

Charting the Course



Annual Report
2022



Leadership Report

In 2022, we began to emerge out of COVID-19 and chart the course in a post-COVID-19 world as Big Brothers Big Sisters of Greater Halifax. This year demonstrated resiliency, strategic thinking and the ability for our organization to make the necessary decisions to continue to adapt and evolve. Coming out of COVID-19, we have learned that the way we provide service to children, youth and their families has changed. In many ways, the supports we provide are more complex and significant. We have adapted, just like our Bigs and Littles have, to meet and connect and build long lasting bonds in different and unique ways – whether virtual or in person. The Service Delivery team fostered the creation of 56 new matches and supported 188 existing matches in 2022 even when faced with the tremendous challenges of lockdowns and social distancing. These mentoring relationships often result in positive, life-changing effects including social emotional competence, mental health and well-being, and educational engagement. Life-long friendships are not unusual.

At the same time our Fund Development team and our many volunteers worked tirelessly during 2022 to ensure our financial stability. The Fund Development team developed new and innovative ideas to keep our foundations, individual donors, and corporations engaged. This included events such as Bowl for Kids Sake, Golf for Kids Sake and the Big Poutine Fest. Likewise, our ReNew team managed through disruptions in operations throughout the past year and are now back up and running and providing much needed revenue to our organization. We believe foundations, individual donors, corporations and the Department of Community Services invest in Big Brothers Big Sisters because they know this is an outstanding return on investment, and in a year of continued uncertainty your support was greatly needed and appreciated. Your financial support allowed us to continue operations uninterrupted over the past year. Thank you!

In 2022, we also made the very strategic decision to sell our office on Ochterloney street in Dartmouth, NS and relocate to a leased space Bedford, NS. We recognized the age and required maintenance of our office in Dartmouth, NS and the cost to maintain it wasn't the best use of our funds. Our decision to sell our office in Dartmouth, NS at a time when the real estate market was very strong, allowed us access to liquidity. An Investment Committee was struck by the Board to direct and effectively manage this cash on a go-forward basis. The investment of the proceeds from the sale of the Dartmouth, NS office has resulted in a new revenue stream for us in the form of investment revenue. Our leased space in Bedford, NS, recognizes also the need for a physical space but also recognizes that the way we work, the way we engage with the community and Bigs and Littles has changed. A large physical space was no longer needed but rather the need for flexible working and flexible engagement for our people and those we serve is important.

As we have moved beyond COVID-19 to a new normal, we continue to have to reimagine how we work, how we fundraise and how we spend. That's why it remains critical that individuals, corporations, foundations and government continue supporting us financially so we can continue to do this important work with youth in our community. I know a number of you have stepped up already and we are extremely thankful.

In closing, I am thankful to be surrounded by an amazing Board who have supported me and empowered me in my role as Chair this past year. Lastly, I'd like to thank, our tremendous staff and all our volunteers for your hard work and dedication to the youth in our community. I know we make a difference.



Safia Rahemtulla
CPA, CA, CIA, C3PRMP
Chair, Board of Directors



Service to Youth

244 Youth
Served
in 2022

224
Community
Based

Our core one-to-one mentoring provides lifelong, positive impact, protecting youth from the harm of adverse childhood experiences.

9
Site Based
1:1

Site based 1:1 describes programs that take place at a specific time and place on a prescribed schedule. In 2022, our E-Mentoring as Career Coach program engaged youth to explore future education and career options with mentors in specific fields of work.

11
Site Based
Group

In 2022, as Covid restrictions let up, we were able to bring a session of our Big Bunch program back to a local school. This program provides leadership experience to high school students while they mentor youth from a nearby elementary school. The group participates in activities under the supervision of school and agency staff.



On average, this is what goes into
**CREATING CONNECTION & IGNITING
POTENTIAL** every year!

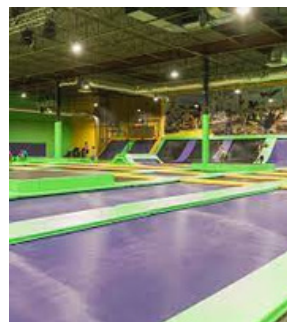
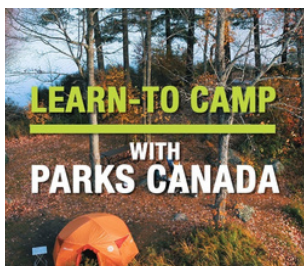
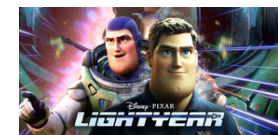
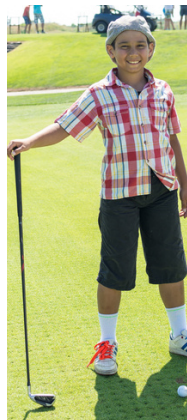
244
youth served

20,000
volunteer hours facilitated

4450
check-ins from professional staff to
support well-being of participants

Connecting Youth to Opportunities

Every year, through the generosity of partners and community members, we provide youth in our programs access to events and activities they may not have otherwise. In 2022, youth attended sporting events, learned to camp, jumped at the trampoline park, learned to play golf, played with kittens, attended live theatre and movie screenings, received toys from a toy drive and had treats and gifts at a holiday party. We held a back yard BBQ, a back to school gathering, game nights, pizza parties and a bowling event. Youth met a local author, learned about sea creatures and received new winter coats.



WE ARE A RESULTS ORIENTED ORGANIZATION, FOCUSED ON LONG-TERM OUTCOMES FOR YOUTH EXPERIENCING CHILDHOOD ADVERSITY

Youth in our programs identify an average of six significant adversities facing them during childhood, with the highest rate experiencing:

- child exposed to financial stress
- parental separation or divorce
- a household member with mental illness
- the child is coping with mental illness
- child exposed to violence in the home
- a family member with substance abuse
- involvement with child welfare
- bullying

Of note, about 12% of the general population have experienced 4 or more adverse childhood experiences, whereas 80% of youth in our programs identify 6 or more of these adversities. The need for your continued support is significant.

CMAJ (Canadian Medical Association Journal) performed a study to look at the prevalence of adverse childhood experiences (ACEs) in relation to sociodemographic factors among Canadian adults, using the Canadian Longitudinal Study on Aging.

Evidence suggested that adverse childhood experiences have developmental impacts and increase the risk of additional stressors and impairment in physical, psychological and social health across the lifespan.

"In addition to the direct effects on the exposed individual, ACEs have societal effects through lower productivity and increased use of health and social services."

Our primary focus in service delivery is our 1-to-1 matching program. This program is designed to nurture DEVELOPMENTAL RELATIONSHIPS* which are proven through research to produce the most significant and long-term outcomes for youth facing adversity.

*Developmental relationships are the root of child development and are identified by 5 key components that have proven impact:

EXPRESS CARE

show a child they matter

CHALLENGE GROWTH

accountability, expect a child to live up to their potential

PROVIDE SUPPORT

empower and advocate

SHARE POWER

collaborate, encourage decision-making and mutual respect

EXPAND POSSIBILITIES

inspire youth to see more possibilities and broaden horizons



Champions & Supporters

Our champions and supporters are fundamental in our work to ensure youth are fully supported to fulfill their potential. Their financial investment in the future of our community is what allows us to build resilient, confident youth who are better equipped to navigate adversity.

Thank you to all of our donors, funders, event participants and supporters for standing with our youth and helping to build a brighter future.

\$150,000 +

Province of Nova Scotia

\$40,000 +

Halifax Youth Foundation

The Joyce Family Foundation

\$20,000 +

RBC

River Phillip Foundation

\$10,000 +

CN Stronger Communities Fund

J & W Murphy Foundation

Mainland Nova Scotia Building & Construction

Trades Council

The Tenaquip Foundation

\$5,000 +

Axis Capital

Cindy MacDonald

Coke Canada (National)

Eso/GO Store/Cape d'Or

Halifax Protestant Infants Foundation

John Carl MacIsaac Foundation

Levenhurst Foundation

Patterson Law

Petro-Canada CareMakers Foundation

The Christina and Hedley G. Ivany Charitable Foundation

Walker Wood Foundation

\$2,500 +

Air Canada Foundation

Ann MacKnight

Build Right Nova Scotia Association

COBS Bread

Cresco Developments Limited

Digital nGenuity

Equitable Life of Canada

Hartman Matthews Family Trust

iA Financial Group

Industrial Alliance Insurance and Financial Services Inc.

Medavie Blue Cross

Scotiabank - Atlantic Regional Office

Stewart McKelvey

The Gordon Foundation for Children and Youth Nova Scotia

Westjet

\$1,000 +

Anthony Carter (Evolve Realty Group)

Belron Canada

Best Buy

Bruno Builders Inc.

Coke Canada

Heather and Al Boudreau

Insulators Local 116

International Association of Heat and Frost

Joan Craig

Jonathan Leard

Leanne Children's Foundation

Mental Health Foundation of Nova Scotia

Novacorp Properties Limited

OMG Insurance Services Inc

River Oaks Golf Club

Scotia Fuels

Scotiabank (national)

Sidewalk RED

Sisters of Charity Halifax

Summer Wind Holdings

Value Village

Volvo of Halifax

Wagners Law Firm

Walmart

\$500 +

AA Munro Insurance

Acadian Seaplants

Cheese Curds Gourmet Burgers + Poutinerie

Deloitte

Joseph Daniel

Maritime Beauty Supply

Mary Keith

Michael Bagnall

Shelda Cochrane

Vicky Jaggard



Fundraising Highlights



Bowl for Kids Sake Top Individual Fundraisers

Ryan Gillcash	\$4,000
Morgan Wiper	\$3,735
Adam Perritt	\$1,385
Michelle Boylan	\$1,370
Jamie Swansburg	\$1,200
Shelda Cochrane	\$1,080
Nathaniel MacDonald	\$1,055
Jonathan Leard	\$1,000
Andrew Kozma	\$1,000



**Partners
Creating
Point of Sale
Opportunities
for Donations**



Treasurer's Report


We have made it through yet another year at Big Brothers Big Sisters of Greater Halifax! We should not be surprised to say that it was another unpredictable year that we could not have anticipated in early January. As all Canadians, we were not immune to the struggles of attempting to navigate the complexities of COVID in the new normal world and we found ourselves shifting and changing plans. Fundraisers were disrupted, donors were wary about contributing, and people were just focused on getting back into the swing of things.

One of the most significant changes to the agency this year occurred when we took advantage of the hot property market and evaluated our existing home in downtown Dartmouth. While this space offered a place to call our own, it was not without its own challenges. As you can imagine, a building that was over 100 years old is beset with plenty of problems, not the least of which included accessibility issues and aging infrastructure. Our assessment uncovered an array of upcoming capital demands and we had already seen that it had begun to siphon the agency's funding away from our core mission. In mid-2022, the Board, with the advice of management decided to sell the property and house. Since the sale of the property, we have moved into a new leased space that has regular and predictable expenditures that are far less than the cost of operating the old house. The sale of the property allowed us to have some breathing room and make up some of the gaps experienced by underperforming fundraisers and lower donor contributions. This outstanding balance will also help contribute to our income by way of investment returns in the future.

During this fiscal year we also made a significant time investment into examining our model for our social enterprise, ReNew Crew. Due to declining clothing donations experienced from our home pick up routes, we are working on ways to increase our donor base and streamline operations to focus on the most effective way to gather clothing donations. We also have had to procure more product from partners in our community to meet our agreement with our clothing reseller partner. Given this product is purchased rather than donated, our return on the sale of this product is diminished. This impacts the continued financial viability of our ReNew social venture. We continue to monitor and strategically plan around this shift in clothing donations, and are implementing changes to modernize communication methods and reach new donors in growing communities.

As a Board, we look forward to re-casting our strategy in 2023 and establishing a renewed focus on financial viability, defining success, and being creative regarding new and better fundraising ventures. If you have ideas on untapped fundraising ventures, please feel free to reach out.

Thank you to everyone for your continued support.

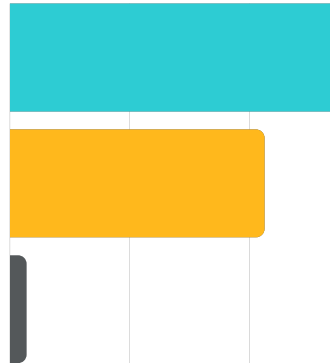

Nick Chamberlain
CPA, CIA
Treasurer



Financials at a Glance

YOUR IMPACT

How our funders and supporters are powering significant outcomes for youth.



Empowering our mission
through direct service delivery to youth.

54.8%

Sustaining our mission
with people and infrastructure.

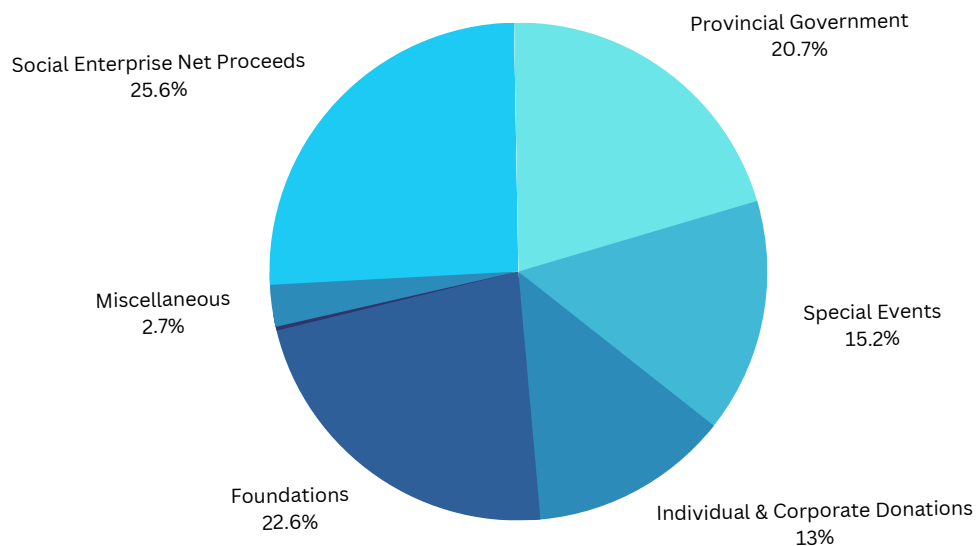
42.4%

Amplifying our mission
through fundraising.

2.7%

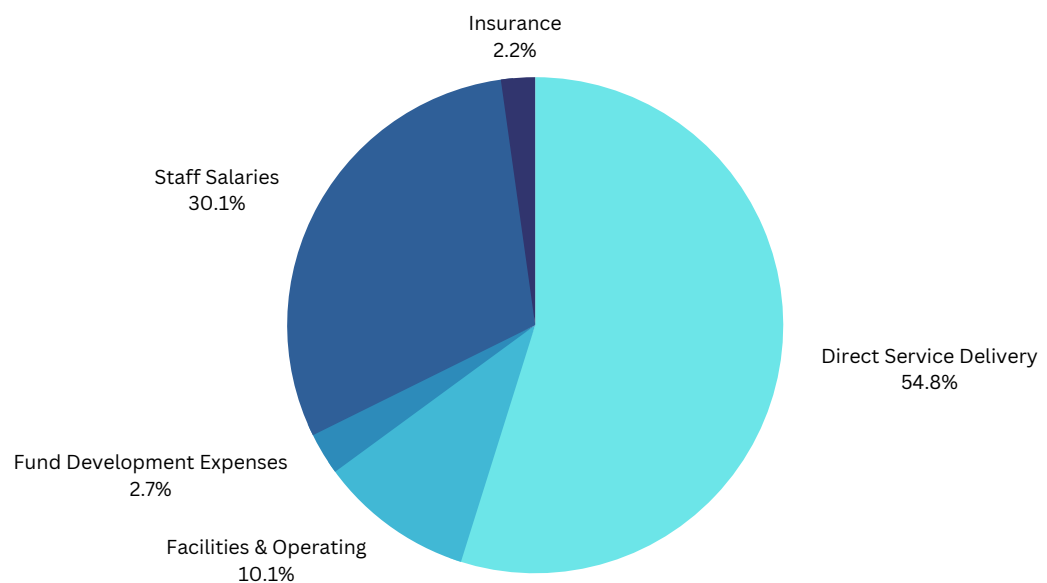
2022 Revenue Sources

Total Agency Revenue - \$837,582



2022 Expense Categories

Total Agency Expenses - \$869,379



ReNew Crew - Chair Report

ReNew Crew is a 100% charity owned and operated social enterprise, providing a service to residents through collection of donated clothing, other textiles, and small household goods. These donations are resold to our corporate partner, Value Village and the net earned revenue is used to support critical mentoring programs for children and youth facing adversity right here in the Halifax Regional Municipality.

In fiscal 2022, we continued to feel the headwinds created by the COVID-19 global pandemic, the largest impact being the total amount of product we were permitted to sell under contract to our corporate partner, Value Village. This has had a material impact on our revenues and performance in fiscal 2021 & 2022 and we expect this challenge to last into the better part of fiscal 2023. While it's still not possible at this time to fully understand the duration and impact the pandemic has had on our business, one thing is certain is that it has forced us as an organization to think differently and creatively and find new ways of generating revenues and looking for ways to adjust our cost structure going forward. Our locally operated business remains intact and all of our team members from our call centre staff to our truck drivers are locally based employees who continue to be passionate about our initiative and proud of our community impact.

In 2022 our team managed top line revenue of \$888,257 (2021 - \$889,498) which after expenses contributed a net profit of \$47,373 (2021 - \$185,714) and a transfer to Big Brothers Big Sisters of Halifax of \$150,000. (2021 - \$110,000). The large drivers for reduced profitability included: wage and salary increases for our staff members, increased fuel and transportation costs as well as an increase in cost of third party product used to satisfy our contract with Value Village. Despite the challenges faced in our business there were equal challenges felt at the Big Brothers Big Sisters of Halifax agency and as we planned, we ran a budget deficit to increase our transfer to the agency. We remain proud as an organization by contributing to the planet by keeping millions of pounds of goods out of our landfills.

We want to take a moment to thank the generous supporters of ReNew Crew, past, present and future, as your donations have helped to improve the lives of local families, contributed to the economy and have helped strengthen our community.

RENEW CREW STAFF TEAM

Amanda Smith - Scheduling Coordinator
Penny Carter - Customer Service Coordinator
Casey Spidle - Donor Engagement Coordinator
Cyndie Levy - Customer Service Representative
Jason Byzewski - Customer Service Representative
Jenelle Heddington - Customer Service Representative (Part-time)
Gerald Smith - Driver
Donald Killam - Driver
Clint Osmond - Driver

RENEW CREW LEADERSHIP TEAM

Ryan Gillcash (Chair)
Safia Rahemtulla (Ex Officio)
Grant Black (Director)
Gary Ferguson (Director)

STAFF:

Kim Goodson (Operations Manager)
Shelda Cochrane (Executive Director | Community Engagement)
Jonathan Leard (Executive Director | Service Delivery)



Ryan Gillcash
MBA, CPA, CMA
Chair, HRM Foundation



In Memory...

In 2022, long time Big Brother, Board Member and fundraising Champion, Vern Lowe passed away. For nearly 2 decades, Vern gave much of his time to Big Brothers Big Sisters. In 2008, he was matched with his Little Brother Brendon, sparking a long-term relationship founded on kindness and mutual respect. Brendon was made to feel part of Vern's extended family and was included in important family celebrations and traditions. Vern taught Brendon to fish, to skate, supported him to get his first job and lead by example on giving back to the community. Brendon and Vern attended many events and acted as spokespersons for Big Brothers Big Sisters over the years, as their story and their approach to telling it was genuine and heartfelt.

In 2014, Vern joined our Board of Directors, stepping up to offer his leadership, especially with our signature fundraiser, Bowl for Kids Sake. Vern rallied the community to support Big Brothers Big Sisters because he believed in the cause so fully. He created a team of seniors, dubbed the "Spring Chickens", to participate in the fundraiser year after year. If we needed someone to sport a costume for an event, Vern raised his hand. If we needed someone to sell raffle tickets at a golf tournament, Vern raised his hand. If we needed someone to take part in media interviews (even the very early morning ones), Vern raised his hand.

Vern dedicated his life to supporting youth to fulfill their potential, and we are thankful he used his influence, compassion and kindness to elevate the cause of youth mentoring.



PERSPECTIVE

**"IT TRULY
MADE ME FEEL
VALUED AS AN
INDIVIDUAL."**

Former Little Brother, Brendon

"Growing up I had no male role models whatsoever...my Mother tried her best to fill in that empty gap, but it wasn't the same. Having Vern in my life allowed me to come out of my shell as a person. I'll always cherish the memories I have of us fishing together at his cottage. Vern took me into his family, and they greeted me with open arms."

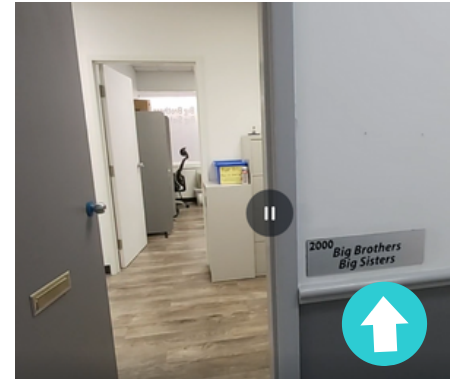
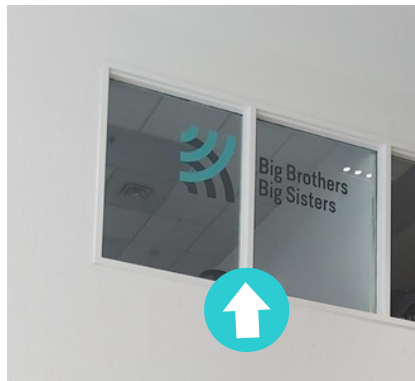
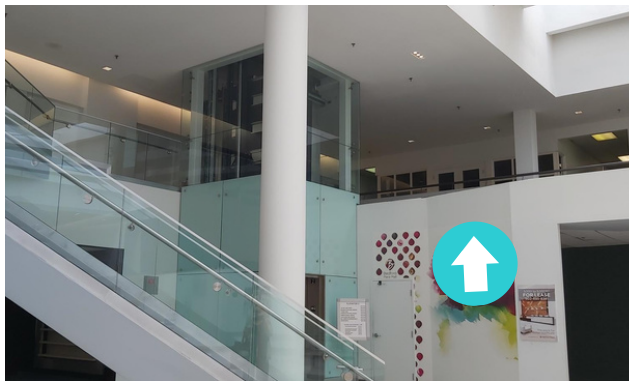


On the Move!

In 2022, we made the decision to sell the property we owned at 86 Ochterloney Street in Dartmouth and downsize our office. The care, maintenance and operation costs of a heritage building were requiring more funds and human resources than we could reasonably allocate. Our employees were primarily working from home or in other locations in the community to reduce barriers and improve convenience for meeting with families and volunteers.

The funds from the sale of the property have been invested, so in effect, we've gone from having a bricks and mortar investment to a fund investment which will provide an ongoing source of income to support our programs.

After searching for space that offered nearby transit, parking and accessibility, we landed on Bedford Place Mall. You can find us upstairs (via stairs or elevator) in suite 2000.



NEW ADDRESS

1658 Bedford Highway, Suite 2000, Bedford, Nova Scotia, B4A 2X9
902-466-KIDS (5437) | halifax@bigbrothersbigsisters.ca

Our Team

(Current as of December 2022)

Chair, Board of Directors - **Safia Rahemtulla**
Executive Director | Service Delivery - **Jonathan Leard**
Executive Director | Community Engagement - **Shelda Cochrane**

BOARD OF DIRECTORS

Kevin Ferguson - VP Community Engagement
Mike Lawrence - VP Operations
Nicholas Chamberlain - Treasurer
Morgan Wiper - Secretary
Ryan Gillcash - Director / Chair ReNew Crew Board
Maddi Adams - Director
Meghan Corvec - Director
Dora Dorman - Director
Kayla Field - Director
Sarah O'Halloran - Director
Amit Parasram - Director
Brenda Saunders/Todd - Director

STAFF

Jamie Burrell - Mentoring Coordinator
Betty Kelly - Mentoring Coordinator
Denise Legere - Service Delivery Admin Coordinator
Tara Paris - Mentoring Coordinator
Bethany Porter - Mentoring Coordinator
Nancy Webber - Supervisor Service Delivery
Michelle Boylan - Philanthropy & Partnerships
Leila Bautista - Community Engagement Coordinator
Vicky Jaggard - Grant Writer
Zixuan (Andrea) Wang - Community Engagement Admin Coordinator
Kim Goodson - Operations Manager (Social Enterprise)

ADDRESS

1658 Bedford Highway, Suite 2000, Bedford, Nova Scotia, B4A 2X9
902-466-KIDS (5437) | halifax@bigbrothersbigsisters.ca

www.halifax.bigbrothersbigsisters.ca

Charitable Registration Number: 10679 3235 RR0001



BBBSHalifax



BBBSHalifax



BBBSHfx



Big Brothers Big Sisters of Greater Halifax



We respectfully acknowledge our work takes place in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People.

We are all Treaty people, and therefore have the responsibility to learn and better understand our role as we share this land.



We are a welcoming organization where differences are valued and respected in all aspects of service delivery and organizational practices.

Diversity in our leadership, staff and membership makes us stronger and better able to serve our community.