

# ANNUAL REPORT



**Big Brothers Big Sisters  
of Greater Montreal**



**Big Brothers  
Big Sisters  
of Greater Montreal**

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**2017  
2018**



# SUMMARY

## A year of changes

1. A word from the chair and the executive director
2. Human resources
3. Presentation of our business operations

## A year of mutual aid

4. Traditional program
5. In-school mentoring
6. Profiles of children and families served

## A year of new encounters

7. Events of the year
8. Communications and Marketing
9. Ambassadors campaign

## A year of investment

10. Financial assesement
11. Acknowledgements

# A YEAR OF CHANGES

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**«You have no idea how much good you do for these children. You warm their hearts.»**

A mother to a Big Brother

**«I thank you for being so involved from the very beginning; you have allowed me to flourish as a person by being the perfect model.»**

Gabriel, to his Big Brother

**«Thanks to you, I am able to face life. I can now understand myself and go beyond my flaws to improve myself. You inspire me.»**

Ali, to his Big Brother

It is with pride that I conclude this first year as Chair of the Board of Big Brothers Big Sisters of Greater Montreal, and it is with great enthusiasm that I begin a new year with an extraordinary team! The time that is dedicated to a cause often comes from the interest that we have for it, from the people that play a part in it, or from those who help with its impactful growth.

Efforts to help others certainly have a positive impact on society as well as an individual one for those who benefit from it, but they also have a significant impact on ourselves. This is what I personally realized during my involvement at various levels with Big Brothers Big Sisters of Greater Montreal since 2010, and it is these people who are part of our organization that I want to thank because they helped me grow too.

Firstly, I would like to thank each member of the Board of Directors. Thank you to those who have renewed their mandate and continue to put their efforts to the benefit of our organization. I commend for their years of commitment the four directors who are leaving us this year: Terry Faulconbridge (21 years), Mike Lee (20 years), Marc Bruneau (3 years) and Geneviève Jacob (3 years). I know that your obligations now lead you on different paths, but I also know that our cause will remain dear to you forever. I warmly welcome our new staff members: Jean-Philippe Lejeune, France Leclerc, Ray Galipeau, Craig Buntin and Elie Daher. I hope we will live up to your expectations and that you are ready to take on new challenges!! One thing is certain, there will be many challenges this upcoming year. We are on the cusp of great changes for the benefit of our agency, both financially and organisationally.

Finally, I would like to thank Maxime, our executive director, who is always bursting with ideas and whose energy pushes us to excel as members of the Board and as Chair of this group. To bring these ideas to life, we undoubtedly need a dynamic, dedicated and attentive team. Indeed, this team is present within our organisation. Thank you, dear employees and volunteers. You are the heart of our organisation and it is an ever-growing pleasure to see you evolve over the course of the years and our various projects. I firmly believe that yet another beautiful year with your collaboration is starting.



Julie Gaudreault-Martel, Chair of the Board of Directors

A year of change, mutual aid, new encounters and investment; that sums up the past year.

It was a year of change for the team who had to adopt a new framework, diversify daily tasks, familiarise itself with the needs of the organization, have a clearer idea of our mission and, above all, develop personal and collective skills that allow us to reach our objectives.

It was a year of mutual aid as we had to stick together to move forward with a new vision that drives us, whether it be at our strategic planning retreat, decision-making meetings, or when working with the Board of Directors. It took the Board and the team a lot of determination to review processes, clinical and organizational policies, methods of operation, and even what rallies us to «our cause».

This year, we performed an exercise to come up with a strategic vision that covers the next three years, with the Board covering the following aspect: Our vision, our mission, our major objectives and broad guidelines, staff permanence as well as work at the operational and clinical level. What was made clear from this exercise was that the team had an undoubtful and great will to reach more children, to reach more families in the Greater Montreal area and, mainly, to do good...

It was also a year of new encounters, as many organizations and partners approached us with the goal of developing projects for the youth living in particular dynamics, and for whom the mentoring services that we propose will be an undeniable asset. Therefore, we have implemented specific programs and impact research projects at the very heart of our actions for the coming years.

Lastly, this year was a year of investment as we have decided to equip ourselves with a framework that will allow us to continually improve and to train our team, the Board and the volunteers. We now possess development and recruitment plans for the next three years to reach a wider audience, gain more partnerships with our communities and, most importantly, to impactfully reach more children.

A huge thank you to the volunteers, the Board members, the staff... without you, we would have never succeeded.



Maxime Bergeron-Laurencelle, Executive Director

# HUMAN RESSOURCES

## PERMANENT STAFF

<b>Maxime Bergeron Laurencelle</b>	Executive Director
<b>Lyne Charron</b>	Administrative Assistant
<b>Mélanie Blanchette</b>	Program Director
<b>Crystal Alexander</b>	In-School Mentoring Program Coordinator
<b>France Chaput</b>	Caseworker
<b>Véronique Bélanger</b>	Caseworker
<b>Myriam Blain-Levert</b>	Caseworker
<b>Emilie Bourbeau</b>	Caseworker
<b>Esther Dubé</b>	Caseworker
<b>Josy-Anne Dumont</b>	Caseworker
<b>Luciana Franceschini</b>	Caseworker
<b>Omar Mustafa</b>	Caseworker
<b>Joseline Pierre</b>	Caseworker
<b>Sylvain Chaleteix</b>	Marketing and Communications Manager

## INTERNS

<b>Maxime André</b>	CEGEP Marie-Victorin
<b>Kathiana Lafleur</b>	CEGEP Marie-Victorin



During the year, the Big Brothers Big Sisters of Greater Montreal team was offered professional development opportunities that consisted of two training sessions, the first being about volunteer management (offered by The Volunteer Bureau of Montreal) and the second being about LGBTQ2+ realities (offered by the LGBT Family Coalition). Also, the team actively participated in the elaboration of the strategic plan for the next three years and underwent team building activities during the strategic planning retreat last November. With both the development of better clinical practices and the impacts on our youth at heart, the team moved forward with its learning organization approach, accompanied by Gilbert Emond, professor in Human Sciences at Concordia University.

## PRESENTATION OF OUR BUSINESS OPERATIONS

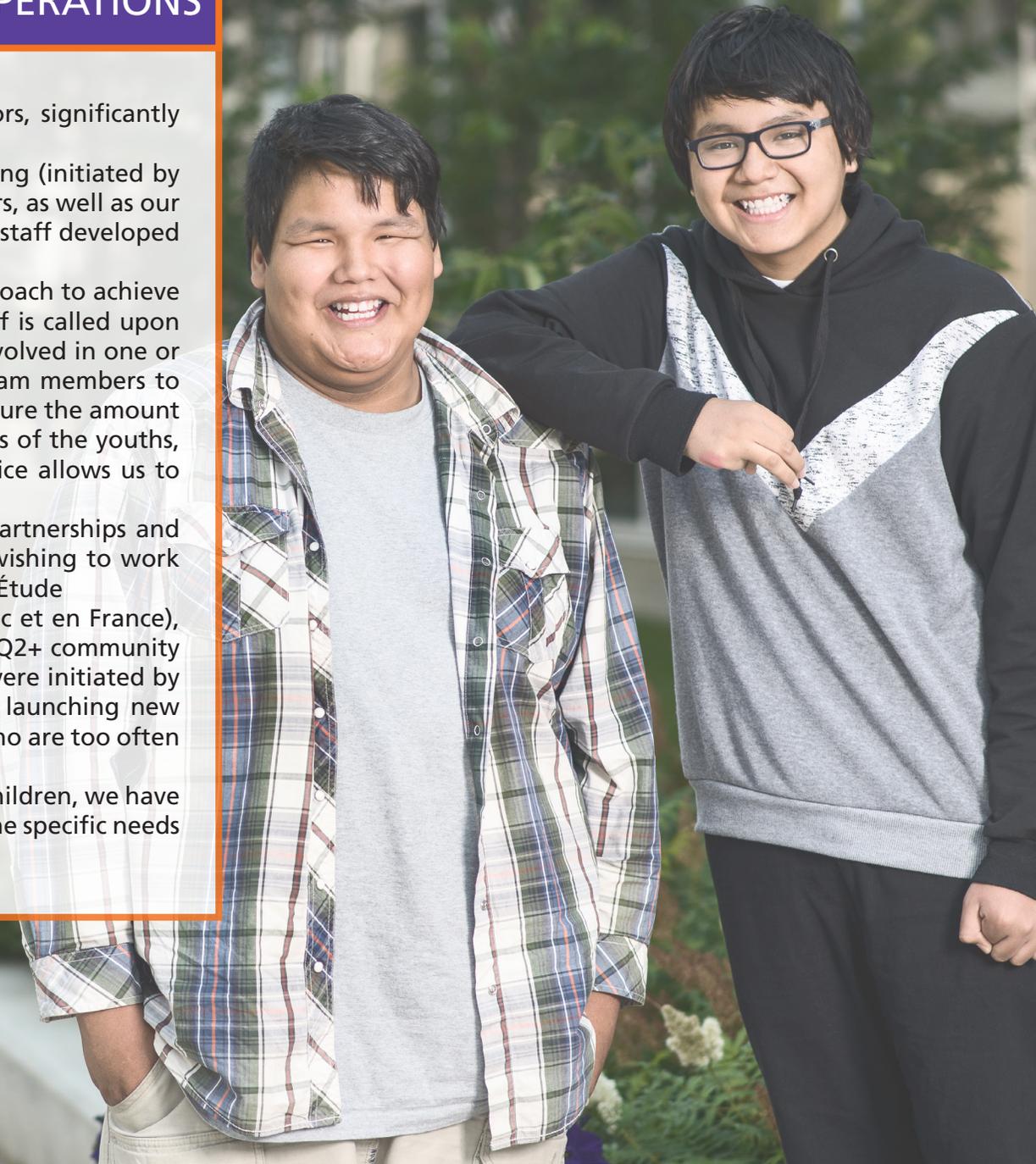
This year, the team, supported by the Board of Directors, significantly modified its working structure.

Following the exercise dedicated to the strategic planning (initiated by the Board of Directors), which identified 4 strategic pillars, as well as our main objectives for the next three years, the permanent staff developed the strategy plan.

Moreover, we implemented a project management approach to achieve our objectives and each member of the permanent staff is called upon not only to lead a small project team, but also to get involved in one or more of the 8 project teams. This practice allows all team members to actively take ownership of the strategy plan and to measure the amount of work that needs to be done to better meet the needs of the youths, their families, and the volunteers. Above all, this practice allows us to bring to light BBBS' mission.

The year 2017-2018 was also prolific in terms of new partnerships and collaborations, having met with several organizations wishing to work with us, such as Native Montreal, the EDJeP committee (Étude longitudinale sur le devenir des jeunes placés au Québec et en France), as well as several organizations working with the LGBTQ2+ community (Interligne, GRIS-Montréal, L'Astérisk). These meetings were initiated by partners or staff members to start conversation about launching new pairing programs aimed at including groups of youths who are too often marginalized.

Considering the lack of adaptive services for youth and children, we have therefore created and developed programs that target the specific needs of the youth in our community.



## A YEAR OF MUTUAL AID

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«Thank you for being there for my son, I am happy to learn that he is having a good time and that he can have someone by his side who is interested in him.»

A mother to a Big Brother

«Thanks for taking the time to help me with my homework, you're very kind. If you were not here for my homework, I don't know what I'd do.»

Julie, for a Help with Homework tutor.

«Thanks to you, my son has matured and has plans for the future. Thank you for taking care of him and being his role model.»

A mother to a Big Brother



## TRADITIONAL PROGRAM

The Traditional Mentoring Program is the major program of Big Brothers Big Sisters of Greater Montreal. It offers the youth in need of a presence and a role model a Big Brother or Big Sister. Pairing arrangements allow everyone to grow and create a lasting bond through the organization of various activities.

Caseworkers are constantly in search of mentors to create perfect relationships with young people, based on their affinities and personalities. They also implement regular follow-ups with the pairing to guide the mentor and the young one through the established relationship.

The Traditional Program, reached even more youths and families this year through the increase of volunteer applications to become involved as a mentor. We doubled the number of information sessions offered to newly recruited mentors and our organization grew to a point where the number of caseworkers for this program passed from 5 to 7 employees, thus concluding the year with 35 more active matches than the previous year.

Several development opportunities have been offered to our clientele, whether it be through information sessions, discussion workshops or networking activities. We would also like to highlight the "graduation" of 9 pairings during the year (where the Big Brother or Big Sister accompanied their Little up until his or her majority).

**2268**  
hours of  
mentoring

**163**  
active matches  
on March 31st

**76**  
pending  
applications for  
child registration

**5 years**  
average pairing  
duration



## IN-SCHOOL MENTORING

In-School Mentoring is a program offered to children attending our partner schools. It aims to support elementary and high-school students, both on the academic and social level.

The mentor, by his weekly dedication of an hour, helps children develop healthy relationships, persevere in school and have confidence in themselves and others.

The In-School Mentoring Program, which offers to elementary and high-school students in 17 partner schools on the Island of Montreal the opportunity to meet a mentor at lunchtime for the duration of the school year, reached more than 70 youths. Mentors were recruited primarily through a major new social media campaign, as well as through various partnerships with Montreal colleges and universities. Just like the Traditional Program mentors, the In-School Program mentors had the opportunity to share about their mentoring role and to perfect themselves during our many self-development opportunities, the latter taking various forms such as discussion workshops and Happy Hour meetings.

17  
schools served

63  
mentors

70  
young people  
reached

1920  
hours of  
volunteering

### HELP WITH HOMEWORK

The tutor meets the children for whom he is responsible after school and helps them with their homework and their lessons. The Help with Homework program was offered in 7 partner schools (mainly in underprivileged neighbourhoods) this year. The volunteering tutors, accompanied by our interns and caseworkers, supported elementary level students, by helping them with their studies, namely mathematics and French, as well as by lending an ear and giving them advice on how to manage their homework and lesson periods. Once the school work completed, they got to participate in educational activities, such as reading or board games.

**86 youths reached - 32 tutors**

### TELL ME A STORY

Two interns and caseworkers from our agency are paired up with a group of students aged 7 to 10. These meetings take place in 3 school located in Montreal from the month of January to March.

The meetings are offered in a series of 10 group readings and interactive workshops that help the youth tackle social issues, raise their awareness and promote the development of their self-esteem. This year, the themes and content covered 9 different thematics, such as conflict resolution, emotions, bullying and grief. Students from different groups are invited to participate actively in the stories, even playing the role of a character, which leads them to live the experience to the fullest.

**225 youths reached**

### HEALTHY YOUTHS

Healthy Youths is a group mentoring program offered in Montreal schools by two caseworkers from our organization.

The workshops aim to educate young people about healthy lifestyles and encourage them to adopt better habits.

Healthy Youths workshops are offered to elementary school classes in the form of 10 workshops that promote healthy lifestyles. Groups of students from 5 partner schools got to learn more about food and nourishment during tastings, about the eating habits of different cultures and about the positive impact of physical activity on stress and self-esteem. After learning about the benefits of changing their health habits, the youths were able to put their knowledge into action by participating in playful outdoor activities.

**161 youths reached**

### BLACK'N ROLE

The Black 'n' Role project aims to pair a child from the Black English-speaking community with an adult from the same community who can be a positive role model for the youth. Our agency met with various organizations and groups of this community during the year to establish relationships, raise awareness of the program, and delve into the various way that we can further work collaboratively.

**288 youths reached**

### GROUP WORKSHOPS

Group workshops are given to students from different high schools by our caseworkers in order raise awareness of the different social problems that may be encountered in daily life.

The workshops tackle different topics such as stress management, cyberbullying, self-esteem, healthy relationships, communication and conflict resolution. All 45 one-hour workshops were offered in 4 partner schools and generated many enriching discussions between students and teachers.

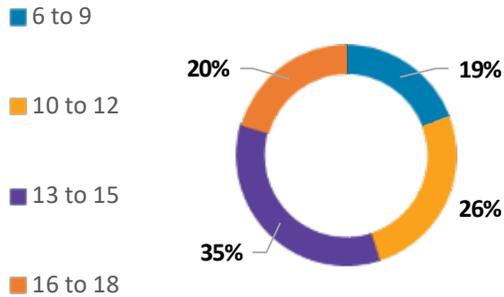
**814 youths reached**

**24**  
schools

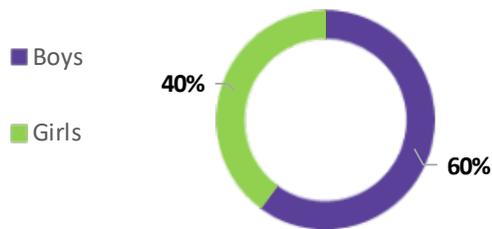
**1350**  
youths

## THE CHILDREN

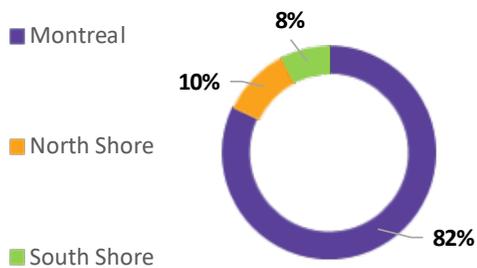
### AGE BREAKDOWN



### GENDER BREAKDOWN



### SECTOR BREAKDOWN



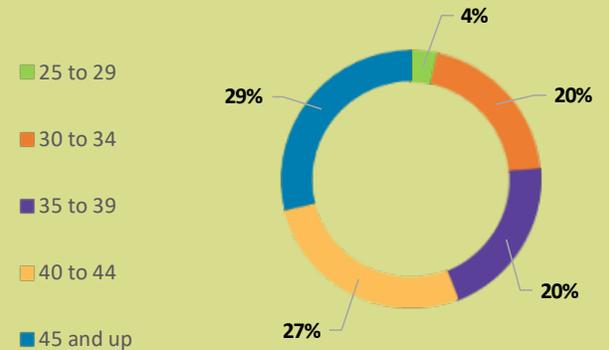
**95%**  
of children come from a single parent family

**25%**  
of family earn less than \$15 000 a year

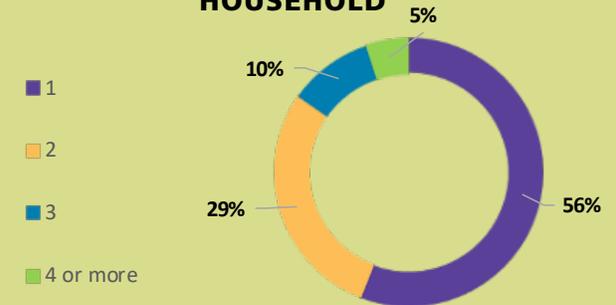
**29%**  
of heads of household are currently unemployed

## THE FAMILIES

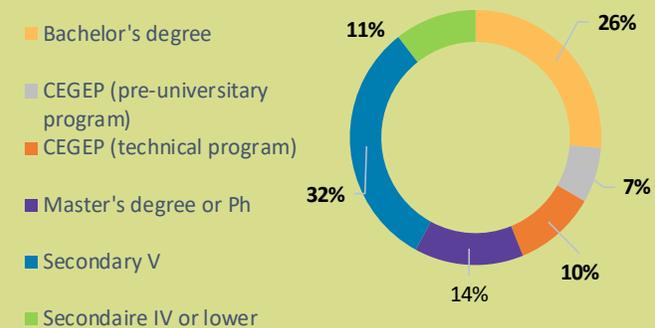
### AGE BREAKDOWN OF THE HEAD OF HOUSEHOLD



### NUMBER OF CHILDREN PER HOUSEHOLD



### HIGHEST LEVEL OF EDUCATION OF THE HEAD OF HOUSEHOLD



A photograph of two women standing in front of a colorful graffiti wall. The woman on the left has long dark hair and is wearing a red sweater. The woman on the right has short blonde hair, wears glasses, and a blue t-shirt with a zodiac sign graphic. They are both smiling and looking at each other. A large blue diagonal graphic is overlaid on the right side of the image.

«Whether you're in Evan's life for a short time or for a lifetime, I thank you from the bottom of my heart.»

A mother for a Big Brother

«Thank you, Nadia. Thanks to you, my daughter has a great friendship. I see her smiling more.»

A father to a Big Sister

«Thanks to you, I'm am becoming a better person. Before I met you, my spirit was dormant, and I felt like a narcoleptic, but you opened me to the world.»

Joseph, to his Big Brother

# EVENTS OF THE YEAR

## Events for our pairings

To encourage exchanges between youths, mentors and parents, we organized several events during the course of the year.

In 2017-2018, the following 9 events were organized:

- The Sugar Shack
- Corvée Grand ménage Hochelaga (Hochelaga Waste Pick-up)
- Day at Kanawana camp for the parents and children
- Trip to Halifax
- Walking Rally in Montreal
- Children's Christmas Party
- School programs Christmas Party
- Discussion workshop for parents
- End of school year Party

Furthermore, parents were invited to participate in two training sessions, one on housing rights (offered by The Legal Aid), and the other on students' transition from elementary school to secondary school.

## Events for volunteers

Over the years, we have noticed not only a need for our mentors to share their experiences, but also to connect with other volunteers. Therefore, we organized events to promote exchanges of advice and ideas, so they can help each other with developing their relationships with their Littles.

In 2017-2018, the following events were held:

- Two discussion workshops

### Discussions and confidences within pairings

Expectations, how to engage in a discussion, how to handle confidences, the impact on oneself and on the young person.

### Sexual development among young people

The different stages of development, myths and realities, and the notion of consent.

- A Happy Hour for networking, exchange and sharing of experiences.

For the coming year, in addition to expanding our reach in terms of served clientele, we aim to better equip mentors and families in this program, by offering a specific framework shaped by the needs and challenges of each child, so that they can develop their full potential.



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## MAIN EVENTS

### 2018 Volunteer and Partner Recognition Gala - 164 guests in attendance.

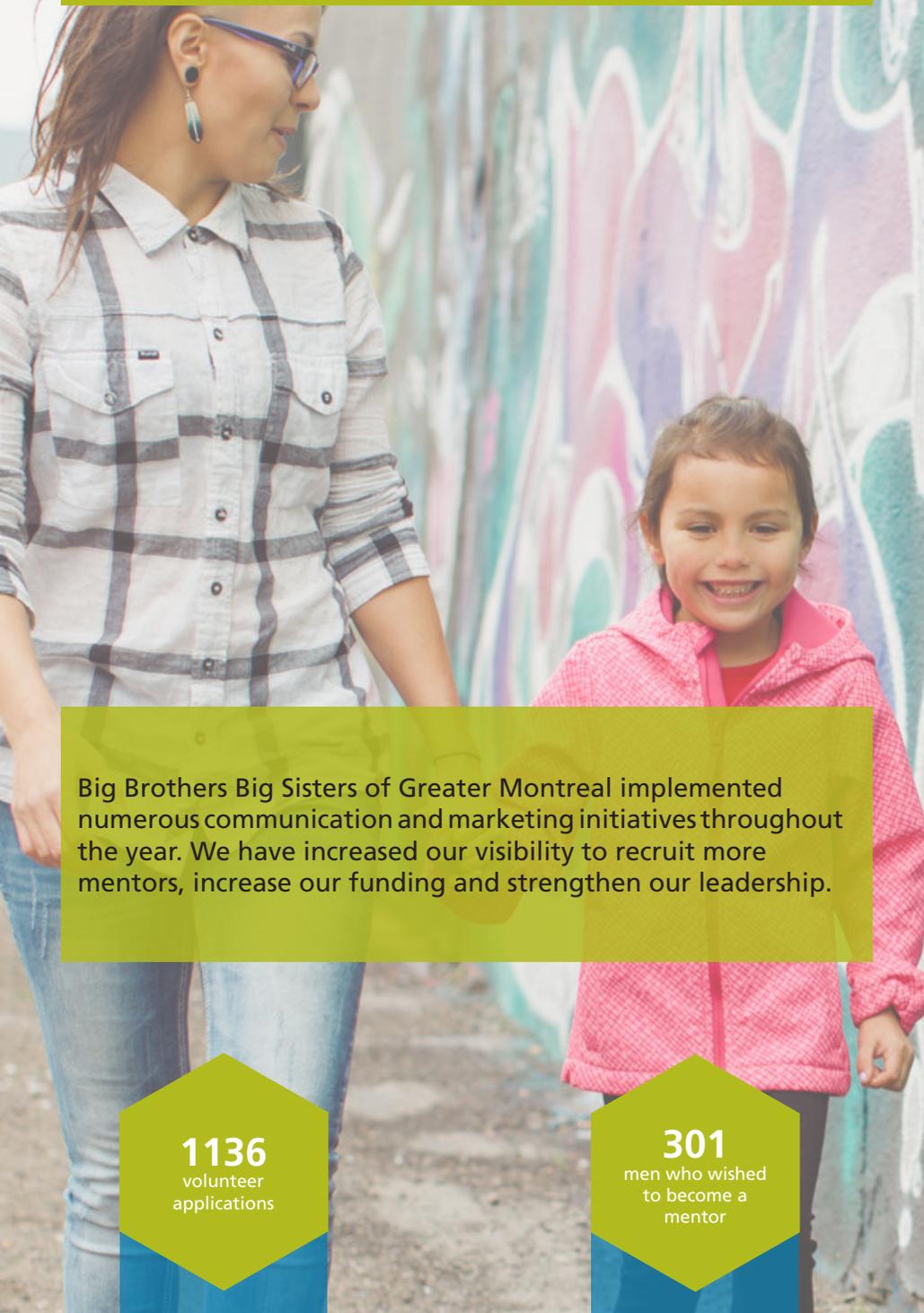
This year, we achieved our goal of recognizing our mentors and partners. The personalized words of thanks written by the children and their parents brought tears to the eyes of our guests. Thanks to our sponsor, the BCF Business Law firm, who provided us their reception hall for the night, we were able to demonstrate to our volunteers and partners just how much we appreciate them.

### The Country Run - \$75,000 raised

The 2017 Country Run, organized by our financial partner, the Ultramar Foundation, is a very important event for the organization. A portion of the funds raised from the event is donated to our agency, therefore allowing us to finance our mentoring programs. A few of our pairings come to volunteer to ensure the success of the event.

### National Big Brothers Big Sisters Day - September 18

Every 18th of September, the agency proudly organizes an event to mark National Big Brothers Big Sisters Day. This year, mentors, children and parents participated in a basketball game with some of our ambassadors. Moreover, we seized the opportunity to launch our volunteer recruitment campaign.



Big Brothers Big Sisters of Greater Montreal implemented numerous communication and marketing initiatives throughout the year. We have increased our visibility to recruit more mentors, increase our funding and strengthen our leadership.

**1136**  
volunteer applications

**301**  
men who wished to become a mentor

## Our main operations:

### NEW WEBSITE

Creation of an up-to-date and polished website that includes the services of our Foundation. It is adapted for mobile navigation, is more user-friendly and performs better on search engines.

**+45% monthly visits to our site web**

### SOCIAL MEDIAS

Establishment of an annual editorial calendar and active community management.

**+7000 subscribers on Facebook**

### PROMOTIONAL MATERIAL

Creation of promotional videos, partnership proposal documents and brochures presenting our services.

### MENTORING MONTH

Participation in the Canadian campaign to promote the BBBS movement, partnership with 6 Montreal restaurants, promotional initiative to install 60 basketball nets, organization of an event with our ambassadors and advertising campaign on Cogeco's web and radio network throughout Quebec.

**6 press articles in Quebec**  
**+54% traffic on our website**  
**+190 volunteer applications in one month**

### CLOTHING COLLECTION CAMPAIGN

Weekly and geolocation-based publications of our clothing collection services on Facebook, and promotion of the Foundation's services online.

**+33% regular donors**

### RECRUITMENT CAMPAIGN

Creation and management of several online ads for our In-School Mentoring programs, viewed by nearly 115,000 people.

**+64% volunteer applications**

## AMBASSADORS CAMPAIGN

Launched in March 2017, our Ambassadors Campaign aims to amplify our voice and to increase the visibility of our cause. The public figures who chose to support this campaign managed to promote the benefits of mentoring for all. We let them express themselves freely in video capsules, so that they could explain their relationship to mentoring and inform us of the different forms of support that have been essential throughout their lives. In addition, at the end of 2017, we had the pleasure of welcoming two new ambassadors

**Magali Harvey and Julie Ringuette.**



**10**

ambassadors

**8**

video capsules

**165 000**

views



**Michel Olivier Girard**

«If you have a desire to help someone, to add something beautiful, something meaningful to your life, do it, because it is greater than thought out to be, and I invite you to become someone great.»



**Alex Bisping**

«What matters and what we remember is the time people have given us. That's what's left, that contact, the hand we've lent to other people, that's what counts in life.»



**Elisabeth Locas**

«What I wish for all is to find friends and Big Brothers Big Sisters. For me, that's it. To find a soul mate who will change your life forever, it's simple but true.»



**Emmanuel Bilodeau**

«Being a Big Brother or Big Sister is the most beautiful way to change the world.»



**Olivier Loubry**

«I wish for us to remember daily that giving back does good. To oneself, to others.»



**Mélanie Pilon**

«I want to say to all of those who want to be a Big Brother or Big Sister that if that desire is great and stems from pure love and a desire to share, do it.»



**Aurélie Lanctôt**

«Create bonds be it in mentoring, friendship, or a care of any kind.»



**Fred-Eric Salvail**

«You are meant to live with others and you are meant to grow with them too. Big Brothers Big Sisters, for me, is the possibility of being present for a child. It is through the eyes of a child that you encourage growth. It feels like you are changing the world, bit by bit, locally.»

# A YEAR OF INVESTMENT

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**«You're the Big Brother I never had, the one and only.»**  
Aymeric, to his Big Brother

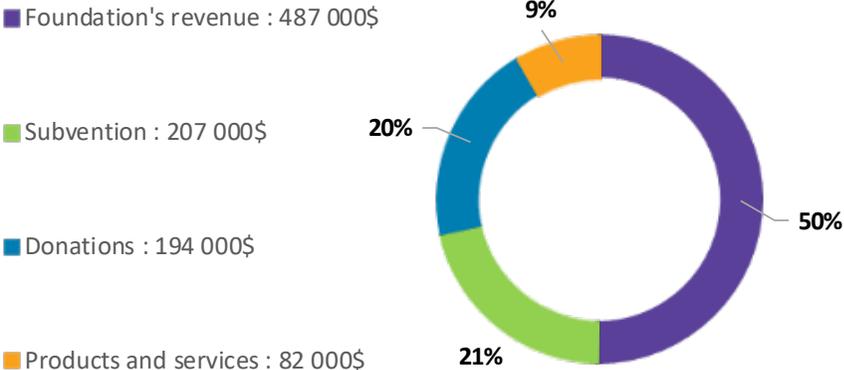
**«You have great patience and you make a difference in his esteem, for you accept him for who he is.»**  
A mother to a Big Brother

**«Thank you, Richard. You are essential to my son's life. Thanks to you, he's less angry, less melancholic. You really fill a need in him.»**  
A mother to a Big Brother

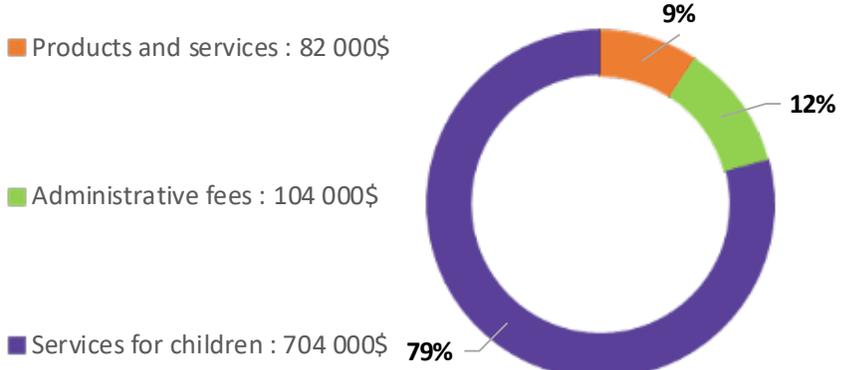


# FINANCIAL ASSESMENT

## REVENUE (ROUNDED AMOUNTS)



## EXPENSES (ROUNDED AMOUNTS)



Firstly, we would like to thank our volunteers, who accompanied us throughout the year and got involved in the lives of the children.

**72 HOURS**

were dedicated by each mentor to their pairing

We also want to thank the Board of Directors for standing by us during our various operations and for supporting our expansion.

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Many thanks to the sponsors of our Recognition Gala: BCF Business Lawyers, Momentum Catering, Value Village, Brault et Martineau, PBSC Urban Solutions and l'Isle de Garde. Thanks to our national partner, West Jet, who was able to offer ten of our pairings a flight to Halifax.

We are grateful for the support of the Immortals eSports team, the William and Nancy Turner Foundation, as well as the generous public who gave so much.



ISLE DE GARDE  
BRASSERIE



THE WILLIAM AND NANCY  
TURNER FOUNDATION -  
LA FONDATION WILLIAM  
ET NANCY TURNER

Together, we continue to expand the reach of the services we offer to the community and provide the opportunity for more youths to reach their full potential.

**194 000\$**  
in donations received

**89%**  
of our revenue is put  
into our services for  
the children

