

INVESTING IN IMPACT

BBBST 2022 Annual Report



Big Brothers
Big Sisters
OF TORONTO



MESSAGE FROM THE CEO

2022 was an incredible year for BBBST! We were delighted to return to 100% in person in schools, the community and our group based programs.

In 2022, we focused our impact by investing in areas and social locations based on insights from our community. We established the Community Engagement team, hiring staff who are of the communities we serve to build strong and long lasting relationships. The BBBST team continued to welcome families, matches and partners into the Mid-Scarborough Hub and opened our newest office in the Daniels Spectrum building in Regent Park, thanks to the generous support of Eight Capital.

A number of partners supported BBBST this year to build our efficiencies, capacity as well as enrich matches. I am so grateful to all of you for your continued support!

After spending the last 5+ years shoring up our evidence collection, we were able to better understand the vast impact of intentional mentorship. BBBST's flagship 1-1 community based mentorship intervention received an efficacy score of 90% on the Impact Genome, a global impact measurement tool for the non-profit sector.

A heartfelt thank you to our staff, dedicated volunteer mentors, and board members. Empowering young people takes a village, and I am humbled at how our village continues to grow. In 2023 we look forward to scaling deep in our impact, and continuing to build thriving communities through mentorship!



Leanne Nicolle (She/her)

President & CEO

Big Brothers Big Sisters of Toronto





Investing in communities to empower young people to thrive.

In 2022 Big Brothers Big Sisters of Toronto built an investment strategy that focused on deeper impact on the communities we serve. We developed partnerships and received generous donations from donors investing in specific areas of the city and intersecting social locations. This allowed us to better understand the vast impact of mentorship.

2022 Board of Directors

We are so grateful to be served by an outstanding and diverse Board of Directors, who are engaged and committed to helping young people across Toronto reach their full potential.

Mark Harrison - Chair,
MH3 Collective

Lisa Boulanger - Vice Chair,
Flexiti

Dean McCann - Treasurer,
Canadian Tire Corporation

Julie Adam,
Universal Music Canada

Peter Block, CIBC

Randy Carter,
Toronto Police Service

Nick Eaves, MLSE

Nicole Frew, Scotiabank

Sharon Kim, TD Bank

Kathryn Lamothe, TD Securities

Josh Liswood, Plan Canada

Kelly MacDonald, Aon

Tim Piggott, EY

Katy Pitch, Wildeboer Dellelce LLP

Aly Rahemtulla, ANR Capital Inc.

James Ricci, Roy Foss Automotive Group

Harj Shoan, Ontario Teachers

Ricardo Stanford, RBC Capital Markets

MESSAGE From the Chair

This past year we at Big Brothers Big Sisters Toronto (BBBST) focused on deeply investing in communities across Toronto. We were thrilled to have the opportunity to engage in person with BBBST staff spending more time in the community, including opening an office in Regent Park.

We were also able to universally demonstrate the impact of mentorship by understanding the efficacy of our programs thanks to rigorous data collection by the BBBST team.

We also welcomed new members to BBBST's board of directors, including a current Big Brother, and continue to build a diverse and engaged assembly. As a board, our role is to

support a robust agency strategically and financially to ignite the potential of young people. We are all immensely grateful for the hard work and support of the many volunteers, students, staff, community partners, corporate partners, and individual donors.

I am excited and inspired to empower more young people to reach their full potential in the coming year.



Mark Harrison

Chair, Board of Directors 2022
Big Brothers Big Sisters of Toronto

WHAT WE DO

BBBST builds thriving communities by empowering lives through mentorship.

Who Do We Serve?

Children and youth in Toronto who face adversity

How Do We Serve Neighbourhoods In Toronto?

Make strong mentor-mentee matches, regularly monitor match progress and measure impact

What Do We Do?

Train mentors to intentionally implement the five elements of a Developmental Relationship into the mentoring relationship

What Assets Do Mentored Youth Develop?

BBBST measures 21 Developmental Assets that help mentees become caring, responsible and productive adults

Why Do We Build Assets?

Mentored youth are able to:

- Succeed in School
- Maintain Good Health
- Help Others
- Delay Gratification
- Overcome Adversity
- Exhibit Leadership
- Value Diversity

What Is Our Long Term Outcome?

Building thriving communities by Empowering Lives through Mentorship

THE IMPACT OF Mentorship

Our mentoring programs have the power to effect positive results in young people in all aspects of their lives.



1228

youth mentored



36,585

hours volunteered



649

volunteer mentors



530

new matches made



\$987,795

Economic Impact of Volunteering*

* Statistics Canada defines volunteers "as people who have provided a service, without monetary compensation, for a group or organization at least once during the past 12 months. Volunteering thus provides tangible benefits and services to many Canadians; it is imperative to estimate the value of these services. This is estimated by multiplying the total number of volunteering hours in any given year by the value of work, which is typically measured as the average hourly wage in the non-profit sector.

BBBST Community Demographics

LITTLES



■ 48% Female
■ 51% Male
■ 1% Self-described gender identities

BIGS



■ 48% Female
■ 51% Male
■ 1% Self-described gender identities

FAMILIES

67%

of Little's families have household income under \$50,000

42%

of Little's families have household income under \$30,000

62%

of Little's families are single-caregiver households

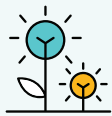
10%

of Little's families live in subsidized housing

TOP THREE REFERRAL AGENCIES:

1. Toronto District School Board (TDSB)
2. SickKids Hospital
3. Children's Aid Society of Toronto (CAST)

THE IMPACT OF Developmental Relationships



Challenge Growth

85% YOUTH feel that their mentor encourages them to be their best



Provide Support

69% YOUTH feel their mentor helps them get things done



Expand Possibilities

76% YOUTH feel their mentor has connected them with new people, places, or ideas



Share Power

93% YOUTH feel their mentor listens to their ideas and takes them seriously



Express Care

90% YOUTH feel their mentor shows them that they matter to them

THRIVING Indicators

BBBST measures the impact of its intervention based on the Search Institute's® Developmental Assets Framework. Developmental Assets are positive supports and strengths that young people need to succeed in life. The assets that BBBST measures focus on social-emotional strengths, values, and commitments that are nurtured within young people.



**SUCCEEDS
IN SCHOOL**

94%

of Littles feel they enjoy learning

98%

of Littles feel they try to learn new things

94%

of Littles feel they try as hard as they can to do their best work at school



**OVERCOMES
ADVERSITY &
RESISTS DANGER**

90%

of Littles feel they can say no to things or activities that are dangerous for them

97%

of Littles feel they can find ways to handle things that are hard in their life

93%

of Littles feel they can stay positive when they're facing challenges



**MAINTAINS
GOOD MENTAL &
PHYSICAL HEALTH**

88%

of Littles feel good about their future

91%

of Littles are aware of what foods and activities are healthy for them

97%

of Littles feel they can show their feelings in ways that do not harm themselves and others



**EXHIBITS
LEADERSHIP
& DELAYS
GRATIFICATION**

94%

of Littles feel they are responsible for their actions

87%

of Littles feel they organize their time so they can focus on the things that matter

94%

of Littles feel they stand up for what they believe, even when it is not easy



**HELPS OTHERS
& VALUES
DIVERSITY**

95%

of Littles think it is important to help other people

92%

of Littles help to make sure that all people are treated fairly

89%

of Littles respect the beliefs of people who are of a different race or culture than them

UNDERSTANDING OUR UNIVERSAL IMPACT: The Impact Genome

"The Impact Genome Registry is a repository for impact data on over 2.2 million global nonprofits and social programs. It catalogues standardized data on outcomes, strategies, beneficiaries, context, cost, and evidence quality. We can now quantify the annual impact—the total outcomes produced—of any social program."

Impact Genome Registry, 2022.

IMPACT GENOME Scorecard

2021 - 2022

BBBST COMMUNITY BASED 1:1 PROGRAM

Sector Benchmark for This Outcome: 81% - 88%

EFFICACY RATE* **90%**

% LITTLES ACHIEVING A POSITIVE OUTCOME OF IMPROVED SOCIAL EMOTIONAL SKILLS



Sector Benchmark for Cost of Outcome: \$2,696 - \$5,598

COST PER OUTCOME* **\$2,164**

THE COST PER LITTLE SERVED BY THE PROGRAM THAT ACHIEVES A POSITIVE OUTCOME



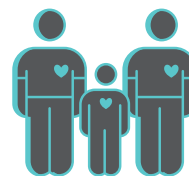
RIGOR:
Quality of data collection



RELEVANCE:
Fit of measure/deliverables to the outcome



VALIDITY:
Quality of research tool/survey used



SUPPORTING EVIDENCE OF IMPACT LEVEL:
VERY EXTENSIVE



*Verified Impact: Provides Standardized metrics for the program based on self-reported data that is verified by Impact Genome

DECENTRALIZATION: Opening of Regent Park Office and BBBST's Community Engagement Team

BBBST opens an office in Regent Park

Big Brothers Big Sisters of Toronto's decentralization strategy began with research and the opening of an office in the Scarborough Hub. In August 2022, BBBST opened an office in the heart of Regent Park in the Daniel Spectrum Building. We were able to accelerate our impact in Regent Park due to generous funding from Eight Capital and friends.



BBBST'S COMMUNITY ENGAGEMENT TEAM

Post-pandemic, 55% charities in Canada have fewer volunteers than before the pandemic (The Giving Report 2023), including Big Brothers Big Sisters of Toronto. In 2022 BBBST launched the Community Engagement Team to connect with communities directly, as well as engage more Big Brothers, Big Sisters and Big Siblings within the communities we serve. We are always looking for ways to engage with communities across Toronto. Look out for us in your community!



Toronto Newcomer Day in May 2022 at Nathan Phillips Square



Afro-Caribbean Festival in August 2022 at Thomson Memorial Park in Scarborough

AREAS OF Investment

BBBST's one-to-one Mentoring Cohorts will deepen the impact of mentoring on Little Brothers, Little Sisters and Little Siblings from recruitment throughout their match for three to five years.

NORTHWEST – Robert Kerr Foundation

Toronto's northwest corner continues to be one of the neighbourhoods facing the highest social and economic disadvantages in the city and was considered to have been "failed by the system" during the pandemic. With a **poverty rate of 27%, an unemployment rate of 11% and 6% of the population without income**, this region is in urgent need of services that will help break the cycle of poverty and empower its residents. With the timely support of the Robert Kerr Foundation, BBBST set-up a mentorship program for **30 children and youth in the area**. The cohort aims to be a part of BBBST's decentralization process and better serve the "hard-to-reach" areas of the city.

ENGAGING 55+ ADULTS – Allan Slaight Foundation

The Big Generation and Triple G programs **target adults 55+ at-risk of or experiencing social isolation**. Research shows that the most important area for life satisfaction for seniors is the presence of social networks and social relationships. Furthermore, social inclusion is one of their most important social goals and as people age their networks narrow, causing increased social vulnerability. Toronto Public Health (2017) reports that **social isolation is associated with several negative health outcomes** including poor eating habits, reduced physical activity, and depression, while the pandemic only exacerbated this issue. Additionally, social isolation increases the risk of hospitalization, premature institutionalization, and death from suicide, stroke, and heart disease. These programs create and build intergenerational relationships for adults who lack access to meaningful relationships in their everyday lives and help mitigate the health and socio-economic risks associated with social isolation.

YOUTH IN CARE – Big Steps for Success, A Partnership Between Children's Aid Society and BBBST

According to the Ontario Association of Children's Aid Societies in 2021-2022, there were almost **8600 children and youth in care in Ontario**. Young people living in care often lack caring relationships with trusted adult mentors – a gap that has dire consequences for their confidence, self-worth, education and ability to move forward after care. Big Steps to Success is specifically designed for children and youth living in Government care with the objective of helping them improve educational outcomes and benefit from a caring adult relationship.

ADOLESCENT GIRLS – Andra Takacs Little Sister Cohort

The pandemic has largely had adverse effects on all strata of society, from amongst these, adolescent girls were most affected. **More than half of female-identifying youth said their mental health got worse** after the implementation of social distancing measures while isolation was ranked highest as the area for support during the pandemic. To address this issue, BBBST with the support of Andra Takacs, launched a unique cohort for **30 Little Sisters**. The learnings from this cohort, will inform BBBST of the specific needs of Littles who identify as female, as well as prove the impact of our intervention.

SCARBOROUGH – Rossy Foundation Scarborough Focused Cohort

Scarborough is well-known for its nature escapes, multicultural food and giant zoo, however sadly **23% of its population still lives in poverty**. With 27% of children in Scarborough coming from low-income families, the need to intervene and bring about positive change in this area for children and youth is of utmost importance. BBBST's Scarborough Decentralization Project successfully continues to move forward with the support of the Rossy Foundation. The cohort supports one-to-one mentorship of **30 children and youth** currently residing in marginalized communities within Scarborough. BBBST was able to expand its presence in Scarborough and reach its goal of mentor and mentee recruitment.



"M (mentor) has provided our Daughter with more support than we could ever have imagined. Our Big is kind, patient, caring and loving. This program has gone way beyond our expectations."

- Parent/Guardian of CB 1:1 Little



SUPPORTERS

As our organization transitioned out of the pandemic, we focused our work on investing in impact. In 2022, we were again reminded that our Littles, our Bigs and our agency could rely on the dedication, commitment and generosity of our incredible supporters.

Aubrey & Marla Dan Foundation (AMDF)

The highly motivated and engaged team at AMDF supported BBBST's community-based one-to-one mentoring program as well as our efforts to expand our programming into the Rexdale community. Through AMDF's new reporting framework, BBBST had the opportunity to complete an Impact Genome Scorecard[®] for each of our grants with AMDF. The Rexdale community grant scored a 91% efficacy rate while the community-based mentoring grant scored a 90% - both grants scored well above the posted sector benchmarks. We look forward to building on these successful grants moving forward with our valued partners at AMDF!

Ontario Trillium Foundation (OTF)

In April, BBBST secured an OTF Resilient Communities Grant that served to support our fundraising capacity as we emerged from the effects of the COVID-19 pandemic. This grant was critical in diversifying BBBST's revenue streams during a turbulent time. The work we were able to accomplish in conjunction with our contracted partner, Mission Inc., built resilience within our organization by insulating BBBST from shocks, exploring new avenues for funding, and by developing key strategy to further strengthen BBBST's in-house fundraising capacity. OTF has been a long-standing support of BBBST, and we value their ongoing commitment to our work!

Employment & Social Development Canada (ESDC)

In November, BBBST secured funding from ESDC to implement school-based programming for equity-

deserving youth. The grant's objectives were to increase students' attachment to their learning and academic motivation, build resilience and social competencies, improve students' mental health and wellbeing by providing access to one-to-one and group-based mentorship programming in schools. This grant was highly effective in engaging students at a critical time as they returned to in-person learning in the fall. We are grateful for the support from ESDC and hope to expand on this partnership in the future!

Penny Appeal

In December, BBBST received tremendous support from our valued partners, Penny Appeal Canada. This \$500,000 grant over three years will support 100 Muslim-identifying youth in Toronto with quality and inclusive mentorship programming. This grant will support the recruitment of both Bigs and Littles across all of BBBST's one-to-one and group-based mentoring programs.

Eight Capital

Building on the success of their 2021 event, the team at Eight Capital hosted their 2nd Annual U.S. Thanksgiving Football Fundraiser, led by Reid Obradovich, and Winston Miles. They raised an incredible over \$600,000 in support of Big Brothers Big Sisters of Toronto which helped us to accelerate the opening of our Regent Park office location.

United Way of Greater Toronto

The United Way of Greater Toronto (UWGT) has been a long-standing partner of BBBST, dating back nearly 50 years! This partnership remained strong in 2022 with UWGT's Community Program Grants supporting BBBST's community-based one-to-one mentoring and In-School mentoring programs.

With multi-year grants of \$150,000 for each program, UWGT has demonstrated to BBBST that they remain highly engaged and committed to the tremendous work we are able to accomplish. UWGT's Community Investment personnel are highly involved with supporting our team throughout granting cycles and offer support where necessary. We are grateful for the ongoing support for our programs as we strive to deliver the best possible outcomes for the youth we serve!

The Poirier Group



The BBBST-Poirier Group Partnership went into a second successful year where focus was laid on revamping the presentation and representation of process outcomes and program targets. This year all the program teams of BBBST were part of the process and worked to create interactive dashboards using MS PowerBI for the very first time.



Photo of team members of The Poirier Group introducing PowerBI dashboards to the BBBST team

Jam Direct

JAM Direct generously continued to support BBBST through many initiatives in 2022. One way in which they supported us was through the continuation of the Coding program for BBBST mentees. This year, they also expanded the program to introduce an Intermediate Program for those who had learnt the basics in 2021 and wanted to go further. Participants found this program extremely valuable as they felt they not only gained coding skills but also developed other life-skills like communication and teamwork.

"I LOVED THIS CODING PROGRAM!!!!"

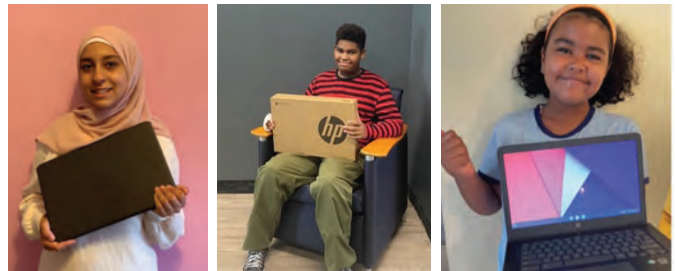
"My son enjoyed this program and is currently using it in school for Mathematics class. He is very confident about it"

"The teacher is amazing and very patient, I can talk to him and he listens"

"Thank you, my son really enjoyed this program"

Comkids-Laptop Donation and Educational program

We began working with Comkids on delivering laptop devices to children and youth in need of access to technology. In 2022, we were able to deliver 50 number of devices to Mentees who would otherwise not be able to fully engage in academic learning while also staying connected with mentors. Comkids also provides all laptop recipients with a digital literacy program that covers topics related to technology, online safety and community citizenship.



"My child is very happy and grateful"

"My daughter is so happy! Thank you so much, this really made her day (and year)!"

"My son is extremely happy using his new laptop. Again, thank you BBBST for all your support in your program and services that our family has had the opportunity to experience. It takes a village to raise a child"

THANK YOU Dale H. Lastman

Dale H. Lastman, C.M., O.Ont.

We would like to express our most heartfelt thank you our 2022 Big Night Out Honourary Chair, Dale H. Lastman, C.M., O.Ont. Our 2022 Big Night Out event was our first in-person gala after Pandemic lockdowns and Dale poured so much of himself into making the event a huge success. He recruited a network of supporters to BBBST and helped us to raise the highest amount we ever have from a Big Night Out event. Dale established The Lastman Cohort, a collection of donors who contributed to fund a cohort of 100 matches for three years. Dale left a lasting impact on BBBST and we are forever grateful for his generosity.



THANK YOU to our Dedicated Volunteers

Thank you to our volunteers for their invaluable commitment as mentors and positive role models. Your selflessness and dedication have positively impacted countless young lives, helping them overcome challenges and build a brighter future, and your contributions make a lasting impact on both individuals and the community as a whole.





EVENTS

Post COVID, 2022 was an incredibly successful year for events at Big Brothers Big Sisters of Toronto! We are so grateful to all of our supporters that made this possible and contributed to taking more young people off our waitlist, to connect them with a consistent, caring adult mentor.



THE BIG CHILL 2022

The Big Chill is a brand-new peer to peer fundraising event that BBBST launched in 2022. After many continued Pandemic lockdowns, this winter-themed event finally took place on April 30th, 2022. We adapted the event to become a spring festival, which brought out many corporate partners, supporters and Bigs & Littles alike to enjoy rolling or strolling along the Bentway Trail, along with food trucks, games and more! The Big Chill was BBBST's first in-person event since 2020 and with over 300 participants, the event was a great opportunity to be back in the community and raise much needed funds for Big Brothers Big Sisters of Toronto. Thank you to our sponsors GTA House Buyers, Ayles Electric, Aon, Trustrar Insurance, Mission Inc, Nieuport Aviation and Prescience Management Inc.



JAM WINTER PARTY

JAM Direct, an honourable partner of Big Brothers Big Sisters of Toronto, was thrilled to be back in person hosting their annual Winter Party for our Bigs and Littles. JAM Direct generously provided the opportunity for Bigs and Littles to celebrate the holiday season together at Playtime Bowl and Entertainment on December 10th, 2022. Bigs and Littles enjoyed bowling, laser tag, arts and crafts, arcade games and a "to-go" gift, all donated by JAM. This was an unforgettable experience for our Littles, as they had the opportunity to do things they don't typically get the chance to, while making fantastic memories with their Bigs.



BIG NIGHT OUT

In June 2022, BBBST hosted Big Night Out gala at the Liberty Grand. A garden party cocktail reception, 3 course meal, storytelling, silent auction and after party set the tone for one of the most successful fundraising events in BBBST history. Thanks to the generous support from our honorary chair, sponsors, and the community, we raised over 2.4 million dollars to help connect children facing adversity with a caring and consistent adult mentor. These funds allow us to continue building thriving communities for young people of Toronto.

Thank you to our sponsors Scotiabank, Goodmans & the Lastman Family, EY, Cadillac Fairview, Coke Canada Bottling, KingSett Capital, Starlight Investments, Canadian Tire Corporation, CIBC and Rogers Sports and Media.

TOY DRIVE



PROGRAM HIGHLIGHTS

IN SCHOOL MENTORING

- In School Mentoring and Group programs were able to return to full time in-person programming at the start of the school year in September 2022.
- We were able to develop and maintain partnerships with **32 Elementary School** in Toronto (K-6 or 8); **4 Middle Schools** (Grade 6-8) and **12 Secondary School** (Grade 7-12)
- Our In School Mentoring 1:1 program reached over **200 Children and youth** in high needs areas of our city.

PUMPED FOR POST-SEC

Pumped for Post-Sec (PFPS) is a group-based post-secondary readiness program targeted toward high school students (grades 9-12). It engages current students at partnered post-secondary schools (Humber College North Campus, Humber College Lakeshore Campus, York University, George Brown College, and University of Toronto Scarborough) to mentor high school mentees. Together, the group participates in activities aimed to get high school students familiar with post-secondary life and build their confidence in the transition process from high school to post-secondary school.

Pumped for Post Sec was delivered in person and on campus. Take a look at what some of our youth have said about the impact of PFPS:

- UTSC Mentee: I really enjoyed being able to form friendships with my fellow mentees and mentors. I've learned so much about my future in post-secondary and how to prepare for it. I feel really ready for my next year at university.
- UTSC Mentee: "It was amazing being able to meet everyone in the program, and seeing the post-secondary experience up close."



ISM PROGRAM SITES

- Chalkfarm Public School
- Lambton Park Community School
- Alexander Muir/Gladstone Ave. Junior & Senior Public School
- Willow Park Junior Public School
- Beverley Heights Middle School
- Military Trail Public School
- Highland Creek Public School=
- Ogden Junior Public School
- Downsview Public School
- Lord Dufferin Junior and Senior Public School
- Sprucecourt Public School
- Queen Victoria Public School
- George Webster Elementary School



PFPS PROGRAM SITES

- George Brown College
- Humber College Lakeshore Campus
- Humber College North Campus
- University of Toronto New College
- University of Toronto Scarborough
- York University

In 2021, our
Group Based
Programs reached
**729 children
and youth**
in our city

PROGRAM HIGHLIGHTS

BOYS & GIRLS EMPOWERMENT



"This program is important because these students often come from environments where they feel they are unsupported or lack someone to talk to. When they come to us, they feel like they can relate to us a lot more, because we share similar experiences."

- Demari,
Boys Empowerment Specialist

BOYS EMPOWERMENT PROGRAM SITES

- Africentric Alternative School
- Chester Le Junior Public School
- Cummer Valley Middle School
- Don Valley Middle School
- Dundas Junior Public School
- Forest Manor Public School
- Highland Heights Junior Public School
- Lambton Park Community School
- Lord Dufferin Junior and Senior Public School
- Lynnwood Heights Junior Public School
- Military Trail Public School
- Sheppard Public School

GIRLS EMPOWERMENT PROGRAM SITES

- Chester Le Junior Public School
- Cummer Valley Middle School
- Don Valley Middle School
- Eastview Public School
- Forest Manor Public School
- Highland Heights Junior Public School
- Hilltop Middle School
- Lambton Park Community School
- Lord Dufferin Junior and Senior Public School
- Lynnwood Heights Junior Public School
- Military Trail Public School
- Sprucecourt Public School

SCHOLARSHIPS

Andra Takacs Scholarship - Grade 8

2022 RECIPIENTS:

Basima Kokhar, Arik Blanch

Leaders of Tomorrow Scholarship, JAM Charitable Foundation – Grade 12

2022 RECIPIENTS:

**Kerryann Hutchinson, Maverick Kozai,
and Leon Li**

Ted Rogers Scholarship - Grade 12

2022 RECIPIENT:

Emma Brown



MATCH HIGHLIGHTS 2022

SUCCEEDING IN SCHOOL - MAYA + MARIANNE

At Big Brothers Big Sisters of Toronto, Success in School is a key Thriving Indicator that measures the impact a mentoring relationship has on a Little. Last year, 96% of BBBST Littles stated they wanted to do well in school as a result of our programming. One of the Littles who discovered her joy of reading through her mentoring relationship is Little Sister Maya.

"Marianne has been the best Big Sister I could have ever wanted." – Maya

"I'll be really sad when Maya turns 16 because it has been such a good match. But even after our match graduates, I know that I'll still continue to see her. It's been so good to see her growth – it's honestly been great!" – Marianne



When I talked to Maya's mother, we had discussed her reading and I knew that she was behind. I think for Maya, reading had become this thing she was almost scared of. So to help take that fear away and make her feel more comfortable, I slowly started incorporating it during our outings: reading the menu, street signs, and street names – simple things to help her slowly tackle it. Another thing we did was write a letter together to a family member of hers, talking about an event we went to or something she had experienced. Funnily enough, I got her into graphic novels. I found that Maya seemed intimidated when she saw a thick book with lots of words. So to make it seem more accessible, I once gifted her a graphic novel. It still might be a thick book but to break up the text, you also have pictures, which she really enjoyed."

"I think for me, my biggest motivation for joining BBBST, my biggest purpose has always been to inspire young people to become leaders in our community. The only way we're going to make this world a better place is if we empower our youth to become better people with better values and skills. I figured that if there's even the smallest chance that I can influence a young person positively, I had to try my best. - Marianne



GUITARS FOR KIDS TORONTO

"It was a gift that we could not have afforded to buy at the time. My mentor also plays guitar and we often play together. I was a drummer when I got this guitar, but I soon fell in love with the guitar! This was definitely one of the best gifts ever because making music makes me happy. I like learning new things, and I can entertain my friends and family – which brings them joy. I'm so grateful to BBBST and Guitars for Kids! Thank you!!"

- Little

MATCH HIGHLIGHTS 2022

2022 HIGHLAND YACHT CLUB EVENT AT SCARBOROUGH BLUFFS



"My Little Brother loved steering the boat and discussed coding with the boatmen"

- Big



"I had so much fun, I would love to experience it again"

- Little

SPECIAL SKATING EVENT HOSTED BY LITTLE CANADA



ANNUAL AWARDS



Our 2022 Big Night Out gala provided an opportunity to honour and celebrate and celebrate extraordinary volunteer mentors, alumni and caring corporations who have gone above and beyond to support Littles over the past year! Our Annual Awards are presented to volunteers who demonstrate dedication and commitment to their mentees, ensuring their Littles have the confidence, knowledge, and tools to reach their full potential!



BIG BROTHER OF THE YEAR - JACKSON BRYNE

Jackson works in Advertising, and was motivated to become a Big Brother after donating his kidney to a family member.

The experience made him realize he can give back in more ways. Jackson has become a true mentor and friend to Quinn. Quinn was struggling with reading throughout the pandemic. They've spent much of their time together practicing reading to bring Quinn up

to grade level. Jackson and Quinn also enjoy playing hockey and spending time with Jackson's dog. Jackson has been a wonderful motivator for Quinn.



"Quinn and Jackson are doing very well they both love playing Hockey and Quinn looks forward to see Jackson and he gets very excited to see him. Kathy, Jackson's mom, is so amazing to Quinn and helps him with his reading and Quinn loves their Dog so much. he is always asking me to get him a Dog for years now and I am very happy that he gets to be around a beautiful Dog now. I am so grateful for this family on how kind they are to Quinn" - Asina



BIG SISTER OF THE YEAR - MICHELLE STEPHENSON

Michelle is a Lawyer in Toronto who was motivated to become a Big Sister so that she could give back to her community and help a child reach their potential.

Since being matched with Kayla, Michelle has been a caring and consistent adult during a tumultuous time, helping Kayla navigate the impacts of social isolation from her peer group while also supporting her engagement in school. Kayla was previously a child in care who has since been adopted. Kayla was referred to BBBST as a Little Sister by her past in care

Social Worker. Her Big Sister, Michelle, has been a steady and supportive female role model for Kayla to connect with through various periods of change.

CORPORATE CHAMPION - ROGERS SPORTS & MEDIA



Rogers Sports & Media was an invaluable partner throughout the pandemic, including BBBST in several corporate social responsibility initiatives.

Rogers provided devices and internet to Littles at the start of the pandemic, keeping kids connected to school, their friends and their Bigs. As part of the "All In" Partnership, Rogers also provided much-needed pro-bono advertising space and creative services to support our efforts in uplifting underserved communities. Thanks to Rogers, our BBBST commercial was seen by many more Canadians, greatly increasing our media impressions!

BUILDER OF THE YEAR - ANDRA TAKACS



Andra Takacs has been an incredible advocate for BBBST for over three decades.

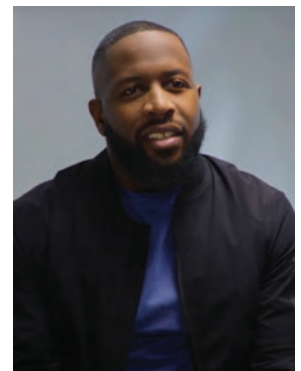
From serving as a Board Member, to leading a task force integrating Big Sisters into BBBST, to awarding annual scholarships to BBBST program participants, to staying connected to her own Little Sisters, Andra has first hand experience igniting potential. In 2022, Andra established the "Takacs Cohort". This Cohort follows the journey of 30 Little Sisters from recruitment to graduation, helping to set them up for success while allowing BBBST to collect important data for program outcomes, communications and future development.

ALUMNI OF THE YEAR - THYRONE TOMMY



Thyrone Tommy, a past BBBST Little, is a celebrated Canadian Film Director. Matched over 25 years ago with an adult mentor, Thyrone developed an amazing relationship with his "Big", Ray.

As a thank you to BBBST, Thyrone directed BBBST's impactful awareness campaign in Fall 2021, featuring children in our program and highlighting the essential work we do – igniting potential in young people.



"My expectations have been beyond met. This is more than I can hope for. In this last year I have seen J grow and open up and be more happy and introverted. I have no concerns at all. I wish I could have found this organization sooner because it's a life saver and helper. I'm happy to see my son finally happy"

- Parent/Guardian of Little



2022 FINANCIAL HIGHLIGHTS

Summarized Financial Information

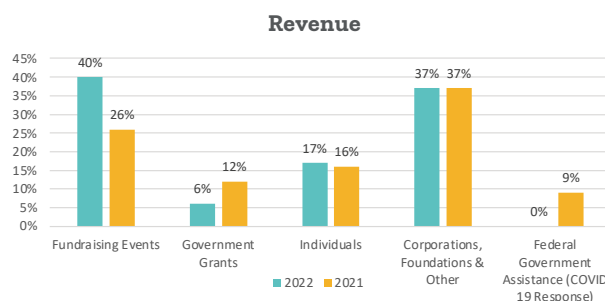
	2022	2021
SUMMARIZED STATEMENT OF OPERATIONS		
Year Ended December 31, 2022		
Revenue	\$ 3,714,358	\$ 3,046,544
Expenditures	3,718,885	2,876,707
(Deficiency) excess of revenue over expenditures	\$ (4,527)	\$ 169,837
SUMMARIZED STATEMENT OF FINANCIAL POSITION		
As at December 31, 2022		
Assets	\$2,235,868	\$ 1,974,988
Liabilities	735,843	470,436
Net Assets	\$1,500,025	\$ 1,504,552



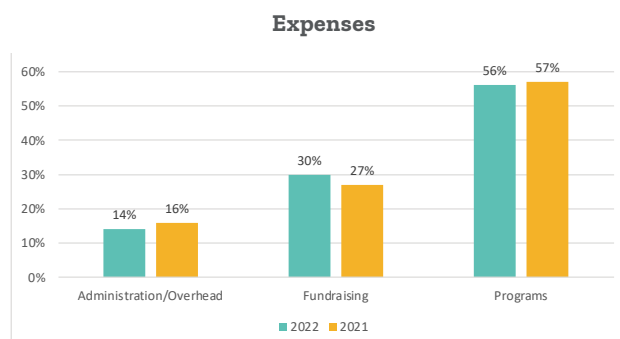
2022 Financial Highlights

In 2022, our revenue increased by 22% compared to 2021. Contributing to this increase was a return to in person events and support from donors in providing restricted funding for specific programs to reflect their interest in having focused impact. Expenses increase by 29% primarily due to increase in payroll to support growth and increase in compensation in response to new market conditions.

	2022	2021
REVENUE		
Fundraising Events	40%	26%
Government Grants	6%	12%
Individuals	17%	16%
Corporations, Foundations & Other	37%	37%
Federal Government Assistance (COVID 19 Response)	0%	9%
	100%	100%



	2022	2021
EXPENSES		
Administration/Overhead	14%	16%
Fundraising	30%	27%
Programs	56%	57%
	100%	100%





“This program has been so helpful for my family and my own mental health. As someone who battles breast cancer, this program has made this journey just a little bit easier on my kids.”
- Parent/Guardian of Little

THANK YOU TO OUR DONORS

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**Big Brothers
Big Sisters**
OF TORONTO

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