



Annual Report 2021



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**:

<p>SOCIAL EMOTIONAL COMPETENCE</p> <ul style="list-style-type: none"> » Relationship skills » Social awareness » Responsible decision-making » Self-management » Self-awareness 	<p>MENTAL HEALTH & WELLBEING</p> <ul style="list-style-type: none"> » Positive identity » Mental wellness » Social inclusion & empowerment 	<p>EDUCATIONAL ENGAGEMENT & EMPLOYMENT READINESS</p> <ul style="list-style-type: none"> » School connectedness » Commitment to learning » Enhanced constructive use of time
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* "Developmental Relationship Framework" © 2018 Search Institute, Minneapolis, MN www.search-institute.org

OUR VISION 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 1 and December 31, 2021.

Number of Children and Youth Served in 2021

	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 2021	15	49	5	4	61			31	45	200
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

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:

Covid 19 has continued to cause 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 the year. Once again, we were able to hold our annual Christmas Party and Volunteer Appreciation event, compliments of Rodd Royalty Inn and Suites in late November.

Our Teen Mentoring Program was certainly affected by Covid 19. In early September we managed to match students from Montague High with children at Montague Consolidated for the first term. We remain hopeful that as the effects from the pandemic subsides that we will once again start to grow the program to levels reached in 2019-2020. The schools continue to express their interest and support citing the benefits to both mentors and mentees.

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.

Our Launch Your Life Program was able to operate successfully throughout the year with 45 young people completing the four programs offered on the campus of Holland College.

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 14 families. This includes 14 of our Littles but 45 individuals in total. Our thanks to, McInnes Cooper, DVA, Jill McCarville, Ashley MacDonald, Laura Simmonds, Jessica Corkum-Gorrill, Kathryn Voye, Peter Russell, Jana Corish, Marla Pollard, Andrews of Charlottetown, Jamie and Cheri MacKenzie, Andrew MacDonald, Brenda King, Hugh Panelas and to an anonymous donor for their generosity in assisting families and making Christmas special for our families.

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:

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 Katie Ansems and Lily Campbell to support our Cottage Campaign. Through Skills PEI, we hired Kari Kruse and a fourth student, Ana Mialeh 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.

Throughout the year we were fortunate to receive financial support from several sources. The table below lists donations, grants and contracts received in 2021.

Date	Donor	Amount	Priority
October 5	Wage Subsidy	23, 941	Wages
October 26	Taiga Building Supplies	1,666	General Donation
October 27	Social Development and Housing Grant	14,550/29,100 (Cheques for April and October)	Core Funding
December 14	Wage subsidy	12,603.52 16,397.58	Wages
December	United Way	\$10,000	Covid Support
December 15	BMO Loan	\$20,000	Covid Support
February 16	UPSE Has a Heart	\$500.00	Opportunities Fund
February 18	Wilson's Essos	\$1,248	Round-up Days
February	Robin Hewitt and Jonathan MacPhee	\$1000	Greatest Need
March	Social Development and housing	\$50,000	Capital Projects
April	Walmart	\$1000	Launch Your Life
May 5	Community Foundation	\$10,000	Covid -19 Community Impact Fund
April 23	Employ PEI	\$7000	Ashley Brown Subsidy
April 23	Canada Summer Jobs	\$8265	Katie Ansems Lily Campbell
April	RBC	\$25,000	Launch Your Life
June 25	CN Foundation	\$10,000	Launch Your Life Support
May 25	Taking It Global	\$1000.00	To Promote Rising Youth
June, 2021	Jobs For Youth	Cottage Support	Ana Al Mialeh
June, 2021	Skills PEI	Cottage Support	Kari Kruse
September 2021	Wilson's Essos	\$643.08	General Donation

BOWL FOR KIDS SAKE / (*Big Little Challenge 2021)

	2018	2019	2020	*2021
Total pledges	\$112,702	\$105,580	\$96,296	\$48,373
Sponsorship	15,744	\$16,604	\$13,850	\$4674
Total	128,446	\$122,184	\$110,146	\$53,037
Expenses	45,471	\$42,998	\$44,036	\$9856
Net	82,925	\$79,186	\$66,110	\$43,191
Number of teams	232	230	208	36
Average raised per team	\$485.78	\$459.04	\$462.52	\$1343.69

Each year brings new challenges in terms of support, but it is always encouraging to see that our Fund Development staff can 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 exceeding \$75,000.

Dream Cottage Campaign 2020

	2018	2019	2020	2021
Cost of Cottage	\$132,472	\$136,823	\$125,979	\$151,705
Revenue	513,394	\$528,533	\$526,374	\$593,258
Expenses	235,108	\$243,972	\$219,203	\$228,810
Net	286,405	\$284,561	\$307,171	\$364,446

In 2021, we added an additional 1500 tickets which were sold by June 24.
The winner, Maureen Cassivi, chose to keep the cottage.

2020-2021
BOARD of DIRECTORS

CHAIR: Tim McRoberts

VICE-CHAIR: Lisa Doyle-MacBain

RETURNING DIRECTORS

1. David Green (Past-Chair)
2. Rob Saada
3. John D. Farrell
4. Gary Conohan
5. Jessica Gillis

NEW DIRECTORS:

1. Kieran Goodwin
2. Maggie Grimmer
3. Olivia MacDonald
4. Jacob Zelman

HONORARY BOARD MEMBER:

1. Dennis Carver

STAFF

Jessica Dwan	Administrative Assistant
Mary Claire Fox	Mentoring Coordinator
Lorna Ansems	Mentoring Coordinator
Pam Murray	Mentoring Coordinator
Tracy Lynn Ellsworth	Mentoring Coordinator
Alex Stokes	Community Engagement Coordinator
Heather Doran	Communication and Development Manager
Myron Yates	Executive Director

THANK YOU TO THE FOLLOWING CORPORATE SPONSORS SUPPORTERS AND FUNDERS

2020/2021

Aline & Mary Reid	Charlottetown Islanders Hockey Club
Anne of Green Gables Chocolates	Charlottetown Mall
Anonymous (2)	Charlottetown Toyota
Aqua Bounty Canada	Ching Brothers
Atlantic Shellfish	City of Charlottetown
Atlantic Superstore Montague	Community Foundation of PEI
Atlantic Superstore Summerside	Confederation Court Mall
Atlantic Superstore West Royalty	Cornwall Your Independent Grocer
Avondale Golf Course	COWS Inc.
bar1911	David Webster
Beach Point Processing	Deep Roots Distillery
Bell Aliant	Delta Hotels by Marriott Prince Edward
Bookmark	Desjardins Financial Security
Bowl Canada	Independent Network
Brackley Drive-In Theatre	Dutch Thompson
Brown's Volkswagen	DVA Staff
Butcher & Butcher	Earthform Landscaping Professionals
C. Garth Sanderson, Desjardins Financial Security	Eastern Graphic
Campbell's Concrete	EasternBids Auctions
Canadian Tire Charlottetown	Elizabeth Beck
Canadian Tire Summerside	Emily Howard
Caren About Your Hair	Emily MacKinnon
Cavendish Farms	Esso
Charles A. Reid, Desjardins Financial Security	Explore More Watersports
Charlottetown Discounters	Fineas Carragher
	Fort Augustus Lions Club
	Ganong
	Giant Tiger

Glen & Janice MacDonald
Go!Store
Government of Canada, Canada Summer
Jobs
Government of Canada, Wage Subsidy
Government of PEI, Department of Social
Development and Housing
Government of PEI, Jobs for Youth –
Economic Development Agency
Green Gables Golf Club
H&R Block Summerside
Hambly's BrandSource Home
Furnishings
Hearts and Flowers
Holland College
Home Hardware Charlottetown
Hugh Panelas
Hummingbird House Productions
Isabel Delaney & Associates
Island Grown Sod
Island Honey Wine Company Fundraiser
Jalisa Jones
Jennifer Coughlin
Jessika Corkum-Gorrill
Jonathan Horrocks
Jonathan MacPhee
Joyce Bayly-Inwood
Kathryn Voy
Kiwanis Club of Charlottetown
Kwik Kopy Design & Print Centre
Ladner's Source for Sports
Laura Simmonds
Lawns & Beyond Landscape Solutions
Linda McNeill
Local Legends Apparel
Lucille Hogg
Margaret Vloet-Morrison
Maritime Electric
Mark Arendz Provincial Ski Park at
Brookvale
Master Packaging
Matthew Walker & Friends at the QEH

MBS Radio (Q93, CFCY & Spud FM)
McInnes Cooper
Mi'kmaq Printing & Design
Mike Connor
Mike's Island Market
Morell Lions Club
Nimbus Publishing
Organic Veggie Delivery
Parkdale Sherwood Lions
Parks Canada
Peake & McInnis
PEI Bag Co.
PEI Credit Unions
PEI Home & RV Centre
PEPSI
Peter Russell
Phineas Carragher
Prestige Homes
Prince Edward Aqua Farms
PropertyGuys.com
RBC Foundation
Rising Youth
Rod Murphy
Rodd Royalty
Ross Johnson
Ross Johnson Fan Club Fundraiser
Rotary Club of Charlottetown
Rotary Club of Charlottetown Royalty
Saltwire Media (Journal Pioneer & The
Guardian)
Serenity Salon
Sherwood Drug Mart
SkillsPEI
Sobeys
Spa Total Fitness Centre
St Eleanor's Lions Club
Standard Aerospace Employees
Staples
Stewart McKelvey
Stingray (Ocean 100 & Hot 105.5)
T3 Transit
Taiga Building Supplies

Technomedia
The Alley
The Buzz
The Cooperators
The Home Depot
Tim Hortons
Township Chevrolet Buick GMC
Union of Public Sector Employees

United Way of Prince Edward Island
VanKampen's Greenhouses
Vector Aerospace
Veseys Seeds
Vogue Optical
West Prince Graphic
Wilson Gas Stops
Wilson Security

The 146 businesses and individuals listed above contribute to the impact that Big Brothers Big Sisters has throughout the province. So too, do the participants of our Big Little Challenge and the supporters who have purchased 17,000 tickets in support of the Dream Cottage Draw.