



# Big Brothers Big Sisters

**B**  **OWL** For Kids' Sake



2 GREAT EVENTS:  
YOU CHOOSE!

## PARTNERSHIP PACKAGE





Big Brothers  
Big Sisters

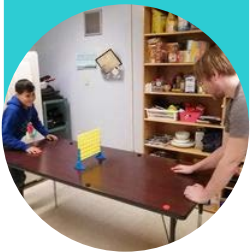


# MENTORING MATTERS...HERE'S WHY

Big Brothers Big Sisters provides supportive adult and older youth mentors for kids who need someone the most. Every day, youth in our community face challenges like bullying, isolation, poverty, social anxiety, low self-esteem, disabilities, and more. Our caseworkers match children and youth (ages 6-16) with mentors who help them overcome adversities, make healthy choices, reveal their full potential, and equip them for the future. **Your investment** supports the creation of these mentoring relationships and the ongoing support of each mentoring match to ensure success for each developmental relationship.

233

Over 230 youth were served last year at BBBS!



1150

1150 support check ins by expert caseworkers for volunteers, youth, and their families



8380

Over 8300 match meetings for youth to spend time with their mentor(s)



- **80%** of our Littles' families struggle with financial stress
- **89%** of our Littles have experienced family separation or divorce
- **54%** of our Littles have experienced 4 or more adverse childhood experiences

Together, we can ignite more potential

Two great event opportunities, you choose!

Stats from our agency in 2023

# WHAT IS BOWL FOR KIDS' SAKE?

## Bowl for Kids' Sake is...

A family-friendly event that takes place in the months of April to June each year! Join hundreds of bowlers and non-bowlers as they come together to support youth in our community. Get your team of 4-6 coworkers, friends, or family members together to bowl for a good cause! This year's theme is "Superheroes" so come dressed up as a superhero and help us strike kids off the waitlist. Of course, costumes are always optional.

We all know BFKS is not about bowling - it's about the kids. The trusting, personal relationships that Littles and families in our programs have with their Bigs, continue to be vital. At Big Brothers Big Sisters, we commit to providing critical resources, offering support, and ensuring the well-being of our entire BBBS family with your help.



**STRIKE Kids off  
the waitlist!**



## What you can expect?

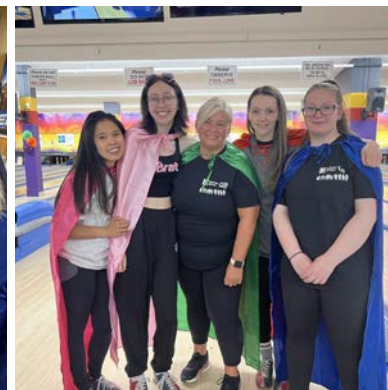
- 🎳 Each team gets an online fundraising page or paper pledge sheets PLUS an opportunity to sell raffle tickets to raise money\*
- 🎳 Multiple teams of 4-6 bowl together
- 🎳 **Afternoon event:** time slots of 90 mins per team. You choose your time, either 1pm or 2:30pm!  
**Evening event:** bowling tournament - sign up today!
- 🎳 Chance to win prizes and swag
- 🎳 Food provided during your bowling time
- 🎳 Hold your own bowl or outdoor bocce ball event if you would prefer. Ask us how!

\*minimum of \$100 must be raised per team member for afternoon event

**B**  **OWL** For Kids' Sake

**SATURDAY, MAY 25**  
(1-4 pm & 6-9 pm)

<https://saintjohn.bigbrothersbiggsisters.ca/event/bowl-kids-sake/>



# MENTORED YOUTH SEE POSITIVE RESULTS

## IN LIFE

**81%** report financial literacy

**98%** believe they make good life choices

**80%** pursue healthy lifestyles

## IN COMMUNITY

**87%** have strong social networks

**50%** more likely to volunteer (and give **30%** more time)

**13%** more likely to donate (and give **20%** more)

## AT WORK

**47%** more likely to hold senior leadership positions

**17%** more likely to be employed

**13%** higher earnings

At Big Brothers Big Sisters, we are here to support youth and our goal is to empower young people to fully embrace their unique selves, find their sparks, and ignite the power and potential within them to achieve all they dream of.

Since money invested in BBBS programs generates an average social return on investment of **\$23** for every **\$1** invested, the money you raise and/or donate will have a **BIG** impact in our community!

# BFKS SPONSORSHIP OPPORTUNITIES

Benefits and Opportunities	Gold	Silver	Bronze
AMOUNT	\$2,500	\$1,000	\$500
<b>Sponsorship Benefits</b>			
Logo on local event and agency website (name only*)	🎳	🎳	🎳*
Thank you post on social media pages (Facebook, Instagram, Twitter, LinkedIn)	🎳	🎳	🎳
Additional mentions on social media pages (Facebook, Instagram, Twitter, LinkedIn)	5	3	
Message to participants on event website and e-newsletter	🎳		
Logo placement in thank you e-newsletter (name only*)	🎳	🎳*	
Opportunity to include corporate message in online teams kit	🎳	🎳	
Logo in all print promotional material (posters, print ads, etc.)	🎳	🎳	
Logo placement on all pledge sheets	🎳		
Logo placement on campaign letterhead	🎳	🎳	
Logo in agency newsletters	🎳		
Logo displayed during all Bowl for Kids' Sake organized events	🎳	🎳	🎳
Verbal thank you during all slots for Bowl for Kids' Sake indoor & outdoor events	🎳	🎳	
Opportunity to display short video ads during Bowl for Kids' Sake events	🎳	🎳	
In-event speaking opportunity	🎳		
First choice of time slots for company team(s) to bowl	🎳	🎳	

## OTHER WAYS TO SUPPORT

- Bowling lane sponsorship - \$250.00 (signage at end of lane will be provided)
- Consider a donation of your choice or the donation of an item for a bowling prize
- Register a team! Sell raffle tickets! Make a donation to someone participating!



# TO CONFIRM YOUR SUPPORT FOR BOWL FOR KIDS' SAKE, PLEASE CONTACT

NOT ALL  
**Heroes**  
WEAR  
**CAPES**



“It doesn’t take a hero to strike kids off the waitlist, but that doesn’t mean we can’t dress up as one while we do it!”

## LAURIE COLLINS

EXECUTIVE DIRECTOR

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#BiggerTogether

#BFKS2023

#IgnitePotential

