

**IGNITE** THE POWER  
AND POTENTIAL  
OF YOUNG PEOPLE



**Big Brothers  
Big Sisters**  
OF NORTH AND WEST NIAGARA

**2020**  
**ANNUAL REPORT**



**United Way**  
Niagara



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# MESSAGE FROM OUR BOARD PRESIDENT



**MICHELLE MILLER**  
- VINTAGE HOTELS

Throughout a year full of uncertainty, there was no such thing as 'business as usual' at Big Brothers Big Sisters of North and West Niagara!

While we successfully launched and hosted our annual Bowl For Kids Campaign prior to the start of the pandemic, the remainder of year resulted in an anomalous situation that altered all future plans. It was critical to the Board and to the Leadership team to pivot, and to pivot swiftly in March 2020. Despite the tremendous hurdles to overcome, this team refused to accept closure. While we had the need to furlough some positions temporarily and to close the office to the public, the team worked diligently on keeping our children and our families connected. We amplified our voice through on-line marketing and expanded our knowledge and our resources to improve technology while developing and launching virtual & innovative fundraising initiatives.

BBBSNWN provides life-changing mentorship programs. We employ professional, accredited and passionate case-workers. They have dedicated their time to the redevelopment of our program execution and match monitoring. I am very proud of this team. While school-based programs have had to be suspended, we are committed to ramping up our preparedness to ensure a successful rollout in the school year ahead. Now, more than ever, we focus on the prevention of Adverse Childhood Experiences. The Mental Health, well-being and safety of our children and their families is paramount.

It's important to note that BBBSNWN took full advantage of all Government Pandemic relief initiatives. While we continue to be grateful for collaboration and for our community partners; it is prudent that we continue to build on new initiatives for the funding sustainability to support the years ahead. Our programs remain in high demand and it is necessary to also fulfill the needs of those children on our waiting list. With the loss of key signature in-person and traditional fund-raisers, 2021-2023 will require tremendous investment from even more community champions. It is critical to invest in our youth, as they will become our community leaders of tomorrow. BBBSNWN offers the proven fundamentals to achieve this success. We will continue to seek further ways to improve and to adapt, to meet the changing needs of our community. And, we will work to provide growth opportunities for our team.

Volunteers remain the heart of what we do. I encourage the community to donate, if not financially, please give of your time. Everyone has the ability to give back in one way or another.

I wish to thank the dynamic group of board volunteers that continue to guide and support the incredible work at the Agency. In addition, I wish to recognize the tremendous efforts of our Leadership team, especially throughout the pandemic. As we celebrate 84 years strong in our community, we still have so much work to do!

I invite YOU to become a Big Believer

<https://donate.bbbsmentors.ca/campaign/big-believers/c199041>

With Gratitude,  
Michelle Miller, Board President

# 2020 BOARD OF DIRECTORS

*We couldn't do it without our BIGGEST champions!*

**Michelle Miller**

Board President  
Vintage Hotels

**Gynette Smith**

Vice President  
Tim Hortons

**Stephen Mannell**

Treasurer  
Flavour Art North America Inc.

**Graham Guest**

Director  
Walker Environmental Group

**Nino Fasulo**

Director  
TD Canada Trust

**Joe Carlomusto**

Director  
CIBC Wood Gundy

**Frank Tassone**

Director  
Niagara Region

**Bryan MacCulloch**

Director  
Niagara Regional Police  
Service

**Dianna Dymond**

Director  
Vintage Hotels

**Paul Nohara**

Director  
Freedom 55 Financial

**Tiffany MacLeod**

Secretary  
Vintage Hotels

**Bradley Moyer**

Director  
Braymark Inc.

**Michael Bronzi**

Director  
RBC

**Kristi Collins**

Director  
LBW

**Mioara Domokos**

Director  
Grimsby Power



# MESSAGE FROM OUR CEO



**DALE J. DAVIS**  
- CEO

## **A YEAR OF DEEP IMPACT AND GRATITUDE**

What seems like a long time ago was the year 2020. Although so many things have changed amidst the current COVID-19 crisis, reflecting on 2020 gives us the foundation of strategy and the sediment of hope.

When the pandemic hit, our Board of Directors and Executive staff set about to develop a strategic action plan which focused on : Preparing for now where Prudence would guide our actions, Be Response Ready – to Innovate and mobilize and lastly to Emerge Stronger which would showcase our essential value to Niagara’s children, youth and their families.

We restructured our resources to sharpen our alignment to our outcomes and to respond to our financial realities. This experience with nimble action and change management positioned us to pivot all aspects of the agency in a time of crisis, physical distancing and virtual dependency. Our ability to fully embrace our goal that every agency stakeholder “stay connected” was enabled by the work done in 2019.

We were able to look beyond the challenges to the opportunities and find hope as we move forward. The **658** children and youth and **304** volunteer Mentors, who were supported by mentoring interventions at Big Brothers Big Sisters of Niagara in 2020 are all the reason we need to boldly move forward to ensure the critical intervention of mentoring is building social connections, protecting mental health and well-being and encouraging learning engagement.

In 2019, we worked towards and realized a small surplus to assist us in working towards financial sustainability. Although, our Special events were decimated in 2020, we managed thanks to careful execution and planning, to hold our Tim Hortons Bowl for Kids Sake Campaign, in February 2020. We are grateful and appreciative of the amazing support we continue to receive from our funders, sponsors, donors and event participants and draw your attention and accolades to the Donor List contained in the report.

Investing in mentoring reaps a myriad of returns on the children and youth who face adversities as well as the communities in which they learn and grow. Thank you for stepping up and stepping in to ignite the power and potential of young people throughout North and West Niagara. We are balancing the speed, scale and scope of our current day realities and responding and tooling-up with virtual mentoring as a critical mentoring intervention. We pause to celebrate 2020 and the successes outlined in this Annual Report.

Our Board, volunteers, staff and stakeholders share such a rich diversity of impact - we are #stronger together! We are leveraging our learnings to stabilize, mobilize and strategize into a future that is owned by the young people we support. Even though we have to be apart right now we can still be a part of building an amazing tomorrow – one mentoring relationship at a time. Stay safe, well and strong!

A handwritten signature in black ink that reads "Dale J. Davis". The signature is written in a cursive, flowing style.

Dale J. Davis  
CEO

# MESSAGE

## FROM OUR DIRECTOR OF SERVICES

**The year 2020 will long be remembered as the year that our world changed around us.**

Within a span of just a few weeks, Covid-19 fundamentally changed the world as we know it. At Big Brothers Big Sisters of North and West Niagara our first priority was the well-being of our children, youth, families, volunteers and staff and doing what we could to limit the impact of the virus on our community. Our second priority was the continuity of service for our clients.

We learned through this pandemic that Big Brothers Big Sisters of North and West Niagara are uniquely positioned to ensure mentors continue to connect with children and youth.

The agency was able to pivot our programs virtually to provide the essential services that our children, youth and families so desperately needed. The BBBSNWN team quickly pivoted in the wake of the pandemic; all one-to-one programs were able to successfully transition to meeting virtually, so that our matches were able to connect in meaningful ways and with ease. We were able to expand our reach to serve our children and youth in new and innovative ways and sharing best practices with other community organizations.

### OUR MISSION

Enable life-changing mentoring relationships to ignite the power and potential of young people.



### OUR VISION

All young people realize their full potential

Our service delivery staff provided service to **658** unique children and youth through this most difficult time. This achievement was made possible with the support and dedication of our **304** volunteers who donated countless hours to mentor a child in our mentoring programs. Our community based program (Big Brother and Big Sister Program) served **67 boys** and **80 girls** this year while our In School Mentoring Program served **115 children and youth**, Go Girls served **315 girls** and Game On served **102 boys**. Together we helped achieve the critical impacts of mentoring: building social connections, protecting mental health and well-being and encouraging learning engagement.



As a result of the pandemic, there was a decrease in the number of children served in our school based programs. At least **390 children** were not able to access our school based programs due to lack of resources.

While 2020 did not go as planned, our agency was able to overcome the many challenges that the Pandemic presented. It is due to the great leadership provided by our CEO, Dale J Davis along with the support of our Board President Michelle Miller and the Board of Directors that we were able to keep our essential programs going. At the core of our programs are our dedicated Mentoring Coordinators who work tirelessly with so many volunteers, families and children to ensure that our programs are running efficiently and effectively. Their skills, talents and commitment are second-to-none. Special thanks to our community partners and stakeholders for their unwavering support during this difficult year.

Respectfully submitted  
 Frances Lettieri,  
 Director of Services

# TEAM OF STAFF

**Dale J. Davis**, CEO

**Frances Lettieri**, Director of  
Services

**Wendy Harrison**, Administrative  
Assistant

**Nicole Boccia**, Marketing and  
Communications Officer

**Mary Champ**, Special Events  
Fundraiser

**Jorie Zavitz**, Director of  
Development

**Josh McKernan**, Digital  
Fundraising Officer, Fund  
Development

**Ashley Dunseith**, Manager of  
Programs and Services

**Rylee Wiersma**, Mentoring  
Coordinator

**Karen Thompson**, Mentoring  
Coordinator

**Sarah Anderson**, Volunteer  
Enrollment Coordinator

**Lauren Leo**, Mentoring Coordinator

**Tyler Lowther**, Mentoring  
Coordinator

**Jessica Gallagher**, Mentoring  
Coordinator



The  
"Dream Team"

# TREASURERS REPORT



I am glad to report that the Agency's momentum from 2019 carried through the 2020 fiscal year.

At any rate, to say that 2020 was an unusual year would be an understatement. Covid-19 turned the world upside down and the charitable sector was no exception. From a financial perspective, 2020 presented us with the significant challenge of pivoting our fundraising efforts to a completely new approach. We were privileged to be able to pull-off our largest special event – The Bowl For Kids Sake – early in the year in person and at capacity prior to covid-19 restrictions. However, being unable to host the remainder of our special events left quite a large void to fill.

The impacts of this pandemic have been felt by our entire community. From the previous year, we saw a **53% reduction** in our overall special events revenues combined with a **34% reduction** in donations received. Nonetheless, the Team of Big Brothers Big Sisters of North and West Niagara changed course and overcame these hurdles through impressive financial stewardship reducing expenses where possible and by seeking out new opportunities to cap the 2020 fiscal year off with a considerable surplus. These valuable efforts helped the Agency increase its cash position by over **\$152,000** in the year. This strong financial health will be critical in supporting and sustaining the Agency in 2021 and will help us navigate this pandemic to come out the other side financially healthy.

I would like to extend a sincere thank-you to all our funders, community partners, and individuals who have so generously contributed to support BBBSNWN. It is because of your contributions and continued generosity that vulnerable youth will continue to build resiliency, succeed in this new climate, and be a part of building a brighter future. Finally, thank-you to the dedicated management, staff, volunteers, Board and committee members who are committed to supporting our vision that children and youth will realize their full potential through the power of mentoring.

Sincerely,  
Stephen Mannell CPA, CA  
Treasurer

# FUND DEVELOPMENT HIGHLIGHTS OF 2020

Fundraising Events were able to generate **16% of 2020 revenues**. Fund development ran **7 events** (virtual and in person) throughout 2020 raising a total of **\$129,594**. Covid 19 restrictions had a significantly negative impact on 2020 events outcome, however it did force us into planning and executing, albeit on a minimal scale; content and events in virtual and digitally enhanced formats.

## **Tim Hortons Bowl for Kids Sake FEB 22, 25 & 29 - 2020 | PARKWAY SOCIAL, ST. CATHARINES**

Engaged **636 Participants, 104 Teams and 20 Sponsors**. Honorary Mentions: Tim Hortons, Rankin Construction, Westridge HR & Benefits, Canadian Tire Grimsby, John Deere, Just Cooking, Lynn Fee Team, Grimsby Hyundai, Kerry T. Howe Engineering, Crawford Smith and Swallow, Peter's Excavating and Trivieri Services Centre helping us to raise over **\$93,869.87** A significant opportunity within this fundraising event continues to be the involvement of local franchisees and our collective abilities to engage the community and public. Unlike past years, we look forward to partnering with local media outlets (Bell Media, Pattison Outdoor, Your TV) to greatly enhance and expand our messaging, while at the same time developing and implementing a comprehensive social media strategy designed to generate awareness as well as drive store traffic.

## **2020 Sip n' Shop**

Our winery partners, Henry of Pelham Family Estate Winery, Fielding Estate Winery and Sue-Ann Staff Estate Winery raised **\$1,585** from this great event.

## **2020 BIG Hole in One – Golf Tournament In-A-Box**

**51 golfers**, for a fabulous day of golf for all participants while raising **\$2447.00**.

## **2020 Survivor Vino**

A Virtual Signature Event elimination draw with **162 Participants from 27 Teams**. Honorary Mentions: 13 Street Winery, Henry of Pelham Winery and Fielding Estate Winery. This event raised **\$3802.99**. This was our first virtual fundraising initiative during the pandemic, and although we were pleased with the uptake, we did learn a tremendous amount with respect to digital delivery and content. As a result, we look forward to growing this event significantly in the future.

## 2020 Survivor Suds

A Virtual Signature Event elimination draw **with 180 Participants from 30 Teams**. Raising **\$3651.55**. Not unlike the Survivor Vino series, this event ended up being a very good net fundraising event. As such, we will continue to evaluate our virtual fundraising initiatives like Suds and Vino to determine if there is sufficient bandwidth for both.

## FEAST BIG FOR OUR LITTLES Food Fundraiser for Holiday & New Year's!

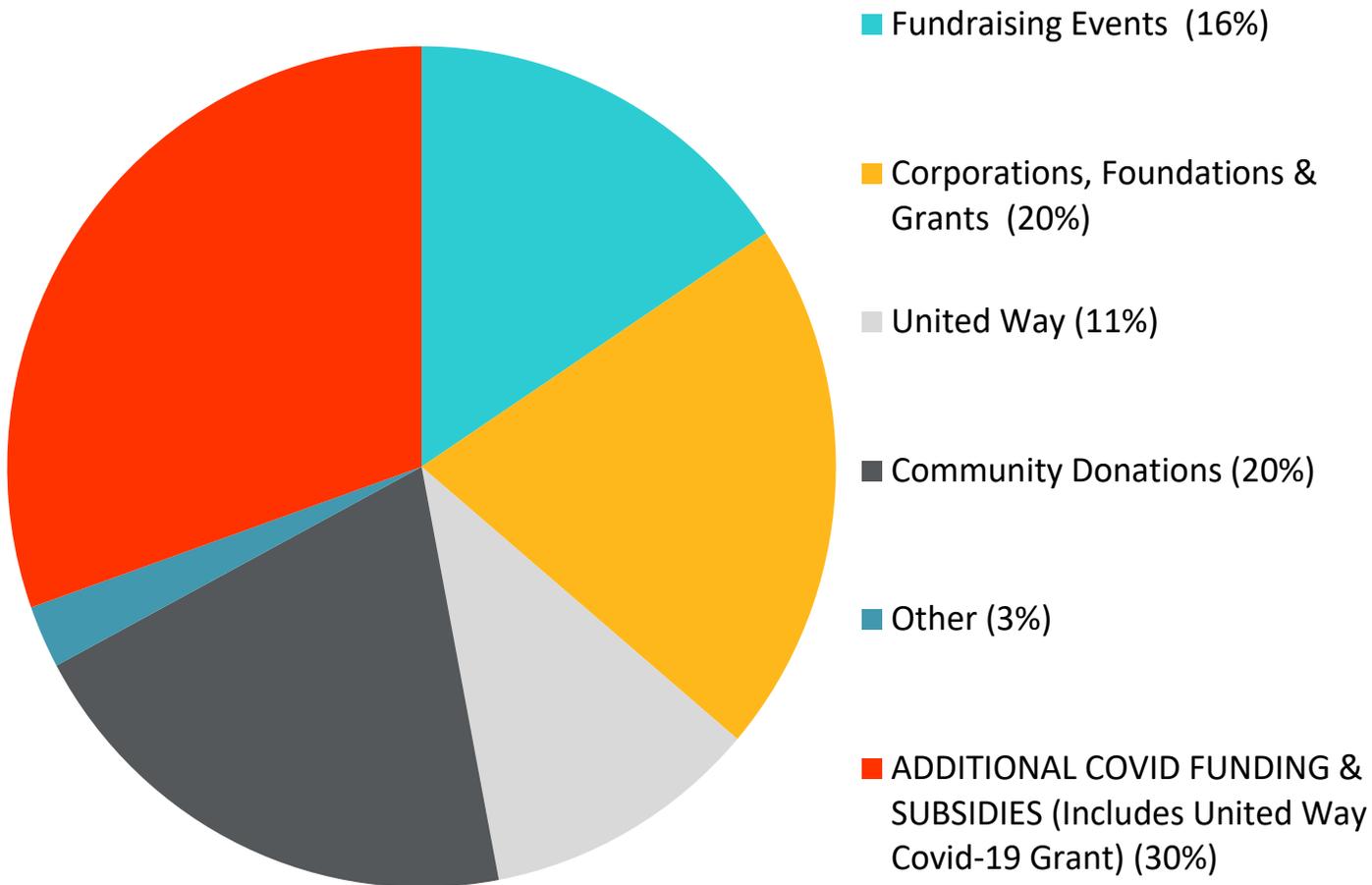
**49 Participants and 10 Volunteers raised \$2556.00**. Honorary Mention: PML Foods. Another very good net fundraising initiative that could potentially be expanded. Feedback from those that participated was excellent, thereby potentially providing a solid base in 2021 if so desired.

## The BIG HOLIDAY RAFFLE

With most of our signature events for 2020 being canceled because of covid we came up with idea to utilize our VIK prizes. Honorary mentions THK, Lazy Lizard and Pelham Medical Aesthetics & Co, Vicky Boucher Sally McGarr Realty. Raised a total of **\$2714.50**. This was one our first forays into the utilization of VIK benefactors as a means of generating funds. We will look to expand this kind of programming significantly in 2021.



# 2020 SOURCES OF REVENUE



**CANCELLED EVENTS:** Wine Women & Style, Curl for Kids Sake, Golf Tournament, Sisterhood of Soul

# 2020

## NEW INITIATIVES

Big Brothers Big Sisters of North and West Niagara remained committed to innovation through technology and invested in **Virtuous** - This new software is much more than a CRM platform, as it is the only fundraising program that is responsive in real time. Virtuous, as our partner, will enhance and scale our fundraising, marketing, and donor development activities by unifying all channels seamlessly. This will not only rid teams of redundant back-office tasks, but increase the insights and signals needed to deliver a dynamic donor stewardship experience from inception to conclusion.

Our Agency had to pivot our services to virtual and online which makes it the perfect time for a website update. We have partnered with **Hughes & Co.** located in Thorold, for a complete website revamp. Stage one was completed in 2020 and the website rebuild is currently underway.

Our **Mentoring Coordinator Newsletter (The BIG Buzz)** was also created in 2020 for our Bigs, Littes and their families in order to help stay connected. It includes mentoring resources, upcoming events, featured stories and more!

Big Brothers Big Sisters of North and West Niagara wanted to make sure that the children/youth in our community didn't feel like the 2020 school year was all for naught. We had our **Big Celebration** to celebrate our littles and what they accomplished in 2020 against all odds! We are PROUD of their resilience, amazing achievements and celebrated their success together!





# THANKS TO OUR COMMUNITY DONORS



*It Wouldn't be Possible without our Invaluable Community Investors*



**United Way  
Niagara**

THE BRANSCOMBE  
FAMILY  
FOUNDATION

Canada



NIAGARA  
COMMUNITY FOUNDATION

THE PREVENT  
CHALLENGE FOUNDATION

HUMENIUK FOUNDATION

THE WALKER FAMILY  
FOUNDATION



COURT HOLDINGS

COOPER WEALTH MANAGEMENT

ALICE KLAMER

Cotton Inc.  
The May Court Club of St. Catharines  
Rotary Club of St. Catharines Lakeshore  
Ontario Paper Foundation  
Gregory Slight  
Butler Funeral Home  
Cotton Construction  
St. Catharines Curling Club  
Willy's Green house  
Rotary Club of St Catharines Lakeshore  
Donna Butler  
The Danychuck Team  
Robert Magder

Gynette Smith  
Andrew Smith  
Rotary Club of Grimsby  
Graham Guest  
Burnstein Brick  
Don McMaster  
Salit Steel  
Yvette Stewart  
Vincent Coppola  
Luigi Coppola  
Gerry Coppola  
Pat Latcham  
Adam Maiolo

Bryan Macauley Village Studio  
Niagara Home Builders Association  
Yvette Stewart  
Jordan Gadula  
Marc L Seguin - Edward Jones  
Shelley Marchand  
Seymour Fair Insurance  
Louella Hilko  
CIBC Asset Management Inc  
CLA-VAL Canada Corp  
THK Rhythm Automotive  
Richard Djakovic

We greatly appreciate each gift given in support of Big Brother Big Sisters of North and West Niagara and have made every effort to ensure the accuracy of this list. Please notify us of any inaccuracies or omission by contacting [events.stc@bigbrothersbigisters.ca](mailto:events.stc@bigbrothersbigisters.ca)

# THANKS TO OUR EVENT SPONSORS



*Tim Hortons*

 **Rankin**  
Construction Inc.

  
HOTELS

  
WESTRIDGE  
HR | Benefits | Training | Recruitment | Safety



*Just  
Cooking*

 **JOHN DEERE**



 Grimsby Hyundai

  
Kerry T. Howe  
Engineering Limited

*crawford  
smith &  
swallow*

THE  
LYNN  
FEE  
TEAM 

  
TRIVIERI SERVICE CENTRE

**97.7 HTZ-FM**

NEWSTALK  
**610**  
C K T B



**YourTV**  
truly local

Grimsby Power  
Hollis Wealth  
Henry of Pelham Family Estate Winery  
13 Street Winery  
Fielding Estate Winery  
Sue-Ann Staff Estate Winery  
THK  
Lazy Lizard  
Pelham Medical Aesthetics & Co  
Vicky Boucher - Sally McGarr Realty

Belchior Contracting & Excavating  
Our Center Fostering  
Zwart Systems  
Robert Magder Financial  
Heelis, Little & Amos  
Grimsby Legion  
George Darte Funeral Home  
MNP  
Jodies Sweets and Treats  
Moda Yoga

# BIG BELIEVERS

## MONTHLY DONOR PROGRAM



## WHEN YOU BELIEVE – THEY ACHIEVE

Our **BIG Believers** are a passionate and determined group of community leaders on a mission to ensure that every child realizes their full potential. They are people just like you, from more every walk of life, giving anything they can to enable life-changing mentoring relationships that ignite the power and potential of all young people in our community.

# BIG

## BELIEVERS

### MONTHLY DONOR PROGRAM

When you make a monthly donation to BBBSNWN, you are making a meaningful difference in the lives of at-risk youth through our well known and highly respected mentoring programs. Believing in our cause and spreading your generosity all year round allows the organization to have a reliable stream of funding to ensure our organization continues to grow, thrive, keep our services FREE of charge to young people with mentors who will change their lives and help them reach their full potential.

*"Creating a monthly donor program was in my mind for awhile. I reflected on different ways to encourage our community to invest in Mentorship and its preventative value to the young people of Niagara. At BBBSNWN we have a strong belief that every child should have the opportunity to reach their full potential as individuals and citizens. So many youth do not believe in themselves, do not believe their life will get better, or that their hopes and dreams are attainable. I wanted a giving program that reflected our beliefs, that was easy for our community to get involved and invest in our future leaders at the same time...then BIG Believers was born." – Dale J. Davis, CEO of BBBSNWN*

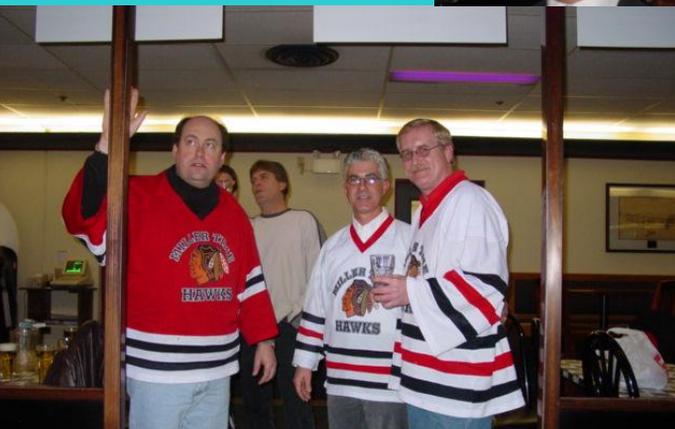
CHANGING LIVES



SHE BELIEVES

*"I, like many women, struggled during my adolescence. Feeling lost and alone with low self-esteem; I was in search of someone, anyone to show they cared. I cannot imagine how those years would have changed if there was a place for support like Big Brothers Big Sisters. You can bet my path would have been very different. By being a Big Believer - I can do my part to change a child's future. My monthly donation means, I have the opportunity to better the lives of children in need and encourage to become the BEST versions of themselves they can be. " – Nancy Kennedy, Big Believer & Wine, Women & Style Chair*

# THANK YOU JOE CARLOMUSTO



Forever a part of our Family.

# A 33 YEAR LEGACY OF GIVING TILL IT HURTS

***"For some people, volunteering is about giving. But for the likes of you Joe, it's a way of living....thank you.***

It is my distinct privilege as CEO of Big Brothers Big Sisters of North and West Niagara to share this tribute to honor one of our longest serving Board Directors and dear friend, Mr. Joe Carlomusto.

When the organization celebrated its 80<sup>th</sup> Anniversary Joe shared his story and involvement with the organization with one of our staff who captured some of the memories in these words:

*"My good friend Roger Segalin, who was on the board at the time got me involved and introduced me to Peter Saracino, who was the CEO at the time. "*

From this point on, it did not take long for Joe to make an immediate impact.

*"I came to the organization as a Board member June 9, 1988, became a Big Brother in 1991 and remained a Big Brother until 1994. I served as Board President from 1993 until 1999. Some of my fondest memories are being a Big Brother to several boys who I helped mold into very nice young men. I was able to help them interact with my two sons and felt it was beneficial for all involved.*

*The benefits came back to me personally as well through the years. I learned first hand what the agency did and it contributed greatly to me being a better and more valuable Board Director. It helped me to understand what the Bigs and Littles were going through and how much our programs were needed in the community. "*

Joe's countless hours of volunteering his time, talent and resources were unending over the last three decades.

The contribution milestones shared here changed the face of the organization to the present day. It set in motion the chain of events for the programs and services to impact hundreds of Niagara's children, youth, families and volunteers, all of whom benefitted from his volunteer efforts, kindness and caring.

One of Joe's earliest accomplishments was the Capital Campaign in 1997 to move our location from King Street to 428 Niagara Street. The building was paid off several years later and serves as the Head office for the organization.



By far, Joe's biggest impact and living legacy for the organization is the Annual Charity golf Classic, which is celebrating its 28<sup>th</sup> year. As Joe states " starting our golf services tournament 28 years ago, with a very dedicated group of guys, is another fond memory for me. We went from making \$3,000 in our first year to now making \$50,000 for our programs annually. The tournament has raised close to a million dollars for the agencies' Mentoring programs and services and is considered one of the premiere tournaments to participate in."

*"The community understands the need for our programs and we have grown with the times. As the times have changed, our programs have kept pace with what our young people, their families and our volunteers need, we are no longer an organization that does one to one matches."*

It is interesting to note, that when Joe joined the Board the agency was serving 143 matches and in 2019- 20, the agency served 1041 children and youth. As Joe states " it is critical to the continued health and well being for our communities that we support our young people through these Mentorship programs , at the end of the day over these past many years, helping Big Brothers Big Sisters runs in the family. "

His son Joe Jr, has been on the Golf committee for many years and is a big help as we grow the tournament and expand our reach to help match more kids. Eric, his younger son, supports the tournament as Sign Sponsor and both help the agency when called on.

From friends, family, and business colleagues these are some of the character traits they shared to describe Joe's volunteer gifts: great friend, energetic, a goal setter, a leader, deliver on his promises, dependable, responsible, sincere, genuinely committed to the cause, community minded, unselfish, good sense of humour...loyal, generous with his time to a fault, willing to help in any situation and takes a genuine interest in others.





These are qualities and characteristics in a great role model.... Joe was a great Big Brother, an exceptional Board Director and President and led the organization year after year as it grew. On a personal level, he walks the talk with authenticity. He was instrumental in recruiting me , along with the hiring committee to be the Executive Director, later CEO for the organization in 2003, convincing me, it was the place I was "meant to be" and he was right. His unending support, guidance, counsel and great humour, have enabled me as CEO to effect change in the organization wisely, with impact and meaning and with great responsibility to the young people and volunteers we serve.

On behalf of the staff, volunteers, our kids and the Board of Directors, past, present and future, we thank you for the countless hours, the endless fundraising, the building advice, the heartfelt laughs and the tears, for your faith in me and everyone that you have inspired...our deepest gratitude for all the joy you have brought to hundreds of kids over the years through your continued work on their behalf Joe.

We are proud to honor your legacy of 33 years Joe and are privileged to name you Honorary Board Director as you watch over our organization for years to come. Our very best wishes to you, Elena and your wonderful family.

Respectfully Submitted,  
Dale J Davis, CEO

WE ARE  
#BIGGERTOGETHER



Big Brothers  
Big Sisters

OF NORTH AND WEST NIAGARA

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