

# Big Brothers Big Sisters of Yukon Annual Report

2019-2020



# Our Programs



**4 ISM matches**



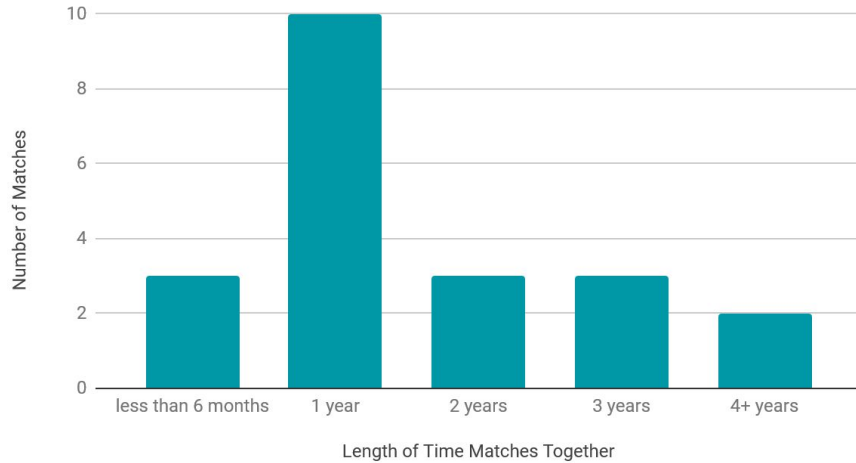
**25 Community-Based Matches**



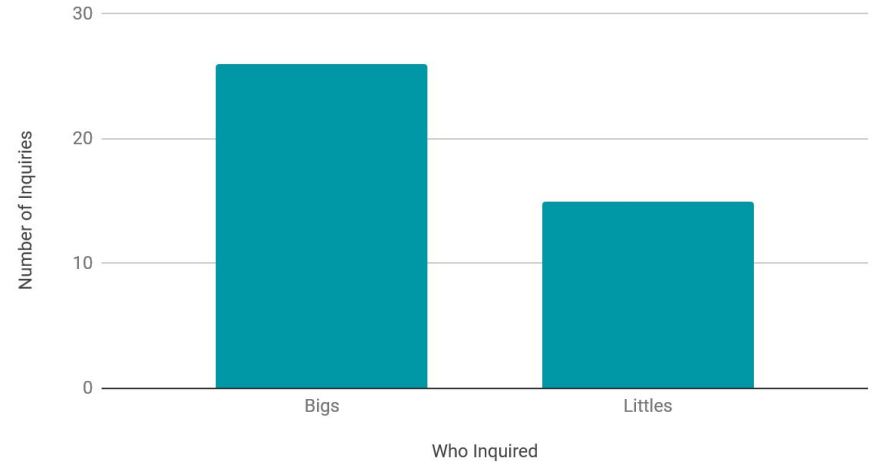
With funding from the YG Department of Education and Youth Investment Fund, BBBSY ran a Junior Teen Mentoring program at Selkirk Elementary, Elijah Smith Elementary and Takhini Elementary Schools, with 10 matches (20 students) successfully meeting on a weekly basis.

# Growing Stronger

Number of Matches vs. Length of Time Matches Together

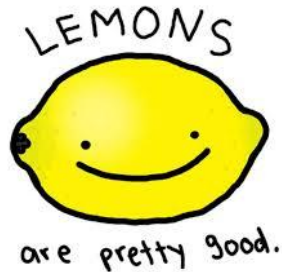


Number of Inquiries



Over the past fiscal year the number of matches we support has grown with 9 new Community-Based matches starting before June 30, 2020. In total, we received 41 inquiries from potential volunteers and mentee guardians.

# Our Fundraisers



August 2019  
\$4,000 raised  
9 Teams



November 2019  
\$13,000 raised  
18 Teams



April 2020  
\$2575 raised  
0 Teams (cancelled  
due to COVID-19)

In addition to our pledge-based, public relations type fundraisers, we also raised funds through the Last Splash, United Way Plane Pull BBQ, City of Whitehorse Clean-up Grant, and local real estate agent Shirley Chua-Tan donated part of the proceeds of her book to us.

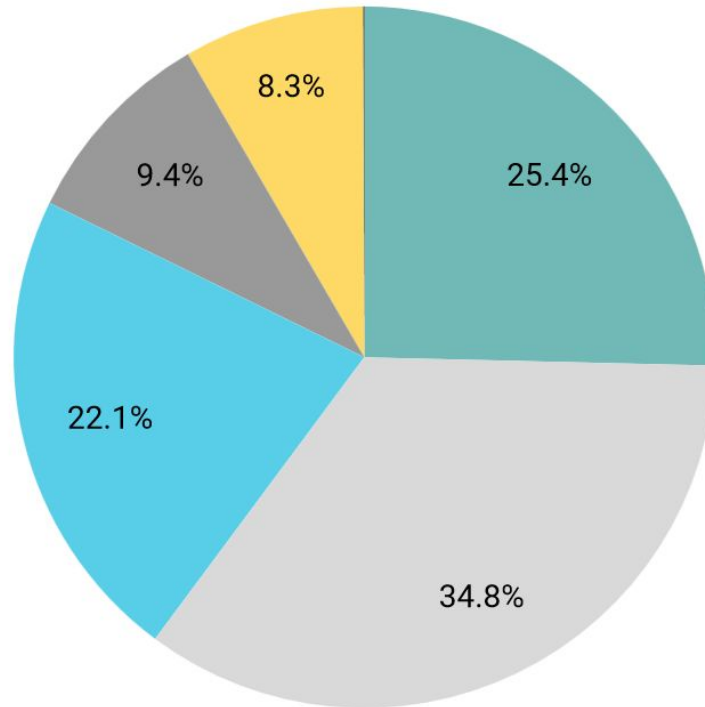
# Our Funders 2019-2020

We are extremely proud and grateful to have been supported by:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>● Aames Family Foundation</li><li>● Tenaquip Foundation</li><li>● City of Whitehorse</li><li>● Youth Investment Fund</li><li>● Yukon Government Health and Social Services</li></ul> | <ul style="list-style-type: none"><li>● United Way Yukon</li><li>● Yukon Government Department of Education</li><li>● Pacwill</li><li>● National Crime Prevention Strategy (Federal)</li><li>● Community Emergency Support Fund (Federal)</li></ul> |
|--|---|

# Revenues

Total Revenue - \$155,267

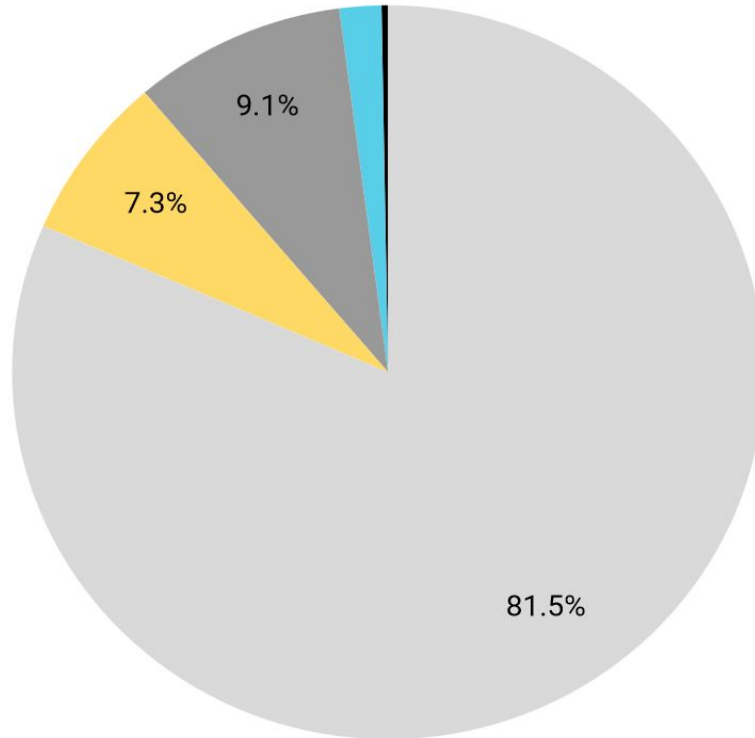


- YG Funding Received
- Special Project Funding Received
- Agency Led Fundraisers, Donations and Sponsorships
- Grants and United Way
- CEWS
- Rebates, Dues and Interest

Compared to the 2018-2019 fiscal year, we increased our revenue generation by 42%. Not being able to have our annual BFKS fundraiser due to COVID-19, was offset by a 2 year project with the Youth Directorate (funded by the National Crime Prevention Strategy) on the 40 Developmental Assets, which ends March 2021.

# Expenses

Total Expenses - \$100,328



- Personnel Costs
- Office and Administration Costs
- Program Costs
- Fundraising and Advertising Costs
- Professional Development Costs

We were able to decrease our expenses by 13% from the 2018-2019 fiscal year. This was primarily a product of COVID-19 impacting events and group programming from March to June 2020.

# Our Community Partners and Supporters

- Alkan Air
- Antoinette's
- Arctic Winter Games 2020
- Assante
- Bank of Montreal
- Boreal Clinic
- Canadian Mental Health Association Yukon
- Cardinal Contracting
- Castle Rock Enterprises
- Challenge Disability Resource Group
- City of Whitehorse
- Core Geosciences





# Our Community Partners and Supporters



- Dana Naye Ventures
- Dave's Trophy Express
- Due North Maternity and Baby
- Earl's
- Elijah Smith Elementary School
- Fireweed Lions Club
- G-P Distributing
- Grey Mountain Lions Club
- Icycle Sports
- Inland Group
- Lake Laberge Lions Club
- Lumel

# Our Community Partners and Supporters

- Murdoch's
- Paradise Alley
- Parks Canada Yukon
- Pizza Hut
- Quantum Machine Works
- RBC
- Remax Action Realty
- Save On Foods
- Seasons
- Selkirk Elementary School
- Shirley Chua-Tan
- Shirley Jay



# Our Community Partners and Supporters



- Shoppers Drugmart
- Solvest
- Sport Yukon
- Superstore
- Takhini Elementary School
- TetraTech
- The Wish Factory
- Tim Horton's
- Titanium Storage
- Tr'ondek Hwech'in
- United Way Yukon
- Vanier Catholic School

# Our Community Partners and Supporters

- Volunteer Yukon
- Well Read Books
- Whitehorse Community Chamber Choir
- Whitehorse Cross Country Ski Club
- Whitehorse Curling Club
- Whitehorse Daily Star
- Whitehorse Motors



# Our Community Partners and Supporters



- Yukon Brewing
- Yukon Built
- Yukon Government
- Yukon Grain Farm
- Yukon Quest
- Yukon Transportation Museum
- Yukon University (College)
- Yukon Women in Trades and Technology



# Special Events

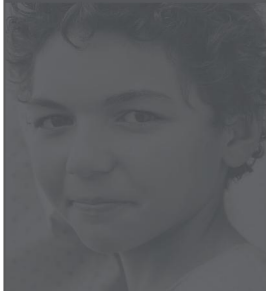


We were busy with many events including Big Brothers Big Sisters Month, gatherings for our Bigs and Littles, participating in Volunteer Fairs, Bigs101 Session, and nominating our Treasurer, Nicole Jacques as City of Whitehorse Volunteer of the Year.

# New Theory of Change



Big Brothers  
Big Sisters



THEORY  
OF CHANGE

## OUR MISSION

To enable life-changing mentoring relationships to **ignite** the power and potential of young people

## WHO DO WE SERVE?

Young people who face adversity AND are **in need** of an additional consistent and supportive **Developmental Relationship**<sup>1</sup>

## HOW DO WE IGNITE POTENTIAL?

- » By intentionally **recruiting** based on the needs of a community's young people
- » By **matching** young people with a **professionally screened** volunteer mentor
- » By **monitoring and supporting** that match with a professional caseworker
- » By **training and supporting** the mentor, the mentee and the family
- » By **building a Developmental Relationship** between the mentor and the mentee that: Expresses Care; Challenges Growth; Provides Support; Shares Power; and Expands Possibilities
- » By **graduating** the match relationship towards natural support

## WHAT IS THE IMPACT?

Young people graduate our programs with **measurable outcomes**:

### 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

<sup>1</sup> "Developmental Relationships Framework" © 2018 Search Institute, Minneapolis, MN. [www.search-institute.org](http://www.search-institute.org)

## OUR VISION

All young people realize their **full potential**

As part of Big Brothers Big Sisters of Canada, BBBSY has undergone a brand change which includes a new logo and Theory of Change. The new Theory of Change aligns seamlessly with the work that BBBSY is currently doing.

# Good News Stories

## 40 Developmental Assets

- Our work in partnership with the Youth Directorate on the 40 Developmental Assets continues for a second year and was mentioned in the Premier's October 2019 mandate letter:  
<https://yukon.ca/sites/yukon.ca/files/eco/eco-mandate-sandy-silver-2019.pdf>

## ATCO Electric Yukon

- ATCO Electric Yukon chose BBBSY as their charity of choice for 2020

## RBC Canadian Women Entrepreneur Awards

- Angela Krueger, the Executive Director of BBBSY, was nominated in Spring 2020



RBC CANADIAN WOMEN  
ENTREPRENEUR AWARDS

PRESENTED BY:  
**WOMEN OF  
INFLUENCE**  
NOMINEE



# COVID-19

Big Brothers Big Sisters of Yukon and  
Volunteer Benevoles Yukon launch:

## The "Pan Pal" Project

yukon.bigbrothers  
bigsisters.ca/  
event/pan-pal-  
project



Connecting  
Generations Across  
Physical Distancing




## BAKE FOR KIDS SAKE

JUNE 1-6, 2020



COVID-19 gave us an opportunity to pivot and support our community in creative ways. Our Pan Pal Project delivered over 150 pieces of virtual mail to care centres in Yukon and our Bake for Kids Sake mini-fundraiser celebrated students and graduates on their hard work over the school year.

# Looking Ahead.....

- Developmental Relationships 
  - We will be living our Theory of Change by receiving training from the Search Institute through Big Brothers Big Sisters of Canada on Developmental Relationships
- Advertising Campaign
  - We have received funding to concentrate our efforts to recruit more volunteers for our mentoring programs
- Supporting Matches Digitally
  - Due to the circumstances of COVID-19, we have begun to look at our practices around 'digital nearing', especially for schools



# With Thanks.....

Despite many challenges this year, our small agency with a big heart has remained strong and resilient! A big part of this is due to the diligence of Elisabeth Lexow, our Mentoring Coordinator. She is the connection between our agency and the folks we work with, and none of our successes would have been possible without her.

Many thanks also go to our amazing Board members Becky Johnson, Craig Van Lankveld, Nicole Jacques, Bronwyn Pasloski, Kelly Labine, Jamie McCarthy, Mildred Peñaranda, John Wright, Lyndsey Beal and Dawn Bruce for ongoing support and willingness to help make things happen.

~ Angela Krueger, Executive Director

