



**Big Brothers Big Sisters
of Greater Halifax**



celebrates

the **power** of

friendship

Annual Report 2009
Presented May 27, 2010

FRIENDSHIP...encourages, supports, nurtures, elevates, believes, empowers.

Leadership Report

Message from the Chair of the Board, Lori Barker

The gift of friendship is an amazing thing. Friends can help guide us through difficult times, they can provide support when it may be lacking and they can be our biggest champions as we take on the many challenges of life. Of equal importance, friends can simply help brighten our day.

It is for these reasons that I am so passionate about Big Brothers Big Sisters who, each year, creates hundreds of new and lasting friendships in our community.

It has been a true honour to serve as Chair of the Board this past year; however, the biggest privilege I have had is that of being a big sister to four “littles” since my initial involvement with the organization over ten years ago. Most recently I was matched with a fantastic young person - Vivianne. Each week we look forward to spending time together...be it cooking, playing card games or eating ice-cream, we always have fun!

I share this experience with you because it is why I continue to stay involved with this great organization. I continue to see, first-hand, the incredible impact that mentoring can have in people’s lives – both for the “littles” and the “bigs”.

Please know that it is these special friendships – and their incredible impact - that guide all of our thinking as an organization.

At this time I would like to thank each and every one of you – our donors, volunteers,



staff and government partners, for your on-going friendship. You are helping to make a positive difference in our communities, one child and one friendship at a time.

It has been an exciting year for Big Brothers Big Sisters of Greater Halifax! The enclosed report highlights the many activities that have taken place at the agency this past year...most important is the number of young people we have served. Please let us know if you have any questions – we'd be happy to speak with you.

Cheers,

Lori



Lori and her Little Sister, Vivianne, pause for a snapshot during Bowl for Kids Sake, 2010.

Year in Review

Message from the Executive Director, Carol Goddard

Following a very active and exciting year celebrating the agency's 40th anniversary we looked at 2009 as a year to take stock before embarking on great plans that would use the success of 2008 as a foundation for the future. The idea of having time for planning and reflection was definitely appealing.

A quote by Albert Einstein used in our 2005 annual report said, *"The only reason for time is so that everything doesn't happen at once."* As 2009 evolved with changes happening at what seemed to be the speed of light we reflected that, had Mr. Einstein ever worked for Big Brothers Big Sisters, his observations would likely have been quite different!

The publicity from our 40th anniversary celebration generated even more requests for service from young people and their families. Potential volunteers asked for information about volunteering. Others were eager to share a variety of new and interesting program ideas...it was an exciting time BUT our capacity was stretched to the limit and the challenges in the economy left little room for immediate and significant growth. Our focus for the year would be on sustainable growth. Given these challenges we are proud to report the following highlights for the year:



During the year our talented staff managed to successfully juggle multiple tasks, responsibilities and projects. Young people in our program have excelled on many fronts – 7 Littles are pursuing post secondary education as CIBC YouthVision scholars, and in 2009 another Little Sister from our agency joined their ranks. Several Littles learned new skills while building and sailing boats as part of our Corporate Yacht Project. Volunteers and kids enjoyed wilderness hiking, geo-caching and a camping trip to Keji as part of a partnership with Canadian Parks and Wilderness Society. Our Littles are participating in a wide variety of sports activities with the assistance of the Canadian Tire Jump Start

Program and, best of all, Littles are sharing their time and friendship with their Big Sisters and Big Brothers.

Our school-based programs, In-School Mentoring and BigBunch saw a drop in participants during the 2008-2009 school year. With renewed energy and slight changes in implementation the program re-energized for the 2009-2010 school year, and we anticipate strong growth in the coming year.

Our ability to hire a student for the summer helped us build capacity by reviewing and updating program material including our well-respected Personal Safety Program, which is provided to every child, parent and volunteer served by our agency. This program builds on our history of prevention and helps young people learn to make careful decisions about their personal safety.

Challenged by all the news about the economy and it's potential negative effect on fund raising success, our team took up the challenge. With dedicated special events teams we managed our signature Bowl For Kids campaign, Annual Golf Tournament and Fall Gala. Our ReNew Crew social enterprise, in partnership with Value Village, continued to be a strong contributor to the agency's success, as a significant fund raiser that also helps the community through re-cycling. Individual, corporate and foundation support as well as support from the Department of Community Services rounded out our fund development portfolio.

Our first year allocation from an outstanding investment of \$450,000 over 3 years from Nova Scotia Power Inc, in support of the 7 Big Brothers Big Sisters agencies in Nova Scotia allowed us to hire a staff member to focus on our MatchMaker campaign. This campaign invites individuals, corporations and groups to contribute \$1,200 per year to sponsor a match between a Big and a Little.

We were pleased and proud to present our 2009 Community Mentoring Awards to 5 companies and 5 individuals. These recipients represent hundreds of individuals and groups who are valued mentors in a wide range of roles in our community. Recipients were CBCL Limited Consulting Engineers, MHPM Project Managers Inc., (*continued*)

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Year in Review

PCL Constructors, WHW Architects, William Nycum & Associates, DR. Henry Bishop, Bryan Darrell (The Kayak Guy), Bruce Guthro, Clinton Thomas and Christian Upshaw.

Board and staff members worked in collaboration to update the agency's Strategic Plan for 2010-2013. They put the agency's dreams to paper, affirming the agency's Vision, Mission and Values which underpin everything we do. The four pillars for success had slight name changes and clear measures were put in place for on-going evaluation and tracking. The business plans to support this Strategic Plan are well on the way to completion.

This year it was our privilege, joy and honour to serve 395 young people and their families.

Our vision cannot be achieved without the continued support of all of you - our outstanding Board, our dedicated staff, our amazing volunteers, our gracious donors and supporters, our trusting parents and our inspiring young people. You are the heart and foundation of our organization and the ones who make it possible for our vision to take wings.

Respected British actor, Jeremy Irons said, "We all have our time machines. Some take us back, they're called memories. Some take us forward, they're called dreams." Fortunately we are blessed with both.

Carol Goddard
Executive Director





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Big Brothers Big Sisters of Greater Halifax

OPTIMIZE HUMAN RESOURCES

KEY MEASURES:

- Increase the avg. tenure of non-management staff by 20% over next 3 years **(Baseline: 3.5 years)**
- Increase avg. length of match by 1 month per year over 3 years **(Baseline: 18.2 mos)**
- Set a benchmark of total volunteer hours in 2010.

TACTICS:

- Update and implement a formalized recognition and appreciation program for staff & volunteers;
- Provide enhanced professional & personal development opportunities for staff & volunteers;
- Explore 360 degree reviews/peer reviews as part of volunteer & staff performance review system



SERVE MORE KIDS

KEY MEASURES:

- Increase the number of kids who have a mentor by 10% per year **(Baseline: 395 kids);**
- Reduce the avg wait time for a Little by one month each year **(Baseline: 12.6 mos)**

TACTICS:

- Hire program staff as required to meet program needs;
- Establish a Program Advisory Council to explore service delivery options (how we do things) that will operate within National Standards, using creative thinking processes;
- Create and implement new programs (what we do) to get kids on waiting list involved with the agency;
- Activate the Program Advisory Council as a consulting body to work with the Program Manager with a focus on program evaluation and implementation options.

Strategic Plan 2010-2013

RAISE MORE MONEY

KEY MEASURES:

- Exceed 2009 revenue by 10% (15% stretch goal)
- Contact with 100% of stakeholders at least once per year

TACTICS:

- Commit to appropriate staffing of Fund Development team to meet agency goals;
- Effective stewardship of donors by timely, professional and personal follow-up with those who attend events;
- Develop and implement a more formalized Donor Stewardship and Recognition Program.



STRENGTHEN COMMUNITY RELATIONSHIPS

KEY MEASURES:

- Number of match-based program partnerships
- Number of meetings with NEW community contacts per month

TACTICS:

- Participate in an active government relations strategy in collaboration with other Nova Scotia agencies;
- Identify desired potential new corporate and/or community partners and contact at least 3 of them per month;
- Form and actively engage a Communications Advisory Council to act as resource and consulting group on marketing and communications initiatives.

Approved by Board of Directors

Award Recipients

This year, as we celebrate The Power of Friendship, we are pleased to present volunteer awards to 15 individuals and 2 awards to staff members who have been with the agency for 5 years.

It is through the efforts of these, and the many, many other individuals who do such great work with Big Brothers Big Sisters, that we are able to continue having a positive impact on the lives of children in our community.

In 2009, the young people in our programs achieved great things. We had marathon runners, scholarship winners, television ad actors, hikers, sailors, graduates, singers, boat-builders, basketball players, community volunteers, travellers, school leaders and many more feats of good work by great kids! None of this could be possible without all of the people who offered encouragement, support and time.

Congratulations to our 2009 Award Recipients!



5-Year Volunteer Awards

Olivia Arnold
Kim Hominchuk
Trent MacKeen
Alicia MacMillan
Heather Palmer

Jimmy Rose
Lisa Weatherhead
Scott Westerlaken
Ann White

10-Year Volunteer Awards

Lori Barker
Ellen Louth

Jerry Marchand
Patty McDonald

15-Year Volunteer Awards

Rob Burns

Heather Giroux

5-Year Staff Awards

Michelle Boylan

Nancy Webber

Board Leadership

BOARD OF DIRECTORS 2009:

Members of the Board of Directors of Big Brothers Big Sisters of Greater Halifax are volunteers representing our community. They give freely of their time and talents to provide leadership for the organization, and offer guidance, encouragement and professional skills to assist us in meeting our goals to serve more children.

The Board of Directors plays an important role in the ongoing strategic planning for the agency. Together with staff, they set the direction for the organization and measure our success in achieving those goals.



Chair

Lori Barker - *Program Director of Development, Phoenix Youth Programs*

Vice Chair (Fund Development)

Donna Rubenstein - *Consultant*

Vice Chair (Operations)

Rob Burns - *Director, Human Resources, IMP Group International Inc.*

Treasurer

Tanya Harrietha CMA - *Controller, Homburg Services Group (N.A.) Inc.*

Past Chair

Gerry Pettipas - *Scotiabank, Manager*

Director

Janine Kerr - *Executive Staff Officer, Nova Scotia Teachers Union*

Director

Kris Crundwell - *Vice President Sales Canada, Global Sales, Pacrim Hospitality*

Director

Lisa M. Gallivan B. Comm L.L.B., M.B.A. - *Partner, Stewart McKelvey*

Director

Joe Hall - *Regional Vice President, CIBC*

Director

Lori Smith - *Manager, Public Affairs & Community, Royal Bank of Canada*

Director

Ging Hing Yee - *IT / Telecom Manager, Drugstore.com*

Director

Lisa Weatherhead - *Development Officer, Faculty of Health Professions, Dalhousie University*

Staff Leadership

AGENCY STAFF (2009-2010):

Members of the staff team work every day to meet the goals and objectives of the agency. They facilitate the valuable work of volunteers and are highly appreciative of the contribution volunteers, youth, parents, and donors make to the lives of young people in our community. They are dedicated to the agency's mission and they are proud to work with you as partners and team members to achieve the significant goals of the agency.



ADMINISTRATION

Executive Director
Carol Goddard

Administrative Assistant
Carol Crawford

Program Administrative Assistant
Tammy Young

Bookkeeper (Volunteer)
Myrna Blakeney

COMMUNICATIONS

Communications Manager
Shelda Cochrane

Development Assistant
Julie Mutch

FUND DEVELOPMENT

Fund Development Manager
Ed Saunders

Fund Development Associate
Michelle Boylan

Major Gifts Associate
Shelley Penton

ReNew Crew Operations Manager
Kim Goodson

PROGRAM

Program Manager
Jonathan Leard

Mentoring Coordinator
Betty Kelly

Mentoring Coordinator
Karla Dawe

Mentoring Coordinator
Nancy Webber

Mentoring Coordinator
Jacqueline MacIntyre

Mentoring Coordinator
Amanda Cunningham

Mentoring Coordinator
Natasha Cook (on leave)

Mentoring Coordinator (Volunteer)
Chris Wells



Big Brothers Big Sisters of Greater Halifax

VISION:

Every child who wants a mentor will have a mentor.

MISSION:

*As leaders in providing quality mentoring programs for young people
we contribute to building healthy communities.*

VALUES:

Integrity, Inclusion, Innovation, Empowerment, Excellence



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www.bigbrothersbigsistershalifax.ca

Charitable Registration Number 10679 3235 RR0001

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