



Big Brothers Big Sisters
of Prince Edward Island

2018

ANNUAL REPORT





Big Brothers Big Sisters of Prince Edward Island

ANNUAL REPORT FROM BOARD AND EXECUTIVE DIRECTOR 2018

The Vision of Big Brothers Big Sisters of PEI is ...

“Every Child on PEI Who Needs a Mentor Has a Mentor”

Our Mission:

“To Provide Children in Need with Quality Mentoring Programs”

Big Brothers Big Sisters of PEI continues to assist children to reach their potential. The table below indicates the number of children served between January and December 2018.

NUMBER OF CHILDREN SERVED IN 2018

	Big Brother	Big Sister	Big Couple	Big Sister Little Brother	In-School Mentor	Kids n' Kops	Go Girls	Game On	Teen Mentor	Total
Children served 2018	12	25	6	2	56	0	31	0	350 (388 Mentors)	482
Children served 2017	15	25	9	6	56	0	31	9	194	345
Children served 2016	18	29	10	4	40	10	34	34	112	291
Children served 2015	18	38	6	4	48	11	34	0	10	169
Children served 2014	23	36	9	3	50	11	6	8	0	146

Each year we provide details of our Service Delivery and Fundraising initiatives which sustain our agency. We attempt to fairly reflect the work of the Agency in such a way as to hi-lite both the successes and challenges faced throughout the year.

Service Delivery:

Our **Teen Mentoring** program continues to exceed expectations. In 2018 eight High Schools including Montague Regional, Three Oaks, Bluefield, Kensington, Kinkora, **Morell, Charlottetown Rural** and Colonel Gray participated along with four Intermediate schools, Montague, East Wiltshire, **Vernon River** and Athena. As well as having a direct impact on younger children in Elementary schools, our teens and their instructors provide us with impact statements demonstrating growth in attitudes and civic engagement among the mentors. We have even seen some former Teen Mentors, for example, enroll as Adult In-school Mentors during the current year.

The growth in this program has been made possible with generous donations from the **Rotary Club of Charlottetown Royalty** (\$90,000) and **Rogers Communications** (\$25,000) and the willingness of schools to provide the program through their leadership classes. Indeed, it is our expectation that a long-term benefit will be the interest generated among our Teen Mentors to aspire to become Traditional Big Brothers or Big Sisters in the future. We see, too, former Mentees interested in becoming Teen Mentors as they reach High School.

As volunteers now appear to be interested in short-term rather than long-term commitments, we are constantly seeking ways to attract more volunteers for our Traditional Community-based program. This area of Service Delivery remains challenging but of late, we've noticed an increase in the number of males who inquire about our programs.

This year, our **Kids-N-Kops** summer program was not held due to a small number of age appropriate children on our Waitlist. We will offer the program once again in 2019 should there be sufficient interest.

We are always appreciative of the support we receive from the community through the on-going generosity of businesses and individuals. This year we were able to offer support at Christmas for **7 families**. This includes 8 of our Littles but 20 individuals in total. Our thanks to Northumberland Ferries, McInnes Cooper, DVA, I-Wave and to an anonymous donor for their generosity in assisting these families and making Christmas special for both parents and children.

Rodd Royalty Inn and Suites provided a Christmas dinner and meeting rooms for our annual Christmas Party and Volunteer Appreciation event. Entertainment was once again provided by **Mark Haines** who has been with us for the past three years.

In 2018, we were pleased to receive the **Charlottetown Chamber of Commerce Award** in the **Non-profit Excellence** category. We were also nominated as finalists in the Summerside Chamber of Commerce Awards in the **People's Choice** category

During the summer, we received a seven (7) week position through the **Federal Student Summer Jobs** program and hired UPEI student **Kari Krause** to support our Cottage Campaign. **Damon MacDonald**, a 4th year university student, was hired through a **Mi'Kmaq Confederacy** program for summer students.

Skills PEI provided support through their **Secondary Student Program** enabling us to hire **Rafael Lozada** to assist with the Cottage Campaign.

Our thanks once again to **MBS Radio**, our long-time media supporter, which has provided five Public Service Announcements daily on each of its three stations, **Q93, CFCY and Spud FM**, inviting potential volunteers to become Big Brothers, Big Sisters, Big Couples or In-School Mentors.

It is with our sincere gratitude that we extend our appreciation our **Staff, Board Members, and Volunteers** for their hard work, dedication and commitment to Big Brothers Big Sisters of PEI.

Fundraising:

BOWL FOR KIDS SAKE 2018

	2015	2016	2017	2018
Total pledges	116,050	\$120,691	\$112,950	\$112,702
Sponsorship	12,150	9459	13,870	15,744
Total	128,200	131,158	126,820	128,446
Expenses	46,532	50,948	43,369	45,471
Net	81,668	80,210	83,451	82,925
Number of teams	230	247	250	232
Average raised per team	504.56	488.63	451.80	485.78

Each year brings new challenges in terms of support but it is always encouraging to see that our Fund Development staff is able to attract new teams among members of the business community. This is a mature fundraiser and we are always thankful to be able to maintain a level of funding in excess of \$80,000.

Dream Cottage Campaign 2018

	**2015	2016	**2017	2018
Cost of Cottage	\$112,852	\$118,550	\$120,376	\$132,472
Revenue	569,125	487,571	579,875	513,394
Expenses	273,183	195,917	306,729	235,108
Net	295,942	291,654	273,146	286,405

In 2018, our ticket sales increased by 502 tickets over the 2017 campaign. The winners, **Will and Marie MacPhail**, chose to keep the cottage.

Please note: *Revenue* will vary significantly from year to year if the winners select the cash prize and the cottage has to be sold. The transaction affects the figures in the subsequent fiscal year as we are able to claim the HST portion of the tendered amount as a refund in addition to any profit in excess of the \$73,000 we have given to the winner.

** Denotes ticket price increase

2017-2018 BOARD of DIRECTORS

CHAIR: David Green

VICE-CHAIR: Nicole McKenna

RETURNING DIRECTORS

- | | |
|-----------------------|-----------------------------------|
| 1. Dennis Carver | 5. Stephanie Rainnie (Past Chair) |
| 2. John D. Farrell | 6. Peter Russell |
| 3. Bruce Matheson | 7. Robert Saada |
| 4. Lisa Doyle-MacBain | |

STAFF

Karen Pirch	Administrative Assistant
Mary Claire Fox	Mentoring Coordinator Match Support (Maternity Leave)
Kathy Jenkins	Mentoring Coordinator Match Support (Oct 27 to present)
Rebecca MacPhee	Mentoring Coordinator Match Support (Feb 27 to October 15)
Pam Murray	Mentoring Coordinator Match Support
Nikki Roberts	Teen Mentoring Coordinator
Mary Carr-Chaisson	Fund Development Coordinator
Heather Doran	Communication and Development Manager
Myron Yates	Executive Director

THANK YOU TO THE FOLLOWING CORPORATE SPONSORS SUPPORTERS and FUNDERS

2017/2018 Sponsors

- | | | |
|-----------------------------------|-------------------------------------|---|
| • 3 Points Aviation Inc. | • Atlantic Police Academy | • Boston Pizza |
| • ADL | • Atlantic Superstore Charlottetown | • Bowl Canada |
| • Adventure Camp | • Atlantic Superstore Montague | • Brackley Drive-In Theatre |
| • Air Canada Foundation | • Atlantic Superstore Summerside | • BrandSource Hambly's Home Furnishings |
| • Anne of Green Gables Chocolates | • bar 1911 | • Bray's Independent |
| • Aspin Kemp & Associates | • BellAliant | • Brookvale Provincial Ski Park |
| • Atlantic Aqua Farms | | |

- Brookvale Winter Activity Park
- Bruce Matheson
- Business Technology Consulting Ltd.
- Butcher & Butcher
- C. Garth Sanderson, Desjardins Financial Security
- Campbell's Concrete Ltd.
- Canadian Tire, Charlottetown
- Captain Bart
- Cashtech Currency Products INC.
- Cat Walk Boutique
- Cavendish Farms
- CCRA Social Committee
- Century 21 Colonial Realty Inc.
- Charles A. Reid, Desjardins Financial Security
- Charlottetown Airport Authority
- Ching Brothers Inc.
- Chucker's Trophies & Awards Ltd.
- Cineplex Entertainment
- City Cinema
- City of Charlottetown
- Clinton Hills
- Cloggeroo – The Island Folk Festival
- Cocoon Wellness Spa
- Colour Blind Boutique
- Confederation Centre of the Arts
- Cornwall Auto & Tire
- Cows
- D.P. Murphy Hotels & Resorts
- Dairy Queen
- David's Teas
- Delta Prince Edward
- Desjardin Financial Security
- Dick Joyner
- Discover KIA
- DME Limited Partnership
- DVA
- Eastern Kings Sportsplex Bowling Lanes
- EastTech Engineering Consultants Inc.
- Enman's Audio Video Unlimited
- Eugene's General Store
- Fair Isle Ford Lincoln
- Farmed Market & Craft Butchery
- First Book Canada
- Flower Buds
- Foodland
- Freak Lunchbox
- Ganong
- Glenn & Diane Snell
- Government of Canada, Canada Summer Jobs
- Government of PEI, Department of Family and Human Services
- H&R Block Summerside
- Haunted Mansion
- Hearts and Flowers
- HGS Canada Inc.
- Home Hardware Charlottetown
- Invesco
- Investors Group
- Island Honey Wine Company
- Island Storm
- Jack Frost Festival
- Jessica Frizzell & Friends
- Ken's Island Fries
- Kenmac Energy
- Kent Building Supplies Summerside
- Kings Playhouse
- Kwik Kopy Design & Print Centre
- Leading Edge Homes
- Linda Burke
- Lindsay Andrews
- Lori's Beauty Salon
- MacAulay's Bakery & Deli
- McInnes Cooper
- Mallett's Radiator Service Ltd.
- Maritime Electric
- Maritime Fun Group
- Maritime Madness General Store
- Markan Woodmillers
- MBS Radio (Q93, CFCY & SpudFM)
- McAskill's Studio
- Mermaid Marine Products
- Mi'kmaq Confederacy of PEI
- Montana's BBQ & Bar
- Murphy's Community Centre
- Murphy's Pharmacies
- Newcap Radio (Ocean 100 & Hot 105.5)
- North Rustico Lion's Club Bowling Lanes
- Northumberland Ferries
- Northumberland Ferries
- O'Leary Farmers Co-op Association

- Paradise On The Sea Adventures
- Parks Canada
- Peake & McInnis Ltd.
- Peakes Wharf Boat Tours
- PEI Credit Unions
- PEI Home & RV Centre
- PEI Mutual Insurance
- PEI Police Association
- PEI Provincial Parks
- Pepsi Bottling Group
- Peter Russell
- Precision Mechanical Inc.
- Premier Island Homes
- Prince Edward Aqua Farms Inc.
- Prince Edward Island Preserve Company
- PropertyGuys.com
- Provincial Alarm
- Rawsome Juice Bar
- RBC Foundation
- Rodd Royalty
- Rogers Hometown Hockey
- Rotary Club of Charlottetown Royalty
- ServiceMaster of PEI
- Simpson Aqua Ventures Ltd.
- SkillsPEI
- Snapd PEI
- Sobeys
- StandardAero Engine Services Atlantic Inc.
- Social Committee
- Stantec Consulting Ltd.
- Staples
- Stewart McKelvey
- Subway Restaurants
- Summerside Toyota
- Technomedia
- Ted Rogers Scholarship Fund
- The Great George
- The Guardian
- The Guild
- The Insurance Company of Prince Edward Island and Atlantic Adjusting and Appraisals Ltd.
- The Journal Pioneer
- The Lanes, Credit Union Place
- The Showcase Gift Shop
- The Trailside Music Café & Inn
- Tignish Parish Centre Bowling Lanes
- Top Notch Lobster Tours
- Township Chevrolet Buick GMC Ltd.
- Union of Public Sector Employees
- UPEI Student Union
- Veseys Equipment
- West Point Lighthouse Inn & Museum
- West Royalty Superstore
- WestJet
- Wilson Fuel Company Ltd.
- Wilson Fuel Esso Stations
- Wyman's of PEI

The 160 businesses and individuals listed above contribute to the impact that Big Brothers Big Sisters has throughout the province. So too, do the 1200 bowlers who contribute to our Bowl for Kids Sake Campaign and the supporters who have purchased over 15,000 tickets in support of the Dream Cottage Draw.

To all our supporters, we offer our sincere appreciation and heartfelt thanks.