



Big Brothers  
Big Sisters  
OF OXFORD COUNTY

# ANNUAL REPORT

2020/2021



# EXECUTIVE ADDRESS

"Your efforts have insured that Brothers Big Sisters will continue to be well positioned to play a transformative role for Oxford County children and youth by igniting their potential and empowering their success through mentorship."

Reflecting back on the last year, we couldn't have predicted how different the world, our work and our communities would look and operate.

The severity of the pandemic and its impact on our community and families was just being recognized as we entered our 2020-201 fiscal year. The global pandemic amplified the critical need for our mentoring programs, increasing the necessity to stay connected and to continue reaching children and families who are particularly vulnerable. Reaching and connecting our mentees and mentors, at a time when social interactions were restricted, became an exercise of creativity, planning and dedication by the BBBS team and Board of Directors. Regardless of the method of match connections, the agency was committed to providing young people support at time when they needed it most.

To say the staff deserves the credit for working endless hours to ensure that the pandemic did not interrupt the delivery of our programs, is an understatement. Not only were they faced with young people needing more support than ever, they found themselves providing additional support to caregivers and mentors who were also trying to navigate the new reality.

Our mentors also deserve recognition, as they stepped up to the challenge and realized that connecting to young people was more important now than it had ever been. We were able to increase one on one connections with mentors by 43% due to the commitment of current and new mentors.

As focused as the service delivery team were to keep kids connected, our resource development team and Board of Directors got to work to ensure our financial sustainability. The agency was facing the prospect of a significant decrease in revenue that supports our programs, and had to get creative with how we were going to endure the unprecedented changes. Through close budget monitoring, grant writing and new, creative fundraising ideas, the agency was able to continue without the requirement of cutting any programs.

Donors, mentors, volunteers and staff doubled down in response to our situation and we are so very thankful for each and every one of you. Your efforts have insured that Brothers Big Sisters will continue to be well positioned to play a transformative role for Oxford County children and youth by igniting their potential and empowering their success through mentorship.

DREW FALLOWFIELD | BOARD PRESIDENT  
KRISTEN RALPH | EXECUTIVE DIRECTOR



# THEORY OF CHANGE

Big Brothers Big Sisters of Oxford County gains privileged insight into the lives of families and children from across Oxford County. We use an evidence-based intake process to help our

## 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)

## MISSION

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

## VISION

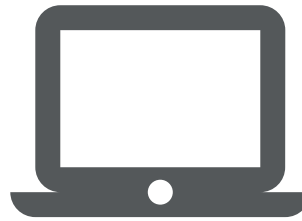
All young people realize their full potential

# OUR IMPACT

The pandemic did slow our reach down in terms of group programs, however, Big Brothers Big Sisters of Oxford County is proud of the work our staff did to reach young people in Oxford County, and increasing one on one match relationships over last year.



73 NEW 1:1  
MATCHES CREATED



2 NEW PROGRAMS  
VIRTUAL MENTORING  
"PAN" PALS



509 YOUNG PEOPLE  
MENTORED



112 HOLIDAY PARTY KITS  
230 KIDS RECEIVING  
GIFT  
PACKAGES



OVER 27,000  
HOURS  
VOLUNTEERED



OVER 150 MEALS  
PROVIDED TO FAMILIES  
THROUGH COMMUNITY  
PARTNERS





# TREASURER'S REPORT

The community came together to support agency's programs by increasing donations by over 20% from the previous year.

Our 2020-2021 Fiscal year was full of many unforeseen challenges presented by the COVID-19 Pandemic. Overall the agency did well controlling expenses to revenue during the year, ending with a surplus of just over \$51,000 when the Canada Emergency Wage Subsidy is removed. The community came together to support agency's programs by increasing donations by over 20% from the previous year. Staff did a great job supporting young people and their families considering the obstacles they faced with the pandemic and government mandated restrictions, and continued reduction in expenses. While the outlook for the 2021-2022 fiscal year is unknown, the agency was able to ensure that there are extra funds on hand to cover our expenses if revenue falls below what we are anticipating.

Greg Bruce, BBA, CAFA  
Treasurer

Year Ended March 31, 2021	2021	2020
<b>REVENUE</b>		
Camp	0	500
CEWS	44,672	9,966
City of Woodstock	4,500	5,000
County of Oxford	37,667	30,000
Donations	104,451	85,968
Endowments and Grants	86,716	85,543
Fundraising	126,253	216,517
Investment Income	1,899	3,935
Misc	218	2,562
Trillium Foundation	84,487	30,890
United Way Oxford	150,000	150,000
	640,863	620,881
<b>EXPENDITURES</b>		
Bank Charges	2,474	3,039
Conferences	0	4,082
Insurance	11,648	11,634
Marketing & Recruitment	4,506	14,120
Membership	17,242	17,637
New Equipment	873	3,407
Office Expense	15,178	17,241
Postage	1,538	647
Professional Fees	14,507	13,749
Programs Supplies	9,807	8,700
Rent	56,040	56,483
Repairs Maintenance	2,113	2,371
Case Management & Programming	371,347	352,672
Admin and Management	21,704	39,433
Fundraising	3,955	3,901
Marketing	10,800	18,915
Travel	1,027	13,076
	544,759	581,107
Excess Revenue over Expenditure	96,104	39,774
Members Equity, beginning of year	459,051	419,277
Members Equity, end of year	555,155	459,051



# OUR SUPPORTERS

Support of Big Brothers Big Sisters has allowed programs to continue to grow, evolve and expand to meet the needs of our communities. While we are not able to recognize all of donors, sponsors and supporters here, we are incredibly thankful for each of you. You continue to provide a foundation that allows the agency to be able to focus our mission.

## MENTORING CHAMPIONS (\$10,000+ )

104.7 Heart FM  
Carmeuse Lime  
Ministry of Education  
Ontario Trillium Foundation

Oxford Quilty Pleasures - Knitters  
Trigon Construction Management  
Toyota Motor Manufacturing Canada  
United Way Oxford

## MENTORING PARTNERS (\$5,000+ )

City of Woodstock  
D. Dobbie  
E&E McLaughlin Warehousing  
Harvey & Mary Ellen Hunt  
Hunt Homes  
Innocore  
Jack & Jean Wettlaufer

J. Hammerton  
Mango Salad  
Select Heating & Cooling  
Scotiabank  
Tim Hortons  
Town of Ingersoll

## MATCH MAKERS (\$1,000+ )

Allen Lumber  
ArcelorMittal Tubular Products  
A Timleck  
Armor Pro Audio Visual  
Auto Warehousing Company Canada  
Bonduelle  
Boston Pizza - Woodstock  
CIBC Wood Gundy  
Courtland Vinyl Windows Ltd  
Deb Landon  
Green Private Wealth  
Gunter Transportation  
Henry & Rina DeRoo  
Hydra Dyne Technology Inc.  
Investment Planning Counsel  
Ingersoll Lions Club  
Ingersoll Masons  
M&M Recreation Inc.  
MW&Co  
Maglin Site Furniture  
Onwards Thrift

Oxford Builders Inc.  
Oxford Civil Group  
Oxford Pool & Spa  
PPA Engineering Technologies  
RBC Dominion Securities  
Rotary Club of Ingersoll  
Shamrock Metal Recycling  
South Easthope Mutual Insurance  
St. John's Masonic Lodge  
Sysco South Western Ontario  
The Crew Bicycle Club  
Thamesford Accounting  
Town of Tillsonburg  
Township of Norwich  
Toyota Boshoku  
UNIFOR Local 88  
Verspeeten Cartage Ltd  
Woodstock Lion's Club  
Woodstock Optimist Club  
Woodstock Telecom  
Zonta Club of Woodstock

# 2020-2021 BOARD OF DIRECTORS & STAFF

Dedicated. Motivated. Passionate. Hardworking. These words just begin to describe the incredible staff and board who helped the agency navigate through an unprecedented year. Thank you for being committed to the young people throughout Oxford County

## BOARD OF DIRECTORS

### EXECUTIVE

President: Drew Fallowfield  
 Vice President: Jason Routley  
 Treasurer: Greg Bruce  
 Secretary: Jennifer Schafrick

### DIRECTORS

Mike Henoeffer  
 Joe Todd  
 Patty Wettlaufer  
 Karen Masson  
 Barb Clendenning  
 Melanie Everets-Rodrigues  
 Emily Van Straten  
 Patrick Wright  
 Julie McKirdy

### OUTGOING BOARD MEMBERS FALL 2020

Jeff Workman  
 Kim DeKlein

## STAFF

### APRIL 2020 - MARCH 2021

Kristen Ralph: Executive Director  
 Kaitlyn Bruyns: Service Delivery Manager  
 Miriah Gibson: Mentoring Coordinator  
 Chantal Desmarchais: Mentoring Coordinator  
 Amanda Smyth: Mentoring Coordinator  
 Erin Wierenga: Mentoring Coordinator  
 Addison Butler: Mentoring Coordinator  
 Liz Wismer-VanMeer: Resource Development  
 Nicole Killaire: Resource Development  
 Carla Garrett: Marketing Communications  
 Sandra Leeuwestein: Bookkeeper



*The greatest success we'll know  
 is helping others  
 succeed and grow.  
 -Gregory Scott Reid*



**Big Brothers  
Big Sisters**  
OF OXFORD COUNTY

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[www.bbbsoxford.ca](http://www.bbbsoxford.ca)