



Big Brothers Big Sisters

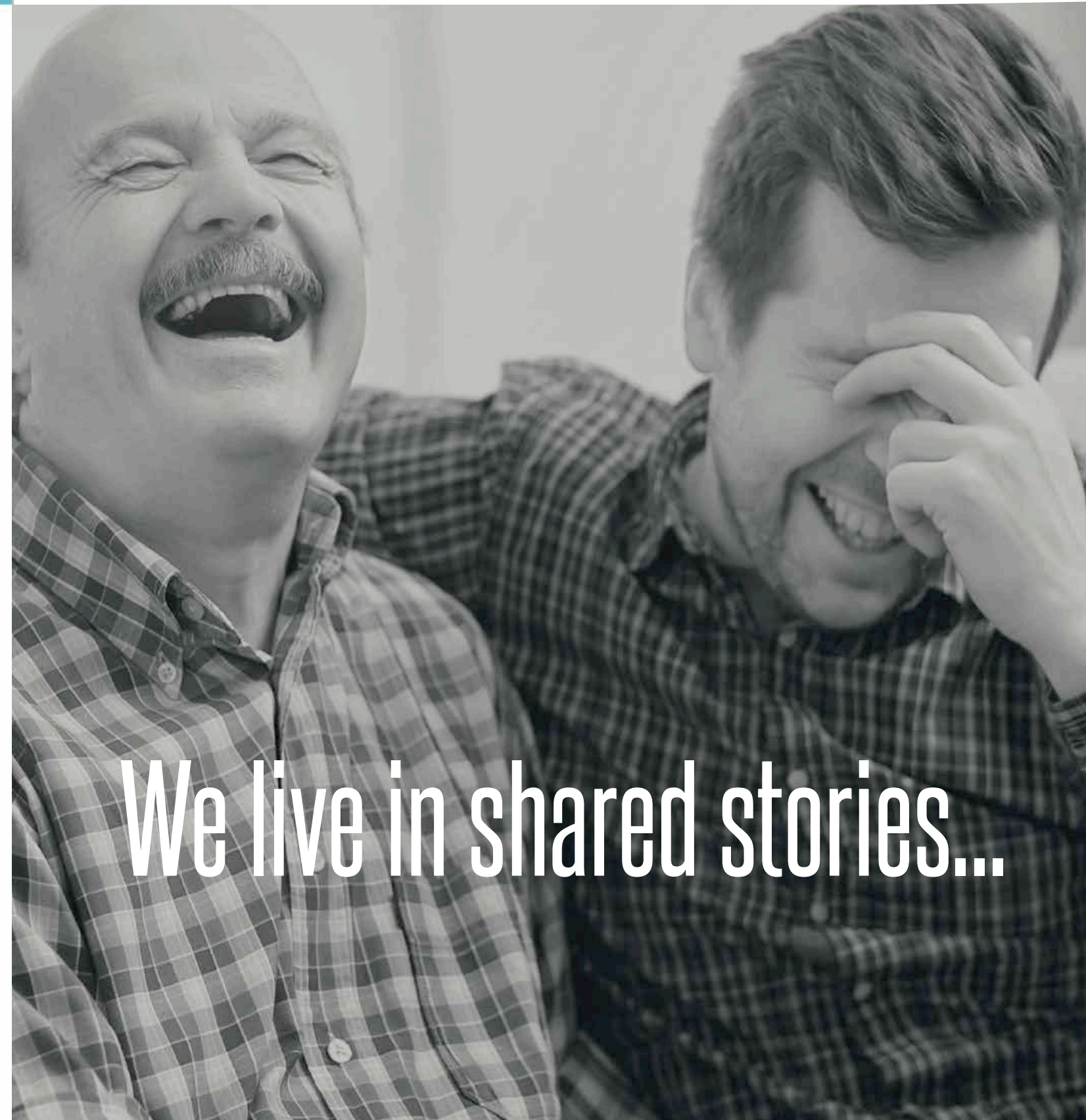
OF WINNIPEG

2019-2020 Annual Report



Table of Contents

Board of Directors	4
Mission and Vision	5
Message From the Executive	6
Program Highlights	8
Reflections	10
History	12
Events	14
Donor Recognition	17
Financials	26



We live in shared stories...



Board of Directors

BOURRIER, Alison
CAMPBELL, Kennedy
McMILLAN, Stephen
BARNHARDT, Danya
ASHIQUE, Asim (Dr.)
COUPLAND, Ian
GIESBRECHT, Mark
JOKO, Michael
MADISON, Bradley
NAPPER, Colin
WILLOUGHBY, Ashley

Chair/President
Chair/Past President
Treasurer
Secretary
Member at Large
Member at Large
Member at Large
Member at Large
Member at Large
Member at Large
Member at Large

The Board of Directors exists to direct, control and inspire the organization through careful establishment of the organizational values and written policies. This includes identifying the desired performance goals, making specific contributions that lead the organization toward the desired performance and ensuring that the goals are attained. In addition, the Board of Directors identifies and nurtures the strategic relationships required to strengthen Big Brothers Big Sisters of Winnipeg and is accountable as a body to its stakeholders for the competent, conscientious and effective accomplishment of its obligations.

Mission and Vision

This year marks, not only a special anniversary year for us locally, but also a time of renewal for Big Brothers Big Sisters in Canada. Our commitment to youth is freshly represented in a new brand, new mission statement, and new vision. This will be formally approved by our membership in September 2020.

Our mission

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

Our vision

All young people realize their full potential



Our Story: The Power of Three

Potential is everywhere.

It's in all young people. It's too often in the margins. Our plan is clear: **The Family**, **The Organization**, **The Big**. The three players that come together to forge a new path forward. We stand together now, because we know the simplest acts create the biggest impact. And these acts can empower potential everywhere.





Message from the Executive

Big Brothers Big Sisters has been the leader in youth mentoring in Winnipeg for 50 years now, and we are proud of where we've come from and even prouder of where we have arrived at.

We have provided tens of thousands of young people with mentoring services over the past 50 years - with over 3,400 in the last five years alone. And we have done all of this through a commitment to supporting youth and families through service that is respectful, caring and accountable. Our values insist that we be thoughtful and creative in our program delivery and that always, always, we have the mentees at the centre of our existence.

Because of this central focus, we strive to constantly bring best social work practices to our work, the inherent value and dignity of all people, their right to respect, privacy and confidentiality and the right of individuals and families to choose for themselves. This philosophy, stressing strength-based and anti-oppressive principles, also emphasizes the right to protection for those at risk of abuse, exploitation and violence.

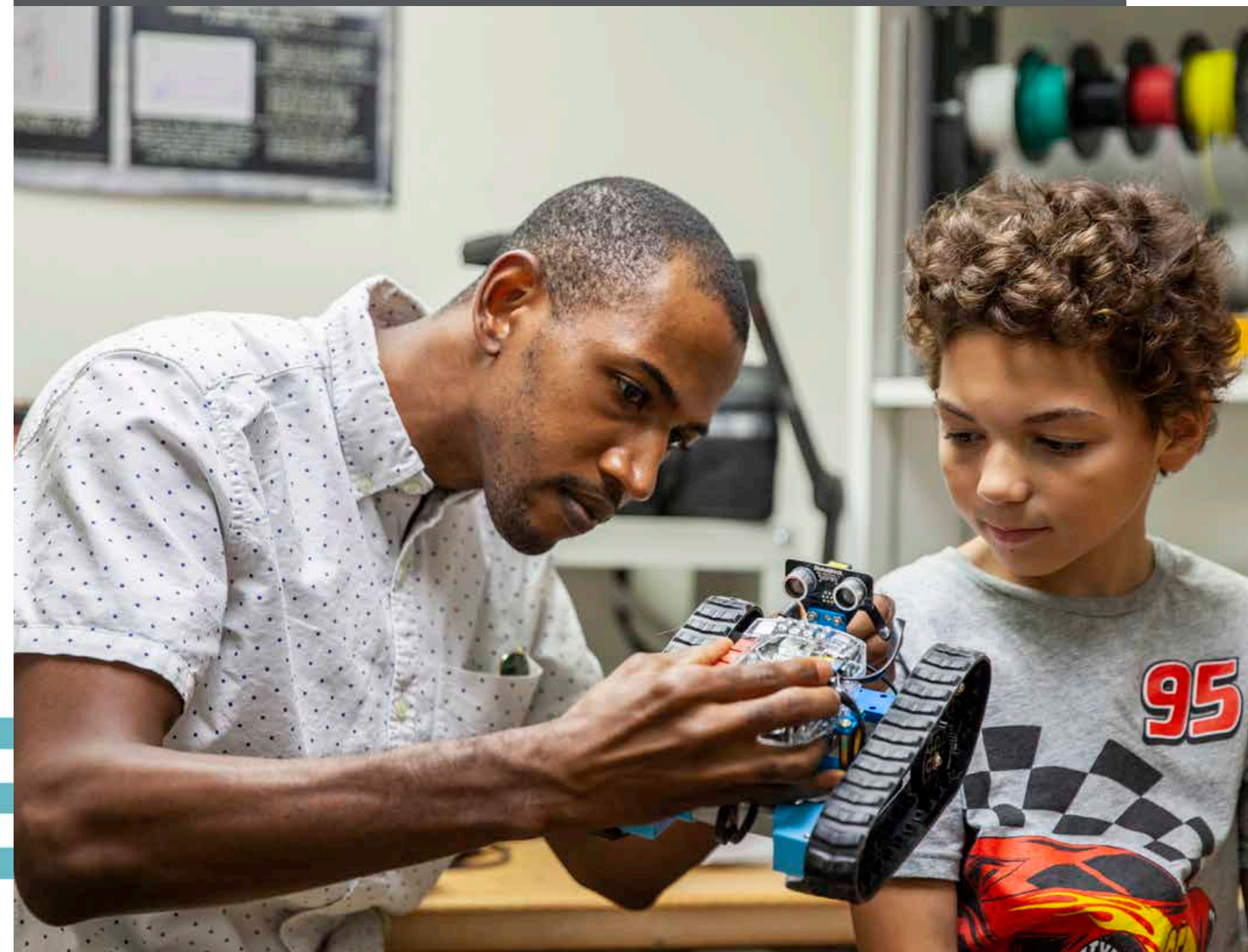
We have always believed in the life-changing impact that a mentor can have on a child. Because of this, we believe that rigorous screening, matching, monitoring and training standards must always be maintained to ensure the safety of the children in our programs. We believe that the delivery of our services in the community will be strengthened by collaborative initiatives with like-valued organizations and our commitment to the principle of inclusion. Our future relevance is intimately tied to continuously striving to see people in relationship to broader social conditions and adapting our programs accordingly.

Ultimately, we exist because positive relationships are an absolute prerequisite for the health and well-being of individuals and communities. It was true 50 years ago and is just as true today.

"As one person I cannot change the world, but I can change the world of one person." – Paul Shane Spear

A deep and profound thank you to all of the mentees, families, volunteer mentors, staff, Board members, and supporters who have been part of the journey that has brought this Agency to this moment in time. Cheers!

Greg Unger
Executive Director





Program Highlights

50 years ago, we had **one program**. Now, we have one of the most diverse menus of mentoring options in the country. In 2019-2020 we had **twenty customized program opportunities** in three main categories; community-based 1:1, site-based group, and school-based programs. Each program has purpose, and serves a special cohort of mentors and mentees. We are always expanding points of possible intersection between people.

At the heart of mentoring, no matter what program, we find the profundity and the simplicity of **how very necessary we are to one another**.

We all inherit and choose communities. We inherit privileges and traumas. We inherit the past. We inherit many or few family members. We inherit ideas. *Intentional communities* such as those provided through formal mentorship expand on our inherited ones. They introduce further intersections, generate deeper points of empathy and provide crucial questions for us. They wrest us out of loneliness and provide a quiet escape from the noise and agony of the world. They offer sustained and gentle messages when we hurt, and cheer us when we triumph. They magnify our beauty and help generate solutions when we fail.

To the parents and guardians who have given their children new worlds through the **addition of a caring mentor**, we see you as radically generous. We see how **big** you love your children and we are committed to calling upon others to respond.

Thank you for an incredibly robust and action-packed year.



540 volunteer mentors

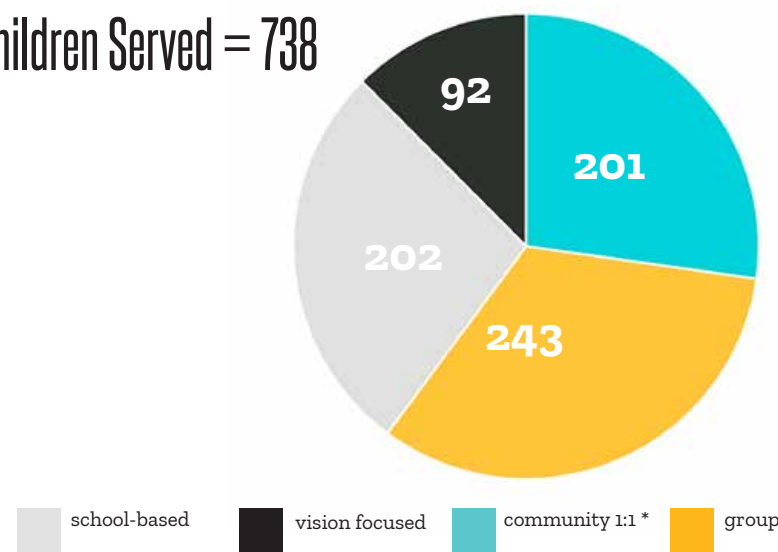


295 new youth matched



14% more mentor inquiries

Children Served = 738



*Research shows that for every dollar invested in our community-based 1:1 programs, between \$18 to \$23 dollars is returned to our community.

(Boston Consulting Group, 2013)

We are so fortunate to have the truly exceptional support of **United Way Winnipeg, United Mentoring Network**, and valued partnerships like Evermore Gather Grow Lead, CanU, G.A.I.N. (Gang Action Interagency Network), the University of Manitoba, Animikii Ozoson, Dial-a-Life, Leila North School, and Spence Neighbourhood Association. We have seen an increase in the number of mentor inquiries and we have embedded mentors in a variety of our partner's programs. This is work we do better when we do it together. Thank you to our incredible staff, our over the top amazing volunteers, and especially to the families, youth and children who allow us to be part of their unique journeys. **We are privileged to know you.** We are humbled by your strength. We are inspired every day by the way you turn toward one another.

Over 100 years old, collectively, and after 50 of those here in Winnipeg, we have become the new Big Brothers Big Sisters. A brand that is recognized, but improved over time, as knowledge turns to wisdom. Our theories evolve. We use new language to describe ancient things, unlearn certain beliefs and re-imagine ourselves again and again. Today, charities are called to consider the degree to which they see an end to the needs they fill. Our anniversary is a point of reflection; we ask this of ourselves. Is there a version of a world where the need for mentors ends? In a just world, what happens to the need for friendship? **It lasts.** It lasts because it is not an end, but a way forward. Because we will never stop needing one another, *as people, to become people*. As a more equitable world is painstakingly built, with old systems dismantled, 'full potential' can only be more easily realized. When barriers are removed for the most vulnerable and stigmatized, this potential **is infinitely powerful**.



Reflections from a match...

Mentoring as Giving Back - by Carla and Chelsey

In 2005, community member, Carla Loewen, heeded the call for Indigenous women to take on a mentor role for young Indigenous women. Later that year, a mother put her daughter, Chelsey Hill, on the Big Sister wait list as she had an autoimmune disease that made it difficult for her to go out for activities. Fast forward to October 2006 when Carla and Chelsey met for the first time. Carla was nervous and loudly asked, "WHAT KIND OF THINGS DO YOU LIKE TO DO?" Chelsey laughs today and reminds me one of her answers was swimming, which we never did. Instead, we had over a decade of laughter, ice cream and becoming life-long sisters. Through the generosity of donors, we have been able to attend football and hockey games, concerts at Centennial Hall, and enjoyed many a Rudolph Red Tag Sale and Holiday Party. I enjoyed being a mentor so much that it infused all parts of my life. I created a mentor program at the University of Manitoba (UM) called the Neechiwaken Indigenous Peer Mentor Program and completed a Master of Education with a thesis on the benefits of mentoring in post-secondary education. I was happy when Chelsey became a mentor for the Neechiwaken program, which is a Cree term meaning friend. I was even happier when Chelsey became a mentor herself for Big Brothers Big Sisters of Winnipeg last year. Of her new role she said, "Since I had you as my mentor in my life, I wanted to give back to the community and do the same thing." Mentoring is indeed a way to give back, but you gain so much more. You gain a friend, the opportunity to help shape someone's life, and it is a fulfilling experience. Chelsey and I encourage people to consider becoming a "Big" and thank the agency for so many opportunities. Chelsey said, "Having a mentor growing up was great and we had lots of fun together". Chelsey now attends the UM and we see each other regularly on campus. Being in the program has had a huge impact on our lives and we are grateful for the relationship we have been able to have through our match and beyond.



The strength of relationships...

One of the statements we hear over and over again about the impact of strong mentoring relationships is that young people claim their mentors as helping them, **'become their best selves.'**

As matches grow, and grow together, these identity-defining moments accumulate over time. Developmental relationships start by focusing on building trust and establishing a 'comfort zone' through which youth then have support to reach any number of personal goals. This could be getting a driver's license, graduating high school, winning a race...or it could be the confidence to raise a hand in class more, or learning to be more self-compassionate. Success in our program is broadly defined as each individual youth growing through mentorship over time. 50 years of stable outcomes is both evidence-based and timeless.

While not all matches stay together forever, the moments that are shared together continue to provide perpetual evidence of capability. As adults look back over their lives as children and young adults, they often reflect on their mentors as being a fail-safe person, a person who showed up for them and believed in them, and a unique relationship that provided presence, concern, and a breadth of activities through which to spend meaningful time.





It was 50 years ago...

Our movement, by which we mean our mentoring movement, began, for the most part, in New York, a long time ago. Born in 1871, Ernest Coulter was a war journalist, lawyer, public administrator and child advocate. As a young clerk in New York City, Coulter saw more and more boys come through the courtroom. He recognized that caring adult mentors could support these young people, and he set out to find volunteers (starting with his own friends). This led to the first Big Brothers agency in 1904. Around the same time, Ladies of Charity were befriending girls who came through the New York Children's Court. The group eventually became Catholic Big Sisters.

The first Big Sisters program was offered in Canada in 1912, followed by the first Big Brothers agency in 1913, both in the city of Toronto.

What happened in Winnipeg back in 1969 is actually quite similar to what happened in New York back in 1904. A program, called 'social opportunity' was operating through the Winnipeg court system to provide volunteer mentors to youth (13 to 18-years old) who were on Winnipeg family court probation. But the demand was bigger than the supply of mentors and they were only able to serve youth in the court system, and within that 'teenager' age range.

John K. McKay, who was the Director of Court Services at Winnipeg family court, is remembered for starting the call to establish a branch of the Big Brother Association in Winnipeg. In a March 19, 1969, Winnipeg Free Press article, Mr. McKay is quoted as saying, "And with all that is known about treatment of individual behavioural problems, the most potent, modifying force, and the most successful is the influence of one person upon another with this type of relationship."

A group of men took up the challenge presented by John McKay and a steering committee was established, led by Stan Miller (who worked for Price Waterhouse & Co.), to start a branch in Winnipeg. Other early leaders of the Association included Bruce Osborne, James Gillis and Neil MacKay. They worked tirelessly throughout 1969 to gather mentors and take mentee applications and come December, the Big Brothers Association of Greater Winnipeg was incorporated.



In early 1970, Big Brothers were guests on an 'open-line' radio program and a woman named Kathryn Hannah called to ask if there was a female version and was told there was not. Other women who phoned in with the same question were referred to Kathryn. And from there, a volunteer group of women got to work and a few months later, the Big Sister Association of Greater Winnipeg was incorporated for Winnipeg in April, 1970.

The Big Brothers entity operated out of at least 5 different homes over its solo existence, while the Big Sisters Association rented at least 4 locations over its first 27 years. It is perhaps hard to imagine now, but, yes, we operated as two separate entities for almost 30 years. Then, on August 31st, 1997, the Big Sisters Association of Winnipeg, Inc. and Big Brothers Association of Winnipeg, Inc. amalgamated to form the Big Sisters & Big Brothers Association of Winnipeg, Inc.

We then spent 4 years as one entity in a rented office space on Lombard Avenue before moving in the summer of 2001 to 765 Portage Avenue. In December of that same year, the organization changed its name to Big Brothers Big Sisters of Winnipeg, Inc. to properly align with the national body.

We survived and thrived at 765 Portage for sixteen years, our longest stay in our history to date. And then, in July, 2017, Big Brothers Big Sisters of Winnipeg, Inc. made its next bold move, relocating to a purchased and renovated activity centre at 532 Ellice Avenue.

And so, 50 years later, we continue to see ourselves much as John McKay did back in 1969. We are a non-profit, charitable organization whose mission is to enable life-changing mentoring relationships to ignite the power and potential of young people. Cheers to the first 50 and here's to the next ½ century.





Events



Kin Canada
winnipegkinsmen



Activities are an essential part of our program, and we are grateful to funders like Kinsmen for their incredible support.

In 2013 the first major longitudinal research study on our programs revealed that **"going to new places"** and **"doing new things"** was at the top of the list for youth when asked why they wanted to be involved in our programs.

While we know that youth enjoy a wide range of emotional and social support, including having someone to talk with, and provide support, spending time together in action is what helps to build the strong foundation of trust that is required for youth to realize new interests, new passions, new talents, and other important discoveries.

Our activities in 2019-2020 included a wide array of trips to Fort Whyte Centre, horseback riding, arts and crafts, soccer, and engineering.

These activities occur within the walls of our still very new activity centre, or throughout our great City. They can only occur through the support of funders. These are memories that knit our friendships together and enrich the mentoring experience for mentors and mentees alike.

THANK YOU!



She is....
Resilient
Intelligent
Unstoppable
Extraordinary
Our future



Donor Recognition



“Getting her a Big Sister was the best gift I’ve ever given to her.” (caring parent)



11 amateur matches
870 guests
\$25,500.00 contributed to us

Big Brother, Ward Lentz

We were the charity of choice for the 3rd annual Fight for Charity corporate boxing event. Thank you to all who supported, participated, attended and donated!



Each program, and each match, requires a professional staff person to provide ongoing support. Research on youth mentoring conducted on quality, evidence-based programming demonstrates that this layer of staff support is crucial to positive match outcomes. In addition to providing direct activity support, our knowledgeable and committed service delivery team are in constant communication with our matches. Donors and funders provide the sustainability needed to ensure that every match we make will be encouraged, coached, and celebrated over the years of their involvement. We are grateful for the financial support provided by the community.

This year, we would also like to do a special thank you to Manitoba Public Insurance, who, through a United Way Winnipeg initiative, gifted us a refurbished van. The provision of this vehicle has directly enabled us to reach youth in harder to serve areas of the City. Barriers to mentorship continue to include transportation, and we rely not only on the time of our volunteers, but to a large degree, their contribution of transportation. This year, the van enabled programming that would not otherwise have been possible.

On the following pages we recognize our donors for their incredible support of our organization. Whether it is our first year or our fiftieth, the work we do with young people in our city can only happen if the community believes in what we do and contributes financially to our cause. As you will see in the names below, we garner support from individuals, businesses, other non-profit entities, foundations, corporations, government programs and community funders. Each one is special and each one makes a difference in helping us achieve our mission here in Winnipeg. We cannot thank you enough!

Funders

City of Winnipeg
Graham C. Lount Family Foundation Inc.
Kinsmen Club of Winnipeg
Province of Manitoba
The Winnipeg Foundation
United Way Winnipeg

Visionaries

Richardson, J.A.

Leaders

Manitoba Public Insurance
Pollard, J. & B.
Smit, W.

Champions

Ai-Kon Incorporated
All Charities Campaign
Arnal, P.
Balcaen, S.
Birchwood Automotive Group
Brookside Renovations Inc.
Buhler Industries



Champions (continued)

Canada Life
CN Employees' & Pensioners' Community Fund
Crosstown Civic Credit Union
DeCorby, C.
Domo Gasoline Corporation Ltd
Dr. Asim Ashique Enterprises
Ellement, J.
Fidelity Investments Canada
Fonseth, K.
Froese, J.
Gebhardt, D.
Hastings, E.
Hughes Development Corp.
Husaro Enterprises Ltd - Mr. Lube
IBEX Payroll Services
IBM Canada Ltd
IG Wealth Management
Industrial Truck Service Ltd
iQmetrix
Kates, B.
Loewen, J.
Manitoba Blue Cross
MB Moose Hockey
Pitblado Law
Pitch, A.
Robinson Lighting
Scotiabank Thriving Communities
Shelter Canadian Properties Limited
Speciallaser Tech Inc.
The Ian & Rochelle Laing Family Foundation
United Way Designated Donations
Veron Consultants Inc.
Wawanesa Mutual Insurance Company
Winnipeg Goldeyes Baseball Club Inc.

Friends

Abas, A.
Banga, B.
Bridgeman, L.
Cargill
Club 373
Confidence Management Ltd
Coupland, I.
Cummins Sales and Service
CWB National Leasing
Eltassi, A.
Fountain Tire (Winnipeg Warman Road)
J.K. May Investments Ltd
Jacinto, C.
Lazarenko, D.
Lowe Mechanical Services
Manitoba Marketing Network Inc.
Marketplace|Events
Meagher, C.
Miles Macdonell Collegiate
Mitchler, M.
MLT Aikins LLP
Morris, K.
Neptune Properties
Nerium Canada
Omori Diamonds
Powerland
Rich, K.
Rogers Communications
Soiferman, M.
Stantec Consulting Ltd
Strategic Charitable Giving Foundation
Taylor, N.
Tri-Star Traffic
Vector Construction Ltd
Webb, R.



Thank you

Ali, N.
ATM Photography
Barish, E. & C.
Bedard-Haughn, A.
Bennet, S.
B’nai Brith
Bongelli, E.
Boreal Wildcraft Tea Company
Bourrier, A. & D.
Bouvier, L.
Bouvier, Y.
Boyko, R.
Brecht, D.
Brett, P. & M.
Bryk, J.
Campbell, K.
Campbell, A.
Candin, D.
Chalmers, K.
Church, A.
CIBC Employees
Cloverdale Builders
Cochrane Saxberg
Coker, A.
Coker, C.
Connelly Signs and Service Ltd
Corman, L.
Correia, P.
Costanzo, S.
Credit Union Central of Manitoba, Employees
Dawes, C.
Derwin, M.
Diamond Retirement Planning
Dr. Norman Silver Medical Corp

Edginton, T.
Ellement, D.
Enns, C.
Ernst & Young LLP
Fawley, K.
Fawley, G.
Fitzpatrick, G.
Fouillard, K. & Willis, T.
Frederick, M.
Friesen, N.
Giesbrecht, M.
Glass, B.
Glenat, J.
Haddock, M.
Hanson, G. & M.
Harold, K.
Hartley, C.
Hebert, A.
Heyru Canada Inc.
Hirsch, G.
Hofer, J.
Holens, P.
Horn, J.
Houston, I.
HUB International
Hunt, T.
Hutton, D.
Janciw, M.
Johannson, D.
Jolicoeur, D.
Jones, K.
Kananowicz, K.
Kirsten Davidson Charitable Contribution Fund
Kjernisted, K.
Klimczak, R. & M.
Kneeshaw, G.
Koop, S.
Kostakos, C.



Kostakos, S.
Kozak, T. & Sackney, K.
Kuik, D.
Lalman, J.
Lambert, M. & LeGal, M.
Larson, J.
Loewen, B.
M Group CPA LLP
MacDonald, L.
Mackay, R.
Mackay, B. & C.
Maksymetz, L.
Manitoba Hydro – Volunteer Grant Program
Marion, J.
Martens, A.
Martin, R.
Martinuk, K.
May, S.
McAndrew, C.
McCrea, K.
McLaughlin, J.
McMillan, S.
McRobb, G.
Miller, M.
Morris, J.
Mutcher, P.
Najfi, F.
Nasta Investments Inc.
Newton, K.
Nguyen, K.
Page, G.
Paikin, S.
Pankratz, J. & Schmidt, J.
Pascal, T. & B.
Pastula, S.
Payumo, R. & J.
Pchajek, S.
Pearson, K.
Penman, A.S.

Penner, D.
Peters, K.
Pollard, F.
Qua, M.
Rados, L.
Red River Cooperative Ltd, Employees
Regio, P. & S.
Reimer, T.
Reimer, K.
RMA - Manitoba Chapter
Rockwood School Students
Romsa, L.
Rushinka, W.
Sachkiw, M.
Salchert, W.
Schachter, J.
Schmidt, A.
Setka, S.
Sirtonski, D.
Smith, C.
Smith, J. & Skromeda, L.
Smolders, H.
Somogyi, M.
Spitzke, S.
Storozuk, B.
Thoroski, J.
ToolTown Inc.
Trudeau, H.
Twist, B.
Unger, G.
Vermette, D.
Walters, G.
West End Biz
Willows, B.
Wilzer, K.
Winnipeg Wheel Works
Woodford, D. & J.
Woods, G. & S.
Zandstra, W.



2019-2020 Financials

Statement of Financial Position	March 31, 2020	March 31, 2019
Assets:		
Cash	\$ 228,839	\$ 191,606
Accounts receivable	69,484	68,988
Prepaid expenses and inventory	31,323	25,914
Capital assets	2,000,730	2,043,194
	\$ 2,330,376	\$ 2,329,702
Liabilities and net assets		
Accounts payable	\$ 86,551	\$ 62,954
Prepaid event sales	-	5,142
Deferred contributions - capital assets	745,572	719,897
Deferred contributions - programs	56,389	66,058
Lines of credit	192,548	246,239
Mortgage payable	893,615	929,552
Net assets: invested in capital assets	168,995	147,506
Net assets: future operations	186,706	152,354
	\$ 2,330,376	\$ 2,329,702
Statement of Operations	Year Ended March 31, 2020	Year Ended March 31, 2019
Revenue:		
Government program funding	\$ 269,734	\$ 266,526
United Way of Winnipeg	340,406	304,682
Fundraising and other revenue	241,150	219,101
Big Smiles Collection Crew	630,980	716,609
Amortization of deferred contributions	35,380	34,929
	1,517,650	1,541,847
Expenses:		
Direct program costs	111,422	86,323
Central operating expenses	159,408	192,125
Fundraising expenses	8,439	6,387
Big Smiles Collection Crew	465,283	494,924
Amortization of capital assets	65,231	66,000
Staff salaries and benefits	652,026	683,141
	1,461,809	1,528,900
Difference between revenue and expenses (before gain on disposal)	55,841	12,947
Gain on disposal of capital assets		100
Difference between revenue and expenses	\$ 55,841	\$ 13,047

A full copy of the audited financial statements for the year ended March 31, 2020 are available on our website at www.bigwinnipeg.com



She does not need saving, nor a saviour. She needs her mentors to help her build a better world.



www.bigwinnipeg.com

**Charitable Business Number:
10679-4548-RR0001**

**532 Ellice Ave.
Winnipeg, MB
R3B 1Z2**