



**Big Brothers  
Big Sisters**  
OF NORTH DURHAM

# ANNUAL REPORT



**Little Brother Rowan & Big Brother Dean, matched July 2022**

**2022**

# FROM OUR BOARD CHAIR

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This past year has brought about a renewed sense of optimism. We have now returned to in-person mentoring in the schools and in-person quality time spent between our Bigs and our Littles.

Fundraising events such as Winding Roads and the Wing Night are back and supported wholeheartedly by our wonderful community. The In School Mentoring program is going strong with hope for growth in both the public and Catholic boards in our catchment area.

Our case worker, Amanda Albano has been diligently meeting with representatives from both school boards at various schools to explain the In School Mentoring Program and the direct benefit for youth who participate. Amanda has also been successfully developing the new Mindful Minds program. We hope as word spreads these programs will see increased participation.

The Traditional Mentoring program is also showing growth due to the efforts of our Senior Caseworker Becky Mathieu and Caseworker Emily Abnett's on-boarding new mentors and mentees. Emily Abnett left the agency in early 2023 to return to school.

Amy Stevenson has also been crucial in developing new partnerships and raising awareness of the BBBSND mandate by her concerted efforts in organizing events such as the Holiday Market, Used Clothing Sale, Winding Roads, Wing & Pizza Night, Campkin's BBQ, the Littles Christmas Party and a new event in 2023 the Mega Bike, which saw two 25 person bikes ride through the streets of Uxbridge to raise sponsorship monies.

Our Executive Director Margie Ayres continues to put her heart and soul into this organization by managing day-to-day operations and attending as a representative of BBBSND at numerous local events, many times after work and on weekends. Her hard-work and perseverance are greatly appreciated.

## Board of Directors

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**Paula McMurtry**

Chair

**Michelle Carpenter**

Vice Chair

**Janet McGhee**

Treasurer

**Rhiannon Court**

Director

**Laura Dunlop**

Director

Joined June 2022

**Bill Swan**

Director

Past Chair

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**Lynn Patry**

Stepped down Sept. 2022

**John Markoff**

Stepped down Feb. 2023

**Katherine McKenzie**

Stepped down Sept. 2022

Over the past year, we saw some changes on our Board. We welcomed Laura Dunlop and said goodbye to John Markoff. We also will be saying goodbye to Janet McGee. We wish them all the best. I would also like to extend a big thank you to Bill Swan for his unwavering commitment as Chair of our Board. I know I have big shoes to fill and am excited for the opportunity. Bill continues with us as a Board member.

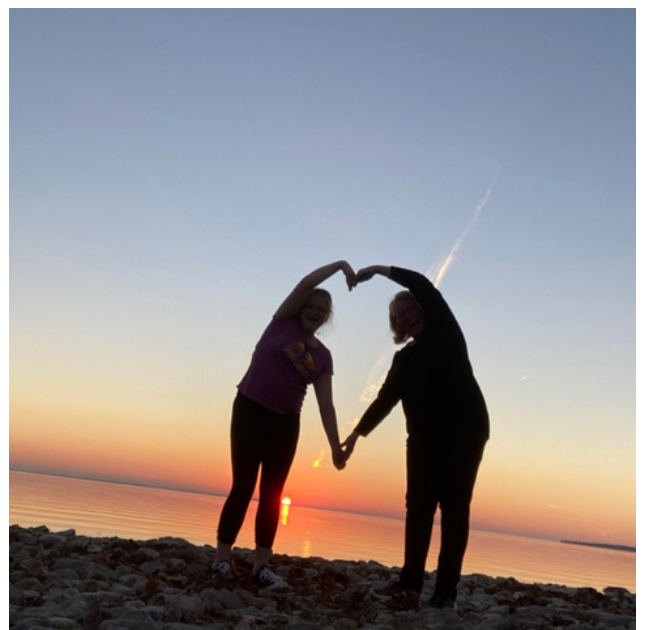
We have resumed Board meetings in person every third Wednesday of the month and strive to provide you with a Board which understands and assists in meeting the present and future needs of the agency. I would like to thank all our Board members from this past year for their commitment to this agency.

Thanks also go out to former Board Member, Marg Doe, who continues to oversee our financials and accounts as well as Pieta Settimi, of Aspire Coaching, who has been instrumental in providing training to the agency, including board development and project support.

Thank you to Justin Jones and Angela McMullen from Elevation Accounting for your support and for auditing our accounts.

Lastly, but certainly not least, on behalf of the Board, I would like to express our heartfelt appreciation of our volunteers, partners, supporters and mentors for their financial contributions and for their invaluable gift of time. Have a wonderful and safe summer!

**PAULA MCMURTRY**  
**Chair, Board of Directors**



# EXECUTIVE DIRECTOR'S REPORT

I am pleased to present the Executive Director's report on how the year 2022 unfolded for our agency, Big Brothers Big Sisters of North Durham. It has been a year of achievements, learnings and great opportunities for our organization. Today, I will provide an overview of our accomplishments, highlight key milestones, discuss financial performance, and outline future plans.

As a result of the pandemic, we continued to face challenges in identifying Littles in need of mentoring. Due to school policies we were not allowed to resume our on-site programs until January 2023. Schools were also referring fewer children and youth as they were dealing with the many competing priorities that the pandemic has thrust on them. About 75% of mentees struggle with anxiety and related mental health problems. More than 50% of youth served through Big Brothers Big Sisters programs face four or more adversities such as: learning disabilities, developmental challenges, isolation, and behavioural, physical, and mental health barriers. They are children whose chances for performing well in school, and in society, diminish significantly the longer they go without positive developmental relationships, and opportunities to participate in activities. In order to reach these youth, we got creative, leveraged partnerships, and used social media. I'm pleased to say that our current service levels are approaching pre-pandemic levels.

Big Brothers Big Sisters of North Durham remains financially stable, with a strong balance sheet and healthy cash reserves. Our prudent financial management practices will enable us to invest in future growth opportunities.

We also experienced strong revenue growth in 2022 that can be attributed to our continued support from foundations and from successful grants received through Ontario Trillium Foundation, Bell Let's Talk, Canada Post Community Foundation, United Way Durham Region, Canadian Tire Jumpstart, Mississaugas of Scugog Island First Nations, the Ontario Government's Reconnect Grant, Walmart Port Perry and Uxbridge, Central Counties Tourism, Durham Community Foundation, Michael Brigham Foundation, and The Ron and Nancy Compton Foundation (Aqueduct Foundation).

I also want to highlight the strong financial support that we get from numerous community partners and have listed them elsewhere in the report. To name a few of the major contributors, our gratitude goes to Adamson Systems Engineering, Campkin's RV Centre, McDonalds Port Perry and Uxbridge, Vos' Your Independent Grocer, Scugog Men's Hockey League, and IG Wealth Management.

## Agency Staff

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**Margaret Ayres**

Executive Director

**Amanda Albano**

Caseworker

**Amy Stevenson**

Digital Marketing &  
Communications Coordinator

**Emily Abnett**

Caseworker

Resigned January 2023

**Becky Mathieu**

Senior Caseworker

Maternity Leave, 2022

## Office Volunteers

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**Marg Doe**

Bookkeeper

**Joanna Thornton**

Special Events & Fundraising

Our events continue to grow as we add fresh new ideas. We have a great following of community members who participate in our special events and this has allowed our revenue to increase. Our two major events Wing and Pizza Night and Winding Roads are not showing any signs of slowing down and new participants continue to attend.

Through the Ontario Trillium Foundation Resiliency Grant, we were able to address many of the impacts from the pandemic and also identify some opportunities to advance our strategic planning efforts at the same time. We were also able to provide important training for our staff and Board. We are putting in place an eLearning platform for volunteers, staff and Board member to utilize for on-boarding and training purposes. The eLearning project with online trainings will replace existing time-consuming on-boarding sessions with an efficient, flexible method and a consistent curriculum. The eLearning platform allows for the development of other new training initiatives that will increase our ability to grow and adapt. This enables staff to focus on matching, match monitoring, volunteer recruitment, and in-school connections so that ultimately, we can achieve our mission and increase the number of supported mentees in our programs.

Through grants from Bell Let's Talk and the Canada Post Community Foundation, we are developing a new program, Mindful Minds. It aims to support the emotional and social well-being of children/youth who may be experiencing anxiety, depression, low self-esteem, and irregular emotions. This will be achieved by providing children and youth with the tools and resources to make informed decisions, use positive thinking and communication, and practices that focus on self-care and managing their emotional well-being.

Our unwavering dedication to our programs and community has brought positive feedback from our parents, volunteers and community partners and members. We were honoured to receive the Scugog Chamber of Commerce 2022 Community Engagement Award at the Business Awards of Excellence evening.

### **Our 2022-2025 Strategic Priorities:**

1. **Excellence in program and service delivery** – in order to ignite the power and potential of young people, we will focus programs on the best outcomes for children and youth. We will use experience and data to understand the need and the impact of our programs. We will also engage children, youth, and families to inform policy and program development.
2. **Sustainability through stakeholder engagement and fund development** – we will tell the story of our cause and make stakeholder engagement meaningful. We will also be more strategic in our approach to fund development and resource generation
3. **Strengthen our capacity to serve** – we will enable, develop and support our valued staff and volunteers to deliver great results. We will increase our leadership capacity, expand our community reach through partnerships, collaboration and outreach. We will continue to support strong governance and stewardship.

We continue to work on developing new partnerships, leveraging existing partnerships, particularly other Big Brothers Big Sisters agencies in the Ontario Region, and exploring new ways of engaging our community partners. For example, in the fall of 2022 Amanda and myself visited the Durham Catholic District School Board to speak to teachers and the administrators about our programs. This was a great opportunity to showcase our programs and how our mentors can help.

Our new 2022-2025 strategic plan gives us the framework for moving the agency forward. We've already made great progress, particularly in developing new programs, strengthening our capacity to serve, expanding special events, looking at longer term sustainable funding, developing a donor-centred approach with our stakeholders, and leveraging social media.

Collaboration between staff and volunteers in service delivery is our strength. We enable quality mentoring and work towards the highest standards to ensure positive outcomes for children and their families. Our volunteer mentors lead by example and develop mutual respect with their mentees, families and the community. They build their mentoring relationship on the basis of friendship, trust and empowerment. We are grateful for their efforts. They help children and youth realize their full potential.

Our staff is a team that works together to promote and bring programs to children and youth that are meaningful and impactful for their lives. Thank you to Emily Abnett, Amanda Albano, Becky Mathieu, and Amy Stevenson for your continued support and dedication to our agency. You make coming to work easy.

2023 started off with the return of our Senior Caseworker Becky Mathieu and having to say goodbye to Emily Abnett who returned to school. We are excited for a year of growth in new program activities that includes two 1 week Go Girls Camps that will include our new Mindful Minds program, engaging with new sponsors and donors and learning new and important skills to keep us current, relevant, and inclusive.

It is with your support that we are able to ignite the power and potential of young people through life-changing mentoring relationships.

Many thanks!

**MARGARET AYRES**  
Executive Director

## 2022 Fundraising Events

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Wing and Pizza Night (May)

Big Elimination Draw (April and November)

Winding Roads (September)

Holiday Market (November)

### Community Fundraising

Campkin's Open House & BBQ (April)

Kids Clothing & Toy Sale (April & October)

McHappy Day (May)

Roar By The Shore (June)

Coldwell Banker Golf Tournament (July)

Movie Nights at Palmer Park (July & August)

Scugog Men's Hockey League Golf Tournament (September)

# PROGRAM REPORT

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In 2022, BBBSND had 78 matches, serving 110 children and youth in the community, and 51 volunteers. This year, BBBSND hosted 12 placement students from January 2022 to December 2022. Our numbers have increased from 2021 and are rising as BBBSND continues to support the North Durham community.

## IN SCHOOL MENTORING

The 2022 fiscal year, our school-based programs continued to be delivered virtually through one-to-one matches and group programs. The elementary schools in North Durham were excited to welcome back BBBSND to in-person services for September 2022. In October 2022, BBBSND volunteers and placement students were asked to withhold services while our Memorandum of Understanding was being revised, as there was concern there may have been overlapping with our programs and what their social workers provide in their services. BBBSND was welcomed back into the DDSB schools in January 2023 with the revised Memorandum of Understanding. This absence impacted our ability to deliver services in the schools from October to January.

The three-month pause from the In-School Mentoring program created challenges in working with students in the school. Amanda continued to connect with school liaisons weekly to ensure the transition back into the school would be seamless and focused on working with communities in the North Durham region. At this time, to attract Littles, Amanda promoted programs within the community through social media postings in Scugog, Uxbridge, and Brock Townships. Margaret and Amanda spoke with the Durham Catholic District School Board to the school liaisons to provide information about the In-School Mentoring Program and how BBBSND can support their schools. The presentation was successful and Amanda worked with the Catholic schools to have placement students working with their students for January 2023.

During the pause from the schools, Amanda ensured the placement students received meaningful experiences and met their requirements by preparing for their arrival back into the school, researching and developing materials for the Mindful Minds group program, and other assignments.

## Program Development

2015 - Kids in Motion

2016 - Sick Science

2017 - Connect 3

2018 - Think, Feel, ACT!

2019 - Established the HUB in Brock Township with Durham District School Board partners

2020 - Live Production Fundamentals

2021 - Virtual Mentoring

2021 - Seniors Community Connection

2022 - Mindful Minds (under development)

Once BBBSND was back in the schools, placement students jumped right into the role of mentors. A goal for the agency was to increase the number of children served in the In-School Mentoring program, Amanda connected with Colleges and Universities to ensure that once back in the schools, children would be able to receive the support they needed.

The unexpected pause from the In-School Mentoring program did create challenges we did not foresee, however in the 2022 year, BBBSND supported the following schools; Beaverton Public School, Cartwright Central Public School, Joseph Gould Public School, Prince Albert Public School, Quaker Village Public School, R.H. Cornish Public School, Scott Central Public School, and Thorah Central Public School.

## TRADITIONAL PROGRAM

In 2022, Caseworker Emily Abnett was overseeing the Traditional Program and Seniors' Community Connection Program matches. BBBSND saw the matches return back to in-person and participating in fun community activities. BBBSND also began to see more interest from community members who wanted to support children and youth within our programs. Our Traditional Program saw 19 matches and the Seniors' Community Connection Program saw 7 matches in total.

## LOOKING FORWARD TO 2023

In January 2023, BBBSND was welcomed back into the schools within the Durham District School Board, following our signed Memorandum of Understanding. This Memorandum of Understanding was to allow BBBSND to deliver one-to-one and group programming within the schools. As a result, BBBSND hosted 5 College and University students until April 2023. Amanda and Becky ran two Go Girls! groups in Brock schools starting in February 2023. Amanda also ran a Mindful Minds group on Monday evenings beginning in March 2023 until May 2023. Beginning this summer, Amanda and Becky are running a Go Girls! Summer Camp with Mindful Minds components for two non-consecutive weeks with an anticipated 40 females aged 10-14.

In January 2023, Becky returned from Maternity Leave and began monitoring the Traditional Program and Seniors' Community Connection Program, as Emily Abnett left the agency. Becky is continuing to work on intake for both Big's and Little's and making matches as they come through.

### **Schools in BBBSND Catchment Area**

#### **Public Schools:**

Beaverton Public School, Cartwright Central Public School, Goodwood Public School, Greenbank Public School, Joseph Gould Public School, McCaskills Mills Public School, Prince Albert Public School, Quaker Village Public School, R.H. Cornish Public School, S.A. Cawker Public School, Scott Central Public School, Sunderland Public School, Thorah Central Public School

#### **Catholic Schools:**

Good Shepherd Catholic School, Holy Family Catholic School, St. Joseph Catholic School



# MARKETING, COMMUNICATIONS & EVENTS

## Website Updates

Updates to our website in 2022 included:

- Creation of website page for Instragram links (from bio) to bring visitors direct to our website instead of a 3rd party link
- Embedded forms on event pages for people to sign up for event updates
- Updated content on our Program pages
- Added text to outline the process to become a volunteer Mentor
- Created Volunteer Inquiry Form on Microsoft Forms



## Online Fundraising/Donor Database

- Continued to use Zeffy for online sales of event tickets and WestJet raffle tickets. Processing fees are covered by the site so the full amount of the transactions comes to BBBSND.
- To date, we have processed over \$27,000 in transactions, resulting in an estimated savings of over \$1150
- New donation forms were created in our donor database, Keela. This allows for donations to be added automatically to the database, keeping donor records up to date and eliminating the manual steps to data entry.

## Events & Fundraising

- Wing & Pizza Night and Winding Roads were back in person!
- Created the Big Elimination Draw and hosted live draws in April and November.
- Collaborated on our 2nd McHappy Day event with other local children's charities and introduced TipTap technology for donation collection.
- Attended Community Events like the Kids Clothing & Toy Sale, Coldwell Banker Golf Tournament and the Scugog Men's Hockey League Golf Tournament.

## Looking ahead to 2023

- Create donor engagement pieces like videos and small mailings to keep in touch with donors throughout the year
- New MEGABike event in Uxbridge to increase local awareness
- Flag raising days in Scugog, Uxbridge & Brock Townships for BBBS Month in September
- Continue our relationships with Community Event organizers to help grow their events
- Addition of a Family Night event at Winding Roads
- Focus on sharing the stories of our matches with our donors

**THANK YOU TO OUR AMAZING COMMUNITY PARTNERS WHO SUPPORT MENTORING PROGRAMS IN PORT PERRY, UXBRIDGE & BROCK.**



**BUSINESS SUPPORTERS**

Algoma Orchards, Apex Estate Solutions, Baldwin Sales, BIG Insurance, Canadian Tire Port Perry, Cedar Creek Contracting, CIBC Port Perry, Clark Property Maintenance, CNC Profiles, Dana's Goldsmithing, Durham Regional Police Services Board, Durham Tourism, Elevate CPA, Elexicon Energy, Focus on Scugog, Graham Rubber, Greenbank Lions Club, Howey Home Décor, IG Wealth Management, J.J. McGuire General Contractors, Lake Scugog Lumber, Majortech Computers, Maple Leaf Foods, Marwan's Global Bistro, PP Auto Glass, PP Print, Red Leaf Landscaping, Scugog Pest Control, Sensational Signs, Spring Grove, TD Bank, Tenaquip, The Window Store, Township of Scugog, Township of Uxbridge, Viva Logistics

**COMMUNITY GIVING PARTNERS**

Coldwell Banker R.M.R., Kids Clothing & Toy Sale, McDonald's of Port Perry & Uxbridge, Masonic Foundation of Ontario, Mississauga's of Scugog Island First Nation, Oddfellows Rebekah Humanitarian Services, OES Sunderland Chapter No. 283, Port Perry & Prince Albert United Churches, Roar By The Shore, Scugog Men's Hockey League, Zeredatha Lodge

Every effort has been made to ensure this is a complete list for 2022.  
Please accept our apologies if we have made a mistake and missed a business or group on this list.

# 2022-2025 STRATEGIC ROADMAP – AT A GLANCE

## Our Vision

All young people reach their full potential

## Our Mission

Enable life-changing mentoring relationships to ignite the power and potential of young people

## Our Values

Integrity | Collaboration | Responsiveness | Passion | Positive Human Relationships

### Excellence In Program & Service Delivery

#### Goals:

In order to ignite the power and potential of young people, we will focus programs on the best outcomes for children and youth. We will use experience and data to understand the need and the impact of our programs. We will also engage children, youth, and families to inform policy and program development.

#### Initiatives:

1.1 We will ensure we have the optimal service levels and capacity for our communities.

1.2 Where it provides for best outcomes, we will partner with other BBBS agencies to have a collective focus to ignite program impact.

1.3 We will modify our programs and introduce new programs to respond to community needs and emerging issues.

### Sustainability Through Stakeholder Engagement & Fund Development

#### Goals:

We will tell the story of our cause and make stakeholder engagement meaningful. We will also be more strategic in our approach to fund development and resource generation.

#### Initiatives:

2.1 We will focus on developing strong relationships with donors, and undertake fund development initiatives that diversify, stabilize, and grow our revenue streams.

2.2 We will communicate with our partners, stakeholders and the public in a way that is relevant to them.

2.3 We will improve and expand upon our special events for fund raising.

### Strengthening Our Capacity To Serve

#### Goals:

We will enable, develop and support our valued staff and volunteers to deliver great results. We will increase our leadership capacity and expand our community reach. We support strong governance and stewardship.

#### Initiatives:

3.1 We commit to develop and support our people to meet the agency's goals.

3.2 Better recruit, support and retain volunteers

3.3 We will develop strategic partnerships that build our capacity, and achieve greater impact.

3.4 We will continue to enhance the governance function of our agency including stewardship, board effectiveness, policies and procedures, and enhance the quality and accountability of the agency.



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