



**Big Brothers
Big Sisters**
OF COLCHESTER



2022

ANNUAL REPORT

MESSAGE FROM EXECUTIVE DIRECTOR & BOARD PRESIDENT

Welcome to the Big Brothers and Big Sisters of Colchester 2022 annual report. Throughout the pages that follow we highlight our ongoing work and biggest successes over the past year. We support children across the Colchester and East Hants community in many different ways from traditional community-based Big/Little matches to our site-based in school matches and our peer mentorship program. We have also had the opportunity to expand our impact through our social enterprise, Fundy Scoops and job readiness courses.

Every year our organization provides service to hundreds of children and youth through our mentoring programs in our communities and in our schools, and provides direct funding support to the families that we work with. Our steps to providing these crucial services include recruiting and screening volunteers, training volunteers to understand developmental relationships, matching volunteers with young people facing adversity, and supporting that match so that our young people realize a positive impact from the mentoring relationship. There is no cost for families to participate in any Big Brothers Big Sisters program, nor is there a cost to volunteer. We believe in providing barrier-free opportunities for children and youth to strive through mentorship.

When young people have mentors and positive relationships growing up, they have better chances of reaching their full potential. They have more success in school, they develop socially, emotionally, and mentally, they are more likely to continue their education, get good jobs, volunteer in their community, and give back to their local economy. Simply put, the children and youth we serve will live better lives because of your support.

If you played Big Bucks or Travelotto, volunteered your time or enjoyed a cold treat this is what you made happen last year for local kids.

Thanks from the Team at Big Brothers Big Sisters of Colchester.



ABOUT US

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.

VISION:

All young people realize their full potential

MISSION:

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

BOARD of DIRECTORS

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Site-based mentoring coordinator
Stephanie Anderson

Fundraising coordinator
Tina Fisher

Site based mentoring coordinator
Kara MacDonald

CONTACT

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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 volunteer mentor based on needs of the community's young people
- ▶ Match young person and professionally screened 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

264
CHILDREN & YOUTH
SERVED IN 2022



PROGRAMS & SERVICES

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

16 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

34 YOUTH SERVED

COMMUNITY-BASED PROGRAM

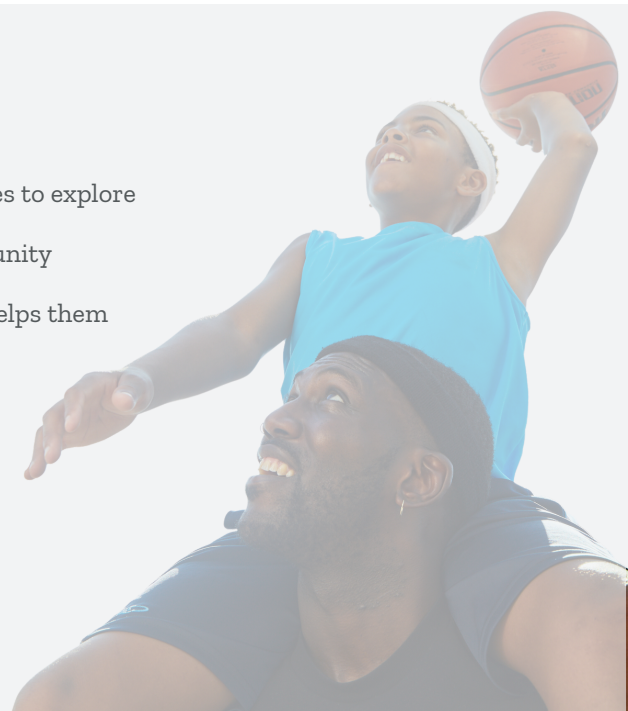
Big sister/big brother/ big couple one-on-one matches

- ▶ 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.

146
MATCHED

68
WAITING

210 YOUTH SERVED



JOB READINESS PROGRAM

In 2022 we piloted a ten-session program reaching 15 youth with a goal of preparing them for the workforce. The program focuses first on assisting the youth to find work through courses on how to build a resume and prepare for interviews. The courses then switch, examining their expectations as well as the expectations of employers. We cover training in customer service, working as part of a team, working safely, organization and time management, self-care and mental health, employer expectations, as well as a personality test to help them find their strengths and to appreciate what types of roles and workplace cultures may be a good fit. We also cover some life skills training related to working such as financial literacy and paths after high school.

Each participant also receives ongoing support. This includes hard and soft copies of their resume, which they can have help updating as needed, as well as an interview preparation kit. Participants are encouraged to reach out to set up assistance in practicing for interviews and job searching. We also offer the youth the opportunity to seek support should they have issues at work where we can advise.

A young person's first job can be a cause of a great deal of stress. We recognize there is a knowledge gap between what employers look for and what many youths believe employers expect. We strive to empower our youth through giving them the confidence to thrive in the work force and become strong members of their community. We would like to expand the program this year reaching more youth. Some of these youth would have the opportunity to work in our Social Enterprise and expand their learnings including business basics and management skills.



15
YOUTH
SERVED

"The course helped me to become more aware of my skills. I have become more confident and already applied for three summer jobs."

~ Program Participant

GROUP ACTIVITY HIGHLIGHT

Wait List Outings

April - Mentoring Coordinators took eight Littles on the wait list for a fun afternoon of bowling.

June - East Hants Kids- Mentoring Coordinators took two Littles on the wait list to play mini golf and enjoy ice cream.

March Break Virtual Day Camp

March 14-18/12 littles - Mentoring Coordinator hosted daily virtual activities for kids- games, art projects and physical activity

Kids N' Kops

A week-long program hosted by the Truro Police - Littles learned about fire safety, drug awareness and bike safety. Participants got to tour the station, see inside a police car, and learned about fingerprinting.

Valentine's Day Virtual Bingo

February /20 littles - We met as a group via zoom for a fun game of Bingo with a Valentine's Day theme. Mentoring Coordinators mailed prizes to the winners!

Just the Bigs (Virtual)

March/12 bigs - Bigs and Mentoring Coordinators came together to talk about being matched, to share and learn from each other.

Spring Fling Easter Egg Hunt

April/32 littles - Bigs and Littles gathered in our greenspace for an egg hunt! Mentoring Coordinators hid eggs all over the backyard and had prizes and treats for all.

Backyard BBQ and Ice Cream Social

June/50 littles - Bigs and Littles joined staff for a hot dog BBQ and a Fundy Scoops Ice Cream in the backyard here at the office.

Pride Parade

June/15 littles - Kids, Mentors and Staff had SO much fun celebrating Pride and walking in the Truro Pride Parade!

Rock Painting

July/25 littles - Matches painted some rocks for our backyard rock garden.

Wildlife Park Nighttime Tour

October/47 littles - Youth, Mentors and BBBS Staff had a nighttime guided tour of the Shubenacadie Wildlife Park and had the chance to see what the animals do after dark.

Pumpkin Decorating

October/50 littles - Blake Jennings from Blake's Pumpkin Jungle donated 50 pumpkins for our Littles to decorate. Matches picked out pumpkins together and carved them at home!

Trunk or Treat

October/50 littles - Matches had the chance to decorate a vehicles trunk here in the BBBS parking lot, with a Halloween theme and then 'trunk or treat' at each other's trunks!

Holiday Party

December/150 littles - We pulled out all the stops for an awesome holiday party, held at Douglas St. Rec Centre. We had carnival style games, a professional photographer, pizza, starbucks, facepainting, a dance lesson, and so much more.



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.

\$7,460

IN SUPPORT OF LITTLES

- ▶ Dance: **\$600**
- ▶ Music: **\$500**
- ▶ Sports: **\$4,000**
- ▶ Camp: **\$500**
- ▶ Class trips: **\$320**
- ▶ Grad fees: **\$1,540**



Holiday support

▶ We provided each child with a \$25 Walmart gift card and hosted a Holiday Party for a total of **\$5,000**

▶ We partnered with Red Woof Inn Doggie Daycare, who contributed by providing 100 gifts as well as sponsoring one family with everything they needed for Christmas Day, including breakfast, supper and dessert

▶ Staff from Vimy Court supported three families, providing toys, clothing and meals.



Truro Music Festival donation

\$500

Truro Soccer Club donation

\$600

Make a Wish Foundation donation

\$650

Native Council donation

\$200

Match outing support

\$1,376 directly to our matches to connect and share new experiences together

Red Woof Backpack Program

44 backpacks fully stuffed with school supplies provided through our partnership with Red Woof Inn Doggie Daycare

\$16,786 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.

\$15,000

PROVIDED TO GRADUATING HIGH SCHOOL STUDENTS GOING ONTO POST SECONDARY

- ▶ Olivia Krzywonos
- ▶ Clarissa Sinyard
- ▶ Marlee Alexander
- ▶ Chloe Duguay
- ▶ Hayden Payson
- ▶ Natalie Joudrey
- ▶ Emily Crosby
- ▶ Leah MacLean
- ▶ Tia Augustine
- ▶ Wilson Paluch
- ▶ Hadley Bent
- ▶ Emma Cook

FUNDRAISERS

Big Bucks 50/50

Our weekly 50/50 draw raised more than **\$400,000** raised to support program administration, Mentoring Matters Fund, bursaries and more!

Travelotto

\$52,398 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.



Our Fundy Scoops Dairy Bar social enterprise exists to provide youth with early work experiences where they can learn and grow. In a day where most businesses offer our youth very little training, we provide a valuable resource that will serve these youth well in future life endeavors. Training starts with simple transferable skills training such as customer service, cash handling and setting expectations. For many of the youth it also includes basic business education and leadership skills training.

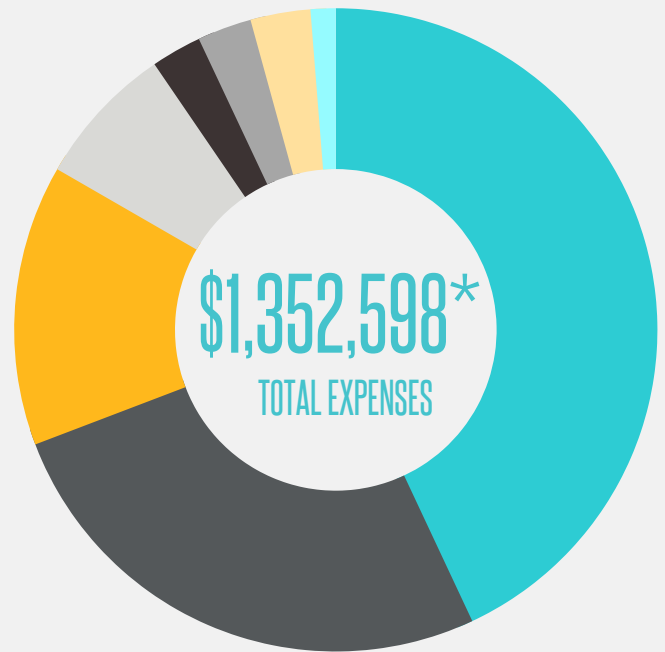
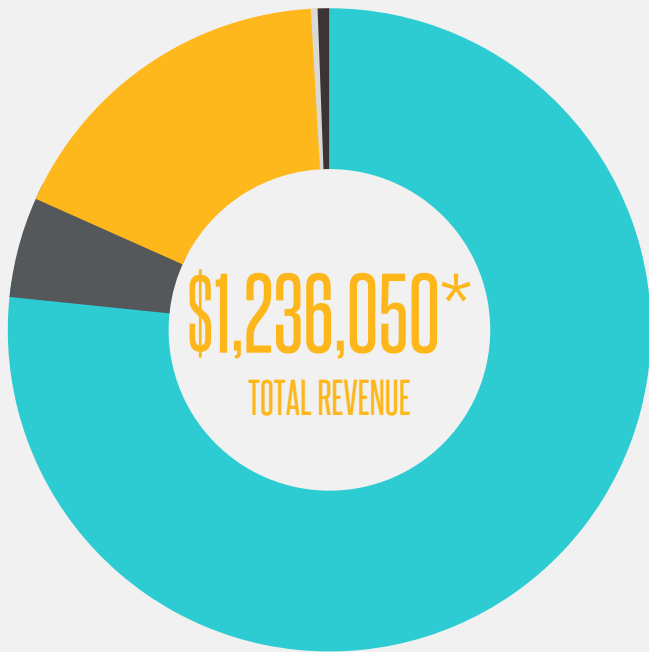


Fundy Scoops

- ▶ 12 youth, including six littles.
- ▶ 54,493 treats were sold
- ▶ Opened for the season by invitation event on May 7
- ▶ Opened to the public on May 11
- ▶ Yappy Hour continued for its third season. A huge thank you to Red Woof Inn Doggie Daycare for their support of this weekly event.
- ▶ Last year each youth received formal training in Customer Service, Cost of Goods Sold, and Safe Food Handling (with all of our supervisors being certified in Safe Food Handling).



FINANCES



REVENUE

- ▶ Fundraising \$947,212*
- ▶ Grants & donations \$62,375
- ▶ Dairy bar social enterprise \$215,011
- ▶ Rent \$4,204
- ▶ Interest/other \$7,248

EXPENSES

- ▶ Fundraising \$581,919*
- ▶ Program admin, wages & benefits \$354,110
- ▶ Dairy bar social enterprise \$191,014
- ▶ Office administration \$96,587
- ▶ Building expense \$34,238
- ▶ Amortization & interest \$36,896
- ▶ Program & funding support \$40,788
- ▶ Marketing & recruitment \$17,046

*Includes prize portion of Big Bucks 50/50 draws

SUPPORTERS



BIG BUCKS 50/50 VENDORS

Foodland Stewiacke	Fulton's Tatamagouche	Kennedy's Bible Hill
MacQuarries Esplanade	MacQuarries Brookfield	MacQuarries Bible Hill
Wilson's Gas Bar Walker St.	Petro Can Robie St.	Bible Hill Bowladade
East End Mini Mart	Valley Variety	Keith's Gas Bar Millbrook
RECC	Esso Milford	Esso Elmsdale
Debert Mini Mart		