



**Big Brothers  
Big Sisters**  
OF WEST ISLAND

## THE POWER OF THREE



THE FAMILY & YOUTH  
THE ORGANIZATION  
THE VOLUNTEER MENTOR



# Annual Report

## 2020-2021

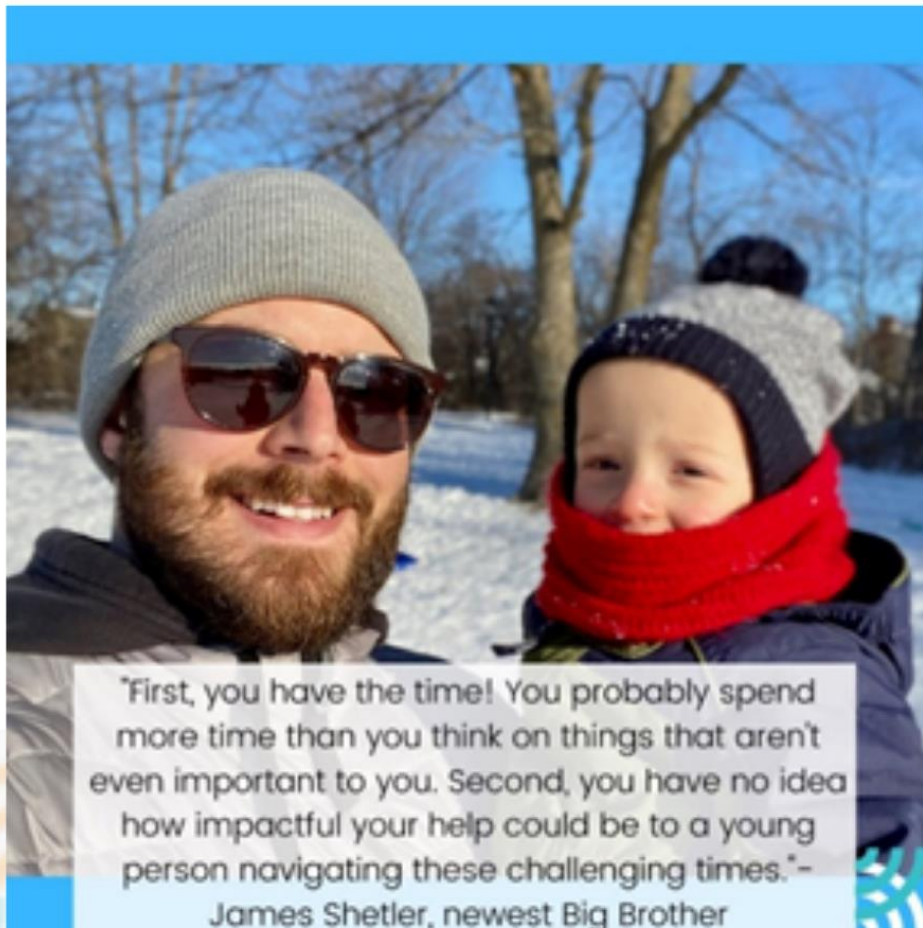
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"First, you have the time! You probably spend more time than you think on things that aren't even important to you. Second, you have no idea how impactful your help could be to a young person navigating these challenging times."- James Shetler, newest Big Brother

## PRESIDENT'S REPORT

Welcome to the Annual General Meeting of Big Brothers Big Sisters of West Island 2020-2021.

The arrival of the global pandemic at the beginning of 2020 has created much uncertainty and instability for many. Our agency was faced with many challenges and obstacles. Thanks to the tenacity of our staff, executive director, Board of directors, and of course our donors, partners and volunteers these circumstances were dealt with, and we were able to accomplish our mission statement.

In 2020-2021 BBBSWI had to convert from in-person interactions between our Bigs and Littles to virtual ones. This necessitated certain adjustments, such as furnishing some of our Littles with Amazon tablets and organizing online activities; thanks to these adjustments, we were able to nonetheless support 128 children in our traditional program and 9 in our in-school mentoring program.

We are very happy that despite these challenges we were able to be a positive influence in so many children's lives. Despite not being able to benefit from our biggest fundraiser, the Montreal Ribfest, the continued contributions of our donors as well as of our partners gave us the support we needed. I am therefore pleased to say that BBBSWI is still in sound financial condition; thank you to all who made this possible.

Last September we launched the first wave of our recruitment campaign to attract volunteers in order to best respond to our waiting lists of Littles. A second wave was launched mid-February of this year. We are very happy to announce that these campaigns permitted us to make additional matches, with many more to be completed in the coming weeks and months. A third recruitment wave is scheduled for the fall.

We are excited to announce that the Montreal Ribfest will be returning this year, while respecting social distancing, and we look forward to seeing you at this yearly event which is a symbol of BBBSWI's involvement in our community.

In closing, I wish to thank all of those who made this past year a great success.

First and foremost, thank you to our donors, partners and volunteers- without your continued support none of this would be possible.

Thank you to Megan Semenchuk, our executive director since January of 2020. What a great year you have had, facing such unprecedented challenges. Thank you to our dynamic staff who faced every challenge with energy and ingenuity.

Thank you to our Board of directors which worked tirelessly through board meetings and other issues brought on by socially distancing policies. And finally, a special thank you to two of our long-time board members: Maya Nassar, who had to resign a few months ago for personal reasons, and of course Michel Dicaire, our past president who has served on the Board of directors for several years after having been a Big Brother himself. May Big Brothers Big Sisters of the West Island continue to help our youth become all that they can be.

Thank you for your support.

Richard F. Prihoda



## EXECUTIVE DIRECTOR'S REPORT

The Covid-19 pandemic, as well as the new reality we are living in, continues to impact us all. Our world has shifted, bringing with it challenges and fears that we have had to navigate. Despite the ever-changing world we are living in, one thing remains constant- Big Brothers Big Sisters of West Island remains committed to serving the youth and families in our community. But more importantly, as we have discovered, **we are not alone**. In a year filled with social distancing, isolation and loneliness, we have found that residents, companies, and fellow organizations have come together to champion the youth of the West Island more strongly than ever.

Over the past year, Big Brothers Big Sisters of West Island has supported over 135 youth in both our community-based and school-based programs. We are extremely proud of the work we have done; the pandemic pushed us to adjust our service delivery model, and the staff rose to the challenge of supporting our youth and volunteers as our matches transitioned online. 36 new matches were made this past year, and we are excited to welcome them into our BBBSWI family.

The agency received over 150,000\$ in general donations, which speaks to our connection to the community. Our donors have not only remained loyal despite a difficult financial landscape, but have gone above and beyond to reassure us of their support. This overwhelming generosity is a testament to the spirit of our West Island community and the individuals and companies who reside here.

However, our community did not solely give back financially. As a result of two recruitment campaigns, the agency obtained over 85 volunteer intakes; 85 individuals who were willing to donate their time to improve the quality of life of a youth in their community. These 85 volunteers, along with the rest of our current Bigs, make up the heart of our agency and we are grateful to them for offering their most precious resource- their time.

Our staff has seen changes over the past year. We appreciate the contribution of each staff member we have said goodbye to, and welcome the new staff members who continue to solidify and strengthen our team. In a year of working remotely, they have managed to stay both connected and motivated. Their passion and enthusiasm are infectious, and their love for the organization and the people in it runs deep.

I am grateful to be surrounded by a qualified and hard-working Board of Directors. We have welcomed several new members, and the combined skill sets and knowledge of each member allows us to grow and develop as an agency. We introduced several new Board committees this year, including a "Comité de Sensibilisation de la Communauté Francophone / Ethnique" which will help advance us in our goals and objectives for the upcoming year.

To our staff, our Board, our donors, our community partners, our volunteers, and our families- a sincere thank you. You have showed us that your commitment to the organization and to your community is unshakeable, and that we are not alone. And to our youth- you continue to inspire us to do the work that we do. We remain committed to you, your community remains committed to you, and **you are not alone**.



Megan Semenchuk

Executive Director



# THE ORGANIZATION

For 46 years, Big Brothers Big Sisters of West Island has been making a positive difference in the lives of the youth in our community by developing and implementing a range of mentoring programs that are tailored to fit the needs of families and mentors alike. We offer one-to-one and group programs, as well as an in-school mentoring program delivered in various elementary schools.

Serving as role models, our mentors teach by example the importance of giving back, of staying in school, and of having respect for family, peers and community. When we introduce a child to their mentor, offer activities for groups of children to enjoy, or pair up a child at their own school, we start something incredible – life-changing relationships built on friendship, trust and empowerment. Whether in the form of time or money, there is no greater investment we as individuals can make than in helping our children realize – and share – their full potential.

MISSION



## Our Mission

**Enable life-changing mentoring relationships to ignite the power and potential**

VISION



## Our Vision

**All young people realize their full potential**

VALUES



## Our Values

- 1. Be respectful; Communication with Mentors, families, the organization, and community partners is open, transparent, and non-judgemental**
- 2. Be an advocate; Make children and volunteers' safety and security a priority at all times**
- 3. Be committed to BBBS' mission; Consistency and accountability, strengthen relationships**
- 4. Be positive; have fun, laugh, learn, and empower one another**

## ACCREDITED ORGANIZATION

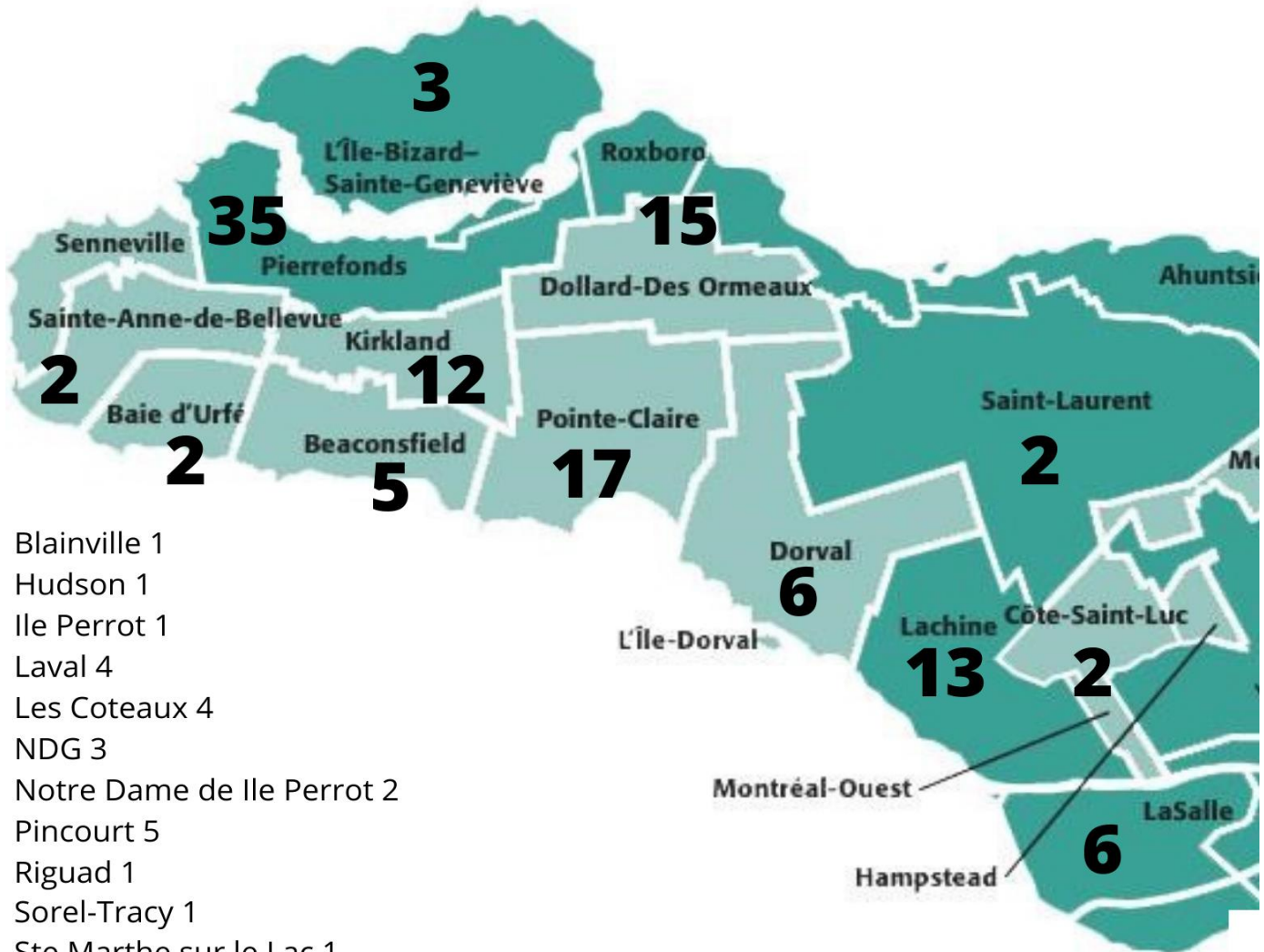
Big Brothers Big Sisters of West Island (BBBSWI) is an accredited agency, having successfully met the review standards outlined by the national governing body, Big Brothers Big Sisters Canada (BBBSC). As a way to continually ensure maximum child safety and the pursuit of organizational excellence, Big Brothers Big Sisters introduced a review process for its member agencies more than 25 years ago which evolved into the national accreditation program.

The program is conducted by professionally-trained reviewers, who must complete accreditation training given by BBBSC. The accreditation certificate is granted upon approval of agency practices in the areas of child safety, service delivery, and organizational excellence. The latter includes a consultative process with agency volunteers, parents and board members, assurance of sound fiscal management practices and agency strategic planning. Each agency within the BBBSC organization is accredited every five years. Agencies also participate in a mid-term evaluation as an interim measure to ensure adherence to national standards.

The most recent accreditation for BBBSWI took place in November, 2019.

# Our Territory

## NUMBER OF LITTLES BROKEN DOWN BY CITY/BOROUGH



- Blainville 1
- Hudson 1
- Ile Perrot 1
- Laval 4
- Les Coteaux 4
- NDG 3
- Notre Dame de Ile Perrot 2
- Pincourt 5
- Riguard 1
- Sorel-Tracy 1
- Ste Marthe sur le Lac 1
- St-Lazare 2
- Ville St-Pierre 1
- St-Zotique 1
- Terrebonne 1
- Valleyfield 1
- Vaudreuil-Dorion 9

\*Please note that Pierrefond-Roxboro's numbers are combined as they are counted for the borough

## Executive Committee



Richard Prihoda  
President



Suzanne Labonté  
Vice-President



Kirby Coussa  
Treasurer



Scott Moon  
Secretary

## Board Members



Michel Dicaire



Maya Nassar



Bernice Dresner



Sebastiano Stabile



Valentino Pietrantonio



Samantha Ramsli

11 board meetings were held in the 2020-2021 year.

## THE BBBSWI STAFF ADMINISTRATION

### Megan Semenchuk

I have been working with BBBSWI since June 2018, and am fortunate to have grown and developed alongside the organization. I was a caseworker in both the Traditional and In School Mentoring programs, and am now privileged to be the Executive Director of this incredible agency. My educational background is in Early Childhood Education, but I also hold a Bachelors Degree in Social Sciences from the University of Ottawa, from which I hold many great memories. Volunteering has played an important role in my family (it still does to this day- one of my favorite places to volunteer is at OnRock food bank), so I consider myself lucky to be able to combine my passion of working with youth, with my passion for volunteerism. When I am not at BBBSWI, you can find me in my kitchen baking. Not only does baking help me to release stress, it is also a way for me to show loved ones how much I care about them. However, I need to counteract all that taste-testing with plenty of time in nature, taking long walks! The Covid-19 pandemic has highlighted the importance of strong connections, and now more than ever I value spending time with my family and close friends.



### Cathy Kudzman

I have been with BBBSWI for 9.5 years. It has been, and still is, a valuable and rewarding adventure. Apart from administrative work and reception, I organize events, coordinate the Christmas basket program and other donations, and create contests and surprise giveaways for our kids, families and volunteers to enjoy. I hold a Bachelors degree in Food Science from McGill University and worked in the food industry for 5 years before eventually embarking onto the BBBS journey. In the past I have volunteered my time at the SPCA, elementary schools, at my church, was a Scout leader and coached boys' soccer. When I am not working, I enjoy spending my time with family and friends, love doing anything outside, and when things return to normal, go back to the gym, see some concerts and travel.



### Ashley Tillotson

I started in July 2020 as the Fundraising and Outreach Coordinator at BBBSWI. I studied In Community Recreation and Leadership Training at Dawson College and then moved to Ottawa to study Event Management at Algonquin College. I have many years' experience planning events in the community as well as corporate ones. Prior to event planning I worked with children at DDO Day camp for 10 years. My passion to plan and implement events for the BBBSWI community as well as the West Island continues to thrive within this position. I really enjoy being able to see so many people leave our events with big smiles on their faces. Outside the office you can find me out in the yard or on a hiking trail taking in all the fresh air Mother Nature provides!







### **Stacey Waks**

Hi everyone! I began my journey working at Big Brothers Big Sisters of West Island in June 2020 as a caseworker. I learned about the organization when I joined as a volunteer in 2019 and was drawn to its mission and values. I have been matched with my Little now for about two years and counting. My educational background consists of a Bachelor's degree in Human Relations and a Master's degree in Child Studies, both completed at Concordia University. I am currently in the final stages of my second Masters of Counselling Psychology from Yorkville University. When I am not in the office, you could find me cheering on the Montreal Canadiens (HABS!) or hanging out with friends and family.



### **Camille Demers**

Hi all!! I have been working with BBBSWI for over a year now and have been loving it. My main focus is the In-School-Mentoring Program which was held virtually this past year. Even if this year has not gone as any of us planned, we were able to adapt and continue to serve our community as best we can! I graduated from Concordia University with a Bachelor's degree in Social Science, majoring in Leisure Sciences. I have worked with many different communities and I have found that my true passion is helping others. Starting with BBBSWI has made me feel more connected to the community I live in, and has made me discover so many amazing organizations and great people that make our community better. When I am not working, I enjoy long walks with my dog, cooking, yoga, gardening and spending time with family and friends.



### **Aleksandra Glusac**

I have been a part of the BBBSWI team since January 2021, after having worked for the Lester B. Pearson and English Montreal School Boards as a Specialized Educator. I am currently working as a Caseworker in our Traditional program. I hold a Bachelor's degree in Child Studies, from Concordia University. After graduating, I developed a strong foundation for working with children and youth, while bringing my own passion into an educational milieu. Working at BBBSWI has allowed me to connect more with the West Island community and discover other organizations with incredible missions. When I am not at work, I enjoy walking my dog, cooking, and spending time with close friends and family.



### **Katrina Starr**

Hi! I've been working as a caseworker at BBBSWI since January 2021. While it has not been long, I have come to appreciate this team and agency more than I could have ever imagined! I am a graduate of Concordia with a Bachelor's degree in Applied Human Sciences, with a Major in Human Relations and a concentration in Youth Work. I have a background as a Youth Worker and have worked in both private group homes and volunteered through Batshaw. Working and helping the youth population is my passion and the reason why I believe so strongly in what we are doing here at BBBSWI! When I am not working, you can find me reading, hanging out with my dog, or binging true crime documentaries on Netflix.



GOODBYE TO  
STAFF FROM 2020

While we have welcomed wonderful people to join our BBBS team, we cannot forget the staff who helped the organization thrive in 2019.

**Jessica Lazar**

Former Caseworker Supervisor  
Traditional Program



**Sharon Mahbeer**

Former Caseworker  
Traditional Program

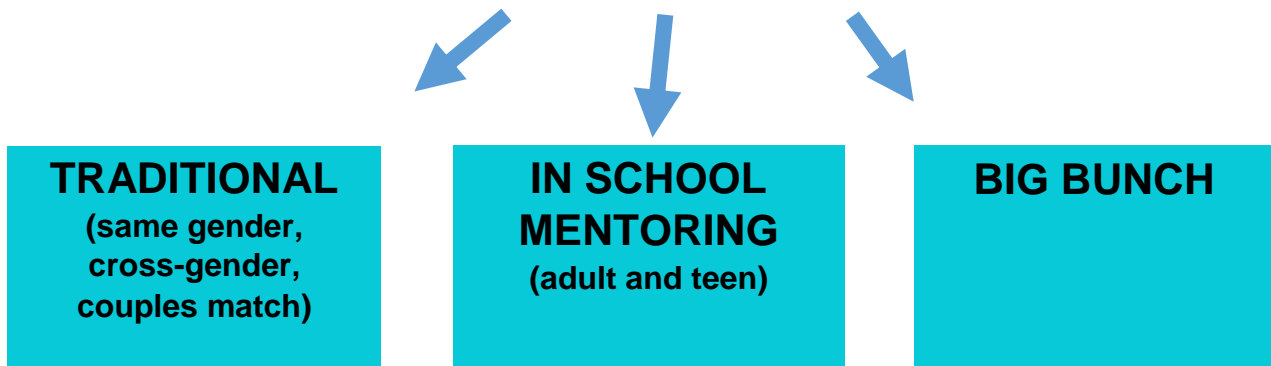


**Marc Chicoine**

Former Caseworker  
Traditional Program



## PROGRAMS OFFERED AT BBBSWI



### The Application and Assessment Process

The following is a general overview of the process. The volunteer applicant:

- Submits a written application
- Submits a police record check and three references
- Participates in a one-to-one interview with a staff member at the Big Brothers Big Sisters agency
- Depending on the program, may be asked to participate in an assessment of their home environment
- Successfully completes an orientation and child safety training
- Is notified of their acceptance/non-acceptance
- If accepted as a volunteer mentor, signs an agreement of confidentiality

### The Matching Process

- The caseworker, now familiar with the volunteer and the youth waiting to be matched, discusses a potential match with the volunteer, the child or youth, and, depending on the program, with the family
- The caseworker arranges for a meeting between the child or youth, the volunteer mentor, and often the parent or guardian
- If everyone agrees, the match can begin!

**The support we've received from them was huge. I'm a single mother on a small budget with an energetic child. Over the years, they've exceeded my expectations. Thank you to all!**

**- Single mother whose child is registered in the traditional program**

# The Traditional Program

## Program Description:

The traditional Big Brothers Big Sisters program aims to match young boys and girls within the West Island community with a volunteer mentor. Through shared experiences, common interests, and consistent bi-weekly hangouts, the relationship between the mentee and mentor flourishes over time. The one-on-one hangouts take place within the community. This allows the match to get to know each other better, try new things, and strengthen their bond! Throughout the duration of the match, all match participants are supported by their designated Caseworker through regular phone, email and in-person follow-ups. Within the traditional program, matches can last anywhere from one year (minimum commitment), and/or up until the child turns 18 years old. Once the mentee turns 18, matches will celebrate their "match graduation", and will formally close their files with the agency. This is an opportunity to celebrate everything they have accomplished within their match over the years. They are then free to resume their relationship outside of BBBSWI. This year, BBBSWI has served 128 Traditional matches, with 65 Big/Little Brother matches, 54 Big/Little Sister matches, 8 cross-gender matches and 1 couples match.

## Program Objectives :

The traditional program aims to shape the lives of youth by encouraging them to reach their full potential. By ensuring there is a strong connection between the mentee and mentor, each caseworker strives to create life-changing and successful matches. The program encourages participants to learn about each others' likes and dislikes, work on shared goals, and experience new things together. The result is an incredible experience for mentors, mentees and BBBSWI.



# In School Mentoring

## Program Description:

The In-School-Mentoring program provides girls and boys with a role model and a friend to talk to and to share experiences and activities with, all the while being on school grounds. The mentor and mentee spend one hour a week together at the child's school, sharing stories, doing activities and learning from one another. The activities can vary, like arts and crafts, board games, science experiments, sports, that being said, they can be anything that the two want to do together that can be done in the school or on the playground. The weekly activities take place throughout the school year, ending when schools break for the summer. This year, due to the pandemic, we created an alternative for the hangouts; virtual hangouts. The children were meeting their mentors virtually every week and though virtual is not ideal, everyone enjoyed the matches and took part in creative activities. This past year we had 7 adult ISM mentors as well as 2 teen ISM mentors in elementary schools all around the west island.

## Program Objectives:

Hi, my name is Camille and I am the In-School-Mentoring Caseworker. This program is wonderful because it promotes the importance of staying in school and of having positive social relationships that build a person's confidence and that guides a child to make his own smart decisions. I am passionate about this program because it matches kids in local elementary schools that need or want an extra friend or support with a positive role model. This can help guide them as they brave their journey through school and personal discovery. This program encourages leadership and independent thinking while having fun and making a difference in a child's life. Many kids have found this program to motivate them at school as it gives them something to look forward to each week that does not include school work but simply encourages personal development, as well as healthy and fun relationships.



**“we literally can’t stop talking, we have so much fun”**

**(ISM mentor)**

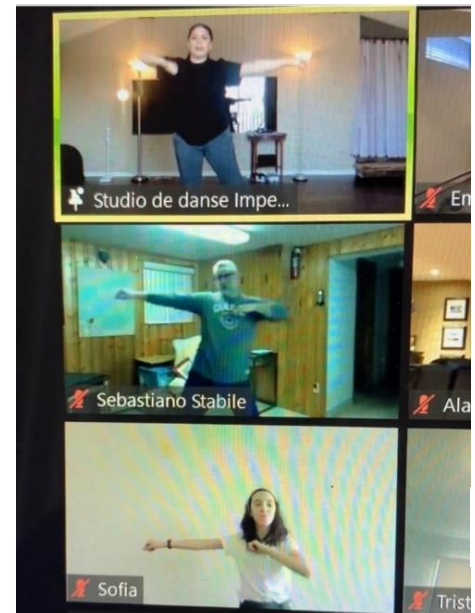
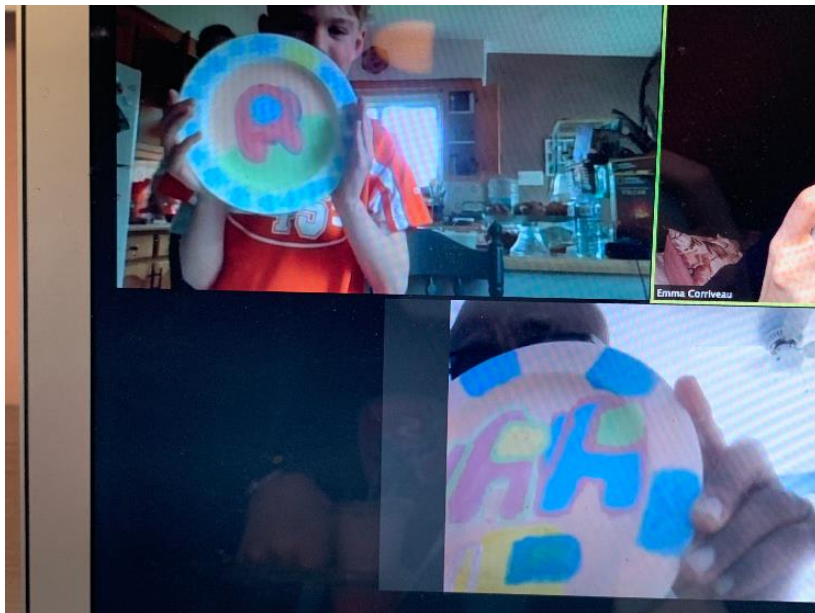
# Big Bunch

## Program Description

Big Bunch is a monthly mentoring program that normally runs from September to June. Its goal is to provide group mentoring to children while they are on our waiting list for Big Brothers and Big Sisters in the 1:1 Traditional mentoring program. Mentors chaperone groups of 2-5 children in agency sponsored activities. The children in this program range from 6-16 years old, and enjoy being part of a group led by positive male and female role models. Unfortunately, this past year, the pandemic has halted the program. However, we have successfully implemented the program virtually for the months of April and May 2021 (a Hip Hop Dance Class and Ceramic Painting) and are looking forward to our in person outdoor event in June. We are excited to continue implementing our Big Bunch program, hopefully in person, but are encouraged with the successful outcomes of implementing the program virtually if needed.

## Program Objectives

Hi, I'm Stacey, one of the Caseworkers in the Traditional program. When I arrived at BBBSWI about a year ago, the Big Bunch program was on hold due to the restrictions of the Coronavirus Pandemic. Throughout the year, we had discussions about the ins and outs and the possibility of transiting the program to a virtual platform as we were aware of the need for connections and mentoring during these crazy times. With the help of our Dawson Intern Emma, we were able to successfully implement our Big Bunch program virtually. I believe this particular program is of great importance as it brings together our Littles in a group environment guided by a positive male or female role model. This concept allows for an increase in social skills, social interaction and the possibility to make new friends. The activities provide the children with something fun and exciting to do at no cost to the families.



# 10 Key Findings on the Mentoring Sector in Canada

1. More than half of organizations offering mentoring programs have children and youth waiting for a mentor.
2. Mentor recruitment is a challenge for half of all organizations.
3. Fundraising and grant writing is the top operational challenge for nearly a fifth of organizations providing mentoring.
4. Two-third of mentoring programs serve 100 youth or less.
5. 45% of mentoring programs target youth living in poverty.
6. 38% of programs target youth with mental health needs.
7. Providing a developmental relationship for youth is a top goal for 30% of programs.
8. 32% of programs for young adults have career exploration and employability as top goals.
9. One-on-one mentoring relationships account for slightly over half of program models. 22% of mentoring programs have a group mentoring model.
10. Two-thirds of organizations offer a minimum of 2 hours of pre-match training to their mentors.

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Excerpt from  
"Capturing the Mentoring  
Landscape"  
Executive Summary  
The State of Mentoring in  
Canada  
Released March 2021

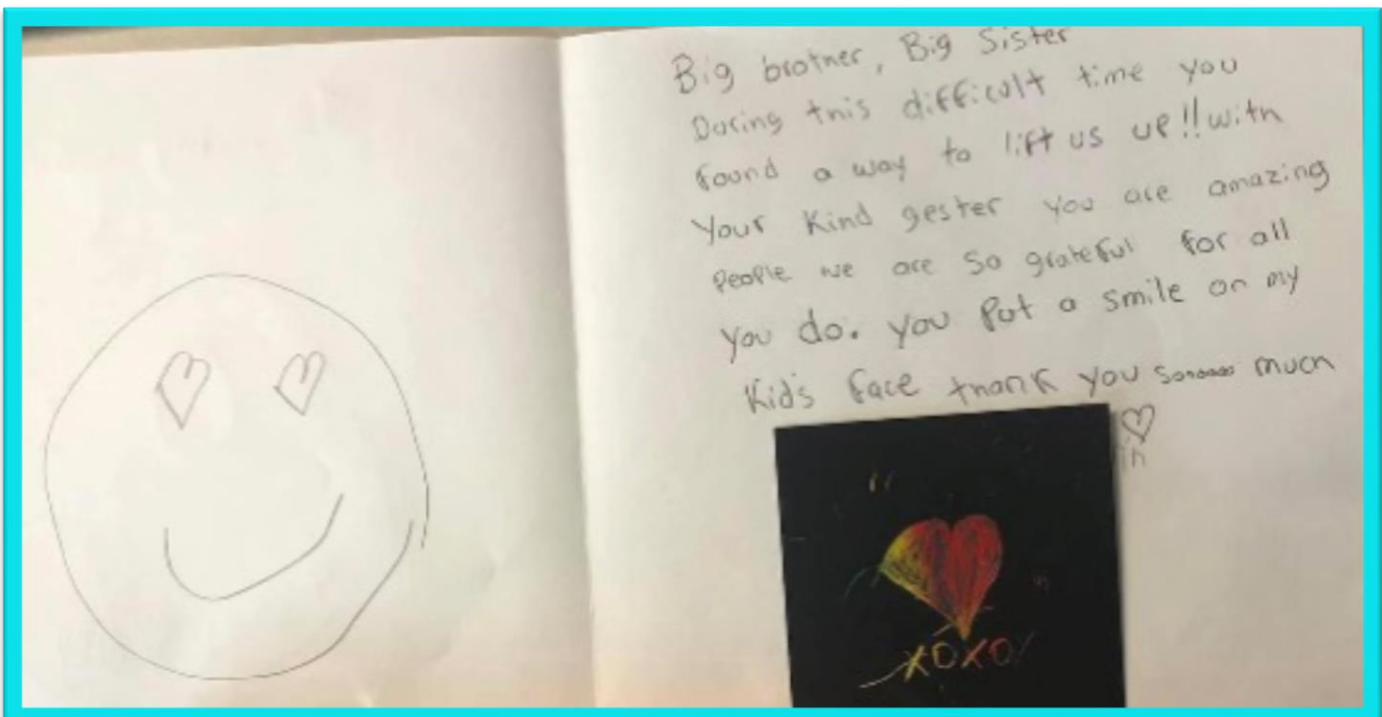


# 10 Key Findings on Youth Mentoring

Excerpt from  
"Mapping the  
Mentoring Gap"  
Executive Summary  
on The State of  
Mentoring in Canada,  
Released March 2021



1. Mentored youth were 53% more likely to report good mental health than non-mentored youth.
2. Youth who had a mentor were over two times more likely to feel like they belonged in their local community.
3. Mentored youth were twice as likely to have completed high school.
4. Mentored youth were 95% more likely to have pursued further education after high school.
5. Young people who had a formal mentor were 78% more likely to have an occupation (studying and/ or employed).
6. Close to 3 out of 4 mentored youth said that their mentor had a significant influence on their self-confidence.
7. Youth who had a mentor were twice as likely to be interested in mentoring others in the future compared to their non-mentored peers.
8. Over 44% of young people grew up without the support of a mentor.
9. More than 1 in 2 young people recalled a time growing up when they wished they had a mentor but did not have one.
10. 55% of young people who faced barriers accessing a mentor said that they did not know how to find one.





# WHICH KEY CHALLENGES DOES OUR SECTOR FACE?

Excerpt from "Capturing the Mentorship Landscape"  
Executive Summary  
The State of Mentoring in Canada  
Released March 2021 by Mentor Canada

- **We have youth waiting to be served**

*"54 percent of organizations reported that they had young people waiting to receive mentoring. The median number of young people on a waitlist was 40."*

- **A significant portion of our waitlist are boys or young men waiting to receive a mentor.**

*"Boys or young men were waiting to receive mentoring in greater proportions than girls or young women: 60 percent of organizations that provided details about their waitlist indicated that girls and women accounted for 26-50 percent of the young people on their waitlist whereas nearly half of these organizations indicated that boys and men accounted for 51-75 percent of the young people waiting for a mentor and 13 percent indicated that they accounted for three-quarters or more of their waitlist."*

- **Mentor Recruitment**

*"mentor recruitment is the most prevalent challenge organizations face across the country: 39 percent of organizations indicated that it was their biggest challenge and another 13 percent indicated that it was their second biggest challenge. Several organizations added that recruiting male mentors was particularly challenging. "*



## Challenge #1

### We have youth waiting to be served:

- **We will offer a virtual, group-based Big Bunch program for the youth on our waitlist who are waiting to be served**

*Our in-person Big Bunch program had been on hold for the past year due to the Covid-19 pandemic; however it was an agency goal to ensure its continuation, as we have always been especially proud of this program. Big Bunch will be held virtually in the 2021-2022 year in order to allow us to continue to best serve our families!*

*Big Bunch allows us to better serve our clients who have historically felt frustrated at wait times and barriers to mentorship for their children, and serves as a key response to the growing demand for our mentoring services and needs of our West Island community.*

*Big Bunch is a group mentoring program aimed at servicing children who are on our waiting list for a Traditional, community-based mentor; these children will have access to agency-funded monthly activities with the support and guidance of an assigned mentor. In addition, the children in this program have the opportunity to develop their social skills by interacting with both their monthly mentor, as well as a group of their peers. By forming these new relationships, and experiencing new things, they improve self-confidence and increase their self-esteem*

## Challenge #2

### A significant portion of our waitlist are boys or young men waiting to receive a mentor :

- **We will launch strategic recruitment campaigns aimed at targeting male volunteers**

*In February 2021, we launched a recruitment campaign aimed at attracting male volunteers. This campaign allowed us to **triple** the amount of male intakes we received compared to February 2020. BBBSWI intends to continue to diversify and intensify the recruitment of male volunteers by taking key learnings from previous recruitment campaigns to develop additional recruitment strategies that have a specific focus on recruiting male mentors.*

*In addition, our Caseworkers have set their own goals to reach our agency target of having at least 80 active male volunteers involved in matches in 2022!*

#MeninMentoring



## MENTOR RECRUITMENT: A 2020-2021 SUCCESS!

In June 2019, the Board of Directors of Big Brothers Big Sisters of West Island began the process of identifying a marketing agency to partner with in order to help accelerate the recruitment of mentors for the organization, with the goal of reducing the waitlist that had significantly increased over the past years.

After examining several proposals, locally-based 'Montreal Think Tank' was identified as the best fit. Phase 1 of their campaign strategy was voted in at our March 2020 Board meeting.

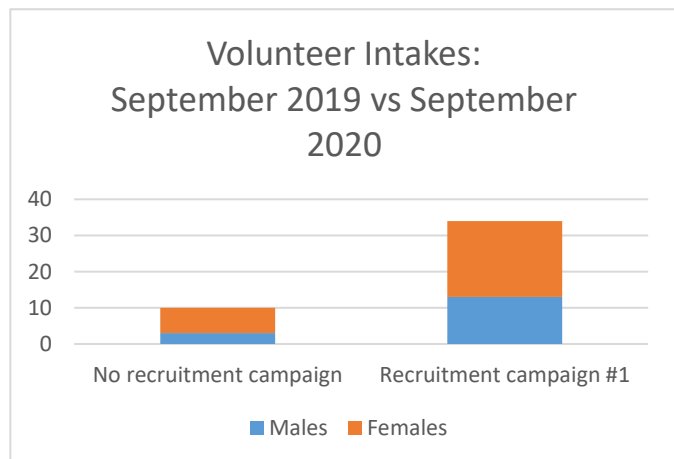
BBBSWI worked closely with Montreal Think Tank in order to supply them with the information necessary to start a successful campaign, along with the 'profile' of volunteers needed to fit with our mentoring programs. Using this information, as well as researching trends and data, they prepared a strategic recruitment campaign, which included a series of photos, social media posts, and the production of a video featuring our Bigs and Littles, to describe the meaning and impact of Mentoring.

In September 2020, a press release was sent to all local media agencies and our recruitment campaign was officially launched. We were fortunate enough to receive coverage from media outlets such as Global News Montreal, The Beat 92.5 radio station, the Suburban and Journal Metro newspaper, as well as a CBC's Daybreak.

The September recruitment campaign was 4 weeks in duration, and was heavily focused on social media; our series of videos and photos were shared via our Facebook and Instagram, and we encourage you to follow this link to see our launch video:

[A BIG IMPACT - YouTube.](#)

Over the four weeks of the campaign, we received 34 volunteer intakes. However, the success of the campaign extended into the following months; in the month of October, we were featured on CJAD radio, had an article published on the CTV news website, and were included in a mass email to over 8,000 contacts concerning our volunteer needs (sent out on our behalf by Volunteer West Island). At the end of October, we had received 66 intakes since the start of the campaign.



Montreal Think Tank provided the agency with long term support by having the promotional material and an on-going recruitment sourcing approach transferred to the BBBSWI team; They shared the strategy, methodology and action plan with the management team to ensure their ownership, and to allow them to become as autonomous as possible and not depend on external marketing services in future recruitment.

Using the strategy transferred by Montreal Think Tank, BBBSWI created a second recruitment campaign in February 2021. Identifying a lack of male volunteers (while having a waitlist of primarily boys and young men), this particular campaign was focused on the recruitment of male mentors, and centered around the idea of "Putting the MEN back in mentoring". Several key male volunteers (mentors, Board members, funders) participated in the campaign, as did other community organizations facing the same lack of volunteers.

Once again, we were very well supported by our local media; CJAD radio, Global News Montreal, CBC Montreal News, the Gazette, the Journal Metro, the Pointe Claire journal, the Beaconsfield Journal, and the Kirkland Journal all shared our needs.

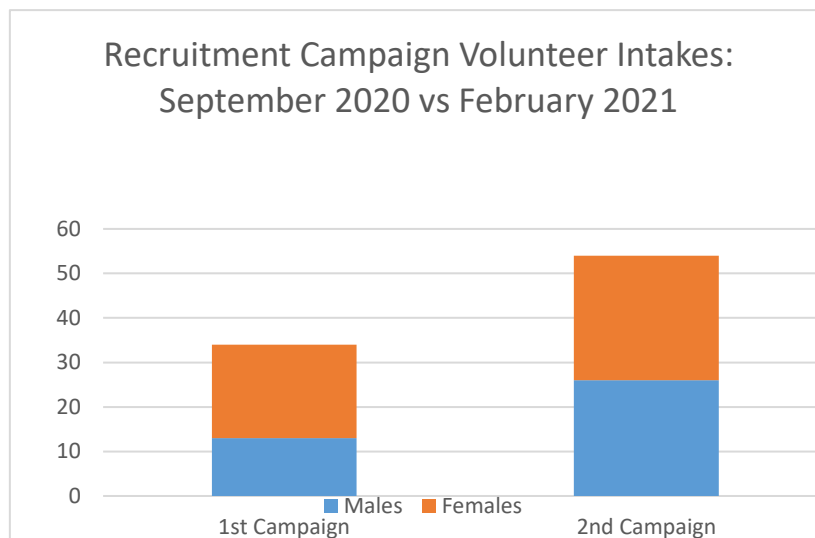


February’s recruitment campaign more than *tripled* the amount of volunteer intakes we received the year before, and we managed to double the number of male intakes from September’s campaign! We have managed to make 26 new matches since September 2020, 13 of these being Little Brothers who have finally been matched with their Big 😊

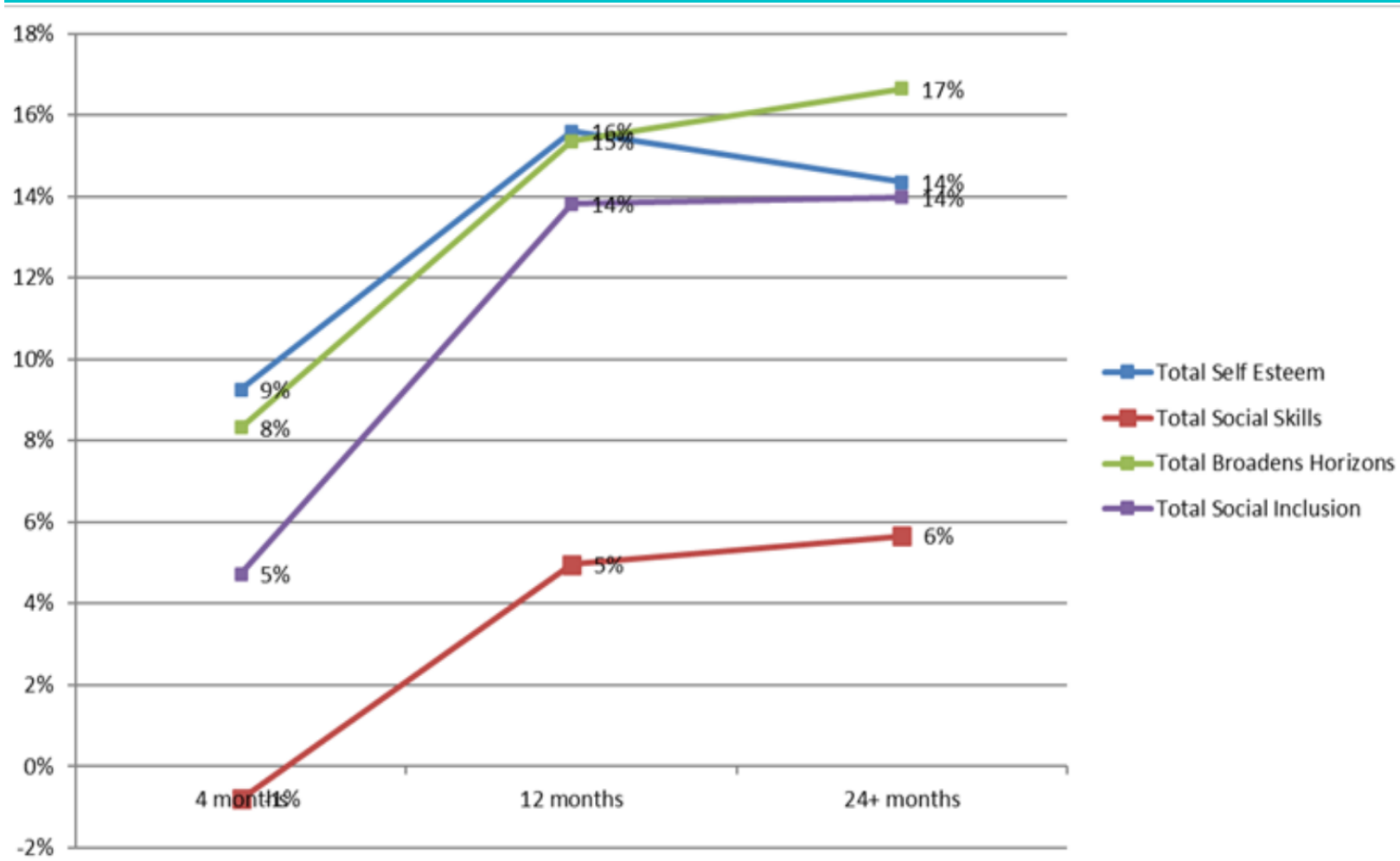
2020-2021 was a year of significant growth, as the knowledge gained from Montreal Think Tank allowed us to quickly improve our recruitment efforts from one campaign to the next.

In 2021-2022, we look forward to continuing to diversify and intensify our recruitment efforts, as well as using knowledge gained from past recruitment campaigns in order to improve upon our messaging.

**SUMMARY:**



# BBBSWI Mentoring Impact on Littles: % Growth of Key Criteria compared to when the Little was matched



	4 months	12 months	24+ months
<b>Total Self Esteem</b>	<b>9%</b>	<b>16%</b>	<b>14%</b>
<b>Total Social Skills</b>	<b>-1%</b>	<b>5%</b>	<b>6%</b>
<b>Total Broadens Horizons</b>	<b>8%</b>	<b>15%</b>	<b>17%</b>
<b>Total Social Inclusion</b>	<b>5%</b>	<b>14%</b>	<b>14%</b>

## Measuring Reach: Mission-Focused Framework

This measure counts the number of young people who receive mentoring services directly developed by the Big Brothers Big Sisters of West Island agency. It only includes mentoring programs which:

- a) Follow National Standards
- b) Meet the definition of mentoring
- c) Embrace the core values
- d) Operationalize the essence of effective mentoring programs

The number of unique children mentored by the agency in qualifying mentoring programs below; each young person is counted ONCE regardless of the number of mentoring programs in which they participate.

**2019: 210 youths**

**2020: 148 youths**

**Table 1: January 1st, 2019 to December 31st, 2019**

Table 2: January 1st, 2019 to December 31st, 2019 Program Name	Community Based / Site Based?	Group or One-to-One Mentoring	# of Volunteers	# of Young People Mentored
<b>Big Brothers</b>	Community Based	One-to-one	72	72
<b>Big Sisters</b>	Community Based	One-to-one	59	59
<b>Big Couple</b>	Community Based	One-to-one	2	1
<b>Cross - Gender</b>	Community Based	One-to-one	9	9
<b>In-School Mentoring - Adult</b>	Site Based	One-to-one	35	35
<b>In-School Mentoring - Teen</b>	Site Based	One-to-one	9	9
<b>Other: Big Bunch</b>	Community Based	Group	25	60

**Table 3: January 1st, 2020 to December 31st, 2020**

Program Name	Community Based / Site Based?	Group or One-to-One Mentoring	# of Volunteers	# of Young People Mentored
<b>Big Brothers</b>	Community Based	One-to-one	64	63
<b>Big Sisters</b>	Community Based	One-to-one	49	50
<b>Big Couple</b>	Community Based	One-to-one	2	1
<b>Cross - Gender</b>	Community Based	One-to-one	7	7
<b>In-School Mentoring - Adult</b>	Site Based	One-to-one	25	23
<b>In-School Mentoring - Teen</b>	Site Based	One-to-one	6	6
<b>Other: Big Bunch</b>	Community Based	Group	n/a	n/a



# A Virtual Year



## A year of online activities

*What can be more relaxing and fun than some spa time with your Big*



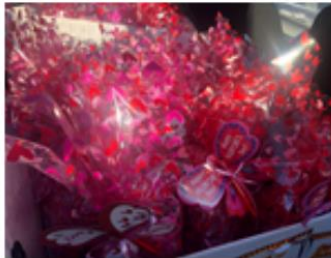
## A year of quick visits

*Big Sister dropping off baked goods to Little Sister*

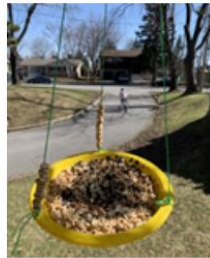


## A year of surprises and contests to keep spirits up, delivered to the Littles' doorstep

### Valentine Surprises



### Birdfeeder activity



### Snow Graffiti Contest

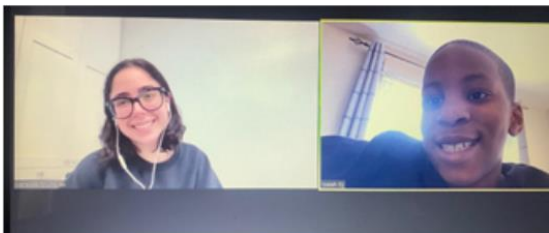


*This match drew their mutually favorite thing – Star Wars!*



*The winning creation of the snow graffiti contest!*

## A year of online match making



# Community Donations to BBBS

**A HUGE THANK YOU** to a group of special employees from **Telus/Koodo** who wished to give back to their community. They provided some much-appreciated support, in the form of groceries and other basic necessities, to some of our families in need. Thank you for volunteering your time and resources!



## **Free Week of Day Camp**

Thank you to SportLife day camp who has been giving us discounted prices on camp for the kids registered in our program! : McGill Summer Sport camp, Westpark Pool Day camp, Walkley day camp, camp Bon depart were unfortunately all cancelled due to the pandemic.

For those who could no longer attend camp we had originally offered due to Covid-19 closures, BBBS offered Do-It-Yourself camp kits to keep the kids entertained at home.

Funding for camp is provided by the **Michael St-Jules Memorial Fund**, whose mission it is to keep kids busy in the summer. We are so grateful to the St-Jules family for continuously donating to our organization.



**The Beaconsfield Quilters Guild** dropped off 100 masks for us to distribute to staff, volunteers and families. Thank you so much to them for their generosity so we could all stay safe!

**School Supply Drive** - School supply kits were donated to our families thanks to **FEDEX Ground and Old Navy Pointe-Claire, Khalsa Aid, and Sofia Dellah.**



**Donation of Christmas gifts** for every child registered at BBBS (in lieu of a Christmas party) by **FEDEX Ground and Charles River Laboratories**

## **The Gazette Christmas Fund**

The Montreal Gazette offers individual cheques to families registered in various community groups all over Montreal and BBBSWI is graciously included every year. Thanks to The Gazette, 17 families were given a little extra help this past Christmas season



## **Adopt-a-Family (Christmas Basket Program)**

Every year BBBSWI provides Christmas baskets to many of the families registered in our programs. We couldn't do it without the help of our Christmas Basket donors! This past Christmas, 40 families were given a basket! Thank you to all who participated: Alessandra Paventi, Anoush Papazian (Telus), Ashley Tillotson and Family, Briarwood Presbyterian Church, Camille Demers and family, Christine McCarthy, Christopher Hawkins (and Crown Ring employees), Cisco, Fedex Ground, Flight Hub, Frank And Sue Fitzgerald, Gap Fairview, Gap Vaudreuil, Jackie Easey, Jennifer Birnie, Julie Sauve, Julie Wu (Charles River Labs), Kerelyn Lavalee (West Island Community Cares), Kevin Gaffney and Jamie Bernard, Khalsa Aid, Laurentide Controls, Lee Naylor, McGill nurses, Melanie Mylonas (CGI), Old Navy Pointe Claire, Old Navy Vaudreuil, Randy Johnstone, Samantha D'Andrea, Samer Mourad (Telus employees team), Yves Dube (Mintech), Zohra Lebee (Telus team)



# BBBSWI in the Community

**Over the past year**, we have participated in online AGM's and public forums to communicate with and support our fellow community organizations.

## Youth Stars Peace Rally

Big Brothers Big Sisters of West Island was present to lend our support to our friends at the Youth Stars Foundation at their peaceful rally against racism on July 4th.



**On Rock Community Services** is a community organization that offers a Food Bank, a School Lunch Program, and a Community Diner. The staff at BBBS was happy to pitch in to help out for the day, sorting out food for their food bank.



**Partageaction** We had so much fun helping Partageaction and Monsef Derraji (Député de Nelligan) kick-off Spring, with their series of intergenerational projects aimed at breaking isolation of seniors, while creating intergenerational links between seniors and teens. The BBBSWI team visited 3 seniors residences on the West Island, and left behind some Spring spirit- pinwheels, inspirational chalk messages, and our favorite snow graffiti designs! We loved seeing the seniors smile, wave, & chat with us



**“Thank you so much for everything you have done! Big Brothers has done and meant so much to me and my family and we really appreciate it”... “(My grandson) is laughing so much with his mentor the way he only does with his siblings, when he is really comfortable” (matched 2 months). I am adopting all my children’s mentors as part of our family”.**

**- Grandmother of 3 Littles**

# BBBSWI Fundraising Events and Third Party Fundraisers

## Laurus movie night

Over the summer we got to be present at a movie night fundraiser planned and executed by Laurus Summer Camp they were able to raise over 1000\$ for us! From all of us at BBBSWI THANK YOU!



## Yule Log Fundraiser

With our Yule Log campaign that took place throughout the month of November we sold 300 yule logs and were able to fundraise \$2,047! Thank you to all those who participated, whether it was by sharing with your networks or purchasing a yule log! This campaign has allowed us to make our members' holidays a little more joyful this year.



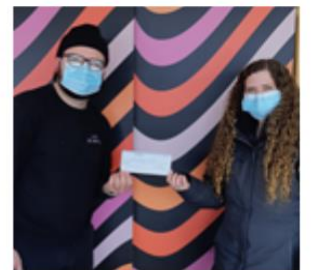
## Starbucks Awareness and Fundraising Event

BBBSWI was graciously invited on December 3rd to Starbucks grand opening in Dorval, where we promoted the agency and welcomed new clients to the store. A raffle took place with BBBSWI items to give away. With donations from the community and tips from the Starbucks employees, \$90 was raised.



## Valentine's Breakfast

The BBBSWI annual Valentine's Day event was not in its usual community breakfast format, but we found a creative way to celebrate the holiday and raise some funds nonetheless. Thank you to all who participated in this year's meal kit event; 350 meal kits were sold and \$1,500 was raised! Thank you to Traiteur Brera for their fantastic array of delectable delights, and for being a dedicated supporter of BBBSWI!



## Plantables

This fundraiser was launched in March 2021 and continues on until July 2021. For every purchase of vegetables and herbs, 10% of every purchase is given back to BBBSWI.



## Buttery Foods

Buttery Foods is owned and operated by one of BBBSWI's Big Sisters, Taylor Pogue. Taylor set up online cooking classes to benefit families in need, who are associated with BBBSWI! Each class raises money to provide a full meal for an entire family, each month for the next year.





# Our Supporters

## FLIGHTHUB

FlightHub is Canada's fastest growing online travel company. They are a well skilled team of software engineers and travel specialists that work to make one of the best sites to plan, book, and manage travel plans. BBBSWI is proud to be a local partner of FlightHub and appreciative of not only their generous monthly donations but of their constant enthusiasm and participation to support our community efforts.

## CENTRAIDE

Centraide raises money through fundraising and invests it locally to organizations that help break the cycle of poverty and social exclusion. BBBSWI is proud to be one of these agencies that Centraide continues to support, having committed \$90,412 for a duration of three years so that we can continue to deliver mentoring services to the most needed children in and around the West Island.

## WEST ISLAND COMMUNITY SHARES

West Island Community Shares is committed to raising funds for West Island charities that offer vital services and programs. They are an important partner for Big Brothers Big Sisters of West Island. Last year we had the privilege of receiving a donation of \$38,000 from WICS as a result of their fundraising efforts.

## VALUE VILLAGE

Value Village is on a mission to create a better world through reuse by inspiring local communities to donate reusable items to local nonprofits instead of throwing them in the trash. Value Village and BBBSWI have a symbiotic partnership in which Value Village pays to support BBBSWI when goods are donated at the store's on-site Community Donation Centre. BBBSWI in turn refers members of the community to Value Village when calls come in regarding donations, thus supporting their mission. When members of the West Island community donate, they are not only giving their goods a second life, they are turning those goods into a sustainable source of funding to support our mission as well.

## HEALTH AND SOCIAL SERVICES OF QUEBEC

Health and social service agencies of the province of Quebec recognize the vital contribution of community organizations to the improvement of the health and welfare of the population. They recognize that, as a result of social services and health services in the public system, community organizations make an original and essential contribution that deserves support from the government. We are appreciative of their support of \$56,210 last year to help us run our mentoring programs plus a supplemental \$10,500 for extra support during the pandemic.



# Our Supporters

## TRAFFIC TECH

Traffic Tech has grown into one of North America's leading logistics providers and offers a full suite of supply chain and transportation solutions, worldwide international service distribution, warehousing, freight management and supply chain consulting. Traffic Tech been a tremendous support to BBBSWI throughout the years, by participating in and donating to our various fundraisers. If that wasn't enough, Traffic Tech has also donated office space, in their glorious building, to BBBSWI. This rent-free space helps us to invest even more into helping children in the community through our traditional, Group Big Bunch, and in school mentoring programs.

## TENAQUIP

TENAQUIP has proudly served Canadian businesses with this model for 50 years offering state-of-the-art Industrial and Occupational Health & Safety products sourced from around the globe. TENAQUIP continues to be a 100% CANADIAN owned and operated organization. Their dedicated team of 325+ associates are proud to work in and support the communities in which they live. For many years, Tenaquip has and continues to generously support BBBSWI with an annual monetary donation of **\$10,000**. These donations allow for the maintenance and development of the mentoring programs we have in place and can allow us to one day expand and create even more mentoring initiatives.

## CHARLES RIVER LABORATORIES

Charles River Laboratories International, Inc., is an American pharmaceutical company specializing in a variety of preclinical and clinical laboratory, gene therapy and cell therapy services for the Pharmaceutical, Medical device and Biotechnology industries. It also supplies assorted biomedical products and outsourcing services for research and development in the pharmaceutical industry and offer support in the fields of basic research, drug discovery, safety and efficacy, clinical support, and manufacturing. Charles River Laboratories has graciously donated **\$10,000** to BBBSWI in the last year to better serve the kids in the West Island and surrounding communities, and went even further by contributing a **\$1,500** cheque and 50 new toys for Christmas gifts for all children registered in our programs and Christmas baskets.

**BBBSWI is always a pleasure to work with! The staff is passionate, caring and dedicated. It makes me very proud to be partners and I look forward to more opportunities post-Covid! - A valued Partner**

# THANK YOU TO OUR GENEROUS SUPPORTERS; EVERY DONATION MAKES A DIFFERENCE!

Alessandra Paventi  
Anna Mastrangelo  
Ashley Tillotson and family  
Atelier MR  
Bad Monkey Popcorn  
Beaconsfield Men's Slo-Pitch  
Beaconsfield Quilters Guild  
Briarwood Presbyterian Church  
Buttery Foods/Taylor Pogue  
Camille Demers and family  
Camp du Jour DDO  
Centraide  
Ceramic Café  
CGI employees  
Charles River Laboratories  
Chris Alsop  
Christine McCarthy  
Cisco Employees  
Crown Ring employees  
Direct Import Promotional Products  
Debra Giroux  
Employees of Telus, Telus Koodo  
Eric Campbell  
Eric T. Webster  
Employees of Fedex Ground  
FlightHub (Momentum Travel)  
Frank and Sue Fitzgerald  
GAP stores (Fairview and Vaudreuil)  
Georgia Limniatis  
Global TV  
Gouvernement du Québec  
Groupe Dynamite Inc.  
Half Baked Montreal  
Hanz Thibeault  
Howard Gosselin  
Jackie Easy  
Jamie Bernard  
Jennifer Birnie  
Jim Ashley (Avantage)

JP Colter Family Foundation  
Julie Sauvé and family  
Julie Wu  
Kevin Gaffney  
Khalsa Aid  
KPMG  
Laurentide Controls  
Laurus Summer Camp  
Les Barbares  
Lee Naylor  
L'Equipeur  
LithoQuébec  
Marcel St-Jules and the Michael  
Mauve Mango  
Mayor Jim Beis  
McGill Nurses for Community Service  
McGill Nurses for Global Health  
Megabloks  
Merck Frosst Employee Charity Trust Fund  
Michael St. Jules Memorial Fund  
Mintech Canada Inc. (Yves Dubé)  
Mohammed Kanwal Family Foundation  
Montreal Gazette Foundation  
Old Navy (Fairview and Vaudreuil)  
Olove Cakes  
Partage Action  
Pointe Claire Oldtimers Hockey Club  
Randy Johnstone  
Recyclage Roto  
Ricky Held  
Samantha D'Andrea and family  
Sam Ramsli  
Santé et Services sociaux du Québec  
Sofia Dellah  
Starbucks - Carrefour Don Quichotte  
Starbucks - Monkland  
Starbucks - Sources & De Salaberry  
Starbucks - Fairview  
Starbucks - Saint-Jean

Starbucks - Place Vertu  
Starbucks - Saint-Charles & Hymus  
Starbucks - Queen-Mary & Earncliffe  
Starbucks - Newman & Shevchenko  
Starbucks - Cite-des-Jeunes & Hwy 40  
Stephs Circuit Adventures  
Sportlife Daycamp  
Terry Leduc  
the Beat 92.5  
The City of Beaconsfield  
The City of Kirkland  
The City of Pierrefonds  
The Gazette  
The Montreal Alouettes  
The Morris & Rosalind Goodman  
Family Foundation  
The Suburban  
The Tenquip Foundation  
The West Island Blog  
Traffic Tech  
Traiteur Brera Catering  
Value Village  
West Island Community Cares  
West Island LGBTQ2+ Centre  
West Island Mommies