

Big Brothers Big Sisters of South Shore

30 years on the South Shore



Big Brothers Big Sisters of South Shore

Represented Today By:

- **Jamie Irving - Board President**
- **Sandra Murray - Former Executive Director and current Volunteer**

Big Brothers Big Sisters of Canada

- **Vision**
 - *Every Child in Canada Who Needs a Mentor, Has a Mentor*
- **Mission**
 - *We commit to Canada's young people that we will be leaders in providing them with the highest quality, volunteer based mentoring programs.*
- **118 Agencies throughout Canada**

Big Brothers Big Sisters of South Shore

Topics

Our.....

- **Agency**
- **People**
- **Youth**
- **Programs**
- **Challenges**
- **Priorities for 2015 and Beyond**

Big Brothers Big Sisters of South Shore

Our Agency

- Began in 1985
- Accredited through National BBBS of Canada
- Office located in Bridgewater
- Service Area is Lunenburg and Queens Counties
- One of seven BB / BS Agencies in Nova Scotia
(along with Halifax, Yarmouth, Annapolis Valley,
Colchester, Pictou County, Cape Breton)

Big Brothers Big Sisters of South Shore

Our People

Volunteer Board

- Jamie Irving - President
- Alicia Strong - Vice President
- Kelly Cheeseman - Treasurer
- Susan Whynot - Secretary
- Shawn O'Hara - Director
- Sandra Mailman - Director
- Francine Smith - Director

Big Brothers Big Sisters of South Shore

Our People

Board Committees

- Revenue Steering
- PR and Recruitment
- Policy and Personnel

Big Brothers Big Sisters of South Shore

Our People

Staff

- Vanessa Mossop - Executive Director / Case Worker
- Chantelle Barnaby - Fund Development Specialist

Big Brothers Big Sisters of South Shore

Our People

Other Volunteers Who Help With

- Major Fund Raisers
- Various other smaller fund raising events throughout the year (ticket sales, coat checks, raffle items, concerts, ...)

Big Brothers Big Sisters of South Shore

Our Youth

YEAR	YOUTH INVOLVED
2010	91
2011	107
2012	108
2013	87
2014	79

Big Brothers Big Sisters of South Shore

Our Programs

Traditional Mentor Matches (Becoming Less Common)

- Big Brother / Little Brother
- Big Sister / Little Sister
- Cross Gender

Big Brothers Big Sisters of South Shore

Our Programs

In School Mentor Matches (Primary Program for the Future)

- Elementary students matched with mentors
- One hour per week during school time at school
- Topics covered vary according to mentee needs
- Agreements with 12 schools on the South Shore

The Impact of Mentoring on Canada's Youth

What if every child in Canada...

...fulfills his or her potential?

...is set on the right path today?

...finishes high school, goes to college or university, gets a job and gives back to their community?

Wouldn't that be something?



Preliminary results from a large-scale National research study conducted by Centre for Addiction and Mental Health, provide independent and reliable evidence of the impact of Big Brothers Big Sisters mentors on Canada's youth. When compared with young people who have never been matched¹...

Youth who have been matched with a mentor are:

48% less likely to have behaviour problems in school.

2x

more likely to have high levels of school bonding and commitment.

43% less likely to have conduct problems in school.

2x

more likely to have high academic achievement

34% less likely to allow themselves to be victimized or bullied by peers.

2 AND A HALF x

more likely to participate in extra-curricular school activities

Mentored youth simply do better.

We believe in the value and values of mentoring. **Start Something.**



Big Brothers Big Sisters.ca

¹The analysis has been conducted to control for differences among the young people at baseline meaning that any differences later in the study can be attributed to the mentoring relationship.



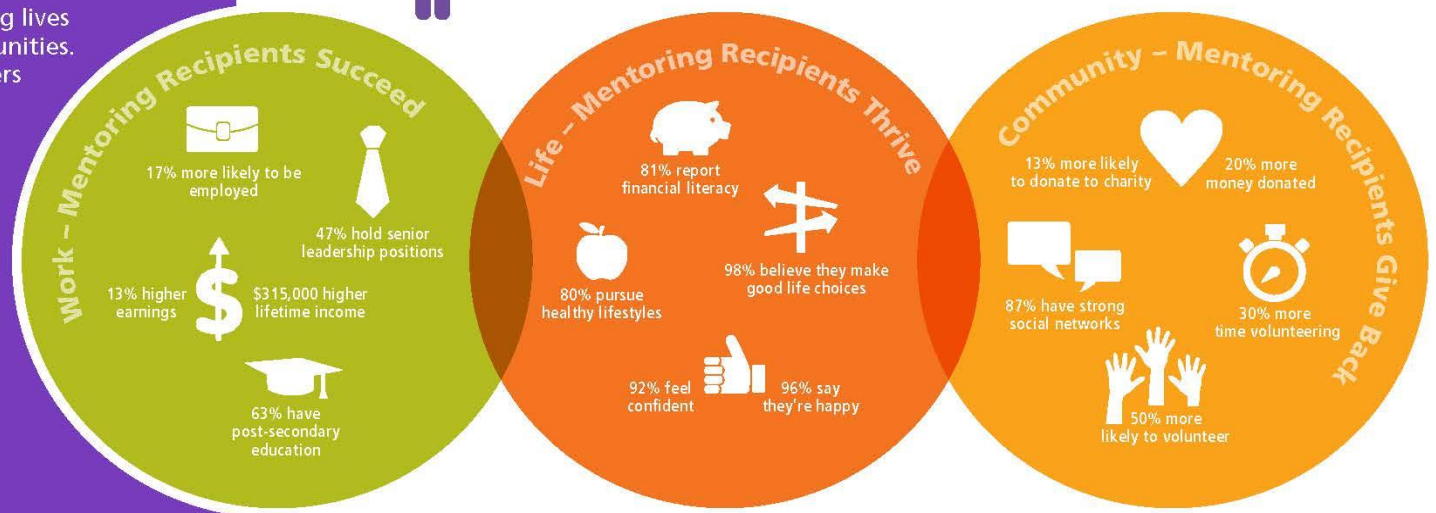
Big Brothers Big Sisters.ca

The Mentoring Effect

Changing the course of young lives changes the future of communities. By every measure, Big Brothers Big Sisters returns **positive results in the mental health, employment and civic engagement** of the recipients of our mentoring programs.



work life community



SOCIAL RETURN ON INVESTMENT



Increased Taxes & Spending From Higher Income + Increased Volunteering & Donations

18:1

\$1 invested in mentoring by Big Brothers Big Sisters returns \$18 to society *

* Among economically disadvantaged groups, \$1 invested in mentoring by Big Brothers Big Sisters returns \$23 to society.

Social Return on Investment Study
To assess the economic benefits of our programs, The Boston Consulting Group undertook a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

start something

The Mentoring Effect on Education



Mentoring changes the course of young lives which, in turn, can change the future of **communities** by making them **better** places to work, live and thrive.

It can lead to a reduction in poverty and unemployment, to **safer schools** and neighborhoods and to a renewed optimism for **growth**.

The Challenge:

Youth who do not graduate from high school are at a serious disadvantage in terms of personal and economic success.

The Solution: Mentoring

Mentoring = Immediate Results

- Students who meet regularly with their mentors are **52% less likely** than their peers to skip a day of school and 37% **less likely** to skip a class
- Girls are **2½X more likely** to be confident in their ability to be successful at school
- Boys are **2X more likely** to believe that school is fun and that doing well academically is important

Mentoring = Safer Schools

- Girls are **4X less likely** to bully, fight, lie or lose their temper.
- Boys are **3 X less likely** to suffer peer pressure related anxiety;
- Boys are **2X less likely** to develop negative conducts like bullying, fighting, lying, cheating or losing their temper.

Mentoring = Future Success

- **63%** have post-secondary education
- **17%** more likely to be employed
- **13%** higher earnings—\$315,000 higher lifetime earnings
- **47%** hold senior leadership positions

Mentoring Works.

For over one hundred years, Big Brothers Big Sisters has been making a positive difference in the lives of Canada's youth by developing and implementing a wide range of mentoring programs. Mentors teach by example the importance of giving and giving back, of staying in school and of having respect for family, peers and community.

Across Canada, Big Brothers Big Sisters has over 115 agencies supporting 300 communities across the province which serve more than **42,000** children and youth; however, there are still **thousands more Canadian children and youth waiting for mentors**.

Stats referenced come from these studies:
Boston Consulting Group - Social Return on Investment Study • Public/Private Ventures study of Big Brothers Big Sisters • Big Brothers Big Sisters and the Centre for Addiction and Mental Health (CAMH) longitudinal study • Search Institute Survey

Big Brothers Big Sisters of South Shore

Our Programs

Kids 'n Kops Summer Program

- Two one week sessions per year
- Conducted by SSBBBS and local Police Agencies (Bridgewater Police Services and RCMP)
- Activities have included zoo visit, museum visit, beach day, BBQ, sports, sessions with police members covering K9, drug awareness.....and a lot of fun!





Big Brothers Big Sisters of South Shore

Our Programs

Other Activities with Children

- Fishing Derby
- Christmas Parade / Presents
- Sporting Event Attendance
- Farm Visit
- Cooking Classes
- Squash Festival





Big Brothers Big Sisters of South Shore

Our Challenges

- **Finances**
 - Began 2015 with a deficit
 - Bulk of deficit is from not meeting 2014 fund raising projections
 - Projecting a surplus in 2015, but will still be in a deficit situation at year end
 - Expenses are controlled, but fund raising is becoming increasingly difficult

Big Brothers Big Sisters of South Shore

Fund Raising Events (2015 Projection - \$47,900)

- Bowl for Kids (March)
- McHappy Day (May)
- Golf for Kids (July)
- Curl for Kids (Nov)
- Casino Night (Nov)
- Sponsorship Program (new)
- Multiple other smaller fund raising events throughout the year



Big Brothers Big Sisters of South Shore

Grants (2015 Projection - \$44,000)

Government

- NS Dept of Community Services \$22,000
- Municipality of Lunenburg \$ 2,000

United Way

- In School Mentor \$11,000
- Kids 'n Kops \$ 5,000

Other

- RBC \$ 2,000
- Wellness / Go Girls \$ 2,000

Big Brothers Big Sisters of South Shore

Our Challenges

- **Recruiting**
 - Goal is to increase In School Mentor matches
 - Expense of staff time and advertising is our challenge

Big Brothers Big Sisters of South Shore

Our Priorities for 2015

- Establish new fund raising Sponsorship Program as an ongoing source of funds.
- Improve financial situation through reduced wages expense.
- Increase In School Mentor matches for September school year start.

Big Brothers Big Sisters of South Shore

Our Priorities for the Future

- Continue to provide a valued and necessary service in the communities we operate in.
- Increase our presence throughout these communities and reduce our waiting list through the In School Mentor program.
- Attain financial stability through continued community support.

Big Brothers Big Sisters of South Shore

Our Needs

- Continued financial support from the NS Department of Community Services, the Municipality of Lunenburg and the Lunenburg County United Way.
- Continued financial and volunteer support from the people of Lunenburg and Queens County



Thank you.
Questions?