



Big Brothers
Big Sisters
OF SAINT JOHN

2021 Annual Report

Vision: All young people realize their full potential

Mission: To enable life-changing mentoring relationships to ignite the power and potential of young people

Judge Tom Bell Award recipient:

'Awarded annually for exceptional dedication to volunteering'



Debbie Cooper

George Hitchcock Award recipients:

'Awarded annually for youth to attend summer camp or pursue an educational interest'



Teagan
MacAulay



Kellan
MacDonald



Aidan
Pollard

Durham Laporte Legacy recipients:

This will be the first year of this award in celebration of the life and comedy of Durham Laporte. 'Awarded annually for youth to attend a summer camp experience'.



Devyn
Theriault



Carter
Lamoureux
Smith



Jocelyn
Braun



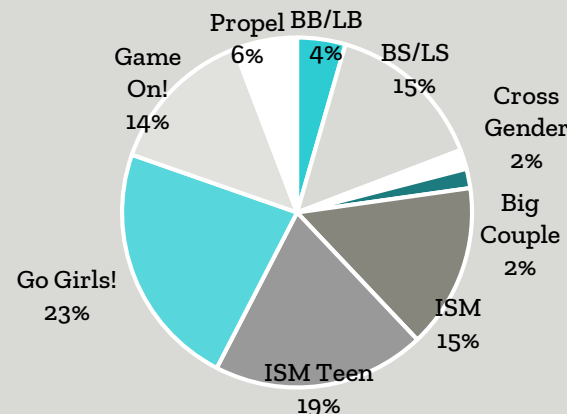
Youth Served in Big Brothers Big Sisters Programs 2021

Youth Served in Mentoring Programs:

Youth Served in All Programs - 229
Volunteer Mentors - 167

One-On-One Core Programs:

Little's (Brothers and Sisters) - 52
In-School Mentees - 78
In-School Teen Mentors - 64



Group and Waitlist Programs:

Game On! - 29 participants and 12 teen mentors
Go Girls! - 53 participants and 21 teen mentors
MENTOR Links - 12

Post-Secondary & Career Readiness (Propel):

Youth Served - 13



United Way
Saint John, Kings
& Charlotte



Big Brothers
Big Sisters
OF SAINT JOHN



**Big Sister/Little Sister
Match – Katelynn & Rachel**

BBBS Saint John Board of Directors 2021-2022

Board Executive

President: Erin MacKenney

Vice President: Leah Straight

2nd Vice President: Susan Eisner

Treasurer: Matthew Wegener

Secretary: Emily Teed

Past President: Debbie Cooper

Directors

Paige Scott, Julia Deep, Blake Johnston, Swati Anand,
Jeff Williams, Harrison Teed, Darien Edison, Norah
Surcon, Jill Hamer

Honorary Life Members: Betty Hitchcock, Robert
Vincent, Darrell Scribner

Volunteer Years of Service as of 2021

5 Years

Maranda Fullerton

Debbie Cooper

Katelynn McCarthy

Rocio Ugarte

Celia Santos

Victor Szymanski

20 Years

Debbie Fisher

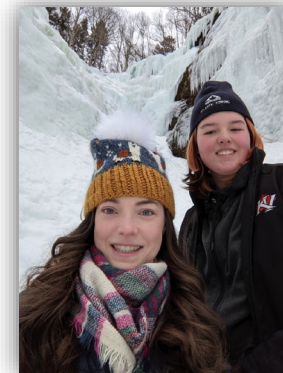
35 Years

Betty Hitchcock

15 Years

Jeff Williams

Stacey Howe (as of 2022)



**Big Sister/Little Sister
Match – Sarah & Juliette**



**In-School Virtual
Mentoring Match**

Agency Staff in 2021

Executive Director: Laurie Collins

Mentoring Coordinators: Kimberly Fawkes, Lori Hall, Charlene
Perry, Amy Tanner, Meagin Huisman, Meaghan Hickey-Hare

Special Projects and Marketing Coordinator: Rhoda Welshman

Assistant Marketing Coordinator: Adam Robichaud

Summer Grant Students: Jessalynn Hussey, Rachel English and
Brett Daigle

Staff Milestones



**Charlene Perry
5 Years**



**Lori Hall
10 Years**



**Summer
Staff 2021**



**Agency Staff 2021
(photo taken at
BFKS 2022)**

Reports

President's Report – Erin MacKenney:

As I reflect on the past year I find myself feeling so grateful for the dedication and hard work of all of the staff at Big Brothers Big Sisters Saint John. Covid-19 has created many challenges within our community, and this organization has not been immune to the fallout. Throughout the continued challenge brought about by lockdowns, remote work, and the inability to gather, the staff continued to work with impressive dedication and commitment to support the mission and vision of the organization while always keeping the Littles at the center of their work. As an organization we rely heavily on the commitment of volunteers, I am grateful for the dedication of these individuals who have given their time and energy to our community's young people. The role of a mentor in a child's life is to create a safe space for them to grow, explore, and be themselves. I am grateful to our Board of Directors whose commitment and passion for the organization never ceases to amaze me. As I look forward to next year, I know that the road will not be smooth. We have much work to do and I am eternally thankful for Laurie and the entire team who, even in the face of uncertainty, always put the needs of our community's young people first. We will continue to work toward realizing the organization's mission of helping young people to ignite their power and potential by building strong and healthy Developmental Relationships.



Executive Director's Report – Laurie Collins:

Throughout 2021 our focus continued to revolve around our core values of enhancing the healthy development of young people through consistent Developmental Relationships, collaborating with others to promote healthy and safe environments for young people, staff and volunteers working together to maintain the highest standards to ensure positive outcomes, and striving to reflect the diversity of the communities we serve.

Our service delivery work locally is strongly aligned with work at the national level in bringing the new Theory of Change to life. Strategic partnerships were initiated to improve program evaluation capacity and to improve delivery of services; staff continued to play an active role in national committees and projects to contribute to new standards development and learn about new and emerging practices; volunteer mentors and board members worked tirelessly to ensure we are meeting the growing needs of our young people; and work has continued to broaden our reach into communities we have not effectively served in past years.

Thank you to the board members who are leaving at this time; Debbie Cooper, Paige Scott, and Harrison Teed, and also Matt Wegener, who left the board earlier this year. To the staff, thank you for your outstanding dedication to service delivery. To program volunteers, thank you for helping young people on their journey of becoming the best version of themselves. To our community of supporters, thank you for believing in our mission of igniting the power and potential of young people through mentoring.



Finance Committee Report:

As expected during the second year of a pandemic, total revenue for 2021 saw another substantial decrease of \$42,935 compared to 2020 for an annual total of \$413,199. Thanks to the Federal supports including the CEWS, CERS and CEBA programs, we were able to recognize \$129,901 in much-needed revenue in 2021. However, it was not enough to offset the impact COVID-19 has had on Bowl for Kids' Sake, donations, and other fundraising event revenues. The agency had a deficit of \$28,463 this year; compared to a surplus of \$35,447 for 2020. The agency once again appreciated the support of the Provincial Government, the United Way Saint John, Kings & Charlotte and our community and corporate sponsors in Saint John, Kings and Charlotte counties.

On the expense side, total expenditures increased by \$20,975 to a total of \$441,662 for 2021, predominantly as a result of modest salary increases, employment grants and the planned addition of a Mentoring Facilitator position. On behalf of the Board, we are extremely proud of our staff and volunteers for continuing to adapt program offerings while maintaining the highest quality in yet another challenging year. Going forward, we will continue to strive to diversify revenue streams while continuing to keep non-program specific expenses low, with a focus on long-term sustainability. We remain committed to our vision of ensuring that all young people have opportunity to realize their full potential with the support of a mentor in their lives.



Program Impact Stories

In-School Mentor C & Mentee D met in November 2020 during the pandemic, meeting outside enjoying getting to know each other through playground time & playing picnic table cards/board games. Restrictions grew, moving them to virtual meetings & continuing to positively build their connection via TEAMS playing cards, crafts & charades. Once restrictions eased they started an anime costume. Although D always felt his interests were different than many his age, he felt comfortable sharing with Mentor C who encouraged his uniqueness. They eagerly learned about this by researching & D even learned to sew. 14 months later, through lockdowns & a school strike, they finished while all along talking about fears & dreams. D felt valued saying "C never judged my idea & was as into it as I was! I felt respected & she encouraged my idea. We laughed lots doing this & realized maybe we're not costume designers after all. C helped me bring my idea to life saying it was "an example that no dream is too big!" – **In-Person In-School Mentoring Program**



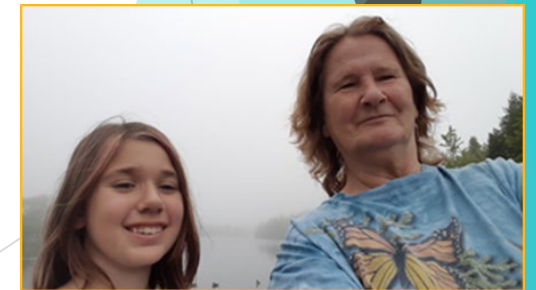
Screenshot of Mentor and Mentee in a virtual mentoring session.

Deb & Kellan, matched 5-yrs ago as an in-school mentoring match, switched to community-based when Kellan went to middle school 2-yrs later. Kellan shares "I was a very quiet kid in grade 2 & Deb helped me to speak more." Deb agrees Kellan "has prospered into a communicative, funny, kind, caring, energetic 11-year old willing to try just about anything. It has been magical seeing change from the timid, shy, soft-spoken child to the confident, creative, self-expressive pre-teen with abilities constantly evolving." Kellan's mom shared "When matched, we knew it was perfect as they are 2 peas in a pod. Deb is so open to listening & giving Kellan a voice that Kellan has gone from a very quiet, shy girl to a confident young woman, comfortable saying what she wants & needs." Kellan has developed a keen sense of giving & volunteering through Deb's influence and Kellan feels that Deb will always be in her life in some capacity, although she already understands that it may change over time. – **Community Based Mentoring Program**



Mentee "D" in newly made costume

Mentor and mentee have been matched since November 2021. Their mentoring relationship got off to a slow start due to COVID-19, a strike, an extended Christmas break and then almost a month of online learning. In the beginning, the match definitely required added support as the mentee is very shy and quiet. The mentor is very friendly and chatty, with a strong desire to get to know her mentee and therefore was very open and willing to try new things to help break the ice. Although the mentee is quiet, it's very apparent that she's very interested and excited to have this mentoring relationship. Through more consistent weekly mentoring meetings, I saw a big shift in the mentee's comfort level and she has really opened up, requiring little to no support. They have more flow in their conversation, are eager to try new things together and are very complementary to each other. They have a list of things they'd like to do during their mentoring time, and both look forward to the week ahead. – **Virtual In-School Mentoring Program**



Kellan and Debbie

Program Impact Stories



Mentor Links ice fishing

The 2021 Mentor Links program began virtually with an online art lesson! We were joined by two of our Littles from Sussex, who we were very excited to be introduced to other group participants. In February, we held two outdoor events - a moonlight snowshoeing hike in Rockwood Park, and an ice fishing lesson (some of the kids got to take home the fresh smelt they caught!). In March, we tried an indoor, masked & socially-distanced event, hosted by our guests from River Valley Ground Search & Rescue, who presented the "Hug-a-Tree" wilderness safety program. We could tell the kids were not enjoying having to stay six feet apart from their friends, so as the Covid-19 variants increased in prevalence, the tough decision was made to put a hold on our Mentor Links group. We were hoping that we could return to programming in 2022, but after vaccine mandates limited who could attend, and with the increased pressure on the healthcare system from rising Covid cases, we decided to extend the break until it felt safer to continue. We appreciate the patience shown by our volunteers & families, and we are looking forward to seeing our youth again! Thank you to all of our awesome Volunteers, and to our 2021 community partners! - **Mentor Links Program**



**Big Brother/Little Brother Match
Ben & Taeyo**

**Big Sister/Little Sister Match
Char & Josee**



Propel Program Group

**Big Sister/Little Sister Match
Kennedy & Josie**



**Big Brother/Little Brother Match
Teagan & Harry**

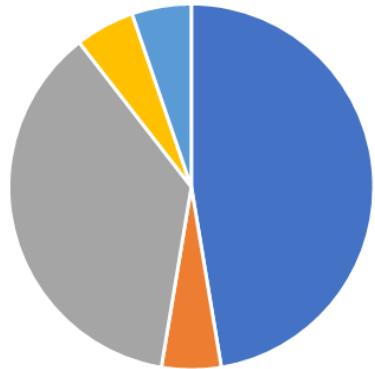


Impact and Evaluation Pilot year – 2021 - 2022

Big Brothers Big Sisters of Saint John has been working with our national organization to implement impact and evaluation tools to measure our progress within our Theory of Change.

Below is a picture of how BBBS is seeing the progress of Developmental Relationships* within matches. Developmental Relationships* have been proven to help youth reach their potential in our community. *Search Institute

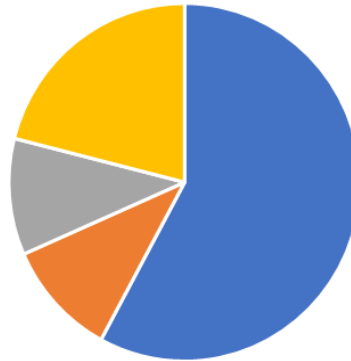
Total



DR - Challenge Growth ▾

- Almost Constant
- Not Yet
- Often
- Rarely
- Sometimes

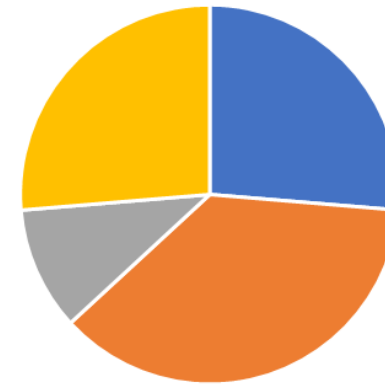
Total



DR - Express Care ▾

- Almost Constant
- Often
- Rarely
- Sometimes

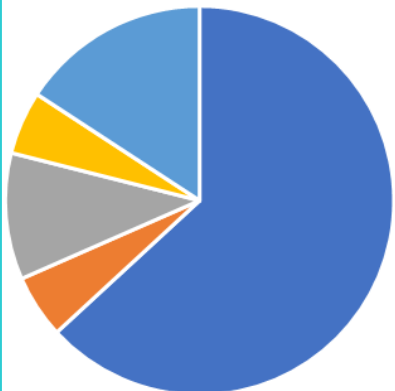
Total



DR - Expand Possibilities ▾

- Almost Constant
- Often
- Rarely
- Sometimes

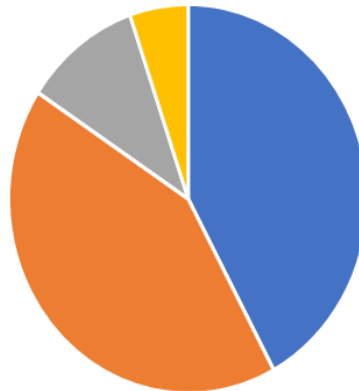
Total



DR - Share Power ▾

- Almost Constant
- Not Yet
- Often
- Rarely
- Sometimes

Total



DR - Provide Support ▾

- Almost Constant
- Often
- Rarely
- Sometimes

Thank you to all of our 2021 Community Partners & Supporters

Acadia Broadcasting
Air Canada Foundation
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Archer Family Foundation
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Atlantic Towing
Atlantic Veterinary Hospital
Autotec 1995 Inc.
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Canada NB Job Grants
Canada Summer Jobs
Canadian Progress Club Ignite
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Foundation
Cindy Millett
City of Saint John

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Dynamic Funds
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Harry Miller Middle School
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IA Clarington
ICS Creative Agency
IG Wealth – Team Larry Clark
Imperial Theatre
Innovatia
Inside Out Nature Centre
Irving Equipment
Irving Forest Services
Irving Oil
Irving Pulp and Paper
Irving Shipbuilding
J.D. Irving, Limited
Janie's Kid Zone Inc.
JDI Sawmills and Woodlands
Jones Jewelry
Judith & Brian Dunstan
K Park School
Kelly Cove Salmon
Kent Building Supplies
Kingsbrae Garden
Kiwans
KV Oasis Youth Centre
Lakefield Elementary
Lakewood Heights School
Lois Martin
Made Sassy
Mandeville Private Client Inc.
Martinon Yacht Club
McDonald's
McInnes Cooper
Midland Transport
NB & Maine Railways
Milltown Elementary School
Moon Wear
Munro Group
NB Child and Youth Advocate
NB Children's Foundation

NB Department of Post-
Secondary Education, Training
and Labour
NB Department of Social
Development
NB Museum
NBCC
NB Social Pediatrics
Nick Nicolle Community Centre
Noble Exotic
Norm & Donna Michaelson
Picadilly
P.R.O. Kids
PALS Program
Pam Decourcey & Co.
Pathways to Education
Peter Coughlan – Exit Realty
Pete's Frootique
PFLAG
Pierce Atwood LLP
Pristine
Primitive Cellar
Prince Charles School
Prince William Gentlemen's Club
Puny Human
Quispamsis Middle School
RBC Foundation
RBC Future Launch
Bill Reynolds
Richard Alderman
Rockwood Park
Rocky's Sports Bar

Rossmount Inn
Rotary Club of Rothesay Kings
Rothesay Elementary School
Rothesay Park School
RST Sunbury
Saint John Chamber of
Commerce
Saint John Energy
Saint John Free Public Library
Saint John Learning Exchange
Saint John Mitsubishi
Saint John Police Force
Saint John Rotary Club
Saint John Seadogs
Saint John Theatre Company
Salesforce
Scotiabank
Seadogs Foundation
Seaside Park School
Second Harvest
SEED Program
Sistema NB
Something's Brewing Café
St. Croix Courier
St. George Country Market
St. George Elementary
St. John the Baptist/ King
Edward School
St. Rose School
St. Stephen Chamber of
Commerce
St. Stephen Elementary
St. Stephen Middle School

St. Stephen High School
St. Stephen's University
Stark Industrial
Staples Rothesay
Station 33
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Timbertop Adventures
Touchstone Academy
Town of Hampton
Town of St. George
Town of St. Stephen
United Commercial
Travelers of America Jack
Kidd Council 755
United Way Saint John,
Kings & Charlotte
Uptown Saint John
Vegas Entertainment
Centre
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