



Big Brothers
Big Sisters
OF GREATER MONCTON

ANNUAL REPORT 2022

Celebrating a legacy of **INSPIRING
FRIENDSHIPS, LASTING MEMORIES**, and
LIFE-CHANGING impacts.

#IGNITEPOTENTIAL

WE ARE AN INVESTMENT YOU CAN TRUST

Big Brothers Big Sisters of Greater Moncton (BBBSGM) has 50 years of experience in creating and empowering life-changing relationships for children and youth, ages 6-16, who face adversity or are in need of an additional consistent and supportive developmental relationship.

At BBBSGM, our vision is that all young people realize their full potential. Through that lens, 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 200 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.

At the heart of our mentoring programs, developmental 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. BBBSGM is building community capacity through responsibility, civic engagement and youth leadership, helping youth achieve a brighter future.

In addition to helping youth grow their network and gain new skills, the program uses a strength-based approach to target protective factors relating to connectedness, confidence, and critical thinking in order to build the assets youth need to handle life's challenges and achieve their personal goals.

Our quality services are in demand more than ever and our waitlist is long! Financial support for our agency is an investment in the inclusion, support, and education of the young people in our community, assisting them in becoming healthy, well-balanced, and productive members of our community.



LEADERSHIP

A MESSAGE FROM THE CHAIR & ED

Onward and upward! Following the development of our new Strategic Plan at the end of 2022, we are taking flight to achieve three new priorities - strengthen our financial sustainability; expand opportunities for young people; and evolve our operating model.

As an agency and Board of Directors, we recognize these priorities are crucial to our success in responding to the changing needs of our community. It is incumbent on us to develop the financial and human resources to keep up with the rapidly growing demand for our services. Did you know our intake for children and youth increased by 34.5% in 2022?

In 2022, we welcomed a full-time permanent Fundraising Coordinator, whose work has introduced BBBSGM to a slew of new community supporters. Thanks to increased funds, the generosity of our donors in 2022, and strategic financial planning, we are thrilled to once again invest in the hiring of an additional staff member to serve as our third full-time Mentorship Coordinator in 2023.

The timing couldn't be better as we embark on a year of celebration together in 2023, commemorating Big Brothers Big Sisters of Greater Moncton's 50th anniversary! Half a century of enabling life-changing mentorship opportunities for children and youth in our community - and the journey continues!

Data collection by BBBSGM points to increasing rates of life adversities in our young participants including separation, mental illness, isolation, and abuse. Now that we have this knowledge, staff are engaged in professional development to be better equipped to respond.

One of the ways we increased support for our families in 2022 was through the creation of the new Holiday Heroes program. And heroes you all were! We were absolutely astonished by Greater Moncton's kindness and generosity. With the help of one of our amazing community partners, A-Tech matched all donations, bringing us to a total of \$16,000 to help purchase groceries and toy store gift cards for families going through a difficult time. What a joy it was to share in the holiday spirit together!

As a team, we are breathing a sigh of relief to be returning to normalcy after a period of constant change and adaptations since 2020. In many ways, our new normal is an improvement of our operations. Thanks to new learnings, data collection, and technologies we adopted during Covid-19 restrictions, we are even more prepared to help young people flourish in our community.

We are so excited to dive into BBBSGM's 50th anniversary year with you (officially on June 22!) and hope to say thank you in person at one of the many events we have planned to celebrate our legacy of inspiring friendships, lasting memories, and life-changing impacts. Together, we can ignite the power and potential of young people in Greater Moncton, building a stronger community and future for us all.

BOARD CHAIR: MEGHAN CROSS

&

EXECUTIVE DIRECTOR: MICHÈLE NADEAU

Our professional and experienced staff are there to train, evaluate and support mentors and families while they build critical relationships with youth.

Michèle Nadeau

Executive Director

Joline Cyr

Associate Director

Allyson Caldwell

Mentoring Coordinator

Jessica Munn

Program Manager

Maryna Pavlovska

Fundraising Coordinator



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Director

Reem Fayyad

Director

Renata Hyszko

Director

Robert Vautour

Director

Ryan MacDonald

Director



PROGRAMS



BIG BROTHERS BIG SISTERS

Community-Based

The one-to-one mentoring program provides young people with positive role models. Through consistent outings, a relationship is developed between the Big and the Little, built on trust and common interests, and supported by our experienced Mentoring Coordinators. The result is a life-changing experience for both the adult and the child.



IN-SCHOOL MENTORING

Site-Based

The In-School mentoring program takes place at the child's school, during school hours. For one hour a week, a volunteer mentor meets with their mentee and engages in activities such as board games, crafts or physical activity.



CHAMPIONS (55+) MENTORING

Community and Site-Based

Intergenerational mentoring is an important form of community engagement for both senior volunteers and vulnerable children. Offered in the community and school settings, the Champion program gives young people access to new opportunities and experiences, to build their confidence, and to expand their idea of what is possible, all while creating a space for our seniors to share their knowledge, experience, and talents.



GO GIRLS, GAME ON, AND BIG BUNCH

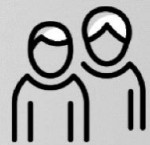
Site-Based

Big Bunch is a highly adaptable group program that encourages youth to participate in fun-filled activities in a supportive environment with Big Brothers Big Sisters mentors. Our goal is to create a safe, positive space for students to explore different outlets while having fun, taking part in activities, engaging in interesting discussions, learning new skills, hanging out with friends, meeting new ones, and spending time with great leaders!

MEASURABLE IMPACT



YOUTH SERVED
203



NEW MATCHES
28



VOLUNTEER HOURS
6,000+

OUR FOCUS AREAS



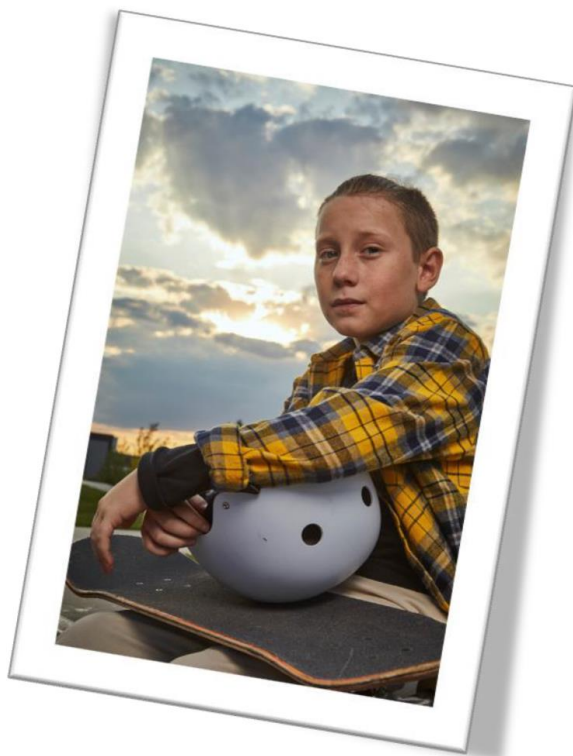
Social & Emotional Growth



Mental Health & Well-Being



Educational Engagement & Employment Readiness



THE MAGIC OF DEVELOPMENTAL RELATIONSHIPS



Provide Support

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



Challenge Growth

82% Youth feel that their mentor encourages them to do 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 they matter to them.



Share Power

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

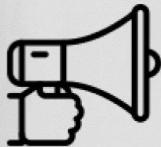


TRENDS



Risk Factors

Participants face an average of 6 life-altering adversities, an increase of 2 since 2020.



Volunteer Recruitment

Increased by 22% in 2022.



Youth Supported

29% Increase over 2021.



Youth Inquiries

Increase of 34% since 2021.



HIGHLIGHTS



FUNDRAISING EVENTS

Together, we raised \$90,000 through our two flagship fundraising events, Bowl for Kids' Sake, presented by Fowler Law P.C., and Golf for Kids' Sake, hosted with our partners Isthmus Moncton. Both events continued to show strong support and promise post-pandemic, all thanks to our amazing partners and donors.

LUNCH BUNCH PROGRAM

We collaborated with Northrop Frye School to offer the Lunch Bunch program, a group mentoring initiative that was requested to tackle communication issues, and readaptation challenges to in-person learning, promoting positive pro-social behaviours.

BBBS & YWCA SUMMER PROGRAM

Over the summer, we worked in partnership with YWCA Moncton to expand summer programming to families in the Beechwood and Parkton communities, allowing 50 youth to participate in fun and engaging activities centering on teamwork, communication, safety, health & well-being, and problem resolution.

CHAMPIONS MENTORING

We continued to drive innovation within our agency, evolving our Champions Program (our intergenerational mentoring program established in 2021), and impacting more than 20 senior mentors.

GROWTH

We also focused on in-person community engagement by participating in presentations, community events, and recruitment campaigns. We also hosted match activities as well as waitlist activities (a first since the pandemic). We engaged our partners in the creation of our new 2023-2025 Strategic Plan, and we launched our Holiday Heroes program to offer financial support during the holiday season.



FINANCIALS

FINANCIALS AT A GLANCE

In 2022 BBBSGM faced some financial challenges coming out of COVID but persevered to ensure the agency remains on a solid financial footing. For the first time in 4 years BBBSGM encountered a small deficit due to smaller than expected Grant revenues. This resulted in a \$45,296 deficit for 2022. While government grant revenues were down, both donations (+\$7K) and Fundraising (+\$13K) were higher year over year, providing evidence of continued strong community support. The organization continues to enjoy a strong cash position of \$129,199 at year-end 2022, positioning BBBSGM to continue to invest and expand in youth services for the Greater Moncton community.

For 2022, the total revenue was \$297,536, up \$11,416 from 2021. Our revenue profile was: Grants at 42%, Fundraising at 38%, and Donations at 20%. While revenues from grants were lower in 2022, actions are already underway in 2023 to increase those revenues. Our flagship fundraising events, Bowl for Kids' Sake and Golf for Kids' Sake, continue to be very popular. In fact, we have expanded the Bowl for Kids' Sake fundraising platform from 1 to 2 events in 2023! We also introduced a new seasonal campaign, Holiday Heroes, which was so successful, it nearly doubled its expected revenue potential. As always, the agency expenses were optimized to deliver programs that provide the greatest benefit to our stakeholders.

We are grateful for all the support we received in 2022 from our funders, corporate sponsors, foundations, individual donors, and volunteers. These strong partnerships have positioned BBBSGM to thrive in 2023. We remain focused on continuing 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.



Generated \$297,536 In Revenue

GRANTS	FUNDRAISING EVENTS	DONATIONS
42%	38%	20%

Year ended December 31, 2022
Statement of Operations

	2022	2021
REVENUE		
Revenue	\$297,536	\$286,120
Expenditures	\$342,967	\$266,403
Excess (deficiency)	(\$45,428)	\$63,304
Revenue over Expenditures		

STATEMENT OF FINANCIAL POSITION

Assets	\$151,706	\$215,676
Liabilities	\$22,550	\$41,092
Net Assets	\$151,706	\$215,676



STRATEGIC DIRECTION

2023 - 2025



**Expand opportunities
for young people**



**Strengthen our
financial sustainability**



**Evolve our
operating model**

OUR PARTNERS



**United Way
Centraide**

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.



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.



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.



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.



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.

DONORS & PARTNERS

Circle of Leaders (\$25,000+)

- New Horizons for Seniors Program
- United Way of Greater Moncton & Southeastern New Brunswick

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

- A-Tech Roofing
- BrainWorks Marketing
- City of Moncton
- Crane Fund for Widows and Children
- Extreme Window and Entrance Systems
- Fowler Law P.C.
- Government of New Brunswick
- Greater Moncton Realtors
- Lockhart Foundation
- Moncton West & Riverview Rotary Club
- Royale
- 91.9 The Bend

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

- Big Brothers Big Sisters of Canada
- RBC Dominion Securities
- Town of Riverview
- Watts Leasing Inc.

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

- Alcool NB Liquor
- Chiasson Family
- Club Optimiste Moncton-Dieppe
- Doyle Corporate Image
- Edgeline Construction
- Esso & Wilsons'
- Fidelity Investments
- Foundation for a Better Future
- Greater Moncton Women's Progress Club
- Insight Financial Services
- Judge Troy Sweet
- Magic Mountain
- Marilyn Galliot
- Medavie Blue Cross
- Moncton Plumbing & Supply
- Netco Electric Ltd.

- Newpatch Business Advisory
- Paul & Dawn McEarlen
- Superior Millwright
- Technology Venture Corp.
- Walmart Canada Corp.
- WeyMedia
- YWCA Moncton

Mentoring Supporters (\$100- \$999)

- All Angles Covered Roofing
- Altimax Courier
- Allsco
- Atlantic Commercial Properties
- Atlantic Sports Apparel
- Assumption Life
- BDC
- Belliveau Orchard
- Bird Stairs
- Bowlarama Dieppe
- Brake Form
- Brandon Crossman
- Brendan & Francesca Hughes
- Burger King
- Canada Life
- Candian Progress Club of Greater Moncton
- Candy Depot
- Casino NB
- Centennial Lawn Bowling Club
- Colliers International
- Controls and Equipment
- Corey Mackenzie
- Country Meadows Golf Club
- Cremerie T'Cone
- Dianne VanDanommenlen
- DIY Studio
- Dooly's
- Erna Ricciuto
- Farm Credit Canada
- Fix Auto
- Frug Survival Gear
- Gemtec
- Global Pet Foods
- Goody's Ball Hockey
- Grant Thornton
- Green Shield
- Guacamole Restaurant
- Halo Donuts
- Holy Whale Brewery
- Hop, Skip, Jump
- Irving Consumer Products
- James Smyth
- James & Tara Stirrat

- Jo-Moore Law Office
- Keltic Transportation
- Kemnay Family Office Inc.
- Knots Jiu Jitsu
- Laurette Nadeau
- Leah Belyea
- Le Moque-Tortue
- Life Source Church
- Linda Hardwick
- Little Caesars
- Louisbourg Investments
- Mark Thibodeau
- Meghan Cross
- MacGilvray Injury and Insurance Law
- Mai Asian Restaurant
- Maisey Financial Services
- Major Drilling
- Manulife Group Benefits
- Mapleton Dental Center
- Maritime Door and Window
- Maureen Garvey
- Maxim Greer
- McInnes Cooper
- Michèle Nadeau
- Moncton Flight Training
- Moncton Loyal Orange Lodge
- Moncton Wildcats Roar Store
- Monique & William Ledster
- Nancy Elliot
- Norman Leger
- Norval McConnell
- Oulton College
- Olivia Greenbank
- Paul & Jackie Belliveau
- Pita Pit
- Pizza Delight
- Postcard Portables
- PSAC Regional Women's Committee
- R.E.L. Contracting Ltd.
- Resurgo Moncton
- Retirement Planning Solutions
- Riverview Skate Park
- Roadway Systems Ltd.
- Rob Gergely
- Serge Melanson
- Shoppers Drug Mart
- Southeast Mutual Insurance
- Subway
- Sunlife
- TD Bank
- Tim Horton's
- Toys for Big Boys
- Waterworks Pools & Spas