

# ANNUAL REPORT

## 2019



**Big Sisters**  
OF BC LOWER MAINLAND

## A MESSAGE FROM OUR

# EXECUTIVE DIRECTOR & BOARD CHAIR

Since 1960, Big Sisters of BC Lower Mainland has ignited the potential of thousands of vulnerable youth in our communities and we have witnessed the transformative power mentoring relationships have, particularly in marginalized and underserved populations.

2019 was a year of change and growth at Big Sisters. Big Brothers Big Sisters Canada, the national federation of over 100 agencies, launched a new brand, mission and vision that unifies the mentoring movement across Canada.

While we have a new look, our impact and the core of what we do has not changed and this past year was a BIG one for Big Sisters BC Lower Mainland.

We are proud to report that we served a record 855 youth across all our mentoring programs. This achievement is the result of careful investment in key programs over the last year. A generous multi-year grant allowed us to focus on expanding our Surrey operations where we have seen the greatest increase in demand, adding an additional caseworker to service the area and secure a larger office.

Our Go Girls! in-school group mentoring program continued to be incredibly popular and the addition of an additional program coordinator allowed us to serve to expand to nine more schools across the Lower Mainland for an unprecedented total of 43.

We continued our commitment to supporting Littles through post-secondary education and were proud to award the first five bursaries from our Bright Futures Education Fund.

All this would not have been possible without our dedicated caseworkers supporting our volunteers who gave over 45,000 hours of their time. Every year, we are grateful for our volunteers who are truly committed to igniting the potential of at-risk youth.

We are so grateful to all our generous supporters who made 2019 our strongest fundraising year to date! We continued our commitment to achieving sustainable funding through the expansion of our individual giving and planned giving programs and a focus on securing new corporate and foundation partnerships.

Our spring events, GrapeJuice – founded by Cheryl Nakamoto and Sarah & Cameron McNeill along with the Big Sisters' Spring Lunch with keynote speaker Susannah Pierce, paved the way for our most successful Luminary Award Soirée to date. Our signature event, honouring two extraordinary women, Tracey McVicar and Christina Anthony, raised an unprecedented \$930,000 in support of our mentoring programs.

Without a doubt, 2019 was marked with successes, growth and increased reach of our mentoring impact. We look forward to another year of igniting and supporting developmental relationships that empower the children and youth in our programs. We are proud of our staff, committee members and volunteers for being strong advocates for our mission and challenging us every day to do more.

**We thank you for believing in the power of mentoring and helping us ignite the potential of all youth.**



Hanne Madsen (left) Executive Director  
Amir Moghadasi (right) Board Chair

# MAKING A DIFFERENCE, ONE MATCH AT A TIME



Big Sisters  
OF BC LOWER MAINLAND

→ **302**

SERVED IN THE  
BIG SISTERS PROGRAM

The Big Sisters program is a one-to-one mentorship that has a profound impact on Little Sisters (7 - 17). Through regular outings, a relationship is developed between the mentor and the Little Sister that is built on trust and common interests and supported by our experienced caseworkers. It results in a life-changing experience for both the mentor and Little Sister.



→ **142**

SERVED IN THE  
STUDY BUDDY PROGRAM

The Study Buddy program is a weekly one-to-one mentoring relationship that focuses on school work. Little Sisters in this program not only improve their academics but also report higher levels of self-esteem.



→ **411**

SERVED IN THE  
GO GIRLS! PROGRAM

Go Girls! is a group mentoring program for youth aged 10 to 14 that promotes the benefits of an active, healthy lifestyle. With social pressure to be perfect at an all-time high, youth in this program build tools for confidence and self-awareness during their formative years.



AREAS SERVED BY BIG SISTERS IN THE  
LOWER MAINLAND



**893**

MATCHES MADE  
ACROSS ALL PROGRAMS



**855**

YOUTH SERVED  
ACROSS ALL PROGRAMS



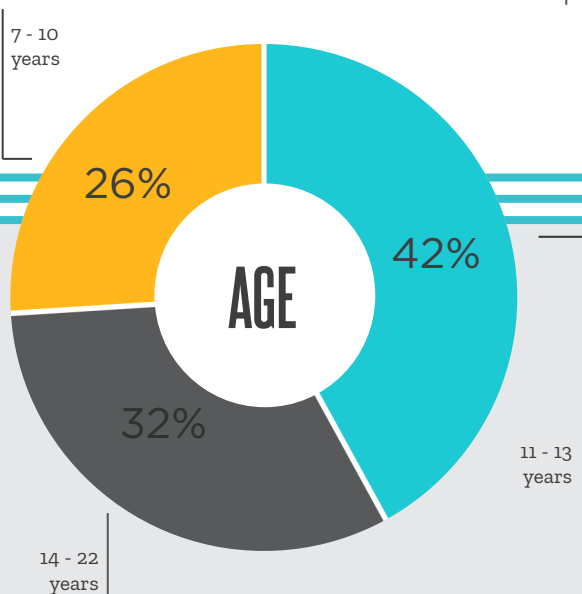
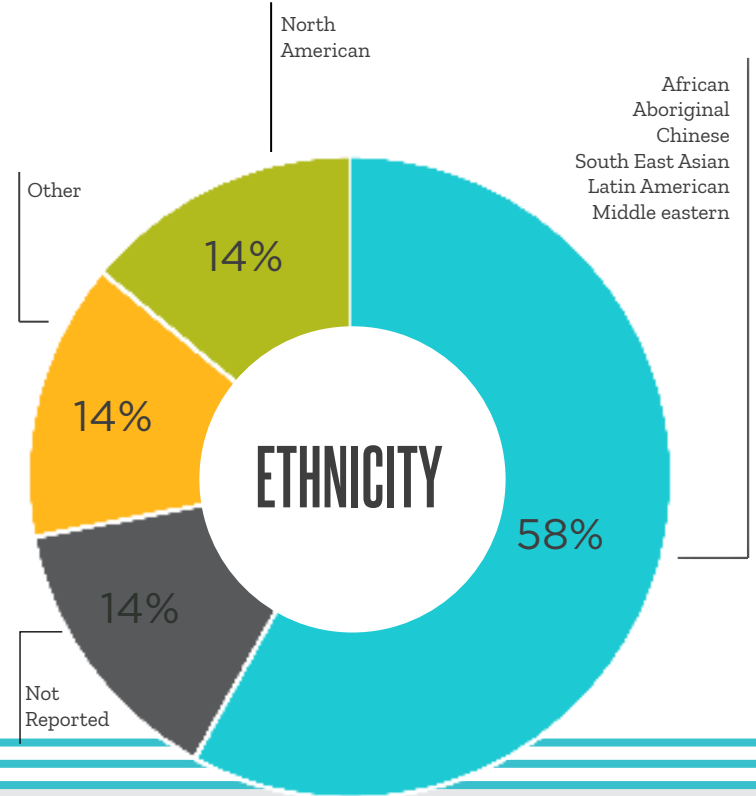
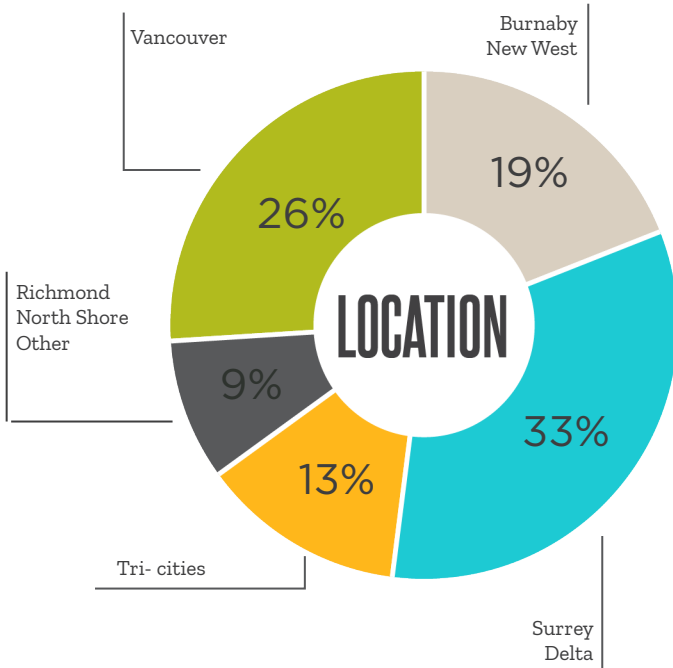
**45,000+**

VOLUNTEERS HOURS  
RECORDED IN 2019

# THE VULNERABLE YOUTH WE SUPPORT

Marginalized and underserved youth in our community face adversities.

When left unaddressed, these adversities can become challenges in adulthood that can require costly social interventions. Big Sisters focuses on prevention and serves an average of over 800 at-risk girls each year. Everyday in a child's life is crucial, they shouldn't have to wait to reach their full potential.



40%

of our Little Sisters struggle with mental illness

56%

of Little Sister families speak English as their second language

87%

come from low-income families

# THE MATCH STORY OF ALYSSA AND AESA

**L**ittle Sister Aesa was dealing with anxiety and a sensory processing disorder and needed someone to connect with. Once she was matched with her Big Sister Alyssa, she finally had someone in her life that made her feel at ease. "Every time I see her is an opportunity to relax," Aesa explained.

Alyssa came into her Big Sisters role fairly young, but with a breadth of life experiences. Dealing with cancer, Alyssa realized she had never gotten to know herself or pursue anything fulfilling. Once she recovered, she decided it was time to give back to her community. Because she had been deeply impacted by once having a mentor in her life, Alyssa wanted to give back by becoming who she once depended on.

As their match progressed, Alyssa saw Aesa grow into and discover herself, and was there for her every step of the way. "It's quite incredible to see a child develop their identity and start expressing themselves," she said. "I have been able to gain a lot of insight into myself. She is really like a mini-me, so it's



almost like being with her gives me a projection of me and who I am becoming through and with her."

Alyssa believes that it's important not to necessarily be an authority figure in Aesa's life, but someone who is available for her to come to and confide in. "I have been able to share with her positive habits as she grows," Alyssa said. "I've really enjoyed being able to learn about things in case she has questions for me; I want to be ready to answer them!"

Aesa has been motivated by Alyssa to try new activities that build her self-esteem, such as robot building and rock climbing; but she also likes being with Alyssa no matter what they do. "I really like that she hangs out with me and that we don't have to do big things together to have a fun time," Aesa said. "We are never at a loss of things to talk about."

"You go in thinking you'll be a mentor and you are, but it's not about you mentoring them. It's about you mentoring each other through friendship," Alyssa added. "You get to learn a lot more about you than you might expect because they become friends with you. You become more aware of who you are and who you are to them."



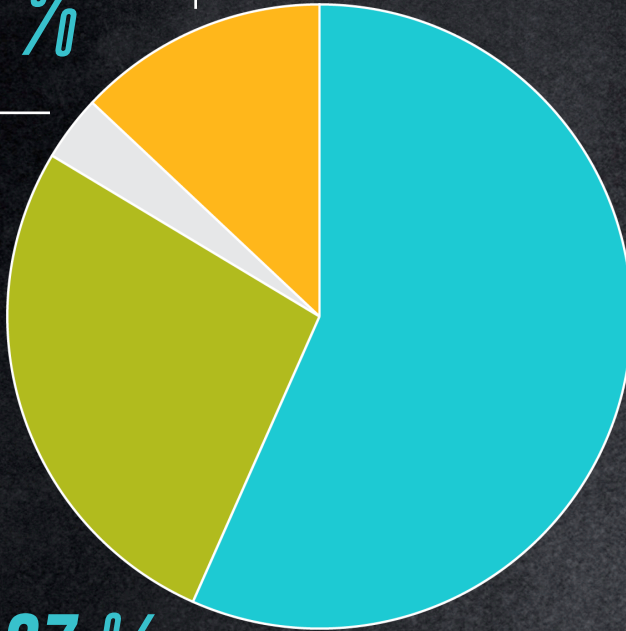
## 2019 TOTAL REVENUE

# \$2.02 M

Big Sisters of BC Lower Mainland is committed to financial accountability. We ended the fiscal year in a stronger financial position than anticipated due to a combination of our Luminary Award Soirée outperforming expectations and expenses coming in below budget. We will reinvest the surplus to fund our strategic plan priorities and continue to ensure we have annual operating expenses held in reserve for emergencies. <sup>1</sup>

**3.4 %**  
OTHER

**13 %**  
MAJOR GIFTS AND  
INDIVIDUAL GIVING



**56.6 %**  
EVENTS

**27 %**  
GRANTS

**2019 TOTAL  
INVESTMENT  
IN MISSION**

# \$1.98 M

### Year Ended December 31, 2019

Statement of Operations	2019	2018
Revenues	\$2,025,219	\$1,755,344
Expenditures	\$1,980,355	\$1,569,242
Surplus/(Deficit)	\$44,864	\$186,102
<b>Statement of Financial Position</b>		
	<b>2,019</b>	<b>2018</b>
Assets	\$1,628,024	\$1,397,853
Liabilities	\$498,861	\$304,554
Net Assets	\$1,138,163	\$1,093,299

<sup>1</sup> For a complete copy of our financial statements visit, [www.bigsisters.bc.ca](http://www.bigsisters.bc.ca)

# YOUR SUPPORT CHANGES LIVES

# \$1 : \$23

EVERY \$1 INVESTED IN MENTORING  
RETURNS \$23 TO SOCIETY

MENTORED YOUTH SEE POSITIVE RESULTS:



## IN LIFE

- 81% REPORT FINANCIAL LITERACY
- 98% BELIEVE THEY MAKE GOOD LIFE CHOICES
- 80% PERSUE HEALTHY LIFESTYLES



THE FAMILY



## 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 MONEY)



BIG SISTERS



## AT WORK

- 41% HOLD SENIOR LEADERSHIP POSITIONS
- 17% MORE LIKELY TO BE EMPLOYED
- 13% HIGHER EARNINGS (\$315,000 HIGHER LIFETIME INCOME)



THE MENTOR

## THAT'S THE POWER OF THREE

<sup>1</sup> Among economically disadvantaged groups, \$1 invested in mentoring by Big Brothers Big Sisters returns \$23 to society. The Boston Consulting Group undertook a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

# A BIG THANK YOU TO



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# THANK YOU FOR CHAMPIONING POTENTIAL

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## BIG SISTERS BCLM IS PROUDLY SUPPORTED BY



# IT'S ROUGH OUT THERE FOR KIDS

Big Sisters of BC Lower Mainland provides supportive mentoring relationships to young kids who may be facing challenges like bullying, isolation, poverty, abuse, social anxiety and low self-esteem.

Research shows that mentoring has a powerful impact on the lives of youth. We know that 96 percent of adults who had a mentor as a child say they are happy and 92 percent feel confident.

Mentoring helps create safer schools and communities. Children who have a positive mentor are less likely to engage in destructive behaviour such as bullying, fighting, binge drinking, or drug use.

## OUR NEW VISION

All young people realize their full potential.

## OUR NEW MISSION

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

## COMMITMENT TO INCLUSIVITY

At Big Sisters, we believe that every child and youth in the BC Lower Mainland who needs a mentor should have a mentor. Our programs are open to children, youth, and volunteers who identify as female, transgender or gender fluid. We are committed to providing safe, inclusive environments for all individuals.

Great  
Place  
To  
Work®

Certified

DEC 2019 - DEC 2020

CANADA

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@BigSistersBCLM

#MentoringMatters