witnessed that mentoring is malleable, it meets the needs of the moment, and it is rooted in the hope for our collective future. We continue to invite the Greater Moncton community in shaping that future, one where all youth achieve their full potential.

Although 2020 officially marks the completion of my term as Board Chair, I will continue as a board member to support the work of this great organization.

Sincerely,



Susy Campos

Chair, Board of Directors
Big Brothers Big Sisters of Greater Moncton

“ THE SINGLE MOST POWERFUL ANTIDOTE TO THE
IMPACTS OF TRAUMA AND ADVERSITY IS SAFE, STABLE,
NURTURING RELATIONSHIPS. ”

- Dr. Nadine Burke-Harris
Surgeon General of California

2020 BOARD OF DIRECTORS & STAFF

We want to thank our engaged board members, a diverse group of individuals committed to serving children and youth in the Greater Moncton Area.

Susy Campos

Chair, Board of Directors
Moving to Past President

Paul Belliveau

Past President
Outgoing

Meghan Cross

Vice Chair
Nominated as Chair

Daniel Clarke

Treasurer
Re-offering

Shelley Poiter

Secretary
Re-offering

Brendan Hughes

Director
Re-offering

Darcy Doyle

Director
Re-offering

Hayden Cole

Director
Outgoing

Jessica Kennedy

Director
Re-offering

Julie Robichaud

Director
Re-offering

Ryan MacDonald

Director
Re-offering

MEET OUR TEAM

Michèle Nadeau

Executive Director

Joline Cyr

Program Director

Allyson Caldwell

Mentoring Coordinator

Jessica Munn

Mentoring Coordinator



MESSAGE FROM THE EXECUTIVE DIRECTOR

2020 will be remembered as the year when BBBS staff stepped up to the plate in a big way and brought creativity, innovation, perseverance, and passion when faced with challenge. Thanks to our staff efforts and the ongoing support of our Board of Directors, we were able to accept, and adapt to, the limits that the pandemic imposed. We learned new skills, secured new tools, and found new ways of going about our business. We embraced change and today, we operate differently. We are stronger than ever!

Regardless of the ever-changing reality, we protected, nourished and ignited important developmental relationships for youth, thanks to the ongoing generosity of our funders, our partners, our volunteers, and our community.

THANK YOU for igniting the potential of our children and youth!

**Michèle Nadeau**

Executive Director
Big Brothers Big Sisters of Greater Moncton



VISION

All young people realize their full potential.

MISSION

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



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

2020 IMPACT

2020 could be described by this one word: Unexpected!

At BBBSGM, we have remained steadfast in our mission to form life-changing developmental relationships that foster reliance in the face of adversity. Now, more than ever, our society recognizes the value of connections and the impact that they have on our health and wellbeing. As a result, mentoring services have become a precious commodity in our new reality. At the heart of mentoring, is the simplicity of how very necessary we are to one another.

BBBSGM youth are particularly at risk with more than 50% of them facing four or more adversities in their daily lives (ex: mental health challenges, isolation, loss, food and housing insecurity, separation/divorce, etc.), making them vulnerable to long-term mental and physical health problems. Those challenges are multiplied during periods of stress, change, and isolation, which emphasizes the powerful role that mentorship can play in building resilience and it highlights BBBSGM's opportunity for impact.

Three main outcomes guided efforts in the new landscape of the pandemic: social and emotional competence, mental health and wellbeing, and educational engagement. Staff helped families explore online platforms to keep matches connected. Regular mental health check-ins were conducted, which allowed for better communication and a more thorough assessment of mental health concerns and family dynamics (detecting risk factors and new adversities). Families were supported in building new routines for stability and were connected to essential community supports when necessary. Staff also provided educational activities and explored online education tools with families, which provided cognitive stimulation and reinforced curiosity and school habits.

The agency also continued its work in the adoption of Search Institute's Developmental Relationships Framework in the last year, creating a more robust training so that mentors can more confidently build impactful, conscious developmental relationships centered around expressing care, challenging growth, sharing power, providing support, and expanding possibilities.

An additional staff was hired to help alleviate some capacity issues, leading the agency to serve 130 children and youth during the year. However, the impacts of Covid-19 have also led the agency to record a **28% increase in demands for service** from the previous year, underscoring the need for a stable, caring adult, particularly during these unstable times.

The staff are tremendously grateful for the volunteers who invest so much of themselves, and go above and beyond to support their Littles in their time of need. There is also an immense appreciation for the parents and guardians who have given their children new worlds through the addition of a caring mentor. And of course, none of this would be possible without the community donors, who stand with Big Brothers Big Sisters to ignite the potential of Greater Moncton's children and youth. We truly are BIGGER TOGETHER!

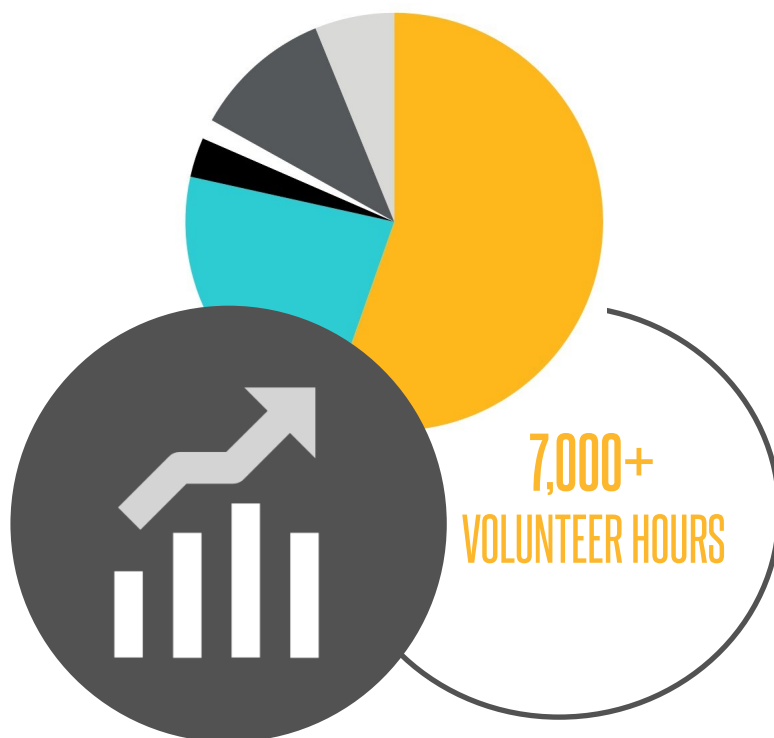


Joline Cyr

Associate Director / Program Director
Big Brothers Big Sisters of Greater Moncton

PROGRAM HIGHLIGHTS

- 130 CHILDREN SUPPORTED
- 20 NEW COMMUNITY-BASED MATCHES
- 30 BIG BROTHER MATCHES
- 72 BIG SISTER MATCHES
- 4 BIG COUPLE MATCHES
- 2 CROSS-GENDER MATCHES
- 14 GO GIRLS PARTICIPANTS
- 8 GAME ON PARTICIPANTS



EVENT HIGHLIGHTS

We had a busy year, seizing every opportunity to celebrating with our sponsors, event participants and fundraisers. From new virtual fundraisers, to our reliable Golf for Kids' Sake event, our community helped to raise funds and awareness for BBBGM, proving stability and hope in a time of transition.

Fun Challenge

Throughout the month of June 2020, Big Brothers Big Sisters of Greater Moncton and YWCA Moncton joined forces to launch the Fun-Raising Challenge, the agency's first virtual fundraising event. The challenge represented a simple and fun way to make a difference in our community, challenging participants complete fun, but perhaps embarrassing, challenge levels in support of vulnerable children and families in our community. Aside from promoting laughter and positivity, and raising \$6,210, the Fun Challenge served to highlight the beautiful partnership that exists between BBBSGM and YWCA Moncton.

Golf for Kids' Sake

The 2020 edition of Golf for Kids' Sake represented the agency's first in-person event since the pandemic began. Even without a roadmap, the incredible Golf for Kids' Sake Committee led with persistence and dedication to shape the event into a beautiful opportunity to come together and celebrate the power of community support. We wish to thank our generous corporate sponsors and event participants, including our Gold Level Sponsors Acadian Construction, Netco Electric, and Technology Venture and our Silver Level Sponsors Altimax Courier, A-Tech Roofing, Doyle Corporate Image, Foundation for a Better Future, Insight Financial Services, Edgeline Construction, Shoppers Drug Mart, and Watts Leasing. Together, we raised \$33,585.00 to support the vulnerable youth in our community.



FINANCIAL REPORT

2020 was a year of continued financial growth despite the effects of the COVID-19 pandemic on our fundraising efforts. The organization's revenues exceeded expenses by \$71,895 in 2020, which represents an increase of \$70,731 in comparison to 2019's excess of \$1,164. This is largely a result of increased donations, specifically corporate, and the organization's qualification for the Canada Emergency Wage Subsidy. As a result, the organization was able to increase cash reserves by \$42,625, from \$75,077 in 2019 to \$117,702 in 2020. The aforementioned success has allowed us to continue to invest in our child and youth services for the Greater Moncton community.

For 2020, our total revenue was \$241,481 (2019 - \$216,304), with 14% received from fundraising activities (2019 - 34%), 35% from grants (2019 - 43%), and 51% from donations (2019 - 23%). We continue to optimize our operating expenses to ensure that our resources are invested in the programs that have the greatest benefit to our stakeholders.

The organization continues to monitor the impact of the COVID-19 pandemic on our fundraising activities and is planning accordingly. We are grateful for all the efforts that have made 2020 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.



Daniel Clarke
Treasurer

Generated \$241,481 In Revenue



23 : 1

Social Return on Investment

For every dollar committed to BBBS there is a social return of \$23 back into Greater Moncton's future.

-Boston Consulting Group, 2013



Year ended December 31, 2020
Statement of Operations

	2020	2019
REVENUE		
Revenue	\$241,481	\$216,304
Expenditures	\$201,391	\$215,140
Excess (deficiency) Revenue over Expenditures	\$71,895	\$1,164

STATEMENT OF FINANCIAL POSITION

Assets	\$138,691	\$89,829
Liabilities	\$27,411	\$50,443
Net Assets	\$138,691	\$89,829

Audited financial statements may be obtained at moncton.bigbrothersbigsisters.ca
Charitable Business Number: 106793409RR0001

SUPPORTERS

■ Circle of Leaders (\$25,000+)

Irving Consumer Products Ltd.
Medavie Health Foundation
United Way of Greater Moncton
and Southeast New Brunswick.
Windsor Foundation

■ Community Igniters (\$5,000-\$24,999)

City of Moncton
Crane Fund for Widows and Children
Government of New Brunswick
Greater Moncton Realtors
Lockhart Foundation
Moncton West Riverview Rotary
Club

■ Change Makers (\$2,500- \$4,999)

Accor Services Canada Inc.
A-Tech Roofing
Fowler Law p.C.
New Horizons for Seniors Government
of Canada
Town of Riverview

■ Ambassadors (\$1,000- \$2,499)

Acadian Construction
Altimax Courier
CI Investments
Doyle Corporate Image Inc.
Edgeline Construction Inc.

Farm Credit Canada
Fidelity Investments
Foundation for a Better Future
Guillevan International
Insight Financial Services
Marilyn Galliot
Netco Electric Ltd.
SouthEastern Mutual Insurance
Sunlife Financial
Technology Venture
Tony Hebert
Watts Leasing Inc.
Wawanesa Insurance

■ Mentoring Supporters (\$100- \$999)

Armour Transportation
Atlantic Sports Apparel
AttisCorp
Aummmption Vie
BDC
Bob's Cool Air
Brett Doyle
Bryan MacDonald & Friends
Caisse Populaire Acadienne
Canada Life
Carlos Lavin
Controls and Equipment
Dale Hicks
Derak Hale
DIY Studio
Donnie Filmore
Dr. Jeff & Kim Mowat
Edward & Janice McNally
Elaine Dumais
FitRocks
Francis Arsenault

Greater Moncton Women's Progress
Club
Harrison Burton
James Stirrat
Jean Coutu Pharmacy
Jesse Cyr
Judge Troy Sweet
Karl Von Waldow
Keltic Transportation
Lawrence Forbes
Life Source Church
Linda Hardwick
Louisbourg Investments
Luigi Rocca
Lynn Holt
Magic Mountain
Maisey Financial Services
Manulife Group Benefits
Mapleton Dental Center
Maritime Door and Window
McInnes Cooper
Moncton Loyal Orange Lodge
Norval McConnell
Paul & Jackie Belliveau
Peter Perry
Remington Home Leisure
Renée Blanchard Avocate-
lawyer
Retirement Planning Solutions
Rick Snyder
Roadway Systems Ltd.
Shediac Home Hardware
Sunlife
Shoppers Drug Mart
TD
Total Crack Repair and Water-
proofing
Venor
91.9 The Bend

Thank you to our SUPPORTERS. You Empower Our Potential.