



Annual Report 2020



The Board of Directors is pleased to support the 2020 Big Brothers Big Sisters of PEI Annual Report. Observationally, the past year has been one of change, concern, effort, creativity, and importantly, success for the agency. The leadership and positivity displayed by the entire Big Brothers Big Sisters of PEI staff must be recognized while a global pandemic continues to significantly impact how youth are supported across Prince Edward Island.

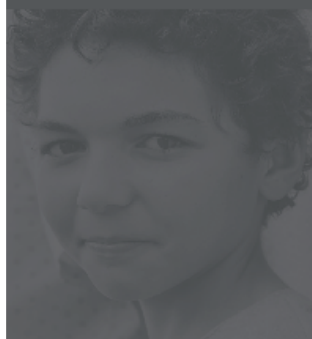
Over the past year, the agency remained open in their communications and enacted several program adjustments and new operational strategies to meet the mandate of the organization.

The Board of Directors is confident that information within the 2020 Annual Report showcases this reality.

Tim McRoberts
Chair, BBBSPEI



Big Brothers
Big Sisters



THEORY OF CHANGE

OUR MISSION

To enable life-changing mentoring relationships to **ignite** the power and potential of young people

WHO DO WE SERVE?

Young people who face adversity AND are in need of an additional consistent and supportive **Developmental Relationship**

HOW DO WE IGNITE POTENTIAL?

- » By intentionally **recruiting** based on the needs of a community's young people
- » By **matching** young people with a **professionally screened** volunteer mentor
- » By **monitoring and supporting** that match with a professional caseworker
- » By **training and supporting** the mentor, the mentee and the family
- » By **building a Developmental Relationship** between the mentor and the mentee that: Expresses Care: Challenges Growth: Provides Support: Shares Power: and Expands Possibilities
- » By **graduating** the match relationship towards natural support

WHAT IS THE IMPACT?

Young people graduate our programs with **measurable outcomes**:

SOCIAL EMOTIONAL COMPETENCE

- » Relationship skills
- » Social awareness
- » Responsible decision-making
- » Self-management
- » Self-awareness

MENTAL HEALTH & WELLBEING

- » Positive identity
- » Mental wellness
- » Social inclusion & empowerment

EDUCATIONAL ENGAGEMENT & EMPLOYMENT READINESS

- » School connectedness
- » Commitment to learning
- » Enhanced constructive use of time

1. "Developmental Relationships Framework" © 2018 Search Institute, Minneapolis, MN. www.search-institute.org

OUR VISION

All young people realize their **full potential**





2019-2020 BOARD of DIRECTORS

CHAIR: Tim McRoberts

VICE-CHAIR: Lisa Doyle-MacBain

RETURNING DIRECTORS

David Green (Past-Chair)

Rob Saada

John D. Farrell

Gary Conohan

Jessica Gillis

NEW DIRECTORS:

Kieran Goodwin

Maggie Grimmer

Olivia MacDonald

Jacob Zelman

HONORARY BOARD MEMBER:

Dennis Carver

Meet Our STAFF

✦ Karen Pirch	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





Big Brothers Big Sisters of PEI continues to assist children to reach their potential. The table below indicates the number of children served annually.

NUMBER OF CHILDREN SERVED

	Big Brother	Big Sister	Big Couple	Big Sister Little Brother	In-School Mentor	Go Girls	Game On	Teen Mentor	Launch Your Life	Total
Children served in 2020	17	36	6	2	57	17	0	118	*28 *new in 2020	281
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:

The Pandemic has caused several interruptions in our **Community-based** program, however, our matches have been able to maintain face-to-face contact as well as virtual or telephone contact throughout this difficult time. Indeed, we were able to hold our annual **Christmas Party and Volunteer Appreciation** event at the Rodd Charlottetown in late November.

Our **Teen Mentoring** program continued to grow in 2020 until March when the Pandemic caused all programs to be suspended. We are receiving encouragement from our school contacts indicating that they are eager to become engaged with us again when it is safe to do so. We are also receiving applications from former Teen Mentors for our ISM and Community-based programs. These indicators suggest that Teen Mentoring will have a long term effect on the viability of our other programs in the future.

While **In-school Mentoring** matches were suspended for the remainder of the 2019-2020 school year, we have received permission from the Public Schools Branch to offer the program where matches have been together in the previous year and where individual schools give their approval.

A new program this year, **Launch Your Life**, was able to proceed with 28 youth involved in two programs. Our thanks are extended to the **Silver Streams Restaurant** and **Holland College** for their assistance in providing their facilities allowing us to operate the programs.

We are always appreciative of the support we receive from the community through the on-going generosity of businesses and individuals. In 2020 we were able to offer support at Christmas for **9 families**. This includes 9 of our Littles but 36 individuals in total. Our thanks to, **McInnes Cooper, DVA, Jill McCarville, Matthew Walker and Friends at the QEH, Ashley MacDonald, Laura Simmonds, Jennifer Coughlin, Linda McNeill, Jessica Corkum-Gorrill, Kathryn Voye, Rod Murphy, Emiley MacKinnon, Jalisa Jones and Friends, Peter Russell, Debbie Clow, Jennifer Collings and to an anonymous donor** for their generosity in assisting families and making Christmas special for several of our families.

We very much appreciate **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.

School Participation

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
- Vernon River Consolidated

Fundraising:

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, **Launch Your Life**, which focuses on Post-Secondary Education and Career Readiness.

During the summer, we received (2) eight-week positions through the **Canada Summer Jobs** program and hired UPEI students **Mai Ngoc Nguyen** and **Ana Al Mialeh** to support

our Cottage Campaign. **Through Skills PEI**, we hired **Marlee Gregory** and a fourth student, **Lily Campbell**, was hired through a **Provincial Jobs for Youth** grant. These young women did an exceptional job in ensuring the safety of patrons and offering excellent customer service to our many ticket buyers and visitors to the cottage.

Our audited financial statements include a large number of grants and donations we received to mitigate the effects of the Pandemic on our programs. The business, community, government and individual donations have been a tremendous support to our Agency in overcoming the challenges during this very difficult time.

Bowl for Kids Sake 2020

	2017	2018	2019	2020
Total pledges	\$112,950	\$112,702	\$105,580	\$96,296
Sponsorship	13,870	15,744	\$16,604	\$13,850
Total	126,820	128,446	\$122,184	110,146
Expenses	43,369	45,471	\$42,998	44,036
Net	83,451	82,925	\$79,186	\$66,110
Number of teams	250	232	230	208
Average raised per team	451.80	485.78	\$459.04	\$462.96

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 \$65,000.

Dream Cottage Campaign 2020

	**2017	2018	2019	2020
Cost of Cottage	\$120,376	\$132,472	\$136,823	125,979
Revenue	579,875	513,394	\$528,533	\$526,374
Expenses	306,729	235,108	\$243,972	\$230,265
Net	273,146	286,405	\$284,561	\$296,109

** Denotes ticket price increase

In 2020, despite a late start with the Cottage Campaign, we sold all 15,500 tickets by August 1.

The winners, **Gordon and Tawnia Craig**, 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.**



THANK YOU TO THE FOLLOWING CORPORATE SPONSORS SUPPORTERS and FUNDERS

Business & Organizational Partners

- ✦ APSEA
- ✦ 200 Air Force Wing
- ✦ Air Canada Foundation
- ✦ Anderson's Auto
- ✦ Aqua Bounty Canada
- ✦ Atlantic Aqua Farms
- ✦ Atlantic Superstore Charlottetown
- ✦ Atlantic Superstore Montague
- ✦ Atlantic Superstore Summerside
- ✦ Bakin' Donuts
- ✦ bar 1911
- ✦ Beach Point Processing Company
- ✦ Bell Aliant
- ✦ Bowl Canada
- ✦ Brackley Drive-In Theatre
- ✦ Brown's Volkswagen
- ✦ Business Technology Consulting Ltd.
- ✦ Campbell's Concrete
- ✦ Canadian Tire, Charlottetown
- ✦ Captain Cooke's Seafood
- ✦ Career Bridges
- ✦ Career Development Services
- ✦ Caren About Your Hair
- ✦ Cavendish Farms
- ✦ Century 21 Colonial Realty
- ✦ CGI
- ✦ Charlottetown Islanders Hockey Club
- ✦ Ching Brothers
- ✦ Chucker's Trophies & Awards
- ✦ Cineplex Entertainment Charlottetown
- ✦ Cineplex Entertainment Summerside
- ✦ City Flooring
- ✦ City of Charlottetown
- ✦ Cocoon Wellness Spa
- ✦ Community Foundation of Prince Edward Island
- ✦ Confederation Centre of the Arts
- ✦ Cows
- ✦ D.P. Murphy
- ✦ Delta Prince Edward by Marriott
- ✦ Desjardins Financial Security
- ✦ Discover KIA
- ✦ Dooly's Summerside
- ✦ DVA
- ✦ EastTech Engineering Consultants Inc.
- ✦ Esther Finkle Walk for Kids
- ✦ First Book Canada
- ✦ FlyPEI
- ✦ Ganong
- ✦ Giant Tiger Summerside
- ✦ Glenn Truman, Manager of the Grafton & Queen CIBC Branch
- ✦ Government of Canada, Canada Summer Jobs
- ✦ Government of PEI, Business Adaptation Fund
- ✦ Government of PEI, Case Team
- ✦ Government of PEI, Department of Finance Employee Council
- ✦ Government of PEI, Department of Social Development and Housing

- ✳ Government of PEI, Jobs for Youth Economic Development Agency
- ✳ Government of PEI, Special Situation Grant
- ✳ Grand Senses
- ✳ Greco Pizza
- ✳ Groove PEI
- ✳ H&R Block Summerside
- ✳ Hambly`s BrandSource Home Furnishings
- ✳ Hearts and Flowers
- ✳ HGS Canada Inc.
- ✳ Hicken`s Service Centre
- ✳ Holland College
- ✳ Holman`s Ice Cream Parlour
- ✳ Home Hardware Charlottetown
- ✳ Indigo Love of Reading Foundation
- ✳ Innovation PEI Staff Fund
- ✳ Island Grown Sod
- ✳ Island Honey Wine Company Fundraiser
- ✳ iWave
- ✳ Jeannie Cameron & The Red Dirt Girl Music Room 160+ School Backpack Drive
- ✳ Joan & Regis Duffy Foundation (Gardening Together Fund)
- ✳ Kenmac Energy
- ✳ Kent Building Supplies Summerside
- ✳ King`s Playhouse
- ✳ Kiwanis Club of Charlottetown
- ✳ KJL Select Meats
- ✳ Kwik Kopy Design & Print Centre
- ✳ Leary`s Independent Grocer
- ✳ 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
- ✳ Master Packaging
- ✳ MBS Radio (CFCY, Q93 and Spud FM)
- ✳ McInnes Cooper
- ✳ Medical Society of PEI
- ✳ Mermaid Marine Products
- ✳ Michaels Pizza
- ✳ Morell Lions Club
- ✳ Murphy Hospitality Group
- ✳ Murphy`s Pharmacies
- ✳ Murphy`s Pharmacies Community Centre
- ✳ Needs Convenience
- ✳ Nimrods
- ✳ North Rustico Lions Club Bowling Lanes
- ✳ Northumberland Ferries Ltd.
- ✳ Novus Glass
- ✳ O`Leary Farmers Co-op Association
- ✳ Our Family Traditions
- ✳ Owls Hollow
- ✳ Parkdale Sherwood Lions Club
- ✳ Peake & McInnis
- ✳ PEERS Alliance
- ✳ PEI Bag Company
- ✳ PEI Council for People with Disabilities
- ✳ PEI Credit Unions
- ✳ PEI Home & RV Centre
- ✳ PEI Museum and Heritage Foundation
- ✳ PEI Provincial Parks
- ✳ PEPSI
- ✳ Phillips Auto Sales Ltd.
- ✳ Piatto Pizzeria & Enoteca
- ✳ Precision Mechanical Inc.
- ✳ Prestige Homes
- ✳ Prestige Kitchens
- ✳ Prince Edward Aqua Farms Inc.
- ✳ PropertyGuys.com
- ✳ Public School Branch
- ✳ RBC - University Avenue Branch
- ✳ RBC Foundation
- ✳ Reginald "Dutch" Thompson
- ✳ Reito Industries

- ✦ Remax Harbourside Realty
- ✦ Rising Youth
- ✦ Riverdale Orchards
- ✦ Riverview Country Market
- ✦ Rodd Royalty
- ✦ Ross Johnston Fan Club Fundraiser
- ✦ Rotary Club of Charlottetown
- ✦ Rotary Club of Charlottetown Royalty
- ✦ Royal Garden Chinese Restaurant
- ✦ Shawn's No Frills
- ✦ Sherwood Pharmacy
- ✦ Silver Streams Restaurant
- ✦ Simpson Aqua Ventures Ltd.
- ✦ Skills PEI
- ✦ Small Print Board Game Café
- ✦ SMR
- ✦ Sobeys
- ✦ Source for Sports
- ✦ Staples Charlottetown
- ✦ Staples Summerside
- ✦ Starbucks (University Avenue)
- ✦ Stewart McKelvey
- ✦ Stingray (Ocean 100 & Hot 105.5)
- ✦ Summerside Toyota
- ✦ Sun and Suds
- ✦ T3 Transit
- ✦ Taiga Building Supplies
- ✦ Technomedia
- ✦ Telus
- ✦ The Alley
- ✦ The Buzz
- ✦ The Comic Hunter
- ✦ The Cork & Cast
- ✦ The Dining Room at The Culinary Institute of Canada
- ✦ The Guardian
- ✦ The Journal Pioneer
- ✦ The Lanes at Credit Union Place
- ✦ The Preserve Company
- ✦ Tignish Parish Centre Bowling Lanes
- ✦ Tim Hortons

- ✦ Township Chevrolet Buick GMC Ltd.
- ✦ Treble Makers
- ✦ Twin Shores Camping Area
- ✦ Union of Public Sector Employees
- ✦ United Way of Prince Edward Island
- ✦ United Way of Prince Edward Island - Atlantic Compassion Fund
- ✦ UPEI Music Department
- ✦ UPEI Student Union
- ✦ Van Kampen's Greenhouses
- ✦ Watermark Theatre
- ✦ West Royalty Superstore
- ✦ WestJet
- ✦ Wilson Fuel Company Ltd.
- ✦ Wilson Security

✦ Individual Donors

- ✦ Ashley MacDonald
- ✦ Cindy Ellands-Arsenault
- ✦ Darlene Doucette
- ✦ David Warren
- ✦ David Webster
- ✦ Derek and Monique Cameron
- ✦ Edgar and Sheila Arsenault
- ✦ Emiley MacKinnon
- ✦ Emma Moore
- ✦ Evelyn Bell
- ✦ Evelyn Jenkins
- ✦ Gail Thibideau DesRoches
- ✦ Gary Ramsay
- ✦ Glenn & Janice MacDonald
- ✦ Gordie and Susan Perry
- ✦ Heather Watterson
- ✦ Jalisa Jones
- ✦ James Tony Burton
- ✦ Judy Gallant
- ✦ Kevin & Sade Vriends Friends and Family
- ✦ Laura Simmons
- ✦ Lynn Whitlock
- ✦ Paula Whalen
- ✦ Reginald Thompson
- ✦ Robin Hewitt & John McPhee

🎳 Ross Johnson
🎳 Scott and Darla Buchanan
🎳 Shellie Wright
🎳 Shirley MacAuslan
🎳 Stephanie & Ellie Rainnie
🎳 Stephanie Sark
🎳 Sue DesRoches

🎳 Sydney Cormier
🎳 Terrance Brennan
🎳 Terry Edison
🎳 Tracy Costain
🎳 W. Al Bray
🎳 Wilfred McIntyre
🎳 Yogi Cowan

The **221 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 loyal supporters who have purchased **15,500 tickets** during the annual **Dream Cottage Draw**. Thank you for your continued support.



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

