



You may only
Be a person in
this world, BUT
for someone,
you're the
world 😊

from
Lisa

50
years



Big Brothers
Big Sisters
OF LANARK COUNTY

ANNUAL REPORT 2023
#BIGGERTOGETHER

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OUR VISION

All young people in Lanark County realize their full **potential**.

OUR MISSION

To enable life-changing mentoring relationships that **ignite** the power and potential of young people in Lanark County.

OUR VALUES

Safety
Quality
Respect



OUR 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."



BBBS THEORY OF CHANGE

The Big Brothers Big Sisters' Theory of Change continues to serve as our federation's North Star, creating a unified path on how we make change in the world. The Theory of Change drives our decision-making, helps to promote our work, and strengthens our culture.

The Theory of Change explains WHO we serve, HOW we ignite their potential, and WHAT impact we make on their lives.

WHO DO WE SERVE?

We serve young people from the ages of 6 to 16 who face adversity and are in need of an additional caring and consistent developmental relationship.

HOW DO WE **IGNITE** POTENTIAL?

We provide 1:1 mentoring services that:

- Intentionally recruit volunteers based on the needs of young people in our community.
- Match young people with a professionally-screened volunteer mentor.
- Monitor and support the match with a professional caseworker.

We offer the following group programs:

- Go Girls! - focuses on physical activity, balanced eating & self-esteem
- Game On! - engages participants in the pursuit of lifelong healthy lifestyles
- After School Programs
- Summer Camps

WHAT IS THE IMPACT?

We know that if we serve young people who face adversity by matching them with a mentor, and if they are committed to our mentoring programs over a period of time, they will have:

- ✓ Greater social emotional competence.
- ✓ Improved mental health & well-being.
- ✓ Increased educational engagement & employment readiness.

A LETTER FROM OUR BOARD CHAIR

"All of us, at some time or other, need help. Whether we're giving or receiving help, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors--in our own way, each one of us is a giver and a receiver." – Fred (Mister) Rogers

In 2023, Big Brothers Big Sisters of Lanark County (BBBSLC) celebrated its 50th year, reflecting on its journey from humble beginnings in 1973 to a cornerstone of the community today. It was a chance for the staff, board members, volunteers, and community stakeholders to reflect on where we have been, where we are today, and importantly look to the horizon on what is to come.

Overcoming pandemic challenges in recent years, the devoted staff, board, and volunteers during that time ensured the organization remained adaptable and forward-thinking. Building off this foundation under the new leadership of Executive Director Jennifer Miller, the whole team brought exciting energy and momentum in the regrowth and successful delivery of quality programming across Lanark County. Importantly, the organization's programming continues adapting to the needs of young people in our community, actively prioritizing youth safety, accessibility, and embracing acceptance of all backgrounds.

The unparalleled dedication and drive of the staff team continues to generate incredible community impact while surpassing the board's expectations each step of the way.



CHAIR'S LETTER CON'T



Some farewells to outgoing staff and board members were met with excitement for new additions this year. Special thank you to Laverne Brennan and Kristine Fair for their dedicated work as past board members and a big welcome to new board members Jordan Hawn, Briana Krushelnicki, Manon Vaillancourt, and Andrew Lynch! The board also welcomed a heightened awareness of diversity, equity, and inclusion, including new ad-hoc efforts, training, and a subtle yet important amendment to its land acknowledgment, signaling a call to action for Indigenous representation in decision-making processes.

Looking ahead, BBBSLC remains focused on growing and fostering its commitment to serving every corner of Lanark County. We remain dedicated to what matters most, ensuring every teenager has a safe place in this world; every child is prioritized and empowered; every youth has a champion in their corner; and that every young person in Lanark County is reaching their full potential. Here's to the next 50 years ahead!

Jordan Thompson, Board Chair

A LETTER FROM OUR EXECUTIVE DIRECTOR

Reflecting on 2023, the year reminds me of the turning point we were at in 2007 when I first started as Executive Director. It was a time when we were considering our impact versus the need in the community, and we chose to really dig in and invest in serving more children. In 2023, having come through a global pandemic, we faced the same critical turning point. The impact of the pandemic was significant, and we knew we could dig deep again and turn the corner.

Our board welcomed a new chair, and while there were some other changes on the board, the existing members committed to growing the agency in order to help more local kids. We added new board members and reframed the committee structure. We committed to creating an EDI Task Force and look forward to building on that in 2024.

The staff team underwent several changes as well as we said a fond farewell to Heidi McNeely, Bryanna Normandeau, Kaleigh Emon and Melissa Spratt. We welcomed Connor Crane, Lee Williams, and Nicole Croteau. Our part time team changed as well, and we worked to create a strong team focused on one result - serving more children and youth through our impactful mentoring programs.

Thanks to a grant from the Community Service Recovery Fund through the United Way, we were able to launch the Reigniting our Potential program in partnership with Queer Connection Lanark. This work will create a rural focused tool kit for 2SLGBTQIA+ youth and those that support them. And with thanks to several other funders, including Intact and Perth & District Community Foundation, this work will continue right through 2024.

And, of course, we celebrated. The agency turned 50 in 2023 and throughout the year we told stories, shared memories, and finally, hosted a gala that no one will soon forget. Please enjoy the many pictures throughout this report.

While Covid had a terrible impact on the not-for-profit sector, I know that this agency is committed and engaged and working to rebuild after this devastating pandemic. I look forward to continuing our mentoring efforts in the coming years.

All the best,
Jennifer





WHO WE SERVED IN 2023 - MENTORING TEAM REPORT

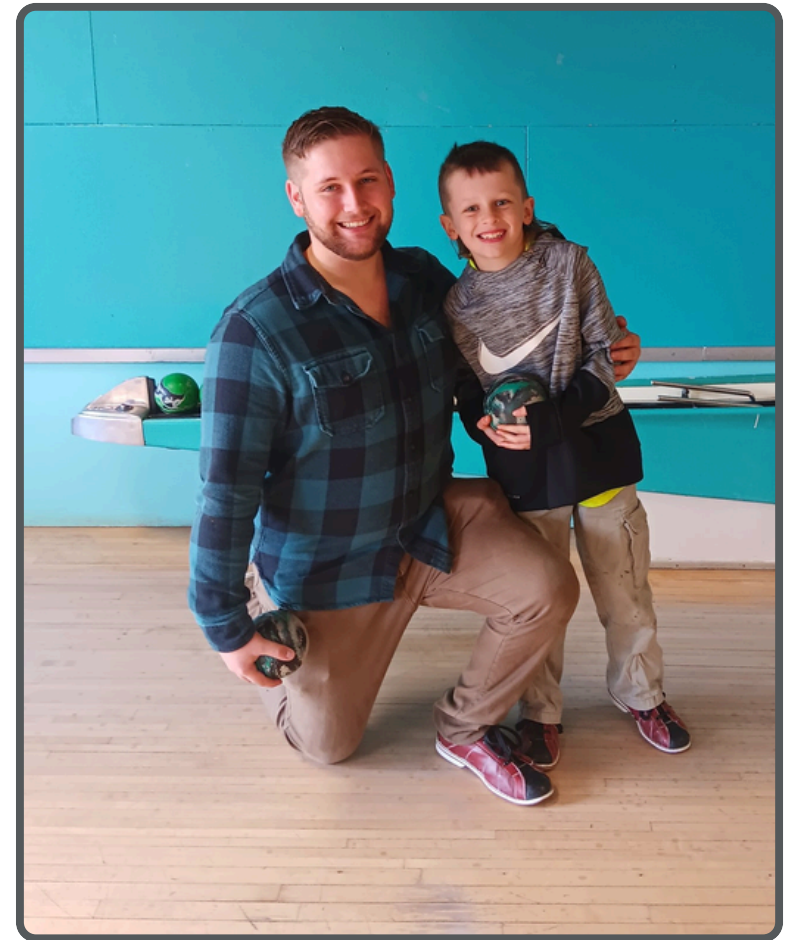
Big Brothers Big Sisters of Lanark County continued to provide children and youth across Lanark County with impactful mentoring opportunities. These opportunities included one to one community-based matches, one to one and group school-based matches, Summer Camps, and our WAK Youth Program. 2023 saw the return to a more normal time for volunteering as well. We increased the number of children and youth we served by adding new volunteers to all of our mentoring programs. Four university and college placement students, four Teen mentors and a Co-op student also helped us serve more kids in 2023.

Submitted by Cliff Woods,
Program Manager

Community Based Program - Traditional 1:1

The core mentoring program of all Big Brother Big Sisters agencies across Canada is the Community Based one to one program. This mentoring program is the most impactful mentoring relationship offered by Big Brothers Big Sisters of Lanark County. Our Community Based "Traditional" program matches a child or youth with a caring, stable adult mentor. They spend time together each week engaging in fun activities in their community. Through these outings, a positive relationship is developed. The result can be a life changing experience for both the mentor and the mentee

Growth within this program remains a priority. In 2023, while 7 matches closed, 11 new matches were established. A total of 26 mentors and their mentees enjoyed some wonderful experiences and times together in 2023.



In-School Mentoring Program (Adult, Co-Op, College/University Placement)

Our In-School Mentoring program continued to provide 1:1 mentoring opportunities throughout the County in 2023. The In-School Mentoring program provides children and youth with a role model and a friend to talk with and share their experiences of growing up.

In 2023, 23 children were mentored in our Adult In-School Mentoring program and an additional 18 children were mentored in our College/University ISM program. Our Teen ISM and Co-op ISM program helped another 14 children. Over all 55 children benefitted from the care, compassion and friendship through their In-School Mentoring program mentors.



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

Big Brothers Big Sisters of Lanark County offered our Game On! and Go Girls group mentoring programs that address topics such as healthy relationships, healthy eating, the importance of physical activity, and other unique challenges that middle-school aged children face to schools across the county. In 2023, we served 14 boys through our Game On! Program and 30 girls through Go Girls!



After School Program

With the help of Jumpstart funding, our popular After School Program was able to serve a total of 98 children in 2023. Using a combination of physical activities, healthy snacks, positive self-esteem building activities, mental health promotion and mentorship, BBBS staff and volunteers provide an active, safe and supportive environment for children to develop and enhance a healthy life style through physical activity, fair play and fun.



Summer Program

In the summer of 2023 Big Brothers Big Sisters of Lanark County offered two different Summer Programs. The first Summer Program was our usual summer program in partnership with the Town of Smiths Falls. The program was facilitated by summer students in and around the Youth Arena, provided in kind, by the Town of Smiths Falls. The Summer Program provided seven weeks of day camp for area children aged 7-11. Each week a new group of children attended and enjoyed a variety of sports, arts and crafts and other fun activities. Over the seven weeks there were 80 visits to the camp serving 45 individual children.



The second Summer Program was our Keeping Girls in Sports Summer Camp. In partnership with Jump Start and Duncan J Schoular Public School 20 girls attended a 7-week camp that provided them the fundamentals of sport, learning agility, balance and co-ordination through a combination of traditional and non-traditional sports and games. A secondary component of the program was for the girls to develop a love for sports that might ensure they stayed actively involved in a sport long term.



We are Kids (WAK) Youth Program

Our WAK Youth Program continued to flourish in their new space. Open three afternoons a week WAK saw solid growth in the number of regular participants over the year. Providing a safe and welcoming space for all during the “critical hours” has become a hallmark of the WAK program. Participants can decompress, relax, engage in learning valuable life skills, and feel safe to express themselves. Serving a nutritious meal each afternoon ensured all participants aren’t going home hungry. In many cases participants were able to take food home to their families. A total of 106 participants were served by and benefitted from attending the WAK Program in 2023.



REIGNITING OUR POTENTIAL



The Reigniting Our Potential project developed and implemented an interactive 2SLGBTQIA+ resource and education kit that provided inclusion training for youth and service providers in a rural context. BBBS, in collaboration with Queer Connections Lanark, is continually evolving to meet the needs of youth, and this project played a key role in improving the agencies' equity and inclusion programming.

Project deliverables included;

- development and implementation of a rurally relevant 2SLGBTQIA+ training package to improve service delivery for 2SLGBTQIA+ youth in Lanark County
- training for 25 BBBS staff, volunteers/mentors, and 10 community agencies/schools/partners
- developing, revitalizing and deepening community partnerships for BBBS and QCL and creating the potential for future program development and expansion
- distribution of project resources to other BBBS agencies and community partners across Ontario

Submitted by Nicole Croteau
Project Outreach Coordinator

Funded by the
Government of Canada's
Community Services Recovery Fund | **Canada**



THANK YOU

TO OUR PROGRAM PARTNERS

- Upper Canada District School Board
- Catholic District School Board of Eastern Ontario
- Rideau Community Health Services
- Queer Connection Lanark
- The Table Community Food Centre
- Carebridge Community Support
- Smiths Falls Police Services
- RNJ Youth Services

RESOURCE DEVELOPMENT REPORT

Our local agency has been in existence for 50 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 is returned to society. (Boston Consulting Group)

We have always felt that, to sustain ourselves over the long haul, we need to diversify our sources of funding. In 2023 we returned to a more stable social environment for our events and fundraising initiatives, leading us to some new supporters. Big Brothers Big Sisters' agencies in Canada are independent agencies that do not typically receive sustained government funding, so our donors help make our work possible.



RESOURCE DEVELOPMENT REPORT CON'T

Major partners included: United Way, the Ministry of Education, the Ministry of Tourism Culture and Sport, the Ontario Realtors Care Foundation, Smiths Falls Kinsmen Club, Branch 95 Royal Canadian Legion, Campbell's Trucking, Jumpstart, Intact insurance, OMYA, 100 Women Who Care and the Perth & District Community Foundation. We benefitted from municipal, corporate, individual and service club supports.



Branch 192



Funded by the
Government of Canada's
Community Services Recovery Fund



RESOURCE DEVELOPMENT REPORT CON'T

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 (\$80,000), 3M Golf for Kids' Sake (\$20,000), BBBS Day was celebrated by Lanark County by changing their landmarks to teal in our honour, a reimagined annual event made a big comeback in 2023; The Purse Event (\$19,000) and our Curl for Kids raised over (\$3,000).

We celebrated our 50th year with an anniversary Gala to connect our past 50 years and look forward to our next 50 years. We were honoured to have so many supporters, past Bigs & Littles as well as past staff join us in Carleton Place where "Big Brothers of Lanark County" held the first meeting 50 years ago.

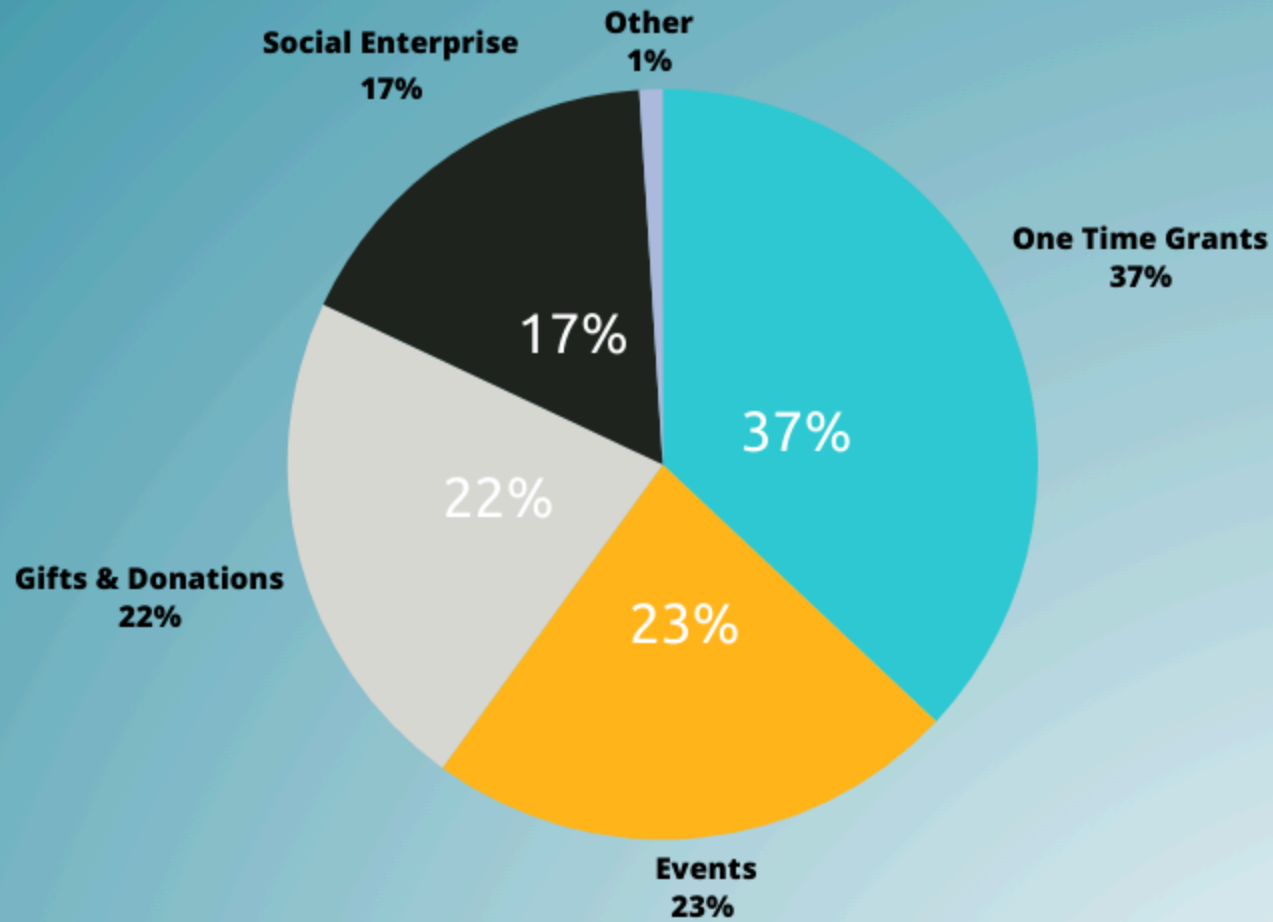
We are pleased to report overall success in 2023, turning our year end numbers into another successful, sustainable year.

Submitted by Angie Beaupre, Resource Development Manager





2023 Revenue Sources



Private Donations



Events



Social Enterprises

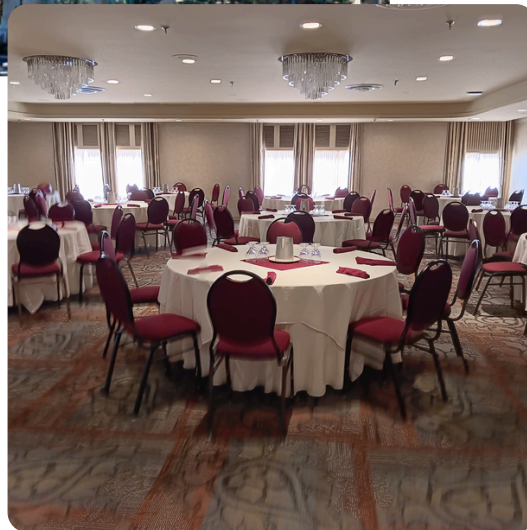
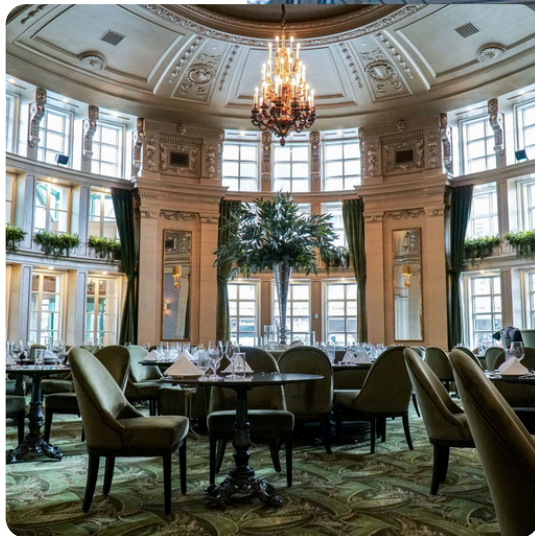


1 time Grants

NATIONAL CONVENTION 2023



Jennifer Miller, Angie Beupre and Brenda Gray had the opportunity to travel to the BBBS Canada National Convention at the Fort Garry Hotel in Winnipeg in June. It was a great time of networking and learning.



Celebrating 50 Years in 2023 - Anniversary Gala









COMMITTEE REPORTS

NOMINATING COMMITTEE REPORT

The 2023 Nominating Committee members were Brenda Gray (Past Chair) and Jennifer Miller (Executive Director).

The BBBSLC Board of Directors underwent several changes in the past year. We are very fortunate to have welcomed four new members, Briana Krushelnicki with a social service background, Manon Vaillancourt with a business background, Jordan Hawn with a marketing background and Andrew Lynch with an educational background. We also received resignations from Laverne Brennan in June of 2023 and Kristine Fair in August of 2023.

The nominating committee would like to thank all Board Members for their dedication to their roles on the Board and to the overall mission of BBBSLC!

Submitted by Brenda Gray, Committee Member

GOVERNANCE COMMITTEE REPORT

The 2023 Governance Committee members were Jordan Thompson (Chair), Briana Krushelnicki (Committee Member) and Cliff Woods (Staff Liaison)

The committee drafted a new Board Code of Conduct document and submitted it to the Board for approval. The Board subsequently approved the new Board of Conduct document.

The committee drafted an updated Complaints Policy which the Board subsequently approved.. There is now a link to this policy on our Agency webpage.

The committee also began the process of reviewing new and revised National Standards that were put forth at the 2023 BBBS Canada Annual Convention. This work will continue into 2024.

Submitted by Cliff Woods (Staff Liaison)

FINANCE COMMITTEE REPORT

2023 committee members – Carole Fuller (Chair), Kristine Fair and Jennifer Miller (Staff Liaison).

The 2023 year saw growth in our programming as we continued to what we do best – mentoring! From a finance perspective, our main fundraisers saw the community investment in our agency. Bowl for Kids was busier, the Jewels stores and some very successful fundraising events provided the funds for our growth. Our government partners continued to show their confidence in our Agency with their funding.

We are extremely appreciative of the support from our Community partners and all our donors. This support lets us maintain and grow our programs. We could not do this without you! And a heartfelt thank you to all our volunteers from fundraising, the programs, to guidance – this is an absolutely priceless resource. And the numbers on the financial report cannot capture the value of the commitment of our staff. The team's commitment is the building block for our successful programs and our reputation in the community. I offer a very humble, thank you.

We have been responsible with our funds over the years and that will let us grow our programming in 2024. Our community needs us and we need our community and this is how we accomplish that goal.

Submitted by Carole Fuller, Committee Chair

RESOURCE DEVELOPMENT COMMITTEE REPORT

This committee made some core changes in 2023, adjusting the fund development title of the group to resource development - attracting key partnerships, sponsors, and getting further awareness. This new direction helped the group better understand how they could be more impactful.

Further to that, the group booked major gift training with a past committee member to provide strong guidance for the committee. We outlined key stakeholders who are ideal partners with the organization, connecting with them to participate in Bowl for Kids Sake and other future events.

We created our ideal consumer profile to have direction on who we should be connecting with and we worked to spread awareness through committee members own personal networks (both through social online and in-person discussions).

We are committed to growing this committee and would welcome new members!

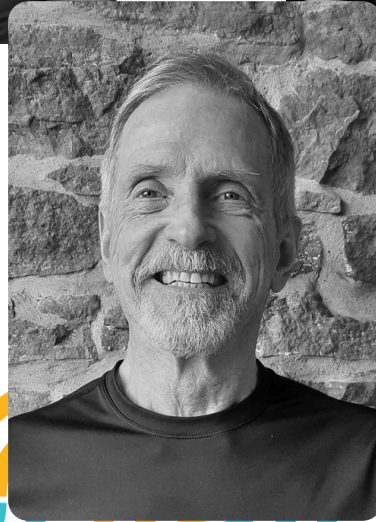
Submitted by Jordan Hawn, Resource Development Committee Chair

2023 BOARD OF DIRECTORS

Jordan Thompson - Chair
Brenda Gray - Past Chair
Carole Fuller - Secretary/Treasurer
Laverne Brennan - Director
Kristine Fair - Director
Jordan Hawn - Director
Briana Krushelnicki - Director
Manon Vaillancourt - Director
Andrew Lynch - Director



2023 BOARD OF DIRECTORS



500th Board Meeting, April 19, 2023



2023 STAFF

Jennifer Miller - Executive Director
Angie Beaupre - Resource Development Manager
Cliff Woods - Program Manager
Sandra Walker - Jewel's Store Manager, Smiths Falls
Sue Norman - Jewel's Store Manager, Perth
Heidi McNeely - Program Supervisor
Melissa Spratt - Mentoring Coordinator
Bryanna Normandeau - Volunteer Recruitment Coordinator
Nicole Croteau - Project Outreach Coordinator
Kaleigh Emon - WAK Program Coordinator/Agency Promoter
Conner Crane - Mentoring Coordinator
Lee Williams - WAK Program Coordinator/Agency Promoter



2023 STAFF CON'T

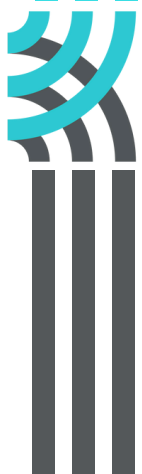
Meghan Brennan - WAK Program Facilitator
Nathanael Flinn - WAK Program Facilitator
Emilie Must - WAK Program Facilitator/ASP Facilitator
Ryan Mitchell-Smithson - ASP Facilitator
Courtney Adam - ASP Facilitator
Patrick Desjardine - ASP Facilitator
Nefellie Rogers - Program Facilitator (Summer)
Claira Popplewell - Program Facilitator (Summer)
Mika Wilson - Program Facilitator (Summer)
Summer Imerson - Program Facilitator (Summer)
Katrina O'Hara - Program Facilitator (Summer)
Jennifer Hogan - Office Coordinator

A fond farewell to:

Bryanna Normandeau, Heidi McNeely, Meghan Brennan,
Ryan Michell-Smithson, Kaleigh Emon, Melissa Spratt,
Patrick Desjardine and Nathanael Flinn – Staff

Our Five Summer Programming Students

Laverne Brennan and Kristine Fair – Board



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