

# ANNUAL REPORT

## 2021



Big Brothers  
Big Sisters  
OF GREATER MONCTON

**IGNITE** THE POWER AND  
POTENTIAL OF YOUNG PEOPLE

# ABOUT US



## We're Big Brothers Big Sisters of Greater Moncton

At BBBSGM, our mission is to enable life-changing mentoring relationships to ignite the power and potential of young people. 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.

We offer a variety of no-cost community programs for youth, who can benefit from an additional consistent relationship with an adult. Our mentoring programs are grounded in intentional and purposeful relationship building with youth.

These relationships are close connections, through which young people discover who they are, cultivate abilities to shape their own lives, and learn how to engage with, and contribute to, the world around them.

By no fault of their own, young people in our programs are facing daily adversities and barriers to their success. We intervene with a caring adult, who creates a buffer between the child and their adversities, promoting resiliency, and positive youth development. Mentoring helps ensure that adversities faced in childhood do not define a young person's adulthood.

We're Big Brothers Big Sisters and we're here to help all young people realize their full potential.



## Our Amazing Staff

BBBSGM has been leading the way in mentoring programs for youth in our community since 1973. Our professional and experienced staff are there to train, evaluate and support mentors and families while they build critical relationships with youth. They help mentors and participants stay safe, committed, and reach individual milestones and goals.

From the left, Michèle Nadeau, Jessica Munn, Allyson Caldwell, and Joline Cyr.



# MESSAGE FROM THE CHAIR & ED



Reflecting our commitment to the youth we serve, Big Brothers Big Sisters of Greater Moncton responded to the ongoing impact of the COVID-19 pandemic by not only reaching a record number of mentoring matches, but also by making important investments in the future growth of our agency.

The past year has demonstrated the strong partnerships BBBSGM has built with community donors and investors. Your financial support along with the Federal Government's wage subsidies allowed us to continue operations uninterrupted.

Our team was nimble and adapted to continuous change in 2021. We powered through the year with a hybrid model of service delivery to continue providing quality mentorship programs. During periods of disruption and stress, our staff stepped up to provide seamless support to all our Bigs and Littles. We are proud to say that we were able to navigate the constantly changing landscape created by the pandemic. However, the need in our community is still growing. The greatest challenge we face continues to be balancing the ever-increasing need for services with securing sustainable funding and resources.

At the end of the year, we made an important decision to invest in the agency with the hiring of a full-time Fundraising Coordinator. This provides dedicated support for our annual fundraising programs to increase donor engagement and revenues. With extra capacity on staff, our mentorship coordinators are better able to focus their time and expertise conducting volunteer training, working on program development, and providing ongoing support to matches and their families.

Of course, we couldn't do this work without the wholehearted support of YOU, our Board of Directors, staff, volunteers, donors, partners, and champions. Your generosity over the last year was greatly needed and appreciated.

It's more important than ever that individuals, corporations, foundations, and government continue supporting BBBSGM financially so we can continue to do this important work with youth in our community. Every dollar donated ignites the potential of youth empowering young people to succeed!

Our future is bright and #BiggerTogether.

Thank you for your ongoing support,

Meghan Cross - Board Chair

Michèle Nadeau - Executive Director



# BOARD OF DIRECTORS



The Board of Directors exists to direct, control and inspire the organization through careful establishment of the organizational values and written policies. This includes identifying the desired performance goals, making specific contributions that lead the organization toward the desired performance and ensuring that the goals are attained. In addition, the Board of Directors identifies and nurtures the strategic relationships required to strengthen Big Brothers Big Sisters of Greater Moncton and is accountable as a body to its stakeholders for the competent, conscientious and effective accomplishment of its obligations.

## Members of the Executive

**MEGHAN CROSS**

Town of Riverview  
Chair

**SUSY CAMPOS**

3+  
Past Chair

**SHELLEY POIRIER**

NBCC Moncton  
Secretary

**DANIEL CLARKE**

e6 International Inc.  
Treasurer

## Directors

**BRENDAN HUGHES**

McInnes Cooper

**CHANELLE DOIRON**

Cavendish Farms

**DARCY DOYLE**

Doyle Corporate Image

**GRAECEN WYTON**

Cox & Palmer

**JESSICA KENNEDY**

Venn Innovation

**JO-ANNE MOORE**

Jo-Anne Moore Law Offices & Mediation Services

**JULIE ROBICHAUD**

Porter O'Brien

**MALLORY HERC**

Delta Beauséjour

**REEM FAYYAD**

New Brunswick Health  
Council

**ROBERT VAUTOUR**

Scotia Insulations

**RYAN MACDONALD**

Bingham Law

## Nominees for 2022

**Brandon Crossman**

Director

**Renata Hyszko**

Director

**Paul McErlean**

Treasurer

**Maria Weyman**

Director

# MISSION, VISION & OUTCOMES



## WHO

- Young people who **face adversity**
- Are in need of an additional and consistent **Developmental Relationship**.

## WHAT

### 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
- Constructive Use of Time

## HOW

1. Intentionally **recruit** based on needs of community's young people.
2. **Match** young person and **professionally screened volunteer** mentor.
3. **Monitor** and **support** match through a professional caseworker.
4. **Train** and **support** the mentor, mentee, and family.
5. **Graduate** match relationship towards "natural support".
6. Build a **Developmental Relationship** between mentor and mentee that:
  - Expresses Care
  - Challenges Growth
  - Provides Support
  - Shares Power
  - Expands Possibilities.

## 2021 Results & Outcomes



157

Total Young  
People Served



7,850

Total Approximate  
Hours Spent Doing  
Physical Activities



13,345

Total Approximate  
Mentoring Hours  
Contributed

# THE NEED REGISTRY & LOCAL DATA



## Needs Registry

Big Brothers Big Sisters Theory of Change states that BBBSGM's mentoring programs will work to reach 'children and youth who face adversity.' Through our evidence-based child intake process, staff rely on the Needs Registry, a tool grounded in the study of Adverse Childhood Experiences (ACEs). Each measurement or adversity has been carefully selected to provide insights on the negative health and social complications across an individual's lifespan, enabling BBBSGM to validate and prove that we are reaching the children who need us the most.

In the spring of 2020, we began tracking adversities faced by our families through the Need Registry and we have been compiling data specific to our agency steadily over the past 20 months. This has given us deeper insight into the needs of young people and proven the crucial need for mentorship in our community. At the end of 2021, our local data tells us our participants face an average of SIX adversities (isolation, separation and divorce, mental health, incarceration, substance abuse, abuse or neglect, and vulnerable food, housing, or employment situations), an increase of two adversities since 2020, a stark reminder that the pandemic has aggravated some deep-rooted societal issues that will have a long-term impact on health and wellness long after the virus has been controlled.



**66%**

Exposed to  
Financial  
Stress



**46%**

Exposed to  
Vulnerable  
Employment



**59%**

Exposed to  
Social  
Isolation



**74%**

Exposed to  
Mental Illness



**73%**

Navigating  
Separation or  
Divorce



**65%**

Have  
Experienced  
Bullying





# HIGHLIGHTS OF THE YEAR

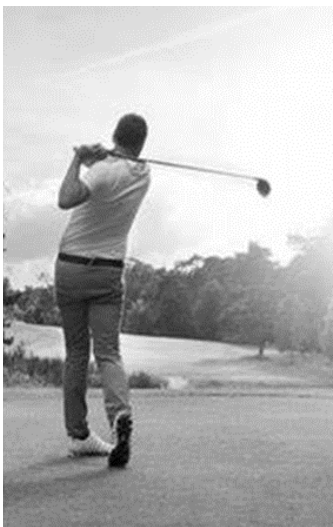


## Bowl for Kids' Sake

We are truly grateful to everyone who supported this year's Bowl for Kids' Sake Event! Together, we raised over \$25,500! This was all made possible thanks to our amazing sponsors, team fundraisers, and donors. Thank you to the Centennial Lawn Bowling Club for hosting us, and to our Presenting Sponsor Fowler Law PC, our Gold Level Sponsor Royale, and our Media Sponsor 91.9 The Bend. Thank you for believing in the work that we do.

## Champions Program

Earlier last Spring, Big Brothers Big Sisters of Greater Moncton received \$25,000 from the New Horizons for Seniors grant program. This funding allowed the organization in carrying out an outreach campaign aimed at recruiting more senior volunteers to serve as mentors for vulnerable children in the region. Intergenerational mentoring is an important form of community engagement. These important relationships help young people to cope and grow while keeping senior folks engaged in a meaningful way.



## Golf for Kids' Sake

Again this year, we were amazed at the support for this year's Golf for Kids' Sake Event! In partnership with Isthmus Moncton, we raised over \$45,300! This was all made possible thanks to our amazing sponsors, teams, and donors. Gold Sponsors included Foundation for a Better Future, Netco Electric, and Novus Glass. At the Silver Sponsorship Level, we had Doyle Corporate Image, Edgeline Construction, A-Tech Roofing, Insight Financial Services, Sun Life Financial, Medavie Blue Cross, Moncton Plumbing Supply, Shopper's Drug Mart, Technology Venture Corporation, Guillevin International, Half Time, and Watts Leasing. Our Media Sponsor for the Event was 91.9 The Bend. The event also included 5 Golf Cart Sponsors, 21 Tee Sign Sponsors, and 34 participating teams.

# FINANCIALS AT A GLANCE



In 2021 BBBSGM delivered strong financial results, despite operating under a restrictive environment due to the continuation of the Covid-19 pandemic. The organization's revenues exceeded expenses by \$63,304, our third year in a row of operating with a surplus. This is largely a result of successful fundraising activities, assistance from the Canada Emergency Wage Subsidy and, good expense management. The organization enjoys a strong cash position of \$193,359 at year-end 2021, positioning it to continue to invest and expand in our child and youth services for the Greater Moncton community.

For 2021 total revenue was \$286,120, up \$44,639 from 2020. Our revenue profile was: Grants 56%, Fundraising 25% and Donations 19%. While revenues from donations were lower in 2021, we do expect growth in 2022 as conditions return to normal. We are especially proud that even under some pandemic restrictions, we were able to successfully run our two flagship fundraisers – Bowl for Kids' Sake and the annual Golf Tournament. Expenses were optimized to deliver programs that provide the greatest benefit to our stakeholders.

We are grateful for all the support we received in 2021 from our funders, corporate sponsors, foundations and, individual donors and volunteers. The successful 2021 year strongly positions BBBSGM to continue to deliver programs and services that enable the vulnerable youth in our community to have support networks that build personal capability, resiliency, and success as they participate in building a new tomorrow.

**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



GRANTS  
**56%**

FUNDRAISING  
EVENTS  
**25%**

DONATIONS  
**19%**

Year ended December 31, 2021  
Statement of Operations

	2021	2020
<b>REVENUE</b>		
Revenue	\$286,120	\$241,481
Expenditures	\$266,403	\$201,391
Excess (deficiency) Revenue over Expenditures	\$63,304	\$71,895

## STATEMENT OF FINANCIAL POSITION

Assets	\$215,676	\$138,691
Liabilities	\$41,092	\$27,411
Net Assets	\$215,676	\$138,691



# THANKS TO OUR COMMUNITY PARTNERS



## **United Way - Greater Moncton & SENB**

Improving lives and building community by engaging individuals and mobilizing collective action. For many years now, United Way Greater Moncton & SENB has been pivotal in providing core funding to Big Brothers Big Sisters of Greater Moncton from the "All that Kids Can Be" revenue stream.



## **New Horizons for Seniors**

The New Horizons for Seniors Program aims to make a difference in the lives of seniors in our community. For two years now, they have provided funding for BBBSGM's Champions Program.



## **Telus Friendly Future Foundation**

The TELUS Friendly Future Foundation supported our Go Girls, Game On, and Big Bunch initiatives for 2021. They seek to encourage public health initiatives with a focus on technology.



## **Government of New Brunswick**

The Ministry of Social Services invests in positive outcomes for citizens in areas of income support, child and family services, and supports for persons with disabilities and affordable housing. For decades, the Ministry has been a key supporter of Big Brothers Big Sisters of Greater Moncton by providing core program funding.



## **City of Moncton—Multi-Year Grant**

We received multi-year funding from the City of Moncton, who supports local organizations, enhancing residents' quality of life through their Annual Community Grant Program.

# THANKS TO OUR COMMUNITY PARTNERS



**CRANE**

®

## **Crane Fund for Widows & Children**

For 5 years now, the Crane Fund for Widows and Children has supported BBBSGM, pledging to support charitable agencies and educational institutions, which provide for the welfare of needy and deserving men, women, and children.

**Rotary**



## **Moncton West and Riverview Rotary Club**

The Moncton West and Riverview Rotary Club supports organizations working in the areas of children and youth programming, healthcare, and low income families. For years now, they have supported BBBSGM through grants and event participation, with a focus on providing intellectually and socially enriching experiences.



Canadian Progress Club  
Club Progrès du Canada

## **Greater Moncton Men's Progress Club**

BBBSGM received support from The Greater Moncton Men's Progress Club, a dynamic fellowship of charitable-minded Canadians who are passionate and committed to strengthening our communities through hands-on service and fundraising, to benefit those in need.



## **Town of Riverview**

The Town of Riverview is a proud partner, supporting BBBSGM through their annual grants program, recognizing organizations, programs, projects, and initiatives that contribute to advancing Riverview's community goals.

**THE LOCKHART  
FOUNDATION**

## **Lockhart Foundation**

For the second year, The Lockhart Foundation has supported mentoring programs at BBBSGM, focusing on community development, the relief of poverty, and the advancement of education, the arts, and health care.

# THANKS TO OUR COMMUNITY PARTNERS



## **Circle of Leaders (\$25,000+)**

New Horizons for Seniors Program  
(Government of Canada)  
United Way of Greater Moncton  
and Southeastern New Brunswick

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

Brainworks Marketing Inc.  
City of Moncton  
Crane Fund for Widows  
and Children  
Fowler Law P.C.  
Government of New Brunswick  
Greater Moncton Men's  
Progress Club  
Lockhart Foundation  
Moncton West & Riverview  
Rotary Club  
Royale  
Telus Friendly Future Foundation  
91.9 The Bend

## **Change Makers (\$2,500- \$4,999)**

Accor Management Canada  
A-Tech Roofing  
RBC Dominion Securities Inc.  
Town of Riverview  
Watts Leasing Inc.

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

CI Investments  
Club Optimiste Moncton-Dieppe  
Doyle Corporate Image Inc.  
Edgeline Construction Inc.  
Farm Credit Canada

Fidelity Investments  
Foundation for a Better Future  
Guillevin International  
Half Time Cuts  
Insight Financial Services  
Marilyn Galliot  
Medavie Blue Cross  
Moncton Plumbing & Supply  
Netco Electric Ltd.  
Sunlife Financial  
Technology Venture Corp.

## **Mentoring Supporters (\$100- \$999)**

3+  
AltiMax Courier  
Allsco  
Armour Transportation  
Atlantic Sports Apparel  
Aummmption Vie  
BDC  
BioScript Pharmacy  
Bob's Cool Air  
Bowlarama Dieppe  
Bryan MacDonald  
Burger King  
Canada Life  
Candy Depot  
Cavendish Farms  
Centennial Lawn Bowling Club  
Colliers International  
Controls and Equipment  
Country Meadows Golf Club  
Cremerie T'Cone  
DIY Studio  
Dooly's  
EventSoda  
Gemtec  
Glenwood Kitchen  
Goody's Ball Hockey  
Greater Moncton Realtors  
Greater Moncton Women's

Progress Club  
Guacamole Restaurant  
Halo Donuts  
Holy Whale Brewery  
Hop, Skip, Jump  
James & Tara Stirrat  
Jean Coutu Pharmacy  
Keltic Transportation  
Knots Jiu Jitsu  
Le Moque-Tortue Game Bistro  
Linda Hardwick  
Little Caesars  
Louisbourg Investments  
Lounsbury Automotive  
MacDonald Buick GMC Cadillac  
Magic Mountain  
Mai Asian Restaurant  
Maisey Financial Services  
Manulife Group Benefits  
MAP Atlantic Financial  
Mapleton Dental Center  
Maritime Door and Window  
McInnes Cooper  
Moncton Loyal Orange Lodge  
Moncton Wildcats Roar Store  
Norval McConnell  
Novus Glass Moncton  
Paul & Jackie Belliveau  
Pita Pit  
Pizza Delight  
Resurgo Moncton  
Riverview Skate Park  
Roadway Systems Ltd.  
SBO Financial  
Shediac Home Hardware  
Shoppers Drug Mart  
Southeast Mutual  
Sports Rock  
Steeves Drugs  
Subway  
Sunlife  
TD  
Toys for Big Boys