



2021 Annual Report

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 Big Brothers Big Sisters of Lanark County,
and We Believe in The Power of Mentoring!**

2021

BOARD OF DIRECTORS

Chair – Brenda Gray
Co-Vice Chairs – Mark Quattrocchi and Nancy Button
Treasurer – Carole Fuller
Secretary – Nancy Button
Director – Laverne Brennan
Director – Kristine Fair
Past Chair – Kim Sumara

AGENCY STAFF

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

FRONT LINE TEAM

Natalie Downing - Program Coordinator
Emily Gray - Program Coordinator
Melissa Spratt - Mentoring Coordinator
Heidi McNeely - Volunteer Recruiter
Kaylea Gray - Program Coordinator - WAK
Eiryn Harmison - Program Facilitator - WAK
Agatha Mackey - Program Facilitator - WAK
Hanna Kitchingman - Program Facilitator - WAK
Claira Poppelwell- Program Facilitator - After School Programs

SUMMER TEAM

(Canada Summer Jobs and Jump Start Grants)
Megan LeBlanc – Program Facilitator
Leah Churchill – Program Facilitator
Bailey Labelle – Program Facilitator

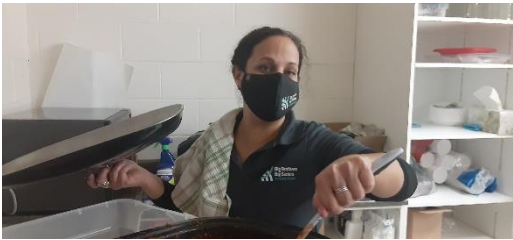
SOCIAL ENTERPRISE

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

FOND FAREWELL

Staff: Emily Gray, Hanna Kitchingman, Claira Poppelwell
Board: Jennifer Miller

2021 in Pictures



A Letter from the Board Chair
Submitted by Brenda Gray

When listening to the radio the other day, I heard one person say to the other; "everyone is struggling with trying to remember what day it is, let alone what time it is. We are living through a pandemic!"

2021 was a year of change to say the least. COVID 19 certainly continued to present us with some challenges. We have a stay at home order, now we are open, wait....another stay at home order and now we are open! I think the words most often used were, "WE NEED TO PIVOT!" Well, pivot we did!

- **Our fabulous staff moved the Purse Event and the Bowl For Kids Sake fundraisers to an on-line format and surpassed our financial expectations**
- **Our programming for Go-Girls and Game-On, along with some in school mentoring and traditional matches also went virtual**
- **Many touch point calls were made to connect to our youth, along with porch visits to drop off baskets to support them and their families**
- **Christmas letters were again sent to seniors**
- **When we were allowed to open, Jewel's stores were quickly opened**
- **Summer camp and WAK went full speed ahead as soon as they could!**
- **When events were in person again, we jumped to it. We even added a fun and successful third party night out at the Tap House in Smiths Falls to celebrate BBBS month in September!**

On top of all that, we had more traditional matches and several volunteers join our organization. Our Board Members continued to meet virtually, and we were thrilled to announce that Kristine Fair and Mark Quattrocchi joined our Board of Directors! We were sorry to see Jennifer Miller resign and would like to thank her for all the knowledge and expertise she shared with other Board Members while she was with us.

With the hard work and dedication of both Board Members and staff, several other major accomplishments were achieved this year;

- **The Strategic Plan was completed**
- **Our Governance Committee did a review and draft update of our Policy and Service Manuals to be approved in the coming year.**

We are extremely fortunate to have had some financial assistance from the government to help maintain us during these troubled times, along with dedicated Board Members to ensure that our agency continued to be able to serve the youth of Lanark County. I would like to thank each staff and Board Member for everything you have done and continue to do to make Big Brothers Big Sisters of Lanark County an organization we all can be proud of!

We have seen some staff changes over the year and wish all those who have moved on best wishes in their new careers. To all who have joined us, welcome! We are happy to have you join our team and hope you enjoy the journey along with us! We only have more great things to come with our wonderful Executive Director, Sandra Burelli at the forefront leading us on!!

A Letter from the Executive Director Submitted by Sandra Burelli

Completing our new Strategic Plan and determining our values by way of consensus was the foundational work that set the slate and the tone for yet another pandemic year.

When you know you have to shift at every turn, it is immeasurably helpful to have guiding principles that inform your every decision. The Strategic Plan and value set, built in partnership with all of our staff and Board Members, became a guiding light on an otherwise unlit path in these wild times. Akin to a kid in a candy store – when Covid relief funds came along and dangled themselves in front of us, it was easy to want to “jump,” but thanks to the good work we did together, we always asked these simple questions: Does the opportunity meet with our mandate as set by our national governing body? Does it reflect our values and strategic plan as developed by our team?

I’ll say it plain; being the Executive Director of a charity at such a time is not for the faint of heart. I was frankly, as concerned by the ever-changing landscape as any of us, but I knew two things for sure; 1) We had a rock-solid team and 2) We had a rock-solid Strategic Plan to work with! With that, we plowed forward, meeting and often exceeding the goals we set. A huge thank you to our membership for making the document come to life! It was our guiding light all year.

Within that plan, were several goals that would allow us to increase resourcefulness, reduce administrative time and reduce the use of financial resources, all while increasing the most impactful programs for our kids. I am proud to say we made serious headway on all of our central goals:

- **Increase our Impact (we more than doubled our traditional numbers, the program that we know from independent studies has the most significant long-term impact)**
- **Strengthen our Leadership (our Board is a crucial, actively working board, each with measurable outcomes and projects)**
- **To amplify our voice (we completed our re-branding inclusive of building frontage and our media engagement is now strategic, pre-scheduled and directed to specific initiatives for each time of year)**
- **Enhance our sustainability (every one of our student placements and summer staff came back to us this year providing consistency and security for our kids while significantly reducing administrative burdens)**

In addition, concerted efforts were made in 2021 to secure funding for Core programming in 2022 and beyond, and we are pleased to report that United Way of Eastern Ontario is now funding our core Big Brothers Big Sisters of Canada endorsed programs, as opposed to uniquely funding our after-school programs, thus enabling us to better budget our time and efforts in the interest of increasing our impact.

For a little agency with BIG lofty dreams for 2021 and beyond, I cannot be more pleased with where we are sitting today!

Mentoring Team

Submitted by Heidi McNeely and Melissa Spratt

In 2021 Big Brothers Big Sisters of Lanark County served children and youth across Lanark County through mentoring programs and our WAK Youth Centre. The commitment of our mentors was outstanding as our agency pivoted to adapt to the Covid-19 pandemic. Never the less, we persevered and continued to offer many of our programs on-line as required. That said, our agency saw an increase in Community Based Program interest. As such, there was an increase in matches being made and kids being served off our waitlist. Our relationship with community partners continued to be strong allowing us to provide value added services to children and youth in our community.

Community Based Program (Big Brother, Big Sister)

The most impactful mentoring relationship offered by Big Brothers Big Sisters of Lanark County comes from the Community Based "Traditional" program of matching a child with a caring adult mentor. Growth within this program remains a priority. We began implementing changes to our engagement approach and contracted a full-time Volunteer Recruiter thanks to a generous Trillium Foundation grant to build this and other programs. In 2021, we had some attrition accounting for closing 12 matches, however we also added 10 new matches. While numerically, this may not sound significant, when you consider that this represents a minimum commitment of 2080 hours of direct one on one contact with/ impact on littles, it's easy to see why this program is both difficult to recruit for but also immeasurably impactful.

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 2021. There was an obvious shift in this program in response to the pandemic. Some 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 4 children, Teen ISM served 1 child. A total number of 18 children were served in the In School Mentoring program. This number is a decrease from 2020 and can be attributed to Big Brothers Big Sisters of Lanark County having few placement students, and the Covid-19 pandemic.

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

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. However, we were able to successfully run 2 Go Girls! programs virtually serving 13 children.

Canadian Tire After School Program

In 2021 our After School program offered a total of 4 programs to local schools; 1 virtually and 3 in- person. A total of 34 children participated in the programs in 2021.

Summer Program

In the Summer of 2021, Big Brothers Big Sisters of Lanark County was once again able to offer a Summer Program out of the Youth Arena in Smiths Falls. The program ran for 8 weeks. The participants were aged 7 to 11 and 78 participants were served all together over the course of the summer. The program design allowed children to attend one week out of the 8 weeks of programming.

We are Kids WAK (We Are Kids) Youth Program

Our WAK Youth Program served 67 unique individuals and saw a total of 21 new faces in 2021 for a total of 755 unique visits to our program. Programming varied from on-line trivia to sports and recreation as building and health parameters permitted. WAK hosted several basic needs "open table" events where youth could pick up supplies they may have been in need of.



Touch Points

In 2021, BBBSLC made 1223 touch point phone or in-person calls to ensure the safety and needs of our kids were met across all programs during these challenging times. As a result of these interactions 468 porch deliveries were made of food, gift certificates, winter boots, sports equipment, basic need bags and filled back packs.

Other Programs

Intergenerational Pen-Pal Program – with multiple schools and teachers excited to participate again in 2021, we delivered over 700 letters to seniors on Dec. 19th, 2021. This program saw an increase of 200 letters over last year. As a writing program for kids and some fun loving "good news" letters for unexpected seniors, this win-win program is continuing to build!

Fund Development Overview

Submitted by Angie Beaupre

Diversifying our sources of funding remained a top priority in 2021, in the interest of long-term sustainability. As a result, we secured new supporters and improved efficiency in our approach.

Big Brothers Big Sisters' agencies in Canada are independent agencies that do not receive sustained government funding, however Emergency COVID Relief funds including wage subsidies were helpful in sustaining our programs and services in 2021, particularly as our social enterprises were unable to generate typical funds given on-going non-essential retail closures.

As illustrated below by our Fund Development Committee, key partners included: United Way, The Ministry of Education, The Ministry of Heritage, Sport, Tourism and Culture, The Happy Roots Foundation, Campbell's Trucking, OMYA and the Ontario Trillium Foundation. Additionally, we benefitted from municipal, corporate, individual and service club support.

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 \$32,000 using a virtual platform for the first time in history), 3M Golf for Kids' Sake (which raised a record number of over \$23,000), a BBBS Day 3rd party event at The Lock Masters Tap House in Smiths Falls (raising both awareness for our need for volunteers and over \$1000), and our Curl for Kids event and its corresponding online auction that raised over \$4,000.

At every turn, we shifted to meet the challenges of the ever-changing parameters of the pandemic and the restrictions placed on in-person gatherings, and we are pleased to report our success in 2021 in The Fund Development Committee Report below.

COMMITTEE REPORTS

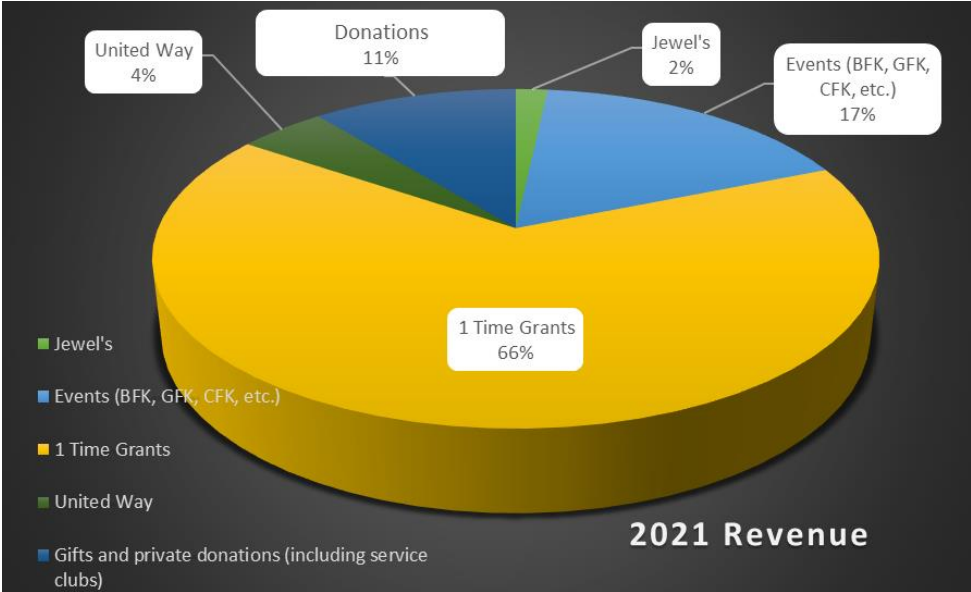
Fund Development Committee

Submitted by Mark Quattrocchi, Committee Chair

2021 Committee Members: Mark Quattrocchi, Kristine Fair, Brenda Gray, Jana Ranger (community volunteer), Angie Beaupre (Staff Fund Development Manager), Sandra Burelli (Executive Director)

Throughout 2021, much like 2020, there were many obstacles to overcome with rolling lockdowns and capacity limits throughout Lanark County. Fortunately, this year we were able to run a number of events such as Tim Horton's Golf For Kids' Sake and the Kinsmen and Tim Hortons Main Street Smiths Falls Curl for Kids Sake, in-person. Keeping the unpredictability of the events in mind, it limited the attendance at many of the events and resulted in a modified influx of fundraising dollars. Under the guidance of incredible staff, volunteers and board members we were able to prioritize the events we were able to run through a combination of in-person, hybrid or virtual offerings, when it was safe and acceptable to do so. In general, we were able to reach and exceed the projected fundraising goals for the year.

Although events were limited in quantity and capacity, there was a rise in 3rd party events, that will hopefully continue into the future. This led to an injection of funding without added weight on an already stretched staff. Though lockdowns and capacity limits continued to impact the operations of the agency as a whole, the staff showed time and time again through their hard work that incredible things are possible. We appreciate the agility, forward thinking and can-do attitude of all staff to creatively help support the youth of Lanark County reach their true potential. Without our champion staff and volunteers, we would not have been able to achieve so many milestones this year.



Nominating Committee
Submitted by Kim Sumara, Committee Chair

2021 Committee Members: Kim Sumara (chair), Laverne Brennan (secretary) and Heidi McNeely and Emily Gray (staff liaison).

The Board welcomed two new directors, Kristine Fair and Mark Quattrocchi, who have both brought immense knowledge and experience to BBBSLC.

We also received one resignation from long time BBBSLC supporter Jennifer Miller at the 2020 AGM, however, Jennifer continued to support BBBSLC in many ways this past year through on-going mentorship of our leadership, our board and our team. She remains a proud and active supporter of the agency.

The Nominating Committee would like to thank all of our directors and BBBSLC staff for their amazing support and dedication to serving the youth of our community!

Governance Committee

Submitted by Nancy Button, Co-Vice Board Chair, Board Secretary and Governance Committee Chair

2021 Committee Members: Nancy Button (chair), Natalie Downing (staff liaison), Laverne Brennan (Board of Directors), Sandra Burelli (Executive Director), and Elizabeth Snyder, who joined the Governance Committee in September as our community representative.

During 2021, the BBBSLC membership approved the updated Constitution and By-laws at the AGM and the Board approved an updated Emergency Health Situation Response Plan, a revised Marriner Family Scholarship Policy, and a new COVID-19 Vaccination Policy.

The Governance Committee developed a new format for the policy and procedural manuals resulting in a draft Policy Manual to condense the Board Manual, Personnel Policy Manual, Risk Management Reference Guide and Financial Policy Manual into a single document, reducing duplication and improving consistency. The Governance Committee also developed a draft Service Manual to replace the Service Delivery Procedure Manual. Many thanks to the members of the Governance Committee who worked diligently and contributed their knowledge and experience in developing and documenting updated and relevant policies for the use of staff and volunteers.

Finance Committee

Submitted by Carole Fuller, Committee Chair

2021 Committee Members: Carole Fuller (Treasurer), Nancy Button (Board Director), Kristine Fair (Board Director), Sandra Burelli (Executive Director).

When we wrapped up the 2020 year end we felt we had one of the more challenging years for our Agency with the impacts of Covid. 2021 challenged us to "think outside the box," and thanks to the great team that supports the agency, including volunteers, financial supporters, staff and our LITTLES, we did pivot and think outside the box while trying to get back to our very successful in- person programming. Again, what helped us make it through another tough year of limited fundraising was the Federal subsidy for wages and rent. The Agency has been prudent over the years in accumulating fund balances to ensure our stability and room to plan for change and not simply react. We continued to have the support of our Community partners and all our donors which enhanced our stability going forward and gave us the encouragement to know we are doing good work and they are behind us.

We could have weathered 2021 without the Federal subsidy, but with it we are better able to grow our Agency back to the programming we provided pre-covid. We have that room to breathe and to plan for the future.

I am forever WOWED by the commitment and dedication of the team that run the agency. And offer a sincere thank you for your loyalty and commitment. You go above and beyond! We are ready for 2022 and what the future 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.

2021



Municipality Partners



Foundation Partners



Major Donor Support



Our Sincere Thanks!
Here is to another great year of serving Lanark County Kids!