



**ANNUAL REPORT FROM BOARD AND EXECUTIVE DIRECTOR
2019**

Our Mission:

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

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

“All young people realize their full potential “

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 2019.

NUMBER OF CHILDREN SERVED IN 2019

	Big Brother	Big Sister	Big Couple	Big Sister Little Brother	In-School Mentor	Go Girls	Game On	Teen Mentor	Total
Children served in 2019	18	29	4	2	47	34	0	327 331 Mentees	461
Children served 2018	12	25	6	2	56	31	0	350 (388 Mentors)	482
Children served 2017	15	25	9	6	56	31	9	194	345
Children served 2016	18	29	10	4	40	34	34	112	291

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 2019 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 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.

We were able to leverage our involvement in the school system by partnering with a Federal Government initiative –**Taking it Global, Rising Youth**. We promoted volunteerism through students' ability to apply for grants of \$250, \$750 Or \$1500 to create events which would benefit the community. This was a very popular addition to High School Leadership programs throughout the province.

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.

We continue to attract volunteers, many of whom are recently retired and some who have been with us for many years, to volunteer in our **Adult In-school Mentoring** program. We have 21 partnerships with Elementary schools and staffs continue to encourage us to provide more mentors to meet children's needs for support.

This year, we offered 3 **Go Girls** programs to youth in Intermediate schools. Several of our mentors have volunteered on multiple occasions, enjoying the experience as much as their Mentees.

We must **compliment the staff for** their initiative in attending a variety of community events throughout the year. Staff members were in attendance at a variety of **Wellness Fairs, Chamber Mixers, Trade Shows** and the annual **PEITF Teacher's Convention** promoting the programs we offer and attracting new volunteers.

We are always appreciative of the support we receive from the community through the on-going generosity of businesses and individuals. In 2019 we were able to offer support at Christmas for **9 families**. This includes 9 of our Littles but 27 individuals in total. Our thanks to **Northumberland Ferries, McInnes Cooper, DVA, I-Wave, , Ashley MacDonald, Laura Simmonds, Stephanie and Ellie Rainnie and to an anonymous donor** for their generosity in assisting 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.

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.

***New in 2019**

Fundraising:

In August of 2019 we established an **Endowment Fund** with the Community Foundation of PEI. If donors are interested in investing in the long term health of the Agency, they are able to direct bequests, investments etc. to our newly established fund.

In addition to our annual grant of **\$29,100** from the Department of Social Development and Housing, we entered in an agreement with **RBC Foundation** with a donation of **\$50,000** over two years to create a new program which focuses on **Post-Secondary Education and Career Readiness**. To date, we are in the process of creating curriculum, establishing local partnerships and securing sponsors. The actual workshops for youth will begin in March 2020.

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

Unfortunately, we did not receive the funds to hire a third summer student through Skills PEI. However, with the funds we gained through one of our regular staff working in a .75 % position, we hired **Rafael Lozada** once again to assist with the Cottage Campaign.

BOWL FOR KIDS SAKE 2019

	2016	2017	2018	2019
Total pledges	\$120,691	\$112,950	\$112,702	\$105,580
Sponsorship	9459	13,870	15,744	\$16,604
Total	131,158	126,820	128,446	\$122,184
Expenses	50,948	43,369	45,471	\$42,998
Net	80,210	83,451	82,925	\$79,186
Number of teams	247	250	232	230
Average raised per team	488.63	451.80	485.78	\$459.04

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 \$75,000.

Dream Cottage Campaign 2019

	2016	**2017	2018	2019
Cost of Cottage	\$118,550	\$120,376	\$132,472	\$136,823
Revenue	487,571	579,875	513,394	\$528,533
Expenses	195,917	306,729	235,108	\$243,972
Net	291,654	273,146	286,405	\$284,561

In 2019, our ticket sales increased by 250 tickets over the 2018 campaign.

The winner, **Alex Waugh**, 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

2018-2019 BOARD of DIRECTORS

CHAIR: David Green

VICE-CHAIR: Nicole McKenna

RETURNING DIRECTORS

1. Dennis Carver
2. John D. Farrell
3. Lisa Doyle-MacBain

NEW DIRECTORS

4. Stephanie Rainnie
5. Peter Russell (Past Chair)
6. Robert Saada

1. Gary Conohan

2. Tim McRoberts

STAFF

Karen Pirsch	Administrative Assistant
Mary Claire Fox	Mentoring Coordinator Match Support
Kathy Jenkins	Mentoring Coordinator Match Support (Oct 2018-March 2019)
Pam Murray	Mentoring Coordinator Match Support
Nikki Roberts	Teen Mentoring Coordinator
Tracy Lynn Ellsworth	Post-Secondary and Career Readiness Coordinator
Mary Carr-Chaisson	Fund Development Coordinator (to November 2019)
Lyndsay Charlton	Fund Development Coordinator November 2019
Heather Doran	Communication and Development Manager
Myron Yates	Executive Director

Go Girls! School Partners

- East Wiltshire Intermediate
- Queen Charlotte Intermediate
- Stonepark Intermediate

In-School Mentoring Partners

- Central Queens Elementary
- Donagh Regional
- Eliot River Elementary
- Elm Street Elementary
- Glen Stewart Primary
- Greenfield Elementary
- Kensington Intermediate
- L.M. Montgomery Elementary
- Miscouche Consolidated
- Montague Consolidated
- Parkdale Elementary
- Parkside Elementary
- Prince Street Elementary
- Queen Elizabeth Elementary
- Sherwood Elementary
- Souris Regional
- Spring Park Elementary
- St. Jean Elementary
- Stratford Elementary
- West Kent Elementary
- West Royalty Elementary

Teen Mentoring Partners

High Schools

- Bluefield High partnered with Central Queens Elementary
- Charlottetown Rural High partnered with Parkdale Elementary & Sherwood Elementary
- Colonel Grey Senior High partnered with West Kent Elementary & West Royalty Elementary
- Kensington Intermediate High School partnered with Queen Elizabeth Elementary
- Kinkora Regional High partnered with Somerset Elementary
- Montague Regional High partnered with Montague Consolidate

- Morell Regional High partnered with Morell Consolidated
- Three Oakes Senior High partnered with Athena Consolidated & Greenfield Elementary

Intermediate Schools

- East Wiltshire Intermediate partnered with Eliot River Elementary
- Montague Intermediate partnered with Montague Consolidated
- Stonepark Intermediate partnered with Sherwood Elementary

Schools with Internal Teen Mentoring Programs

- Englewood Consolidated
- Gulf Shore Consolidated
- Mount Stewart Elementary
- Morell Consolidated
- Vernon River Consolidated

THANK YOU TO THE FOLLOWING CORPORATE SPONSORS SUPPORTERS and FUNDERS

2018/2019 Sponsors

3 Points Aviation Inc.	C. Garth Sanderson, Desjardins Financial Security
ADL	Campbell's Concrete Ltd.
Adventure Camp	Canadian Tire Summerside
Air Canada Foundation	Canadian Tire, Charlottetown
Anne of Green Gables Chocolates	Captain Bart
Anonymous	Captain Cooke's Seafood Inc.
AquaBounty Canada	Cavendish Farms
Atlantic Aqua Farms	CCRA Social Committee
Atlantic Police Academy	Ceilidh in the City
Atlantic Superstore Charlottetown	Century 21 Colonial Realty Inc.
Atlantic Superstore Montague	CGI Inc.
Atlantic Superstore Summerside	Charles A. Reid, Desjardins Financial Security
Back Alley Music	Charlottetown Airport Authority
Beach Point Processing Company	Charlottetown Foodland
Bell Aliant Inc.	Charlottetown Police Services
Benevolent Irish Society	Ching Brothers Inc.
Beyond Fit Health & Fitness Management	Chucker's Trophies & Awards Ltd.
Bluefield Leaderships Students	Cineplex Entertainment Charlottetown
Bluefin	Cineplex Entertainment Summerside
Bowl Canada	City of Charlottetown
brandvan	City of Charlottetown Casual Day Fund
Brothers 2	Cocoon Wellness Spa
Business Technology Consulting Ltd.	Colour Blind Boutique

Confederation Centre of the Arts
Cornwall Auto & Tire
Cows
D.P. Murphy Inc.
Delta Prince Edward by Marriott
Discover KIA
Dundee Arms Inn
DVA
East Coast Craft Soda Co.
Eastern Kings Sportplex Bowling Lanes
EastTech Engineering Consultants Inc.
efficiencyPEI
Esther Finkle Walk for Kids
Fair Isle Ford Lincoln
Flower Buds
Ganong
Giant Tiger Summerside
Glenn Truman, Manager of the Grafton & Queen
CIBC Branch
goji's Neighbourhood Treatery
Government of Canada, Canada Summer Jobs
Government of PEI, Department of Family
and Human Services
Government of PEI, Department of Finance
Employee Council
Grand & Toy
Grant Thornton
Guys Who Give a \$hit
H&R Block Summerside
Hambly's BrandSource Home Furnishings
Happy Potter
Hearts and Flowers
HGS Canada Inc.
Home Care Staff Queens Regions Health PEI
Home Hardware Charlottetown
Invesco
Investors Group
Ireland Meets Scotland
Island Storm
Italic Press
iWave
JEMS Boutique
Jessica Frizzell & Friends
Kenmac Energy

Kent Building Supplies Summerside
Kenny & Tracey Singleton
Kiwanis Club of Charlottetown
Kiwanis Foundation
Kwik Kopy Design & Print Centre
Leary's Independent Grocer
Linda Burke
Lucille Hogg
Mallett's Radiator Service Ltd.
Mantels by Design – Russell Kerr Woodworking
Margaret Vloet-Morrison (in memory for Peter,
Dora & Eugene)
Maritime Electric
Mark Arendz Provincial Ski Park at Brookvale
MBS Radio (Q93, CFCY & SpudFM)
McInnes Cooper
Mermaid Marine Products
Mi'kmaq Confederacy of PEI
Murphy Hospitality Group
Murphy's Pharmacies
Murphy's Pharmacies Community Centre
Next Level Cookie
Nimbus Publishing
North Rustico Lions Club Bowling Lanes
Northumberland Ferries Ltd.
O'Leary Farmers Co-op Association
OpenEats
Our Family Traditions
Papa John's
Parks Canada
Peake & McInnis Ltd.
PEI Bag Company
PEI Credit Unions
PEI Home & RV Centre
PEI Museum and Heritage Foundation
PEI Mutual Insurance
PEI Provincial Parks
PepsiCo Beverages
Phillips Auto Sales Ltd.
Precision Mechanical Inc.
Prestige Homes
Prince Edward Aqua Farms Inc.
Prince Edward Island Brewing Co.
Prince Edward Island Potato Board

PropertyGuys.com
RBC Foundation
Rising Youth
Riverdale Cidery
Rock the Boat Music Festival
Rodd Royalty
Rotary Club of Charlottetown Royalty
Shawn's No Frills
Simpson Aqua Ventures Ltd.
SkillsPEI
Standard Aero Engine Services Atlantic Staff
Stantec Consulting Ltd.
Staples Charlottetown
Starbucks
Stewart McKelvey
Stingray (Ocean 100 & Hot 105.5)
Summerside Toyota
TD Canada Trust
Technomedia
The Alley
The College of Piping and Celtic Performing
Arts of Canada
The Grand Victorian
The Gray Group
The Guardian
The Journal Pioneer
The Lanes at Credit Union Place
The Preserve Company
The Trailside Music Café & Inn
Tignish Parish Centre Bowling Lanes
Tim Hortons
Tip Er Back
Top Notch Lobster Tours
Township Chevrolet Buick GMC Ltd.
Twin Shores Camping Area
Uncle Mike's Bar & Grill
Union of Public Sector Employees
Upstreet Craft Brewing
West Royalty Superstore
WestJet
Wilson Fuel Company Ltd.
Wilson Fuel Esso Stations
Wilson Security
Wood Islands Lighthouse Museum

The **178 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 **15,500 tickets** in support of the Dream Cottage Draw.

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

