



ANNUAL REPORT 2021



Big Brothers
Big Sisters
OF COLCHESTER

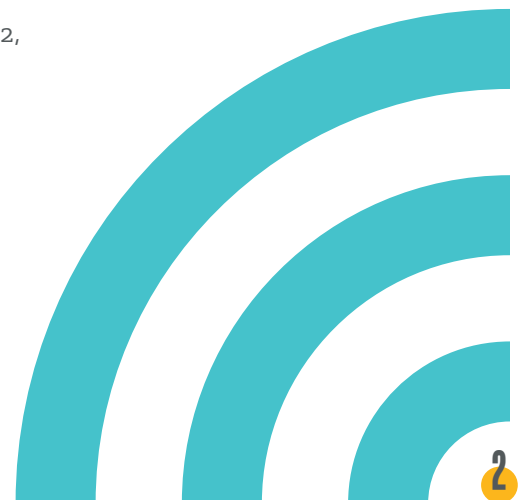
MESSAGE FROM EXECUTIVE DIRECTOR & BOARD PRESIDENT

Welcome to the Big Brothers Big Sisters of Colchester 2021 annual report. Throughout the pages that follow, we highlight our ongoing work and biggest successes over the past year. While we continue to appreciate the resilience of our mentors and mentees as well as the fortitude and innovation of our staff through what was another challenging 12 months amid the pandemic, we'll also take a moment here to look forward to the opportunities ahead.

Over the past year and going forward, our service delivery team remains closely involved in work being done at the national level. Across the federation, efforts are ongoing to implement the *Theory of Change* – a high-level strategy to define who we serve, how we serve them and the tangible impact we make.

For us, part of this work has been to realign our priorities to focus on one-to-one mentorship, so the difficult decision was made to discontinue group-based programs *Game On!* and *Go Girls!*. This change allows us to reallocate our time and resources into the one-to-one community- and school-based programs through which we see more meaningful, quality mentoring relationships.

Speaking of change, well, there's been a lot of it recently for our agency. After years of relative stability for our organization, we're amid a period of transformation and new possibilities. In late 2021, mentoring coordinator Shawna Fraser and executive director Nick Sharpe moved onto new opportunities after several years with BBBS. And in early 2022, finance manager Donna MacCallum and mentoring coordinator Mary Samson moved into retirement. We wish all of them the very best and nothing but success.



With some new faces coming into the organization, there's innate opportunity to reset, be bold, think big and act differently. As we look to the year ahead and beyond, our immediate priorities are to:

- ▶ Centre every action we take around our mission – to enable life-changing mentoring relationships to ignite the power and potential of young people
- ▶ Engage community partners to find ways to support each other for the collective benefit of Colchester and East Hants communities
- ▶ Clearly define and demonstrate to our sponsors, donors, volunteers, parents, youth, partners, and the greater community exactly what value we bring to the communities we serve
- ▶ Make substantial and intentional investment in our social enterprise, Fundy Scoops Dairy Bar, to see it flourish as a development opportunity for the youth we serve and ensure it will thrive as a business operation

As you'll see in the pages ahead, there's much to be proud of as we reflect on the year that was, but there's also much opportunity before us to reimagine how we operate, with the goal of showing how we can be a true asset to our community.

With empathy, grace, determination and commitment to the community around us in everything we do, we believe we'll get there.



JUSTIN DICKIE
Executive director



SABRINA WOLTERS
President, board of directors

ABOUT US



VISION:

All young people realize their full potential



MISSION:

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



OUR SOLUTION:

Many children and youth in Colchester and East Hants struggle with societal barriers and face adversities in their lives like detrimental living conditions, family violence, risk factors for mental health, school issues and identity challenges. These circumstances have nothing to do with the value of who they are or who they can become, but because of these situations, children and youth risk not having the opportunity to live up to their full potential. Even worse is the possibility of continuing cycles of poverty and crime or developing mental health issues. This comes at a cost to the young person, and to society.

With the guidance and support of a mentor, these risks can be reduced or even avoided, and youth are reminded they can be anything they dream of being. We provide direct service to children by matching volunteers and youth in quality mentoring relationships. Our agency staff members are experts at screening volunteers and matching them with a mentee having similar interests.



STAFF

Executive director
Justin Dickie

Finance manager
Donna MacCallum / Tina Longmire

Program manager
Sallie Murphy

Social enterprise manager
Chris McPhee

Marketing & partnerships coordinator
Anna Rutherford

Community mentoring coordinator
Ashlee Bonnell

Site-based mentoring coordinator
Mary Samson / Stephanie Anderson

Fundraising coordinator
Tamara Mitchell



BOARD of DIRECTORS

President
Sabrina Wolthers

Vice-president
Ian MacLeod

Past president
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Hannah Pugh

Secretary
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Sauna MacDonnell

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CONTACT

309 Hwy 311
North River, NS B6L 6G9

902-895-4562

justin.dickie@bigbrothersbigsisters.ca

www.bbbscolchester.ca

Charitable Business Number #
11880 8179 RR0001

OUR IMPACT

WHO:

Young people who face adversity and are in need of an additional, consistent and supportive developmental relationship

HOW:

- ▶ Intentionally recruit based on needs of the community's young people
- ▶ Match young person and professionally screen volunteer mentor
- ▶ Monitor and support match through a professional mentoring coordinator
- ▶ Train and support the mentor, young person and family
- ▶ Graduate match relationship toward "natural support"
- ▶ Build a developmental relationship between the mentor and young person that:
 - » expresses care
 - » challenges growth
 - » provides support
 - » shares power
 - » expands possibilities

OUTCOMES:

- ▶ Social-emotional competence
- ▶ Relationship skills
- ▶ Social awareness
- ▶ Responsible decision-making
- ▶ Self-management
- ▶ Self-awareness
- ▶ Positive mental health and well-being
- ▶ Positive identity
- ▶ Social inclusion and empowerment
- ▶ Educational engagement and employment readiness
- ▶ School connectedness
- ▶ Commitment to learning
- ▶ Enhanced constructive use of time



325
CHILDREN & YOUTH
SERVED IN 2021

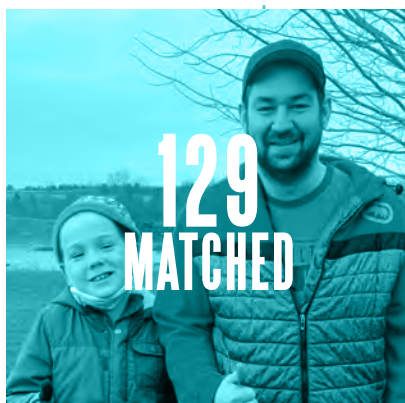
PROGRAMS & SERVICES

COMMUNITY-BASED PROGRAM

Big sister/big brother/ big couple one-on-one matches

- ▶ Mentees and mentors explore and enjoy their local community together
- ▶ Matches choose their own schedule, activities, events or community resources to explore
- ▶ Matches share interests and discover new ones together in their local community
- ▶ Every match has access to support from their mentoring coordinator who helps them stay safe, committed and reach individual milestones.

210 YOUTH SERVED



81
WAITING

SCHOOL-BASED PROGRAMS

In-school mentoring – one-on-one matches

- ▶ Mentees and mentors meet weekly at the child's school for the duration of the school year
- ▶ Matches are made based on common interest, location and personality traits
- ▶ Matches meet during the child's class-time and do fun activities together they both enjoy

28 YOUTH SERVED



Peer mentoring – one-on-one matches

- ▶ Designed specifically for high school students
- ▶ Students in grade 11 or 12 (*mentors*) are matched with students in lower grades (*mentees*) to provide them with support and encouragement and to have some fun
- ▶ Mentors and mentees are matched one-on-one based on their interests and personalities
- ▶ Matches meet every week on school property, usually during lunch break, and spend that time together playing sports, sharing interests or just hanging out and talking
- ▶ The goal is to increase self-esteem and encourage healthy decision-making in the students being mentored

38 YOUTH SERVED



GROUP PROGRAMS (COMMUNITY- AND SCHOOL-BASED)

Game On!

- ▶ A group mentoring program that provides boys and young men with information and support to make informed choices about a range of healthy lifestyle practices
- ▶ Through non-traditional physical activities, complemented with healthy eating support, participants are engaged in life skills, communication and emotional health discussions designed to engage participants in the pursuit of life-long healthy lifestyles
- ▶ Includes seven 75-minute core sessions and four extension modules that capture potential issues and topics specific to various locales and the interests of the mentors and participants

19 YOUTH SERVED

Go Girls!

- ▶ A group mentoring program for girls ages 12-14 that focuses on physical activity, balanced eating and self-esteem
- ▶ The most important goal of the program is to positively shape the lives of young women and girls by helping them build a positive self-image – setting them on a path to reach their full potential in life
- ▶ Consists of seven mentoring sessions, held over a 7-10 week period, within school facilities, each loosely structured around four themes: physical activity, healthy eating, self-esteem and communication skills

30 YOUTH SERVED

Kids 'N Kops

- ▶ A week-long program hosted at the Bible Hill RCMP detachment
- ▶ Littles learned about fire safety, drug awareness and bike safety
- ▶ Littles got to tour the station, see inside a police car, and learned about fingerprinting

7 YOUTH SERVED

Big Summer Fun Project

- ▶ Funded by Colchester East Hants Community Health Boards, this project included six, one-hour sessions centred around cooking, creativity and physical activity

10 YOUTH SERVED

66 YOUTH SERVED
in community
and school-based
group programs

GROUP ACTIVITY HIGHLIGHTS

We hosted several virtual and in-person events and activities throughout the year to help support and engage our matches, as well as littles waiting for a big.

Activities included:

ACTS OF KINDNESS PROJECT

January / 12 littles

With the help of the bigs, littles performed random acts of kindness during the month of January. For example, little brother Liam made a cake for his nana; little sister Crystal delivered bananas to a homeless shelter.



VALENTINE'S DAY COOKIE KITS

February / 50 littles

Our mentoring coordinators put together cookie-decorating packages and littles and bigs made the cookies at home together.



BIRD HOUSE KITS

April / 73 littles

Friend of BBBS Mark Lindsay donated 75 bird house kits to our organization. Bigs and littles constructed and decorated the bird houses together.



AT-HOME SCHOOL SURVIVAL KITS

May / 50 littles

Mentoring coordinators put together at-home kits that included things like bubbles, crafts, socks, tasty treats, Play-Doh, and tea and coffee for parents.

BIG SUMMER FUN PROJECT

July-August / 10 littles

Funded by Colchester East Hants Community Health Boards, this project included six, one-hour sessions centred around cooking, creativity and physical activity. Sessions included:

- ▶ Making healthy energy bites over Zoom
- ▶ Local author Sam Madore joined us over Zoom to read her *Hank's T-Shirt* book series
 - » All participants received Sam's books along with blank books and creative materials to create their own stories
- ▶ A fitness class hosted by the Rath Eastlink Community Centre (RECC)
- ▶ An engaging and interactive presentation on healthy eating by a dietitian, hosted at the RECC
- ▶ Making smoothies and peanut butter banana wraps
- ▶ A paint night over Zoom
- ▶ Yoga at the RECC



KIDS 'N KOPS

August / 7 littles

A week-long program hosted at the Bible Hill RCMP detachment. Littles learned about fire safety, drug awareness and bike safety. They got to tour the station, see inside a police car and learned about fingerprinting.

HALLOWEEN TREAT DROP-IN PARTY

October / 15 littles

Matches dressed up and came by our office for a treat bag and some fun activities.

PUMPKIN DECORATING

October / 50 littles

Blake Jennings from Blake's Pumpkin Jungle donated 50 pumpkins to our littles to decorate. Bigs and littles headed to the jungle to pick out the pumpkins and then decorated together at home.

HOLIDAY MATCH ACTIVITY BAGS, GIFT CARDS, 100 GIFTS

December / 100 littles

Mentoring coordinators put together holiday packages which included donations from Red Woof Inn Doggie Daycare, mugs, hot chocolate, socks, cookie kits, gingerbread kits and other holiday-themed gifts.



GIVING BACK

The success of our fundraisers allows us to generously support littles and their families.

Mentoring Matters Fund

The purpose of this fund is to support the matched and waiting children and youth in any BBBS Colchester program to ensure all young people are granted opportunities to thrive through mentorship while working within the parameters of our organization's mission and values.

\$6,450
IN SUPPORT OF LITTLES

- ▶ Sports: **\$2,200**
- ▶ Music: **\$600**
- ▶ Art: **\$75**
- ▶ Driver's education: **\$600**
- ▶ Clothing: **\$1,600**
- ▶ Camp: **\$132**
- ▶ Grad fees: **\$1,250**

Holiday support

- ▶ We provided each child with a \$25 Walmart gift card, as well as holiday care packages for a total of **\$6,000**
- ▶ We partnered with Red Woof Inn Doggie Daycare, who contributed to 25 families, providing 100 gifts as well as sponsoring one family with everything they needed for Christmas Day, including breakfast, supper and dessert
- ▶ Vimy Court supported three families, providing toys, clothing and meals

Match outing support

\$1,000 directly to our matches to connect and share new experiences together

Truro Elementary Breakfast Program donation

\$1,500

Native Council donation

\$1,000

\$16,000 IN SUPPORT OF
OUR MATCHES AND OUR COMMUNITY

THE MICHELLE MISENER BUILDING FUTURES BURSARY

The purpose of this bursary is to encourage the pursuit of post-secondary education among individuals who are involved with BBBS Colchester. Bursaries are awarded based on the number of applications received, availability of funds and financial need of the applicant. Providing the recipient maintains satisfactory academic progress as defined by the individual institution, the bursary can be renewed for up to four academic years.

\$12,250 PROVIDED TO
GRADUATING HIGH SCHOOL STUDENTS
GOING ONTO POST-SECONDARY

- ▶ Olivia Krzywonos
- ▶ Clarissa Sinyard
- ▶ Marlee Alexander
- ▶ Chloe Duguay
- ▶ Hayden Payson
- ▶ Jenna Corbett
- ▶ Mary-Emma Barnhill
- ▶ Natalie Joudrey
- ▶ Olivia Langley
- ▶ Marlena Mullins

FUNDRAISERS

Big Bucks

More than **\$500,000** raised to support program administration, Mentoring Matters Fund, bursaries and more!

It was a big year for Big Bucks 50/50! We were able to move our 50/50 fundraiser online. Now folks have the options to prepay online as well as on the phone, or in person at any of our community vendor locations.

Travelotto

\$65,504 RAISED

With the ongoing pandemic we wondered how we were going to be able to make our Travelotto fundraiser work. We partnered with a local tour company to plan 12 amazing local, luxury packages. Prize winners had the option between the local package, a travel voucher or a cash-out option.



FUNDY SCOOPS DAIRY BAR

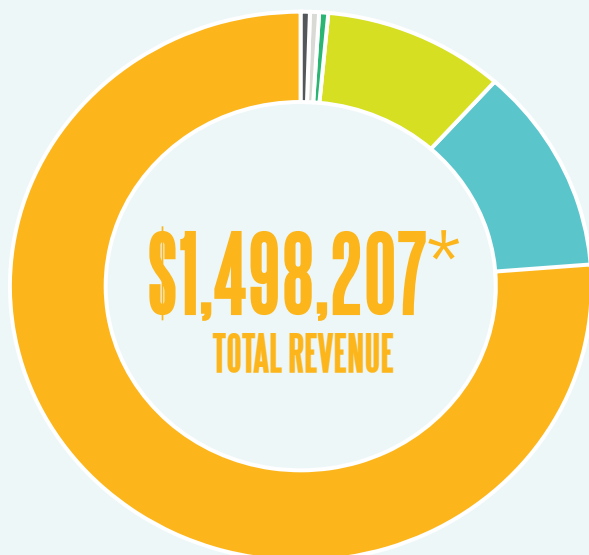
Our Fundy Scoops Dairy Bar social enterprise is intended to provide youth with one of their first work experiences, providing them with new, transferrable employability skills that set them up for successful employment elsewhere in the community and later in life.

- ▶ **12 YOUTH STAFF**, including five littles
- ▶ **48,610** ice cream cones and other dessert products sold
- ▶ Opening day: **MAY 15** (drive-thru only)
- ▶ Opened for walk-ins: **AUG. 1**
- ▶ Closing day: **OCT. 3**
- ▶ Yappy Hour sponsorship from Red Woof Inn Doggie Daycare continued for a second season. Every Wednesday from 6-7 p.m., when you buy any size cone, you get a "give your dog a cone" treat for free!

GREENSPACE

We were so excited to break ground this year on our greenspace project! You will now find a shaded structure and the beginning stages of a natural playground.

FINANCES



REVENUE

| | |
|-------------------------------|--------------|
| ▶ Fundraising | \$1,126,967* |
| ▶ Grants & donations | \$199,417 |
| ▶ Dairy bar social enterprise | \$155,777 |
| ▶ Rent | \$9,900 |
| ▶ Interest/other | \$4,646 |
| ▶ Sponsorship | \$1,500 |



EXPENSES

| | |
|-----------------------------------|------------|
| ▶ Fundraising | \$686,733* |
| ▶ Program admin, wages & benefits | \$378,812 |
| ▶ Dairy bar social enterprise | \$155,756 |
| ▶ Office administration | \$42,876 |
| ▶ Building expense | \$40,747 |
| ▶ Amortization & interest | \$40,069 |
| ▶ Program & funding support | \$32,228 |
| ▶ Marketing & recruitment | \$15,031 |

*Includes prize portion of Big Bucks 50/50 draws

SUPPORTERS



TRURO WIND FARM

BIG BUCKS 50/50 VENDORS

FOODLAND STEWIACKE

FULTON'S
TATAMAGOUCHE

KENNEDY'S
BIBLE HILL

KEITH'S GAS BAR
MILLBROOK

BIBLE HILL
BOWLACADE

TRURO MALL
LOTTO LAND

MILFORD
ESSO

BIBLE HILL
BOWLACADE

MACQUARRIES
BIBLE HILL

RECC

DOUBLE 'C'
MASSTOWN

MACQUARRIES
BROOKFIELD

VALLEY
VARIETY

EAST END
MINI MART

MACQUARRIES
ESPLANADE

WILSONS GAS
WALKER ST.

ELMSDALE
ESSO

PETRO CAN
ROBIE ST.

BIBLE HILL
ESSO