



Vision, Mission, Values

Our Vision:	All young people in Lanark County realize their full potential
Our Mission:	To enable life-changing mentoring relationships to ignite the power and potential of young people in Lanark County
Our Values:	Safety, Quality, Respect

Beliefs

That all children should be given the opportunity to reach their full potential. In providing these opportunities, the children will enhance their personal development as well as become engaged citizens in their community.

That by changing the course of young lives, we can in turn be changing the course of our community's future - that it could lead to a reduction in poverty and unemployment; to safer schools and neighborhoods; to a renewed optimism for growth. We believe that it has the potential to lead to change on a broader, more far-reaching scale.

That opening a child's eyes to "what is" opens their mind to "what could be."

We

are



and we believe in the value of mentoring

2020

BOARD OF DIRECTORS

Chair – Kim Sumara
Vice Chair – Brenda Gray
Treasurer – Carole Fuller
Secretary – Nancy Button
Director – Laverne Brennan
Director – Jennifer Miller
Past Chair – vacant

AGENCY STAFF

Administration

Sandra Burelli – Executive Director
Angie Beaupre – Fund Development Coordinator
Jennifer Hogan – Office Administrator

Front Line Team

Natalie Downing – Mentoring Coordinator
Emily Gray – Mentoring Coordinator
Heidi McNeely – WAK Program Coordinator

Front Line Student Team (Canada Summer Jobs Grant)

Kaylea Gray – Program Facilitator
Kayla Ferriera – Program Facilitator
Leah Churchill – Program Facilitator
Bailey Labelle – Program Facilitator

Social Enterprise

Sandra Walker – Jewel’s Store Manager Smiths Falls
Sue Norman – Jewel’s Store Manager Perth

FAREWELLS

**Staff: Cliff Woods, Jon Valentin, April Taillefer, Bridget Manahan,
Eiryn Harmison, Kate Fleming, Matt Roberge, Bernadette Wilkins**
Board: Andrea Hamel

2020 in Pictures
The year of tremendous change!



Letter from the Board Chair
Submitted by Kim Sumara

The past year was certainly a challenging one, and one I think we will always remember, with many different thoughts and emotions.

The year began on a good note for Big Brothers Bigs Sisters of Lanark County (BBBSLC) and within three months, the apple cart crashed, sort of. We started the year with successfully hiring Sandra Burelli for the Executive Director position. Sandra hit the floor running, as we were in the midst of organizing our yearly biggest fundraiser "Bowl For Kids". Little did we know that as staff were finalizing BFK reports, COVID-19 was going to change the whole world.

COVID-19's much needed health protocols had an immense effect on our programming. A large percentage of our programs occur in the schools, to which we will not be able to return for some time. Sadly, with that being the case, we had to make some hard decisions regarding our staffing. First, we hoped we could lay off some of our team and have them return when COVID-19 allowed. Once it became apparent that this was to be a much longer process, we had to re-evaluate and say thank you and good bye to some of our staff team. The Board also had to proceed with the closure of our Carleton Place Jewel's store, which had just opened the year before. The Smiths Falls and Perth stores did open when restrictions allowed.

I am pleased to say that our team became very good at rethinking how to carry on with some of our programming, virtually and then in person when the guidelines allowed. They have done many Zoom connections, porch visits and phone calls to keep the connections going with our Bigs and Littles. The same resourcefulness continued to occur with our fund development, going virtual with on-line silent auctions, a revamped Golf for Kids and joining in the province-wide BBBS Bigger Together 50/50 lottery. Our team also assisted the Town of Smiths Falls with the Emergency Grocery Delivery Program and we were able to connect with different individuals in need with some donations from our Jewel's stores. We also spearheaded an Intergenerational Pen-Pal program at Christmas that connected seniors and kids.

Overall, the way we serve and connect with our wonderful youth has changed and will continue to change. Thankfully we can and will continue to ensure the young people of Lanark County have the opportunity to realize their full potential!

This will be my last report as Chair. I would like to thank you for the opportunity and for pushing me out of my comfort zone. I would also like to thank our staff, past and present, for their dedication to excellence, their ability to wear many different hats and continuing to serve our wonderful youth! A grateful thank you to our stakeholders, all of our funders – far and wide, large and small. Your donations count!! An immense thank you to all of our volunteers, who devote their valuable time and energy to BBBSLC in so many different ways! Also included with the volunteers, my fellow Board Directors, many thanks for your perseverance and dedication to our deserving youth and BBBSLC!

A Letter from the Executive Director Submitted by Sandra Burelli

To attempt to summarize 2020 brings serious pause. If the state of the world wasn't enough to wrap one's mind around, at the local level, the incredible amount of mobilizing to work with community partners and keep serving kids in whatever capacity possible was astounding. Bleary eyed, shocked, but unflappable, we and our community just kept pushing forward!

For much of the year, we felt like we were trying to catch a moving train while at other times, the train was pulling into a new and completely foreign station, keeping us all on our toes, pivoting (as the year became known in one encapsulated word) as the conditions required. For readers years and years from now, this is to become an archive document about the great pandemic of 2020 and the little agency that made it despite the odds! So, to the future heirs of this agency, know this: despite the odds, our charity made it through 2020 and came out without ever stopping our service to kids despite the worst global crisis of our times. As a matter of fact, our Bigs and Littles were so committed that when small "bubbles" were permitted, many of them chose each other. At a time when you would think that everyone was hiding under a rock, people came out in droves to ask about volunteering as well. When the Town of Smiths Falls needed an Emergency Grocery Delivery Program, they called us to service. That our community trusts us to mobilize our well-seasoned social service workers to the greater good during a crisis was among the greatest honors.

For the better part of the year, as I stood in awe at the rallying, support from the media and champions and unsolicited donations in the mail, I found myself paying homage to the incredible hard work, community and foundation building of the EDs, staff and Board members before us. It was not lost on me that they set the slate for our resilience in this unfathomable year.

I would be remiss if I didn't account for the losses. We lost valued employees as a direct result of the cut backs necessary to ensure our long-term vitality. If that weren't crushing enough, we lost two major champions and supporters who lost their battles with cancer: Carole Marriner (former ED and champion who established a scholarship fund for our kids) and Everett Colby (an Almonte supporter who regularly brought in close to 20% of our Bowl for Kids funds). One of our own WAK kids was also lost this year, and our hearts and minds are forever with Zack Craig and his family.

Despite the proverbial punches, we kept serving kids in their honor and we have ensured the resilience to get us to and through 2021, come what may. I couldn't be any prouder to serve with this phenomenal group of people, doing this important work.

Mentoring Team

Submitted by Emily Gray and Natalie Downing

In 2020 Big Brothers Big Sisters of Lanark County (BBBSLC) served a total 361 children and youth across our mentoring programs including our independent Youth Centre, WAK. What was critical this year in our service to community, however, was that additionally we delivered 148 porch basic-needs baskets, made 455 touch-point phone calls to check in on our kids and facilitated the delivery of 505 Christmas letters from local kids to area seniors.

The after-school program started strong in 2020 and was able to run for the months of January, February and half of March before the COVID-19 pandemic hit.

The commitment of our mentors was outstanding as our agency pivoted to adapt to the COVID-19 pandemic. Additionally, there were many staffing changes within the mentoring team. Due to these changes, we changed how we serve children in Lanark County and adapted workloads to best reflect staff strengths. Emily Gray and Natalie Downing continued in their roles as Mentoring Coordinators throughout 2020. Heidi McNeely continued as a program coordinator with WAK. In the Fall of 2020, the WAK program welcomed Kayla Ferreira as a placement student from Carleton University and Kaylea Gray was hired in the Fall as well as a WAK facilitator. Also, in the Fall of 2020, the mentoring team welcomed Leah Churchill and Bailey Labelle as virtual program facilitators for our successful virtual After School Program.

Community-Based Program (Big Brother, Big Sister)

The most impactful mentoring relationship offered by BBBSLC is the community-based program of matching a child one to one with a caring adult mentor as a Big Brother or Big Sister. We saw a total of 19 matches in 2020. Growth within this program remains a priority. Our numbers for 2020 showed 16 matches at the end of the year due to attrition, (10 Big Sister matches and 6 Big Brother matches). Staff began implementing changes to our approach to community-based programs and saw an increase in volunteer interest in the program over 2020. That being said, while there was an increase in interest and matching, several long-term matches closed in 2020, due to Littles aging out and volunteers/Littles moving away. In 2020, we added 6 new matches and we bid the year adieu with several new matches waiting in the wings to start off 2021!

In-School Mentoring Program (Adult, Co-op, Youth in Care, College Placement)

Our In-School Mentoring program continued to provide one to one mentoring opportunities throughout the county in 2020. There was an obvious shift in this program in response to the pandemic. Many matches decided to try virtual programming, some decided to go "on hold" until they could be in person again, and some decided to exchange letters. Adult ISM served 13 children; Co-op ISM served 30 children. A total number of 43 children were served in the In-School Mentoring program.

Go Girls! Healthy Bodies, Healthy Minds/ Game On! Eat Smart Play Smart

We had programs slated to start in early 2020, however with the ongoing back and forth of school from in person to virtual, it was difficult for teachers, students and staff to get all requirements in place to run this program. The programs were re-designed and ready to hit the ground running for a successful virtual launch in 2021.

After-School Program

In 2020, our After-School program offered 8 programs to local schools per semester. A total of 170 children participated in the programs in 2020 from January 2020 to March 2020. We then ran a virtual after school program that started in October 2020 and served 8 children from across the county.

Summer Program

In the summer of 2020, we were once again able to offer a summer program out of the Youth Arena in Smiths Falls. The program ran for 3 weeks and participants were aged 7 to 11. We served 28 participants altogether over the course of the summer.

WAK (We Are Kids) Youth Program

Our youth-centered WAK program served 67 unique individuals. Total number of touch points: 1108 (attendance, virtual and porch drops included). When WAK programming was able to run in person, we had increased attendance and engagement with the youth and found ourselves having to turn youth away given attendance capping by the provincial government. This bodes well for a successful re-start in 2021!

Other Programs added due to COVID-19:

Intergenerational Pen-Pal Program - An initial delivery of Christmas notes to seniors. With multiple schools and teachers excited to participate, we delivered 505 letters to seniors on Dec. 10th, 2020.

Resiliency Program - Another new and exciting program that we delivered in December 2020 in partnership with the Leeds Grenville BBBS is the Resiliency Program. This program is designed to help teach kids improved resilience in adversity through games and other activities. We served 18 kids through this program.

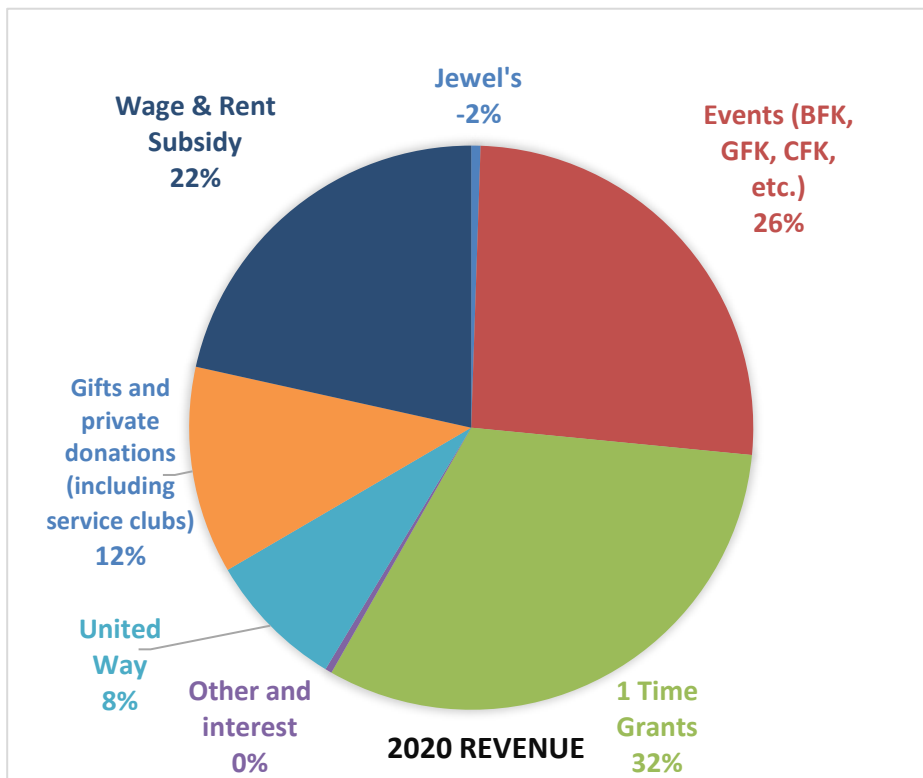
Touch Point Basics Needs Support - Seldom talked about are the number of times staff became aware of community needs and/or were reached out to by community partners who wished to get much-needed support and supplies out to our kids and their families. We made 148 porch drops of craft kits, food baskets, warm clothes and boots, gift certificates and other items that were in short supply or difficult to get to. With special thanks to The Table Community Food Centre, The Coalition of Lanark Youth Centres, The Rideau Community Health Centre, we were able to partner to ensure that supplies were shared and delivered within our community.

In addition, we made 455 "touch point" phone calls to ensure that our kids are seen and heard despite the state of lock down and isolation.

Fund Development Overview
Submitted by Angie Beaupre

Our local agency has been in existence for 48 years, and nationally BBBS has been in Canada for over 100 years. To ensure that we provide safe and effective mentoring programs for local children, we employ trained and experienced Social Service Workers. We know that mentoring changes the lives of children. In fact, for every \$1 spent on mentoring, \$23 are returned to society. So, in 2020, we adapted to serve children in new ways. This care and service costs money. We have always felt that, to sustain ourselves over the long haul, we need to diversify our sources of funding. 2020 forced that issue, leading us to new supporters and revised (in some cases more efficient) ways of doing things. As a final note, Big Brothers Big Sisters' agencies in Canada are independent agencies that do not typically receive sustained government funding, however Emergency COVID Relief funds that were facilitated both provincially and federally were a key part of sustaining our programs and services in 2020.

As illustrated, key partners included: United Way, the Ministry of Education, Canada Post, the Ministry of Heritage Tourism, Culture and Sport, the Happy Roots Foundation, the Lawson Foundation, the Bruce Linton Foundation and the Ontario Trillium Foundation. We benefitted from municipal, corporate, individual and service club supports.



Big Brothers Big Sisters of Lanark County is also proud to involve the community in its fundraising through classic events such as Tim Hortons Bowl for Kids' Sake (which raised over \$94,269 in 2020, having raised this amount just before pandemic-related closures), 3M Golf for Kids' Sake (which raised close to \$17K) and an online Purse Event auction. At every turn, we shifted to meet the challenges of the ever-changing parameters of the pandemic and we are pleased to report overall success in 2020.

COMMITTEE REPORTS

Nominating Committee

Submitted by Kim Sumara, Committee Chair

2020 committee members: Kim Sumara (chair), Laverne Brennan (secretary), Heidi McNeely and Emily Gray (staff liaisons).

There were no new Directors to the Board and we received one resignation, Andrea Hammel. We thank Andrea for her contribution to the agency and Board.

We would like to extend our many thanks to Jennifer Miller who is tendering her resignation from the Board at this AGM. Jennifer brought many years of experience and knowledge to the Board and agency! Jennifer shares that she will always continue to support BBBSLC in many ways and for many more years!

Fund Development Committee

Submitted by Brenda Gray, Committee Chair

2020 Committee Members: Laverne Brennan, Jana Ranger (community volunteer), Angie Beaupre (Staff Fund Development Manager), Sandra Burelli (Executive Director)

Big Brothers Big Sisters of Lanark County (BBBSLC) does not receive sustained government funding, requiring it to rely on community partners and available grants to provide the funding needed to raise its entire budget. 2020 brought many challenges due to the COVID-19 pandemic and mandatory government lockdowns and restrictions on large gatherings. As a result, many of our traditional fundraising events had to be adapted to comply with provincial regulations.

In 2020, our total revenue raised was \$364,313.

Unfortunately, Kinsmen Curl for Kids' Sake was not able to take place due to the restrictions of COVID-19 but we are hopeful that it will continue next year. The pandemic has brought many changes to our staff composition. We are very thankful for our existing staff's exceptional resilience and ability to adapt to fast paced changes. Their extreme dedication and hard work ensured that many of our traditional fundraising events could still take place in a modified format. These events would not have been as successful as they were without the continued support of sponsors and the participation of our community members. Thank you all!

Our Jewel's Gently Used Clothing stores, which historically have been a successful social enterprise, experienced several intermittent closures due to COVID-19 this year. This created several challenges and resulted in no net revenue being generated this year. We are hopeful that these stores will soon re-open and again become profitable. We were able to secure rent and subsidy wages through provincial and federal grants which contributed for 22 percent of our revenue stream.

BBBSLC continues to work hard to diversify its streams of revenue. Last year, one of the main focuses of the Fund Development Committee was to increase 3rd party events occurring on behalf of our agency. Understandably, the committee was not able to move forward with this initiative due to provincial restrictions. We will resume this initiative, along with focusing on strategies that will encourage planned giving among our supporters and community members once restrictions have been eased and life starts to return to normal.

Although the pandemic has had a major effect on our organization's day-to-day operations, we have been able to adjust and shift our programming to continue to provide supports to many children and youth through these difficult times. We will continue to expand and serve more children and youth as we recover from this pandemic with continued support of our community partners and supporters.

Governance Committee

Submitted by Nancy Button, Board Secretary and Committee Chair

2020 Committee Members: Nancy Button (chair), Natalie Downing (staff liaison), Laverne Brennan (Board of Directors), Sandra Burelli (Executive Director).

The Governance Committee began working towards a review of all policy documents/manuals to ensure that current practice and policy match both national standards and current practices at our local agency. As a start in 2020, the Committee reviewed sections of the Information Manual for Board Members and the Personnel Policy Manual. In November 2020, the Board of Directors approved an amended pay grid, effective April 1, 2021. With the 2020 AGM set, the committee accelerated work on the agency constitution to be reviewed and considered for adoption on June 16th, 2021.

While this process began in 2020, it has segued into a full review and re-write of our manuals into 2021.

2020 proved to be one of the toughest and most challenging years for our Agency with a full year's impact of COVID-19.

Two events saved us. One was that Bowl for Kids Sake occurred right before the lockdown and we had money in the bank to weather a few months. The second event was the Federal government providing wage subsidy for charitable organizations who saw significant declines in revenue.

Sadly, the Board had to make some very difficult decisions on staffing to ensure the sustainability of the agency going forward. We did the best we could for the employees we had to terminate, and I personally want to recognize the efforts of Cliff and Bridget for their dedication to the agency over the years.

Then, my hat goes off to the staff that carried us through the next nine months and even into 2021 as we continued to face challenges with program delivery and fundraising.

We have been responsible with our funds over the years and we were positioned to meet the financial challenges. Our Community Partners continued to step up and support us in 2020 and helped to make the fundraising events we could host successful. The donations received in the tough times we were all facing leave me humbled.

At the end of 2020, we can meet what 2021 holds for us.

And we would never want to forget what doesn't show up on the financial statement and that would be the value of the time that all of our volunteers commit and our staff who go above and beyond.

