



A mentor can make a child feel like a superhero.

Our vision is that every child who wants a mentor will have a mentor.

Recent research illustrates that children do better when they have a **Big Brother or Big Sister** as an additional role model, mentor and friend.

- 91% felt better about themselves.
- 65% had improved self-confidence.
- 67% had a better sense of right and wrong.
- 76% showed improved school grades.
- 80% had a better school attendance record.
- 82% developed better relationships with their teacher.
- 90% got along better with other kids.

You can have a BIG impact on the life of a child!



**Big Brothers Big Sisters
of Greater Halifax**

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**Big Brothers Big Sisters
of Greater Halifax**



**Partnership
Opportunities
Guide
2010**

The Power of Friendship.

Big Brothers Big Sisters of Greater Halifax recently celebrated a considerable milestone: meeting the needs of youth in our community for 40 years. The foundation of our programs is the power of a **simple act of friendship** to make a significant, positive impact in a child's life. **Mentors have a profound influence** on children and therefore contribute to brighter futures, better schools, and stronger communities for all.

Meeting our goal to serve more children, means outreach to broader audiences. It means new participants, new initiatives, and new campaigns. It also means new partnerships with others who share our ideals and believe in our vision.

This partnership guide is a brief look at the many reasons why Big Brothers Big Sisters is such a special organization. We hope it will encourage you to get involved and make a choice that will help a child. It is an easy way to **create a lifetime of change.**

In return for your support, Big Brothers Big Sisters of Greater Halifax has **comprehensive sponsor benefit** packages, designed to add value to your marketing and advertising initiatives. We focus on providing meaningful, tangible benefits to support your business strategies.

Big Brothers Big Sisters is **well-recognized** and has a positive reputation. We are a **"Top of Mind"** charity whom people believe to be a **valuable** part of the community fabric.

By participating as a sponsor or partner with Big Brothers Big Sisters, you will send a clear message to your customers and clients: that **your company believes in making our community a better place for children and their families.**

Our Fund Development Team is ready to work with you to prepare the best sponsorship package for your company. We offer flexible, tailored opportunities that suit your objectives.

902.466.KIDS (5437)



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Program Sponsorship

Big Brothers Big Sisters of Greater Halifax has a variety of programs designed to effectively serve children in mentoring relationships. Your business may choose to champion a particular program because of its fit with your company values and ability for employees to participate.

You can choose to support a program financially, by donating the cost to run a session or match a child with an adult mentor. You can also support our programs by encouraging your employees to volunteer.

Either way, you will send a clear message about how **your company values social programs for children** in our community. Research shows that people are more apt to do business with a company they perceive to be a good corporate citizen. It's also been proven that employees are more productive, more loyal and feel better about their employer when they are supported to make a difference in the community. Here is an overview of each of our programs for children and youth:

Big Little Match - We match a Big Brother or Big Sister with a child, taking care to ensure they have similar interests. Matches spend one-to-one time together developing a meaningful friendship.

Big Couple - This program is similar to the Big Little Match, but in this case, a couple can volunteer together. It's a great way for two people to share a special relationship with a child.

In-School Mentoring - This is a program that takes place at the child's school, during the school year. The Big spends one hour per week doing a fun activity or just talking with a child who could use a friend.

BigBunch - This is a school-based program that matches elementary school students with high school students, under the guidance of adult mentors. Students participate in group activities on a regular basis. Younger students gain valuable social interaction with friends and the high school students learn leadership skills.

Joyful Hands - We help to create a friendship between a Deaf child and a Deaf adult. Since it is very common for a deaf child to have hearing parents, his/her Deaf Big is able to introduce the child to the deaf culture.

Nature Calls - In partnership with CPAWS (Canadian Parks and Wilderness Society) this program is designed to get kids outside and interacting with nature. Along with volunteer mentors, young people get a chance to explore wilderness areas while taking part in physical activity within a group setting. Nature has an amazing ability to allow kids to be kids, and be aware of the world around them.

Special Event & Campaign Sponsorship



Bowl for Kids Sake is our signature fund-raising campaign. At least 1500 bowlers participate in the campaign, which gains the financial support of over 25,000 individual donors and 20 corporate sponsors. Bowl for Kids Sake has a comprehensive media campaign, including regional television ads, local print and radio, plus a highly visited website used by participants to raise pledges (www.bowlforkids.ca)

Sponsorship levels include: Lane Sponsor (\$800); Corporate Sponsor (\$2500); Event Sponsor (\$5000) and Partner Sponsor (\$10,000)



The Big Brothers Big Sisters annual **Golf Classic** is a well-organized, highly-praised

tournament. Most businesses see this event as an opportunity to entertain clients and network with others from a cross-section of the business community.

Sponsorship levels include: Hole Sponsor (\$500); Big Little Sponsor (\$1000); Friend (\$2500); Partner (\$5000)



Our annual **Gala Reception & Auction** offers exciting auction packages and a fun evening for our guests. It also provides a venue to present our annual Community Mentoring Awards to deserving recipients who embrace and promote mentoring across the community.

Sponsorship levels include: Sail Sponsor (\$500); Bronze Sponsor (\$1000); Silver Sponsor (\$2500); Gold Sponsor (\$5000); Platinum Sponsor (\$10,000)



It costs \$1200 each year to make and support a match between a child and an adult mentor. This includes recruiting and screening the volunteer, enrolling the child, providing training for both parties of the match and supporting the match throughout the year. Supporting this program has a direct impact on the life of a child.



Each year, we host **Program Events** for the children and volunteers in our programs. There are a variety of ways businesses can support these events, from donating the cost of a venue, refreshments, prizes or supplying an

activity for Bigs and Littles.