



ANNUAL REPORT

2018-2019

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MESSAGE FROM THE CHAIRWOMAN AND EXECUTIVE DIRECTOR

MESSAGE FROM THE CHAIRWOMAN

We had yet another year filled with new projects, structural changes, and efforts that are beginning to be rewarded. We continued implementing our strategic plan, improving our processes and our impact assessment methodology, not forgetting that this year marked a turning point in our approach to fundraising.

Our goal remains the same: ensuring that the greatest possible number of children may benefit from the presence of a mentor in their lives. We must not forget that mentoring is helpful at every stage of our lives, and it is even more beneficial to youth as they become the adults of tomorrow's society.

Obviously, none of this would be possible without the contribution of our volunteers, our Big Brothers and Big Sisters, our staff, management and Board members. I sincerely thank each of you for your efforts in the past year, and I am counting on you for the year to come.

I also thank France Leclerc who was on the Board of Directors for only one year, but who was able to leave her mark despite her short appointment. Good luck with your new projects.

A very special thank you to Valérie Tardif who will leave us this year. After over 25 years (yes, 25!!!) of dedication as a volunteer, administrator, and chairwoman with the Prométhée project and then with Big Brothers Big Sisters of Greater Montreal, Valérie has made a big difference with our organization, especially with regard to staff with whom she has been able to establish a relationship of trust. It is now up to us to continue what she has created over the years and to maintain this great relationship between employees and the Board of Directors. Valérie, we (and I) will miss you. Thank you for your commitment and I wish you the best in your next endeavours.

We've started the year 2019-2020 with much enthusiasm and I am confident to face this one with my wonderful team!



This has been another great year, full of changes, good moves, reflections, encounters and all these beautiful and good things that the BBBS team and family have implemented.

The BBBS family is composed of the children's parents, the children themselves, the volunteers, the members of the Board and committees, the staff and the partners who have all been keen to help us grow our organization. To all of you I say a huge THANK YOU.

Our organization has been changing and improving year after year, thanks to the combined efforts of all its components and this year again is no exception.

We have successfully met the challenge of our national accreditation, we have questioned and improved our clinical practices, we have created mentoring programs adapted to the realities of specific communities, we have begun a philanthropic shift and started to reap the benefits.

We expanded our premises and hired new staff, trained the volunteers and the team, continued to improve several aspects of our work, diversified our volunteer and family recruitment strategies, and confirmed that our organization is not only terribly lively and dynamic, but also at the forefront of mentoring best practices.

The goal we all pursue is to ensure that more and more young people have access to a mentoring relationship that will have a significant impact on their quality of life... for that I say thank you and BRAVO.



HUMAN RESOURCES

Maxime Bergeron Laurencelle
Executive Director

Mélanie Blanchette
Program Director

Émilie Bourbeau
Funding and Event Coordinator

Sylvain Chaletex
Marketing and Communications
Manager

Lyne Charron
Administrative Assistant

Nay Maalouf
Communications Assistant

Mélodie Milan
Research and Program Innovation
Coordinator

Angela Ripolo
Mentoring Coordinator

Crystal Alexander
Mentoring Coordinator

France Chaput
Mentoring Coordinator

Joseline Pierre
Mentoring Coordinator

Josy-Anne Dumont
Mentoring Coordinator

Laurent Lapalme
Mentoring Coordinator

Mathilde Van Branteghem
Mentoring Coordinator

Omar Mustafa
Mentoring Coordinator

Véronique Bélanger
Mentoring Coordinator

Five new employees have joined our team in the course of the year, and as mentoring advocates, it is our pleasure to train and support future professionals by welcoming student interns to our team:

Jérémy Maurice
Administration

Valérie Bastien
Social work – Cégep du Vieux-Montréal

Sofia Benmakhlouf
Administration

Chloé Gasque
Social work – Croix-Rouge, Tours, France

Laurent Fecteau-Nadeau
Events – Bachelor in community action – UQAM

Cynthia René
Social work – Cégep Marie-Victorin

“

TESTIMONY FROM A NEW EMPLOYEE

As a recent graduate, working at Big Brothers Big Sisters of Greater Montreal has been a great career experience. Not only has the team been supportive and welcoming since my arrival, but they also strive to create a positive and collaborative work environment. Working closely with my teammates as well as the mentors who volunteer with our organization is what has allowed me to develop my skills and capacities to provide services to our Littles and their families. Moreover, as Big Brothers Big Sisters of Canada is a progressive movement that always looks for ways to innovate, I have found myself encouraged to share my ideas and opinions concerning various new ideas, programs, and engagements.

– Angela Ripolo, Mentoring Coordinator



THE ORGANIZATION

1. MISSION AND VISION

Big Brothers Big Sisters of Greater Montreal (BBBSGM) is dedicated to helping children and youths who are faced with personal and socio-economic difficulties, as well as their families. Our agency offers professional mentoring services and an opportunity to acquire and improve personal strengths and interpersonal skills, contributing to a healthier life in the long run. Through the positive impact of mentoring, BBBSGM strives to create positive changes within our communities, to help every young person reach their full potential.

2. ACCREDITATION PROCESS

All over Canada, Big Brothers Big Sisters agencies are required to complete a full accreditation program on a five-year basis. The program assesses compliance with national standards and identifies best practices across all areas of the organization that could be shared to strengthen the movement.

In preparation for the June 2018 accreditation and a potential accreditation with Imagine Canada, and to ensure sound management for our organization, close to 50 policies and procedures have been drafted about the organization and our service delivery. These policies and procedures were subsequently approved by the Board of Directors.

Our excellent work has allowed us to be in full compliance with the National Standards.





3. PROGRAMS

TRADITIONAL PROGRAM

The traditional pairing program is the flagship program of the BBBS movement. It offers young people who need a presence and a model a Big Brother or a Big Sister. Pairings last for at least one year, bearing in mind the goal of a long-term commitment, with two outings of three to four hours per month.

The objective is to enable both parties to grow and create a lasting bond through the organization of various activities.

237 YOUTH ENROLLED IN THIS PROGRAM

IN-SCHOOL MENTORING

The in-school mentoring program is available in our partner schools. It was designed to provide social and homework support. Mentors do one-hour weekly visits and help youth build healthy relationships, persevere in school, and inspire self-confidence and trust in others.

22 SCHOOLS SERVED

3. PROGRAMS (cont.)

TELL ME A STORY

This program is facilitated by professional caseworkers from our agency and consists in workshops including stories, discussion periods and theme activities. They contribute to the development of primary school pupils, help them improve their interaction skills, strengthen their self-esteem, verbalize their emotions, gain self-respect and respect their peers.

600 YOUTH REACHED ACROSS 6 SCHOOLS

GROUP WORKSHOPS

These interactive workshops are given by our caseworkers to high school students in order to raise awareness about the different social issues they may encounter in their daily lives.

Topics covered: Stress Management - Cyberbullying - Communication and Conflict Resolution - Self-Esteem - Healthy Relationships

51 WORKSHOPS GIVEN TO 758 YOUTHS

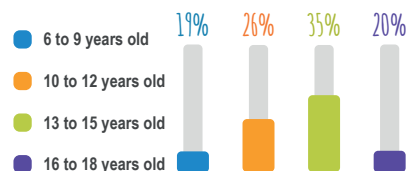
1,684
YOUTHS SERVED

PROFILES OF CHILDREN AND FAMILIES SERVED

DISTRIBUTION BY SEX

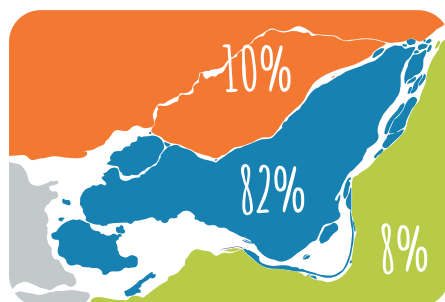


DISTRIBUTION BY AGE

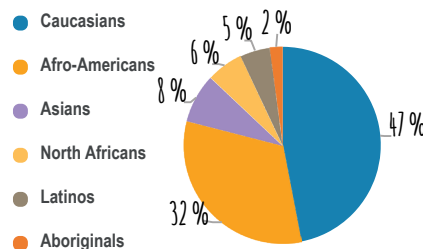


DISTRIBUTION BY DEMOGRAPHIC SECTOR

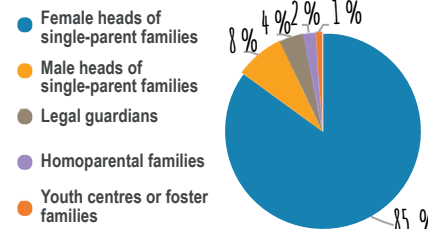
- North Shore
- Montreal
- South Shore



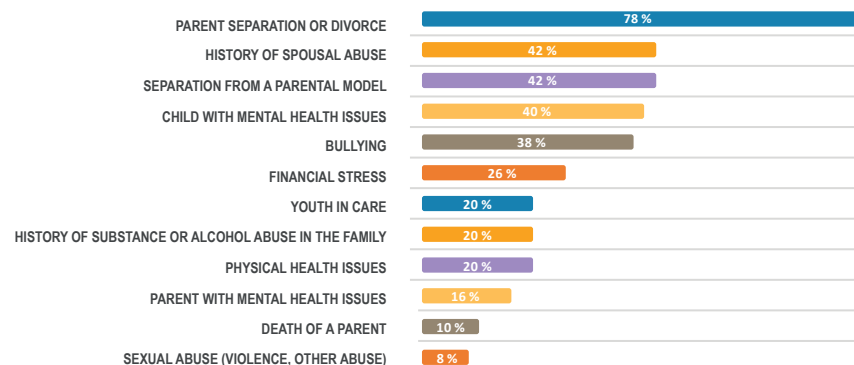
COMMUNITIES SERVED



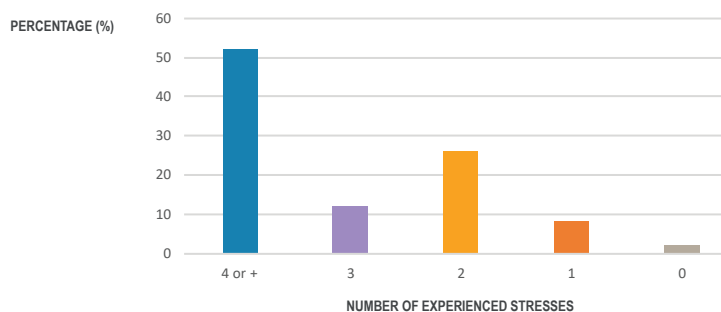
FAMILY SITUATION



MAJOR UNHEALTHY STRESSES EXPERIENCED BY YOUNG PARTICIPANTS IN BBBS PROGRAMS



NUMBER OF MAJOR UNHEALTHY STRESSES EXPERIENCED BY YOUNG PARTICIPANTS IN THE TRADITIONAL PROGRAM



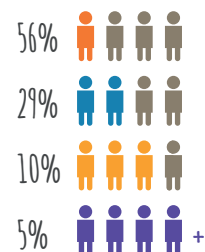
PROFILE OF FAMILIES SERVED

95% come from single-parent families.

25% of families earn less than \$15,000 a year.

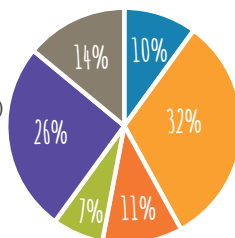
29% of family leaders are currently unemployed.

Number of children in care



Highest diploma of the family head

- Secondary 4 or less
- Secondary 5
- CEGEP (Vocational Studies)
- CEGEP
- 1st university cycle
- Master's or PhD degree



IMPACTS

Youth mentoring has proven its value over the past several years, and several recent studies have shown that the impacts of our services and the significant presence of an adult in the lives of youths promote the development of social and personal skills and the mitigation of major unhealthy stresses experienced by young people.

NEUROSCIENCE STUDY

Many studies show that children and youths who succeed in the face of adversity have benefited from the presence of at least one stable, involved and caring adult in their life*. Supporting relationships help children become better people; they have a positive impact on brain development and are critical to long-term health and success in life.

* Alberta Family Wellness Initiative. (2014). The Brain Story. Calgary : The Palix Foundation.
<http://www.albertafamilywellness.org/what-we-know/the-brain-story>

DEVELOPING 40 ESSENTIAL PERSONAL AND SOCIAL ASSETS

Youths with high-level personal and social skills are less likely to engage in risky behaviours*. Forty positive supports and strengths were identified as essential to a child's success and were divided into eight categories. The presence of a mentor allows a child to develop all eight of these categories:

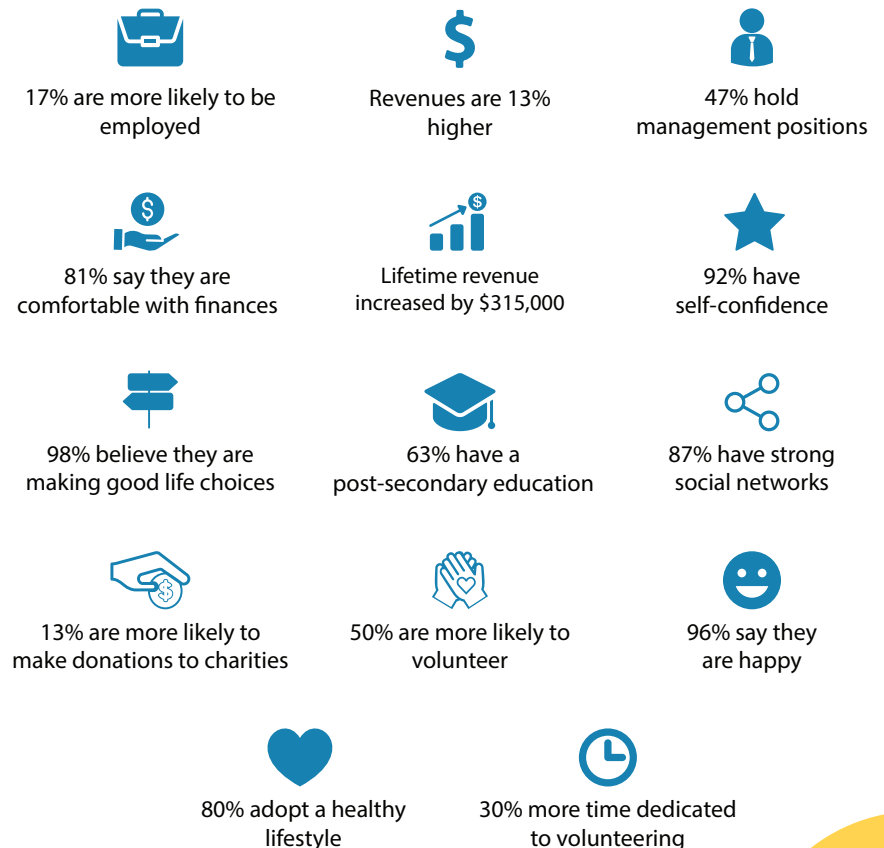


* Search Institute. (2011). 40 Developmental Assets® framework,
<https://www.searchinstitute.org/our-research/development-assets/developmental-assets-framework/>

ONGOING IMPACT STUDY

With the goal of developing better clinical practices and maximizing our impact on youth, the team moved forward with its learning organization approach, accompanied by Gilbert Emond, professor in Human Sciences at Concordia University. A study is currently underway in order to illustrate the impacts of mentoring relationships.

KEY FIGURES



ACTIONS

1. INCLUSION

Over the last fiscal year, the organization has implemented new programs through traditional and school mentoring in order to reach youth facing additional challenges or identifying with specific communities.

We received a contribution from the Ministry of Justice as part of the Fight against Homophobia and Transphobia program in order to launch an **LGBTQ2+ mentoring program**. Its purpose is to provide youths who identify as LGBTQ2+ or questioning with mentors from the same communities. To fulfill this objective, we turned to several community organizations for their expertise in working with LGBTQ2+ communities.



Our partnership with Native Montreal has also continued and we are working to recruit Indigenous families and mentors to participate in our **Indigenous mentoring program**.

In addition, the Public Health Agency of Canada has also contributed financially to the **Black 'n' Role program**, which aims to pair youths from the Black communities with adults from these same communities who will act as positive role models. Thus, we created a visibility plan to raise awareness about the program and recruit more volunteers.

Finally, we were mentioned as an official recommendation in the final project report written by the EDJeP youth committee (Leaving care in Quebec and France: A longitudinal study) in December 2018. Indeed, the report advised that youth benefitting from the Youth Program carried by the Montreal Youth Centre Foundation be paired with mentors who have experienced early autonomy.

NUMBER OF YOUTH ENROLLED IN INCLUSION PROGRAMS:
BLACK 'N' ROLE: 8 INDIGENOUS: 5





2. TRAINING

The team received various training sessions over the year to improve their knowledge about the LGBTQ2+ vocabulary with Mona Greenbaum from the LGBT Family Coalition, and about the issues and realities faced by Indigenous communities with Véronique Picard from Native Montreal.

All mentors also had two opportunities to develop their skills through a discussion workshop discussion on the role of mentors during adolescence in September, and through a training session on the role of mentors and connections with neuroscience in October.



3. DIGITAL PRESENCE

To continue to offer mentoring services to as many children and youth as possible, we have led a number of online communications and marketing initiatives this year. Their purpose was to improve our visibility, strengthen our leadership, recruit new volunteers, and increase our funding.

Website

- Optimization according to best practices
- Search Engine Marketing campaign

8,000 MONTHLY VISITORS: + 50 %

Social Media

- Creation of a content calendar
- Interaction with our community

FACEBOOK: OVER 22,000 FOLLOWERS

INSTAGRAM: +60%

LINKEDIN: +36%



ONLINE CAMPAIGNS

Volunteer recruitment campaign: 1,876 forms received

Fundraising campaign: \$11,500 raised

Clothes collection campaign: 28.2 tons of clothes collected from home pickups

4. MAJOR DONORS CAMPAIGN

BBBSGM has identified three main projects to meet the growing demand. By the end of 2021, we aim to:

1

Triple the number of youth benefiting from our mentoring services

2

Develop inclusion programs for more vulnerable communities

3

Implement an impact study about mentoring relationships

BBBSGM has begun a major donors campaign to fund these three projects. We have prepared fundraising documents, created a list of 300 potential donors, and put together a financing committee.

As we are subsidized by United Way and bound by a grant agreement, we must avoid any fundraising activities that could compete with theirs or undermine their results. Our derogation request was granted and we began the solicitation phase. To this day, we have raised **\$52,000** in donations.



5. EVENTS AND ACTIVITIES

We have organized a number of events and activities to increase our visibility.

1st Annual Fundraising Campaign

In September, BBBSGM launched its first fundraising campaign, raising money through the sale of BBBSGM signature dishes in 7 partner restaurants; raffle tickets; Alouettes tickets; and individual contributions. Through these actions, \$11,500 have been collected and invested in our mentoring services.

National BBBS Day

We launched the Indigenous youth mentoring program during National BBBS day on September 18, 2018. The BBBSGM community assembled to make a gift of a collective art piece to our financial partner Great West, which has been supporting us for 10 years. The evening ended with a special lighting of the Olympic Stadium tower in the BBBSGM colors.

Mentoring Month

BBBSGM was among the organizations invited to the first Mentoring Forum presented by Mentorat Québec. The Executive Director and the Program Director participated as speakers to discuss the topic of youth mentoring. At the end of the Forum the creation of a mentoring partners board was officially announced, bringing together various experts from the field including BBBSGM for its expertise in youth mentoring.

Regional Convention

For the first time, BBBSGM hosted the regional convention to which the 15 Quebec agencies as well as members of the National team were invited. Participants gathered to discuss the main aspects of the movement's strategic planning.

Events for our Pairings

BBBSGM is a dynamic organization and offers various activities to its pairings.

April 2018 : Sugar Shack Outing

May 2018 : Mentors' Happy Hour

June 2018 : La Grande Ruée (the Country Run)

July 2018 : One-Day Match for children on the waiting list

August 2018 : Basketball Workshop

September 2018 : Family Day Camps

November 2018 : Walking Rally

November 2018 : Mentors' Happy Hour

December 2018 : Children's Christmas Party

January 2019 : Winter Activity

March 2019 : Montreal Youth Symphony Orchestra Concert

March 2019 : Evening of Recognition





6. CORPORATE SOCIAL RESPONSIBILITY

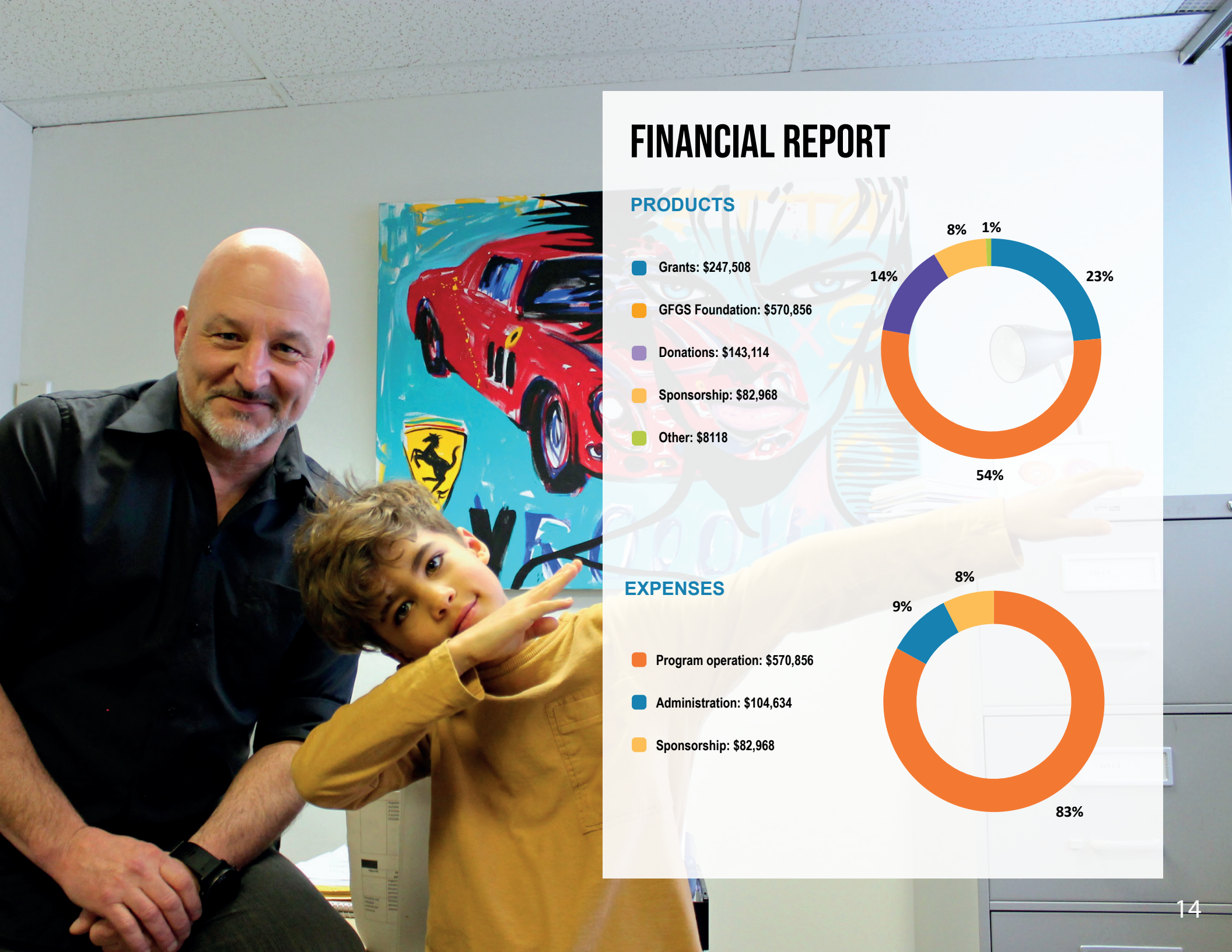
More and more businesses in Greater Montreal wish to offer their employees community involvement. Here is how several companies are engaged with us:

Société générale Bank: Employees of the bank took part in a fundraising activity and helped BBBSGM collect \$10,000.

Royal Bank of Canada: A dozen RBC employees were paired for one day with youths waiting for their mentoring experience. They helped us with the refurbishment of our waiting area and new premises. In addition to corporate volunteering, RBC also made a donation of \$3,000.

Foresters Financial: We received a generous contribution of nearly \$2,000 to purchase administrative and school supplies. Around a hundred school kits were donated to families in need who benefit from our services.

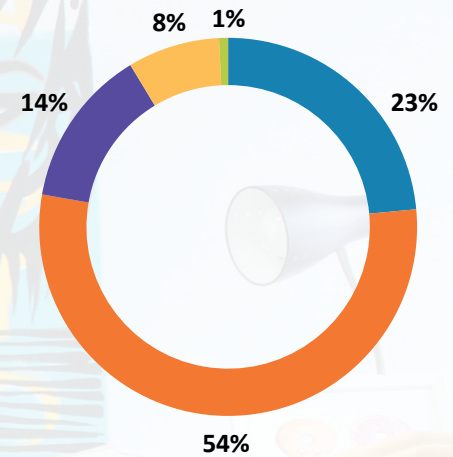
American Express Business Travel: Thanks to the generosity of AmEx employees, ten pairings were able to attend a Montreal Impact soccer game.



FINANCIAL REPORT

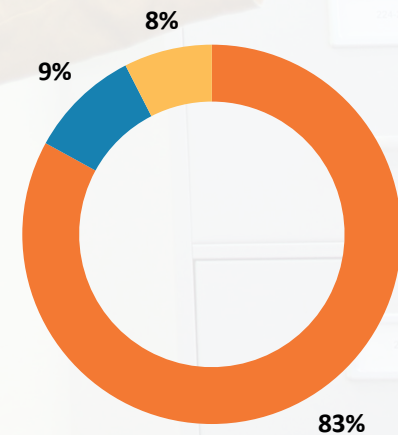
PRODUCTS

- Grants: \$247,508
- GFGS Foundation: \$570,856
- Donations: \$143,114
- Sponsorship: \$82,968
- Other: \$8118



EXPENSES

- Program operation: \$570,856
- Administration: \$104,634
- Sponsorship: \$82,968



DONOR ACKNOWLEDGEMENTS

We sincerely thank our donors and partners:

EVENT SPONSORS:

- BCF Business Law
- PBSC Urban Solutions
- Value Village
- Brault et Martineau
- Spin
- Momentum Catering
- Yes Please!

CORPORATE DONORS:

\$50,000+:

- Ultramar Foundation
- Big Brothers Big Sisters of Montreal Foundation

\$20,000+:

- William and Nancy Turner Foundation

\$10,000+:

- Société Générale
- Jeunesse-Vie Foundation

5 000 \$ et plus :

- Anonymous donor

\$1,000+:

- Fondation Famille Benoit
- Fondation Famille Caron
- RBC
- Thazard Bistro
- WestJet

DONATEURS GÉNÉRAUX :

- Alexandre Alle
- Alexandre Michaud
- Anne-Sophie Leduc
- Anthony Broccolini
- Association Mentoro
- Athina Lappos
- Axel Madode
- Bernard Lawrence
- Britta Hauswirth
- Bureau Infractions et Amendes
- Cabinet Conseil en gestion
- Charlène Forget
- Christine Lamontagne
- Claire-Andrée Leclerc
- Cyrille Giraud
- David Freiheit
- Dunsky
- Émilie Bourbeau
- Eric Bilodeau
- Eric Rivest-Castonguay
- Genevieve Morand
- Genevieve St-Laurent
- Gerhard Von Treskow
- Gilles Morency
- Jacques Lacroix
- Jean-Claude Beauchamp Avocat
- Jeanne Buonvino
- Jean-Philippe Renaut
- Jenny Mo Kad Kham
- Josee Ciani
- Julie Arcand
- Julie-Anne Ouimet
- Katy Yacovitch
- Kristina Lubin Jean
- L'Espace Public - Brasseurs de Quartier
- Lockheed Martin Commercial Engine Solutions
- Louise Barbeau

- Louis-Philippe Bourbeau
- Lyne Robitaille
- Madalina Burtan
- Marc-Andre Thibault
- Marina Ulemek
- Maxime Bergeron Laurencelle
- Michel Lamarre
- Natalie Fortin
- Nathalie Charette
- Paul-Etienne Roy
- Pub Pit Caribou
- Radek Loudin
- Restaurant Magpie
- Restaurant Mme Bovary
- Restaurant Nilufar
- Richard Bastings
- Sara Villa
- Sébastien Montpas
- Sheryl Basaraba
- Sylvie Morency
- Valérie Tardif
- Vincent Heritier
- Zickler Family Foundation

DONS EN NATURE :

- Andrea Sanchez Aguilar
- Maison4tiers
- Orchestre symphonique de Montréal
- Orchestre symphonique des jeunes de Montréal
- Claudette Poulin
- David A Elliott
- Club de hockey Canadien
- Jason Castonguay
- Jean Jr. Gladu
- Mark Hubble
- Mark Makoukji
- Silvana Perna
- Stephen Pike
- Tamara Gasior
- Thomas Maloney
- Vincent Bousquet
- L'Aréna des Canadiens inc, Evenko division
- Granttek Systems Integration
- Les Systèmes Cisco Canada cie
- Cavalía
- Loisir 3000
- Mondial de la bière
- Tohu
- Restaurant Sumac
- Agora de la danse
- Tangente
- Centre des sciences