



Big Brothers  
Big Sisters

OF MEDICINE HAT  
AND DISTRICT

ANNUAL REPORT  
**2020**



#ignitepotential

## Our Board of Directors

**Robert Ferguson – President**  
City of Medicine Hat, P.Eng

**McKenzie Schoonderbeek – Treasurer**  
EBT Chartered Accounts LLP, CPA

**Ryan Stewart – Secretary**  
CF Industries, EHS Manager

**Ross Buchholz – Director**  
CanCarb, VP Quality & Development

**Amy Gans - Director**  
MHCBE School Liaison Counsellor  
BSW RSW

**Jeffery Neumann – Director**  
Niblock & Company LLP, Lawyer

## Our Staff

**Holly Stadnicki – Executive Director**

**Melissa Pearl - Mentoring Coordinator**

**Alana West – Mentoring Coordinator**

**Shelley Ehret –Administration/ Finance**

**Sara Reimer – Office Assistant**

# Message from the President

On behalf of the Board of Directors, I'm so excited to be working with Holly and our Board during what's been the most interesting couple of years in my 46 years on the planet.

We often use the term "it's hard to imagine". Hard to imagine we're still in a pandemic; hard to imagine it's already been over a YEAR since COVID19 first arrived in Alberta; hard to imagine we could see the majority of our population vaccinated by summer of 2021; hard to imagine this could all be over by the end of the year and perhaps most hard to imagine – what will life be like post-COVID19?



I want to thank our staff and volunteers for the incredible work they do every day. It's hard to imagine they successfully moved into our new location on Allowance Avenue, only a few months later had to transition to working remotely, to schools opening, closing and going remote and our mentors and mentees having to find new ways to connect. The work they do and the time and effort spent is incredibly rewarding to so many young people in our city. Add in a pandemic and it rises to a whole new level. Thank you so much! I sincerely hope you know the impact you have.

I also want to send out a huge thank you to our sponsors and supporters. It's hard to imagine so many including our many local supporters and both branches of government maintained or elevated their support to our organization in 2020. You've truly helped make a difference in your community.

I'd like to acknowledge the great work our past President has done, working with our outstanding Executive Director Holly. It's hard to imagine two people working so well toward a common goal – but they did it! I'm looking forward to working hard to continue the progress Lee, our board and Holly have made over the past few years. Lee was such a positive, energetic force on our Board. Board meetings probably don't come to mind when you think of examples of 'fun' things to do, but they were for me! Thank you Lee and thank you to our outgoing and new Board.

It's hard to imagine how much work it took for an Executive Director to steer our organization during tough times, a move to a new location, staff changes, a relatively new Board and a new President. Holly continues to impress with how optimistic and open she is to new ideas while keeping her eye on the main focus of our organization – helping the young folks in our City be the best they can be. Absolutely fantastic job Holly!

I'd also like to thank our Board for their contributions so far and for what's to come. It's hard to imagine that being on a Board would be this enjoyable. To those who've recently left our Board, thank you for the time and insight you've provided. To those on the Board today, thank you for stepping up to offer your time, your direction and your passion for this incredible organization.

Lastly, it's hard to imagine how lucky I feel these days. We're in what everyone keeps referring to as 'unprecedented times' but after a year, things are starting to feel pretty normal. My family seems to be doing very well. Most of our family and friends have been only slightly by COVID. I work with an amazing organization, a fantastic Board and the most wonderful Executive Director. Our organization feels in good shape to weather thru COVID and whatever challenges lie ahead. It's a great time to be a part of Big Brothers Big Sisters.

I wish each and every one of you the best in 2021!

Warmest regards,

Rob Ferguson, P.Eng.



# Report from the Treasurer

## JOURNAL

The Organization is proud of the financial progress that was made in 2020, despite the crazy and unexpected year that it was! The overall financial position of the Organization has improved from 2019, even in the wake of a economic downturn and much uncertainty. This is something we are extremely proud of and can be attributed to the hard work within the Organization this past year.

Our Statement of Financial Position highlights the increase in our cash position which is largely a result of utilizing the available government programs such as the Canada Emergency Wage Subsidy (\$79,678) and the Canada Emergency Business Account paired with an increase in donations and grant revenue. This resulted in our cash position increasing by 75% from the prior year. The restricted cash and deferred contributions have decreased from 2019 by 61% and this is primarily a result of the use of Community Facility Enhancement Grant funds to renovate and rent a new facility which was completed during the year.

Our Statement of Operations shows an overall increase to revenues of about \$178,966 or 68%. Fundraising revenue is down about 53%, which is largely a result of COVID-19's restrictions impacting our ability to hold some of our larger fundraisers such as Bowl for Kid's Sake and the MDA Golf Tournament. However, due to a large increase in grant revenue of \$230,586 and donations of \$60,608, our revenues increased and exceeded our expectations for 2020. A portion of the increase in donations (\$53,518) includes 'gift in kind' revenue which is offset by an equal expenses on the Statement of Operations and therefore has no effect on the net revenue/expense of the organization. This wouldn't have been possible without the generosity of our many donors and funders throughout the year.

Our Statement of Operations shows an increase in expenses of 60%. A noticeable increase can be seen in the renovations expenditure which include costs to renovate and update the new facility we are operating out of. As discussed above, \$125,000 of this cost was funded by the Community Facility Enhancement Grant and is included in grant revenue. The increase in office expenses of \$11,194 is a result of purchasing new office supplies and equipment for the new facility. Fundraising expenses have decreased by 52% which is consistent the decrease in fundraising revenue as mentioned above.

The Organization's overall financial position has improved quite significantly from the prior year as we continue to meet our strategic goals and grow our net assets. Total assets increased by 3%, while total liabilities decreased by 26%. This has put the Organization in a healthy place financially in the face of uncertain times ahead.

While 2020 was a challenging year in many ways, we are optimistic that if we continue to manage our resources effectively and use our creativity to embrace our 'new normal', our programs will help provide the children and youth of the community with programs to make a positive and lasting impact!

McKenzie Schoonderbeek, CPA





# 2020 Financial Report

## Big Brothers Big Sisters Association of Medicine Hat Statement of Operations

For the year ended December 31, 2020

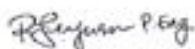
	2020	2019
<b>Revenue</b>		
Grant revenue	244,740	14,154
Donations	97,528	36,920
Fundraising revenue (Schedule 1)	99,752	211,897
Investment income	182	270
Endowment Fund	140	135
<b>Total revenue</b>	<b>442,342</b>	<b>263,376</b>
<b>Expenditures</b>		
Salaries and benefits	200,968	192,098
Renovations	133,528	-
Gift-in-kind expense	53,518	357
Fundraising expenses (Schedule 1)	26,454	55,463
Office	15,537	4,343
Rent	12,454	12,915
Advertising	8,765	2,874
Insurance	7,923	6,192
Licences and fees	6,980	6,384
Professional fees	5,597	5,489
Telephone	3,666	4,394
Travel	1,177	3,203
Repairs and maintenance	1,070	1,451
Staff appreciation	456	667
Bank charges and interest	445	59
Program expenses	185	2,509
Conferences	-	1,039
Training and education	-	160
<b>Total expenditures</b>	<b>478,723</b>	<b>299,597</b>
<b>Deficiency of revenues over expenditures before other items</b>	<b>(36,381)</b>	<b>(36,221)</b>
<b>Other items</b>		
Government wage subsidies	79,678	-
<b>Excess (deficiency) of revenues over expenditures</b>	<b>43,297</b>	<b>(36,221)</b>

## Big Brothers Big Sisters Association of Medicine Hat Statement of Financial Position

As at December 31, 2020

	2020	2019
<b>Assets</b>		
<b>Current</b>		
Cash (Note 3)	180,246	102,707
Restricted cash (Note 4)	50,094	127,222
Accounts receivable (Note 5)	8,269	1,209
Prepaid expenses and deposits	680	1,365
	<b>239,289</b>	<b>232,504</b>
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accruals (Note 6)	11,273	10,657
Deferred contributions (Note 7)	50,094	127,222
	<b>61,367</b>	<b>137,879</b>
<b>Long-term debt (Note 8)</b>	<b>40,000</b>	<b>-</b>
	<b>101,367</b>	<b>137,879</b>
<b>Net Assets</b>	<b>137,922</b>	<b>94,625</b>
	<b>239,289</b>	<b>232,504</b>

Approved on behalf of the Board of Directors



Director

  
Director



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**

## BBBS Pandemic Service Delivery Response

Of the many ways that the pandemic is making us rethink our humanity, none is more important, or urgent, than the overall protection of children. They may not be as susceptible to the virus as other groups, but they are especially vulnerable to so many of the secondary impacts of the pandemic on society. (Excerpt from TIME's article featuring a Conversation between Angelina Jolie and California Surgeon General Dr. Nadine Burke Harris.)



**At Big Brothers Big Sisters, we are here for kids now to ensure bright futures later.**

BBBS agencies across the Country are responding to the pandemic in three key ways:

1. BBBS agencies are **staying connected** by:
  - meeting “face-to-face” with their mentee through online platforms of interest by families.
  - calling and texting with families.
  - advocating on behalf of vulnerable families for expanded access to technology and internet.
2. BBBS agencies are **protecting kids’ mental health and family wellness** by:
  - communicating with their mentees about mental health concerns.
  - building new routines with their mentees that provide a sense of stability.
  - connecting mentees and their families to other essential community supports.
3. BBBS agencies are **supporting educational engagement** by:
  - exploring new online educational tools with mentees.
  - creating and engaging mentees in virtual activities that provide cognitive stimulation.
  - reinforcing school habits, curiosity and future planning.



This response is naturally aligned to the **Big 3 Outcomes in our Theory of Change.**

SOCIAL EMOTIONAL  
COMPETENCE

MENTAL HEALTH AND  
WELLBEING

EDUCATIONAL  
ENGAGEMENT AND  
EMPLOYMENT READINESS

**This alignment underscores how we are not stopping what we do, but finding new ways to deliver what we do best: form life-changing, developmental relationships that foster resilience in the face of adversity.**

Now is the time to amplify this value to partners, funders, and the community so that BBBS agencies are positioned as a critical part of the pandemic response.



## The Importance of Protecting Kids' Mental Health and Family Wellness

While public health officials continue to urge Canadians to practice physical distancing, staying connected to committed mentors is imperative to mental health and wellness, especially for kids.

**BBBS kids are particularly at risk.** More than 80% of youth served in Big Brothers Big Sisters programs face four or more adversities in their daily lives, making them particularly vulnerable to long-term mental and physical health problems. The stress that our young people experience will only be deepened during imposed physical distancing due to the COVID-19 pandemic.

**BBBS has partnered with Kids Help Phone**

**The statistics are already in.** Since the COVID-19 breakout, Kids Help Line is reporting a 350% increase in calls from kids experiencing anxiety and mental health concerns. This statistic clearly illustrates the impact that Covid-19 is having on young people now, and will continue to have in the future as kids try to navigate a post-pandemic world.



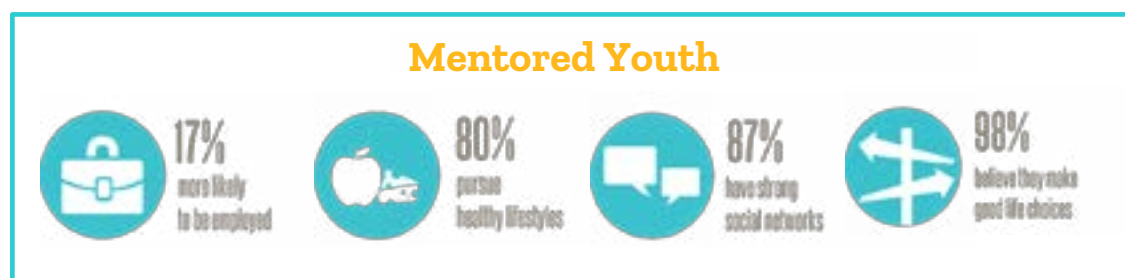
**BBBS is responding with timely virtual wellness interventions.**

We are uniquely positioned to ensure mentors continue to connect with young people who need it the most, when they need it most – which is right now. We are one of the few youth-serving organizations that can reach right into the homes of our families, providing critical virtual support during this stressful time. As part of our pandemic response, BBBS agencies across our Network are supporting and preparing our mentors to:

- communicate with their mentees about mental health concerns.
- build new routines with their mentees that provide a sense of stability.
- connect mentees and their families to essential community supports, providing wrap-around care.

**We do not require bricks and mortar to create life-changing relationships that build resiliency in the face adversity.**

BBBS mentoring relationships ensure young people can maintain health and wellness during stressful life events.



**Every \$1 invested into BBBS programs returns \$23 to society.** The saying “every dollar counts” has never been truer. An investment in BBBS mentoring is an investment in the mental health and wellbeing of our young people, now and into the future.

# INCREASING OUR IMPACT

We know mentoring relationships protect against harmful affects of Adverse Childhood Experiences, such as physical isolation and toxic stress. Mentoring is a critical prevention and early intervention service. We need to continue to provide this essential service to young people and that is only possible with the support of professional Big Brothers Big Sisters staff. Over the last year, Big Brothers Big Sisters of Medicine Hat has been involved in this work to reinvigorate the foundation of our work.

## STRENGTHENING OUR LEADERSHIP

As the leaders in youth mentoring we know that strong, healthy leadership is critical in these uncertain times of change. In 2020, thanks to our Mentors, and sponsors, we were able to provide training to mentors for critical leadership during this pandemic that will continue to be vital beyond 2020.

In 2020, we continued living through a global pandemic, the likes of which our generations have not seen. Through it all, and even now, we are still providing supports and services to young people and their families. We do not require bricks and mortar facilities because mentorship thrives within the bond between two individuals. Without the work of our Mentoring Coordinators, researching and embracing innovative mentoring techniques, we wouldn't be able to withstand the new pressures facing our sector in 2020. While other youth-serving agencies are closing their doors or having to reduce service, Big Brothers Big Sisters continued providing mentoring services and supports to youth every day.

## ENHANCING OUR SUSTAINABILITY

Last year was filled with uncertainty, with a strong desire to persevere and serve our children and youth, during a very critical time for them, we were able to grow. With supports from the Government subsidies, Community Foundations of Canada, Community Foundation of South Eastern Alberta, Abundance Canada, Pembina Corporation, Canadian Fertilizers, CanCarb, Enerplus, and others.

## BEYOND VISION 2020

Current events and our new realities pose significant challenges not only for our office and our community, but especially for our families, youth and the mentors we support. Our mission work is critical now more than ever. Our young people are counting on us to create, maintain and support their Developmental Relationships and we are well positioned to do so.

## DEVELOPMENTAL RELATIONSHIPS

In a study that involved 82 matches made and supervised by eight BBBS Agencies over a 9-month period. The study focused on matches that would most likely reveal characteristics of BB/BS relationships and how they changed over time, matches were chosen that had been meeting for not less than 4 months. It was found that relationships sorted themselves into two broad categories, prescriptive and developmental. Developmental relationships were those in which adult volunteers held expectations that varied over time in relation to youth needs. Both adults and young people in developmental relationships demonstrated attachment to their partners, a strong sense of commitment, and a desire to continue the match. Prescriptive relationships were those in which adult volunteers viewed their goals rather than young people's goals as primary. Many adults and young people in these relationships were frustrated and unsatisfied. Prescriptive volunteers believed the primary purpose of their involvement was to guide young people toward embracing positive values, attitudes, and behaviors, while developmental volunteers believed their main purpose was to provide opportunities and supports young people did not currently have. Adults and young people engaged in various forms of activity and discussion, and the BB/BS program model appeared to provide a good setting for the growth of mutually satisfying relationships between adults and young people.

## OUR MISSION

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

## OUR VISION

That all young people realize their full potential



# Search Institute: Developmental Relationship Framework\*

In these challenging times of social distance and self-isolation to avoid the spread of infection from the Novel Coronavirus (COVID 19), we know that relationships are key to growth and development, and we continue to encourage the bonds of social interaction, albeit in a new and digital way.

As we navigate through these challenging times, we continue to lean into our Theory of Change and harness the insights of The Search Institute's Developmental Relationship Framework.

## Elements of a Developmental Relationship

**Express Care** – *Show me that I matter to you*

- Be dependable
- Listen
- Believe in me
- Be warm
- Encourage

**Challenge Growth** – *Push me to keep getting better*

- Expect my best
- Stretch
- Hold me accountable
- Reflect on failures

**Provide Support** – *Help me complete tasks and achieve goals*

- Navigate
- Empower
- Advocate
- Set boundaries

**Share Power** – *Treat me with respect and give me a say*

- Respect me
- Include me
- Collaborate
- Let me lead

**Expand Possibilities** – *Connect me with people and places that broaden my world*

- Inspire
- Broaden horizons
- Connect

\*Search Institute

## Weekly Activities: 3 Tier Response to Physical Distancing

### Social Emotional Competence

Mentors are being empowered to connect virtually across a variety of available platforms to maintain the bond and connection with Mentees.

### Take a 360° Tour to Learn about Canadian Farming

– Check out the link [HERE!](#) Pick from the many videos to learn about our very own Canadian producers. Move the camera yourself to get the whole picture!

### Protecting Youth Mental Health and Community Wellness

Service Delivery staff are deepening coaching and support for Mentees and Mentors to navigate this stressful time of social isolation and the new virtual landscape.

**Gratitude Challenge** – Practicing gratitude is about taking time to notice and reflect upon the things you are grateful for within your daily life. Challenge each other to a week-long gratitude challenge (or however long you wish). Depending on the technology available to your Mentee you may want to write something down, draw a picture, or send a message to each other each day.

### Supporting Distance Learning and Educational Engagement

Mentors and Service Delivery staff are striving to engage and create activities that provide cognitive stimulation and reinforce school habits, curiosity, and future planning during school closures.

**Apply Learnings to Fun!** – Spend time checking with your Mentee to discover what they are learning this week. Talk through ideas around how you can use their learnings in your time together. Create a scavenger hunt for shapes they are currently learning. Search out math riddles or puzzles. Check out a cool science video depicting an experiment testing gravity.

# Big Brothers Big Sisters Programs

MINI BOOK CLUB



## Community Based Mentoring

The global pandemic put a twist on how our Community Based Mentoring programs ran during 2020. From January until March 13 matches met like they normally do participating in a wide variety of activities out in the community or playing board games, baking, creating something new at the Mentor's house. When everyone was mandated to isolate BBBS had to switch gears and implement virtual mentoring. This new way of mentoring was a huge change for everyone. Staff worked hard reaching out to all Mentors and Mentees making sure they were all able to still meet and had the technology to do so. Wellness checks were done on a regular basis to make sure basic needs were still being met, which led to a partnership with our Foodbank for hamper deliveries. The wellness checks continued for our Mentors, Littles and their families to let anyone know that if they were struggling with their mental health we were there to help, provide supports and make referrals.

Staff researched ways to keep matches engaged virtually by providing numerous activity ideas that could be done while meeting virtually. When restrictions began to lift in June, matches were able to meet outside if they followed all Alberta Health COVID protocols. Matches continued to meet outside until December, then in person meetings were put on hold again due to government restrictions. At this point matches had to meet again virtually for the rest of 2020.

## In School Mentoring

In School Mentoring came to a halt on March 13, 2020 when the Alberta Government and Alberta Health Services implemented the COVID safety restrictions. Matches were almost done meeting for the school year as In School Mentoring normally wraps up in April. Our In School Mentoring made the shift to meeting virtually after receiving permission from the local school boards. Staff members reached out to parents/guardians to make these arrangements and to the mentors to coordinate new days and times for these virtual mentoring sessions to take place. It was a neat experience for Mentors because they got to see a new side of their Mentee. Mentee's loved this new experience because they were able to show their Mentors their bedrooms, pets and favorite toys! Normally In School Mentoring has a wrap up party to celebrate the school. Unfortunately that was not able to happen this year, so Mentors and Mentees wrote letters to each other, celebrating their friendships! In School Mentoring was put on hold until November 2020 and at this point the Medicine Hat Catholic Board of Education invited In School Mentoring as an essentials service to their students. BBBS quickly organized the Mentors with their Mentee's in these schools and got them back to meeting in person again following each schools COVID-19 safety guidelines.

## Teen Mentoring

The start of 2020 allowed BBBS to start two Teen Mentoring programs. It was a collaboration between Medicine Hat High School and Connaught Elementary School. These two groups had so much fun during January and February. They worked together to create their own Superhero, which were going to be featured at Bowl for Kids in April. We were about half way through the Teen Mentoring program when schools were shut down due to the pandemic. Both Mentors and Mentees were sad that the program ended early. Our Teen Mentors were awesome and filled out a questionnaire about all the things they enjoyed about their Mentee. Melissa then took this information and created a little "certificate" that was sent out to all the Mentees, which we are sure put a smile on their faces.

## Game On

Game On is a growing program that is hugely requested throughout the various school districts. At the beginning of 2020 BBBS staff ran a Game On group at Elm Street School for boys in grades 4-6. It was the largest group so far! This great group of boys enjoyed the program so much. They were so grateful for the fun way of learning how to eat healthy, how to stay active at home, how to be a good friend and how to resist peer pressures. These boys will use what they have learned well into their adult lives.

## Go Girls!

Go Girls! is our most requested program which we are so proud of. The popularity of the program shows us the importance of being able to run this group in as many schools as possible. The GoGirls Group Program is delivered to grade 6 girls and is developed to assist them with "girl issues" like body image, eating healthy and staying active, how to be a supportive friend and the negative effects of Bullying. The girls always enjoy the engaging way the program helps them to understand that they are not alone, and that all girls are awesome!

## Virtual Presentations

When schools were shut down due to the pandemic, a few principals reached out to our agency for support and information for their students. Naturally we jumped on board. We created and delivered 8 weeks of Mental Health presentations that were sent out to 4 different school districts and had over 1,025 youth participate in the presentations. One of our local high schools also had BBBS present to their CALM/Health Classes on all the benefits of mentoring, what mentoring is all about and how to become a Teen Mentor! The presentation to the High School was well received and we are looking forward to seeing several new Teen Mentors!





# 2020 At a Glance

COVID-19  
VIRTUAL  
MENTORING  
ACTIVITIES



## BIGS & BOTTLES!

When: Tuesday, May 19th  
Where: Big Brothers Big Sisters Building  
201-665 Kingsway Avenue  
(Parking lot across the street)  
Time: 1pm-3pm

Unable to drop off? No Problem!  
Message us on Facebook to  
arrange a time for pick up!

All Proceeds Will Support  
Children In Our Community!





#ignitepotential

This report brought to you by



Big Brothers  
Big Sisters

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