

ANNUAL REPORT 2021-2022

TOGETHER AGAIN.



Big Brothers Big Sisters
OF WINNIPEG



ANNUAL REPORT

TOGETHER AGAIN.

2021
2022



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TOGETHER AGAIN.



Land Acknowledgement

Big Brothers Big Sisters of Winnipeg operates on Treaty No. 1 Territory, the traditional lands of the Anishinaabe, Cree, Oji-Cree, Dakota, and Dene peoples; as well as the National Homeland of the Red River Métis. We further acknowledge the water of which we drink comes from the Anishinaabe First Nation of Shoal Lake.

We respect the Treaties formed on these territories, and acknowledge that We Are All Treaty People. We recognize the long-term effects of colonization and the harmful legacy of the residential schools endured by Indigenous peoples. We commit to making space for Indigenous voices, to celebrate Indigenous culture, and to honour Indigenous heritage. We are Bigger together and we will work in partnership with Indigenous communities toward justice, equity, and reconciliation.

Diversity, Equity, and Inclusion

As an agency we strive to promote non-discrimination and address stereotypical attitudes by providing education and awareness; and by extension, have an impact on eliminating systemic barriers to full participation in the community. We are committed to the ongoing development of initiatives that uphold our shared values of diversity, inclusion, and equity. Such initiatives may include but are not limited to: specialized programming, professional development and training, collaboration with agencies that serve marginalized community groups, and community outreach.

This year we intentionally focused program innovation on the P.R.I.S.M program to enhance support and expand service. Staff participated in professional development to continue our commitment to being a safe space, and look forward to offering the new material we have created through our Queer Lens Mental Health project.



THEORY OF CHANGE

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The Power of Three



THE FAMILY



THE ORGANIZATION



THE MENTOR

HOW

- Intentionally **recruit** based on needs of community's young people
- **Match** young person and professionally **screened** volunteer mentor
- **Monitor and support** match through professional caseworker
- **Train and support** the mentor, mentee, and family
- **Graduate** match relationship towards "natural support"
- Build a **Developmental Relationship** between the mentee and mentor that
 - >> Expresses Care
 - >> Challenges Growth
 - >> Provides Support
 - >> Shares Power
 - >> Expands Possibilities

WHO

- For young people who **face adversity**
- Are in need of an additional consistent and supportive **Developmental Relationship**

WHAT

- **Social emotional competence**
 - >> Relationship skills
 - >> Social awareness
 - >> Responsible decision-making
 - >> Self management
 - >> Self awareness
- **Mental health & wellbeing**
 - >> Positive identity
 - >> Mental wellness
 - >> Social inclusion & empowerment
- **Educational engagement & employment readiness**
 - >> School connectedness
 - >> Commitment to learning
 - >> Enhanced constructive use of time

Our Mission Our Vision

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

All young people realize their full potential.





OUR BOARD & TEAM

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2021
2022

Our Board of Directors

- Mark Giesbrecht | President
- Colin Napper | Vice-President
- Stephen McMillan | Treasurer
- Elliot Olin | Secretary
- Adriel Agpalza
- Ibiyemi Arowolo
- John Daniels
- Stephanie Johnson
- Linzy Jones
- Shaun Jeffrey
- Laryssa Sawchuk
- Kaleigh Wills Wowryk
- Michael Joko

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. We are grateful to each board member for the time they volunteer, the insights they offer, and the dedication to strategy, support and oversight they bring.

Our Team

Senior Leadership

- Jane Marion | Executive Director
- Kirsten Dent | Director of Service Delivery
- Suzanne Neilson | Manager of Finance & Administration

Service Delivery Team

- Kevin Allum | Manager of Community Matches & Ototema Program
- Rachel Gebhardt | Match Support Worker - Site/School-Based Programs
- Ty Meyer | PRISM Program Coordinator
- Kirsten Nicholson | Mentoring Specialist
- Kelley Shuster | Manager of Site-Based Programs & UMN
- Nicole Leeson | Mentoring and Mental Health Specialist

Administration & Support Staff

- Ian Buxton | Manager of Big Smiles Collection Crew
- Keagan Lilley | Site Based Support Worker
- Caroline Malzahn | Big Smiles Collection Crew Administration
- Matthew Rodriguez | Marketing, Communications & Administration Coordinator





MESSAGE FROM THE EXECUTIVE

TOGETHER AGAIN.

Executive Director's Report



A relationship is a physiologic process,
as real and as potent as any pill or

surgical procedure....Total self-sufficiency turns out to be a
daydream whose bubble is burst by the sharp edge of the limbic
brain. Stability means finding people who regulate you well and
staying near them." - Lewis, Amini, and Lannon - A General
Theory of Love.



When you specialize in a field that forges friendships for a living, you are called to a very knotted kind of purpose; invited to understand a sacred form of being, and to continuously study. To unknot the threads of relationship is to reveal both strings of science and strands of stories. Yet, it is somehow only together in braided form that we appreciate the complexity and depth of what we do. It can be hard to write a pithy message of the astonishingly important nature of our work.

For centuries, friendship and love (emotion in general) has been squarely located in the domain of poets and philosophers. Loneliness, angst, and longing were existential truths of "the human condition." We found solace in shared experiences. But for the greater part of centuries, we were unaware of the social-psychobiology of friendship. The science of belonging. Both domains are true and necessary ways to explain our curious affinity for connection. In modern neuroscience, a new thread has been given to us to braid into our work. We know, irrefutably, that our drive to want and need relationships with others has intricate and significant physiological manifestations. Our bodies, just as our minds and hearts, are inherently social.

We now know relationships are linked to our immune systems. We know relationships can help heal trauma and buffer stress. In fact, there are now theories that friendship is what allowed language to develop between us in the first place. Every person is a possible pathway to new ideas, to a form of being understood we may not have experienced yet, or a person we can be safe enough with to risk the mess. As we engage with one another, these transactions of interdependence transform us. All of us.

Due to circumstances
surrounding COVID-19
coronavirus, use of playground
equipment is strongly
discouraged until further notice.



Because responsive
relationships are both
expected and essential, their
absence is a serious threat to
a child's development and
well-being.



Harvard Center on the Developing Child



Supportive relationships are as essential to our bodies as food and shelter. And in this context, the pandemic was a paradox we could not easily reconcile. We faced possible injury in being together, with a remedy that caused a less acute form of injury - the pain of being lonely and kept apart. The discourse on the importance of togetherness is not meant to downplay the importance of time alone; but, *being alone is not the same as being lonely*. Being alone, temporarily, is not the same as longing for the relationship experiences - of being heard, seen, reflected, trusted, valued, played with, and loved not only by our primary caregivers, but by others in our social world. There are far too many division lines drawn between us.

Our work doesn't fit neatly into funding categories - relationships are **mental health**, relationships are **recreation**, relationships are **fundamental to health**, relationships are **crime prevention**, and relationships are **social justice**. Some youth need help with writing a resume and some need help just getting out of bed. Some youth need rancorous laughter and play. Some need an example of everything they were told they would never be. Some need trust and time before sources of trauma are tentatively offered for gentle listening. Most young people are *all of these young people*, at some point in time. Our professional mentoring specialists work carefully to understand how to take everyday volunteers and coach them into people who feel able to meet each one of these needs. But we never have enough to meet the need and the need never stops.

For some young people, we are *still waiting for the right someone to walk through the door*; someone eager to be curious, fallible, but willing to jump in & try and stick the landing. Relationships are as imperfect as they are necessary. So, to all of the volunteers who did answer the call and who did walk through the door, there are never enough words to adequately thank you for the gift of your enormous generosity. Every year we are graced with people of all ages, who decide that regardless of all that is wrong in the world (or maybe because of all that is wrong) that they will answer our call. That they will turn toward an unknown, unrelated young person, intent on kinship, and attempt to build a better place. One that might stand a chance, to better us all.

To my team, you are simply remarkable. You are the 'constant gardeners,' the magicians and alchemists, the artisans of relationships. You are the keepers of connection and a treasury of collective wisdom. You do sacred, vastly unrecognized work in the world. You are goodness. To the caregivers who continue to trust us to get to know your families and your children, and to each young person yourself who battled impossible conditions to keep yourselves extended in friendship - you are each, extraordinary. The world is better for your kindness and we are humbled by your courage. To be open inside a hard world takes very special bravery. You are the best of us, and the story of your success is the story of our collective survival.

Keep on, friends. The path this year was thick with bristle. For the times I led, and the times I needed to follow, thank you, so much, for allowing me to be a part of the journey.



Jane Marion - Executive Director





PROGRAMMING

TOGETHER AGAIN.

2021
2022

607 Children Served



230 in Community one to one programs



336 in short-term and group programs



41 in partnership and school-based programs



Programs

Big Brothers	Big Possibilities
Big Sisters	L.E.A.P.
Cross Gender	Music Mentoring
Couples	Big Buddy
P.R.I.S.M.	In-School Mentoring
M.A.P.	Storybook Program
Ototema	Start Here

"My mentor likes me and thinks I am great.
This helps me see myself the way she sees
me."

"I want/needed a mentor cause I was
struggling really hard with loneliness and
having no friends around me anymore.
Having a mentor made it feel better!"





Developmental Relationships

DEVELOPMENTAL RELATIONSHIPS:

EXPRESS CARE



"Show me that I matter to you."

SHARE POWER



"Treat me with respect and give me a say."

CHALLENGE GROWTH



"Encourage me to continue to grow."

PROVIDE SUPPORT



"Listen to how I'm feeling."

EXPAND POSSIBILITIES



"Connect me with people, places, and things that spark my passion and ignite my potential."

The Developmental Relationships framework was fully implemented this year. Developed for Big Brothers Big Sisters of Canada through partnerships with the Search Institute, the framework focuses on intentionally meeting every young person where they are, and informs us of what they want in a match. Based on research, the difference between an informal/casual relationship, and ones more likely to be truly transformational are demonstrated when 3 out of 5 components are experienced. While some youth may want their mentors to primarily provide support, others may want their mentors to expand their possibilities. This new language helps to focus the mentor's attention on the domains of the relationship most important for their individual mentee.

In 2021 we ran our first Youth Lab. As a youth-serving agency, this project allowed us to lean into the idea of building with our youth, ensuring there is engagement and that the voices of the youth we serve are really heard. Roughly 20 youth participated in our Youth Lab which provided insights into how youth view the components of our new Developmental Relationship training framework. Having feedback in their own words was empowering and gave us a new toolbox to coach and train our mentors.



"I was being bullied at school and a mentor would be someone to hang out with that would not be mean to me. I want to keep having a mentor because the mentor I have has helped me learn a lot about myself and I feel more confident about who I am. I learn from my mentor".



In their own words

Express Care

"When a mentor is always there for you"

"When my mentor listens to me and shares their ideas".

"When a mentor has fun hanging out and laughs at my jokes".

"Express care means that I am safe."

Provide Support

"My mentor supports me by attending my sporting events and supporting my dreams"

"No judgments. Safe environment to talk and share".

"My mentor listens and shares stories to help me understand my own life better. Listening and sharing together".

"Support is providing help when needed (like proofreading over an essay... 😊). Being able to have a relaxing fun time together with no pressure but still being able to talk about things when needed with no pressure".

Expand Possibilities

"Sometimes new things do not have to be big. We tried a new kind of drink together at the Forks that I had seen pitched on Dragon's Den. That was something new at a comfortable place."

"My mentor has introduced me to making models and I introduced him to drawing. We do these things once in a while and we both enjoy doing what we showed each other. In other words, I like trying new things 😊".

Share Power

"We are both laid back and it is easy to just make plans or let things just flow. We both like picking activities/my mentor is flexible and is always willing to try new things".

"We share power by talking to each other. We are both good at decision making. We both like picking activities and taking turns. It is never hard to spend time and figure out what to do with my mentor"

Challenge Growth

"My mentor can challenge my growth by sharing their knowledge with me and helping me understand how to apply it in my own life. I love it when my mentor shares his knowledge with me because he is finishing a path that I will soon start in regards to post secondary schooling".

"My mentor can challenge my growth by encouraging you to do things and understanding when I feel shy or a bit scared about the new thing."

"My mentor can challenge my growth by telling me to believe in myself when I'm faced with a tough challenge."



Service Delivery

Our 2021/2022 service year continued the trend set in 2020/2021 of pivoting and adapting to the ever-changing pandemic; ultimately, we found ways to be together again. We were able to re-establish most of our programming with some twists and provide crucial service to 607 youth across all programs.

Last year, we were able to throw an adapted version of our beloved annual Rudolph Red Tag Sale and were able to accommodate approximately 90 youth to shop for gifts, and craft, and reconnect with our agency and staff.

In addition to re-starting some established programs, we also launched several new endeavours, including our Youth Lab, Big Possibilities, and P.R.I.S.M. Series. Big Possibilities is a new job readiness, post-secondary program. We also worked in collaboration with Ph.D. candidate Karli Rapinda to develop our new Queer Lens Mental Health Training. We were extremely grateful to have a Masters in Marriage and Family student therapist, Anissa Penner, and her supervisor, Mary Basta, provide free and immediate counseling to youth and caregivers through the beginning stages of an embedded mental health in mentoring pilot.

In reflection upon all that was going on through 2021-2022 in the world, it is pretty impressive that we not only were able to re-launch all our programs in innovative ways, but also expand with several substantial new endeavours. Through our expansion projects, one of the most substantial takeaways was that we were able to ask and listen to our youth tell us what their needs and wants of our services are and what mentoring looks like to them.

These interactions were very inspiring and affirming of what we do. In our mentoring movement, we've always championed the impact mentorship has on young people's lives, but with these new tools and programs, we can set new intentions on how we interact with each youth and meet them where they are uniquely situated in this world. When youth are empowered to voice their stories, dreams, hopes, motivations, and needs, we can better provide and coach a mentor that can specifically support those unique goals.

Each youth that comes through our door is celebrated for who they are, as they are, and with these new endeavours we can expand our intentionality to help them explore their full potential.

Kirsten Dent - Director of Service





FUND DEVELOPMENT

TOGETHER AGAIN.

2021
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To Our Funders & Supporters, Thank You!

Committing to being the center of mentoring excellence in Winnipeg requires the constant support of volunteers and donors. The cost per match has risen greatly over the last 5 years. In addition to community-based one to one mentoring, we have also committed to providing youth on our waiting list with high-quality group programming and short-term relationships so that we can provide immediate services through our activity space. Whether that is through group Big Buddy programming, free counselling, or group sessions in P.R.I.S.M., our professional mentoring specialists are always a part of each match. We are incredibly grateful for the ongoing financial support provided to us this year. Each funder who shared our vision this year enabled a young person to have more support to face the impact of a pandemic and other adversities. We cannot thank you enough.



winnipegkinsmen



United Way
Winnipeg



CANADIAN
WOMEN'S
FOUNDATION

Manitoba 

Golf for Kids Sake

We would like to thank our sponsors and teams for helping us launch Golf for Kids Sake as our signature fundraising event of the year, replacing Bowl for Kids Sake. While a little different due to Covid-19, Bridges Golf Course and all our players made the day a success!



Funders & Donors

Visionaries +\$20,000

Province of Manitoba
Canadian Women's
Foundation
The Winnipeg Foundation
Kinsmen Club of Winnipeg
United Way Winnipeg

Leaders +\$10,000

Canada Post Community
Foundation
City of Winnipeg
RBC Big Possibilities
Smit, W.
Tommy and Ruth Fund

Champions +\$5,000

Assiniboine Credit Union
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Dykes on Bikes
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Friends+ \$500

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Choi, J.
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Ogunniyi, O.
ParticipACTION
Sale, C.P.
The Winning Combination
Williams, M.
Yanchishyn, A.

Supporters +\$20

Advice, R.
Argento, M.
Barish, E. & C.
Beattie, S.
Bourgeois, D.
Boyko, R.
Braden, T.
Braun, J. E & J.V.
Brett, P. & M.
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Buhl, S.
Cargill
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Clement, M.
CN Employees' & Pensioners'
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Evans, G.
Fonseth, K.
Fred R. Klein Law Corporation
Friesen, N.
Frontstream Inc.

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Glenaura Pipes & Drum
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Graham, J.
Green, C.
Hamilton, B. & C.
Hanson, G. & M.
IBM Canada Employees'
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Karlowsky, S.
Krentz, B.
Kuzenko, N.
Lamontagne-Rougeau, C.
Linklater, D. & M.
Loewen, C.
Lyric, C.
Lysak, D.
MacKay, B.
Manulife
Marriott, R.
Marsh & McLennan
Companies
Marshall, J.
Martin, R. E.
Maydaniuk, E.
McCrea, C.
McKenzie, M.
McLauchlan, D.
McMillan, S.
McRobb, G.
Meacham, D.
Moore, J.
Morier, D.
Moroz, K.
Morris, J.
Moulden, D.
Neilson, S.
Nyhof, K.
Ochoa, M.
Ohta, R.
Olin, E.
Patrie, P.M.
PayPal Giving Fund
Penner, A.
Pollard, F.
Potter, W.
Rados, L.
Romanson, J. & D.
Sangster, M.
Schachter, J.
Schmidt, A.
Shaw, K.
Shelmerdine Garden Centre
Shuster, J.
Sinclair, L.
Small, R.
Solvera Solutions
Stecy, S.
Stefura, C.
Steininger, A.
The Benevity Community
Impact Fund, (Sweetser, S.)
The Get Real Movement
Thompson, R.
Turner, B.
Ugrin, E.
Unger, G.
United Way (of Greater
Toronto/Peel Region)
Vanderveen, L.
Vernaas, A.
Wagar, L.E.
Woodford, J. & D.
Woods, R. Grant & S.
Yewbness, S.

In Memory/ Honour

Terry Bailey
From Ohta, R.
Lawrence Sangster
From Sangster, M.
Tiffany Soriano
From Clement, M.
Chase
From Carroll, J.
Dave Carty
From Jonk, V.
Morgan Evans
From Evans, G.
Krysty Sullivan
From Corus
Entertainment Inc.

In Kind Donations

Thank you to our In-Kind and ticket
donors for providing support in
2021-2022!





ANNUAL REPORT

TOGETHER AGAIN.

2021
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2021 - 2022 FINANCIALS

Statement of Financial Position	March 31, 2022	March 31, 2021
Assets		
Cash	\$513,513	\$486,613
Accounts receivable	30,941	43,844
Prepaid expenses and inventory	36,286	35,121
Capital assets	1,895,852	1,959,684
	\$2,476,592	\$2,525,262
Liabilities and net assets		
Accounts payable	\$50,628	\$56,178
Deferred contributions - capital assets	707,983	749,540
Deferred contributions - programs	192,645	215,602
Lines of credit	166,442	183,799
Mortgage payable	836,807	874,943
Net assets: invested in capital assets	184,620	151,402
Net assets: future operations	337,467	293,798
	\$2,476,592	\$2,525,262

Statement of Operations	Year Ended March 31, 2022	Year Ended March 31, 2021
Revenue:		
Government program funding	\$287,053	\$234,773
United Way of Winnipeg	299,503	287,898
COVID-19 government funding	52,436	257,516
Fundraising and other revenue	323,129	101,418
Big Smiles Collection Crew	271,116	214,036
Amortization of deferred contributions	45,581	42,545
	\$1,278,818	\$1,138,186
Expenses:		
Direct program costs	104,408	89,987
Central operating expenses	151,916	116,115
Fundraising expenses	17,469	2,576
Big Smiles Collection Crew	224,566	185,684
Amortization of capital assets	74,485	74,568
Staff salaries and benefits	629,087	574,241
	\$1,201,931	\$1,043,171
Difference between revenue and expenses before loss on disposal	\$76,887	\$95,015
Loss on disposal of capital assets	-	-(5,516)
Difference between revenue and expenses	\$76,887	\$89,499

*a full copy of our audited financial statements for the year ending March 31, 2022
is available on our website: www.bigwinnipeg.com





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WWW.BIGWINNIPEG.COM



532 Ellice Avenue, Winnipeg MB
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