



Big Brothers  
Big Sisters

OF NORTH AND WEST NIAGARA

# 2022 Annual Report



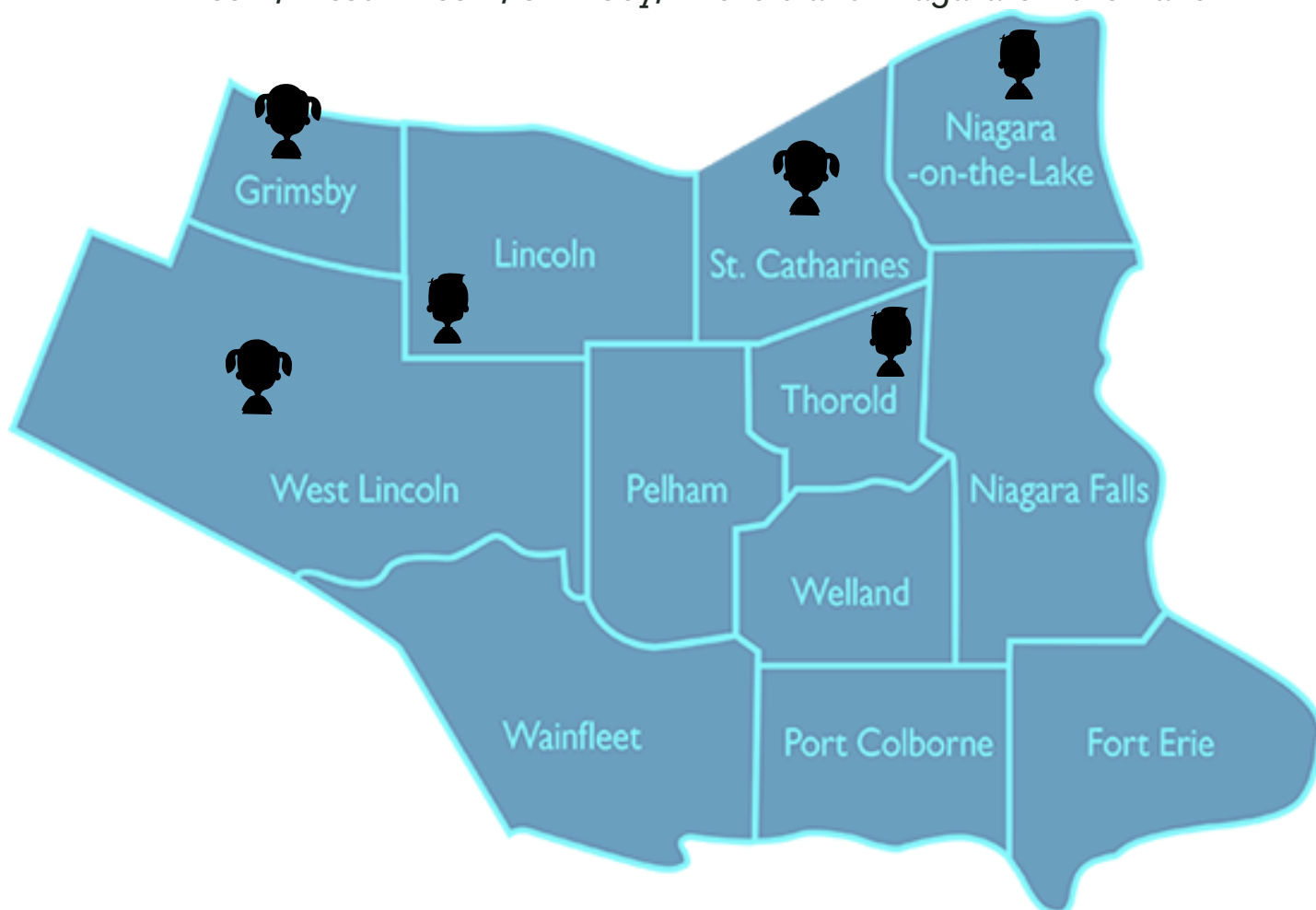
*IGNITING THE POWER AND POTENTIAL OF YOUNG PEOPLE*

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# Service Area & Impact

Big Brothers Big Sisters of North and West Niagara proudly serves St. Catharines, Lincoln, West Lincoln, Grimsby, Thorold and Niagara-on-the-Lake.



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462

Mentoring Opportunities

272

Mentoring Volunteers

34

Partnering Schools

390

Unique Children &  
Youth Mentored

146

Waitlisted Children &  
Youth as of Dec. 31st, 2022

# Testimonials & Match Highlights

"During a match check in with one of my in-school matches recently, I learned from Tracy, the mentor, that her mentee, Mayce, had transitioned to Mason and was now using he/him pronouns. Tracy then went on to explain that she has noticed that Mason seems more confident with himself, and told me about the ways that she has helped Mason with his transition.

Tracy told me that Mason's mom wasn't on board with the transition at first, and this had been a point of stress for Mason. Tracy has been encouraging him to continue to talk to his mom about it, and reassuring him that it will take time but that he should keep trying. Tracy said that Mason's mom has since allowed Mason to cut his hair short and dye it, which Tracy sees as a positive step.

Mason shared that Tracy has given him a lot of good advice, and that they have a good mutual respect built up. For a grade 8 student to not only recognize but also verbalize this to a program worker, shows me that Mason has that maturity and awareness that Tracy was talking about. During the check in, I was able to confirm Mason's pronouns and congratulate him on his transition, which was a really cool experience for me personally (and one I have been able to repeat!).

Tracy said she got involved to help a child out, and she feels that she has been able to do this with Mason. Tracy said it gave her a lot of satisfaction to know that Mason was comfortable enough to talk to her about his transition and how he feels. This kind of support is the epitome of what our programs represent; where would he be without Tracy?

Although this is a great example of the support our In-School programs provide, it is by no means a unique one. I have had several mentees transition this year, some with the support of their families, some without. Personally, I don't think it can be overstated how important it is for kids who transition to have positive adults to support them, whether it is school staff, parents, or mentors.

The experiences I have had with these kids has really re-affirmed the need for our programs to be inclusive, and the importance of ally-ship, recognizing pronouns and allowing these kids to be their true selves. This support matters to these kids, and our mentors can make all the difference in the world to them."

-Tyler Lowther, Mentoring Coordinator







**"Mom shared that her daughter has seen a lot of therapists but nothing has worked to increase her confidence as much as her Big. She has seen so much improvement with her depression and self-esteem."**

**-Caseworker**

**Another adventure  
with Kourtney and  
Sienna! Fall festivities  
and gal pal chats on a  
beautiful afternoon!**



**"[My Little] has never been golfing or to the driving range. I'm very proud that he worked through those frustrations and eventually was hitting some good balls." – Josiah, Big Brother**

# A BIG Thank You to Our Donors, Sponsors and Community Partners

## Trailblazers (\$5,000+)

Beatties Basics, Cotton Inc., Court Holdings, Coventry Transportation, Edward Jones (Grimsby), Ex trans Cargo, Garden City Machine, Grant Thornton, Greg and Diane Slight, Hedessent.ca, Latcham PML Foods, Mark Meldrum, Pat and Marleen McMaster, Paul Brodeur, Rebecca Prudhomme and Chris Humphries, Tim Hortons, Vintage Hotels

## Champions (\$1,500-\$4,999)

BMO Investments, Braymark Inc., CI Assante, CIBC Wood Gundy, Coventry Limousine, First Ontario Credit Union, Graham Guest, Mountainview, Westridge HR + Benefits

## Leaders (\$500-\$1,499)

Adam Frost, Andrew Smith, Bains Food Inc., BCM Insurance, Big Country Raw, Brian Cullen, Bricon, Bugsy's, Burkebro Inc, Canadain Tire Grimsby, Canoe Financial, Charlie Nalezinski, Ci Investments, Cla-Val Canada, Conrad Dion, Coventry Limousine, CR Smith, Davidson Environmental, Donna L Thompson, Dynamci Funds, Empire Truck, Erin and Mike Graybiel, Erion, First Ontario Credit Union, Frank Feather and Fin limited, Frank Ruberto, GBF, Gerald Ducharme (NHBA), Grimsby Fire Department, Gynette Smith, Hammered Ink, IA Clarington, IG Wealth Mgmt, Jeff and Rhonda Riley, Jeremy Smith, Jim Garrett, JL Garret and Family, Joe J Carlomusto, John and Penny Kingma, John Deere, Jones O'Connell, Judge and Jester, Kerry T. Howe Engeneering, Laura and Bob Blake, Liddiard Law, Lincoln Chamber of Commerce, Lynn Fee Reality, Madison Duck, Manulife, Metro Freight, Michael D Allen, Mr. Jonathon Dintwala, National Bank, NDT Products LTD, Nicole Henderson, CPA, NOTL Realty, Rankin Construction, Richard Pulin, RJJ Holdings, Rockway Vineyards, Rotary Club, Rotary Club of Grimsby, RS Material Handling, Silvergate Homes, Simpson's Pharmacy, Suzanne Weir Court, THK Rhythm Automotive, Timothy Sluys, Trivieri Investments Limited, Two Sisters, Walker Industries, Winona Mens Club, WMKL

# Supporters & In-Kind Sponsorship

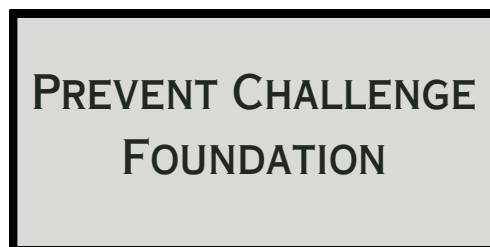
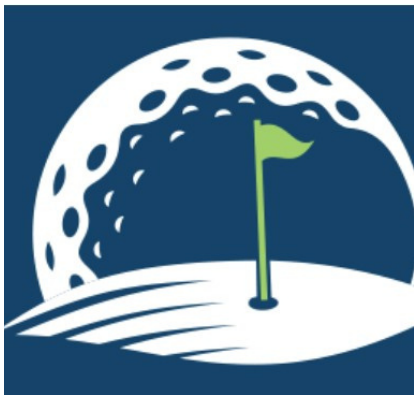
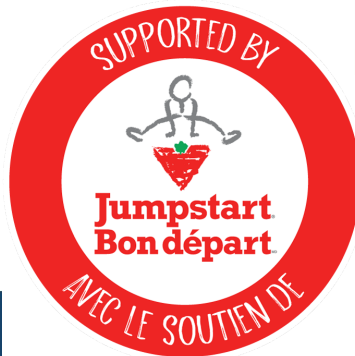
270 Bench Kitchen, 335 on the Ridge, Adelle's Hair Studio, Alexandra Del Vecchio, Animal Health Services, Ashley Locke, Bank of Nova Scotia, Beamsville Fish & Chips, Beamsville Legion, Beamsville Lions, Beatties Basics, Bell Media, Best Buy, Bench Brewery, Bleach Downtown, BMO Investments, Boggio's Pharmacy PC, Boston Pizza, Brandon De Jong, Brian and Moira Del Vecchio, Bugsy's, Butcher & Banker Beamsville, Canada Life, Captain Cabin's Cafe, Casa Restaurant, Cave Springs, CeriFi, Chapel Heights, Claval, Coles Florist, CORKS, Country 89, COWS, Ci Investments, Craig Budd, Culinary Dropout, Duliban Insurance, Dr. Nabil H. Kairalloh, Erion, Flavour Art, F 45 Training Grimsby, Freeman Herbs, Forty Creek, Garden City Manor, Garrison House, GBF Community Services, Giant Tiger (Scott Street), Good Eats Diner, Grand Niagara Golf Club, Great Clips, Grimsby Peach Kings, Grimsby Legion, Handling Speciality, Henderson's Pharmacy, Home Hardware (Beamsville), Home Hardware (Hartzel Rd.), Hyandi, Italian Cafe, Jo Blo's, Just Cooking, KANE Medical Aesthetics, Karen Sanduleac, Karma Kameleon, Kate Fish, Ker United Church, Kevin Ashcroft, Konkle Plumbing, Lake House Restaurant, Latcham PML Foods, Linwell Gardens, Lincoln Chamber of Commerce, Lincoln Park Retirement Centre, Lions Club of Merritton, Main Street Mens Wear, Manulife, Mark Meldrum, Marc Seguin & Family, Meeter Insurance, Meridian, Megalomaniac, Michelle de Prinse, Michelle Miller, Miller Miller, Monarch Dentistry, MOVE 1057, Mrs. Barbara M. Wright, Mrs. Carolyn Robertson, Nancy Kennedy, Newark Breweries, Newstalk 610, Niagara College Brewery, Niagara Golf Warehouse, Niagara Ice Dogs, Niagara Nurseries, NRB, Oakridge School, Orchard Park Public School, Overtime Pub, Parkway Lanes, Paypal Giving Fund, Pearle Hospitality, Pet Valu (Lundy's Lane), Pet Valu (Vansickle Road), Pet Valu (Virgil), Peter Piper's Pub, Picards (NOTL), PUR + Simple Glendale Ave, Regal Florist & Garden Centre, Reimer Graphics, Renewed Thirft and Vintage, Ridgpoint, Rob and Karen McMaster, Robyn Scheubel, Rockway Vinyards, Royal Bank, Romby's, Rustic Food and Catering, Sage - NOTL, Saint John Ambulance, SEI Investments, Simply Moto, Sinihur Ridge, Sorrento Bakery, Southcott Davoli, Spicy Thai, Station One, Stephen Mannell, Subs Plus, SunLife, Talon Millwork, Tara Kulawic, TD Bank, Teddy's, The Garrett Group, The Irish Harp, The Lancer, The Lazy Lizard, The Secret Chef, The St. Catharines Club, Thorold Medical Pharmacy, Titliest, Town of Grimsby, Twenty Valley Golf Club, Upper Deck Taphouse, Urban Cravings (Fourth Ave), Urban Cravings (Grimsby), Urban Cravings (Port Dalhousie), Vieni Estates, Vineland Estates, Vintage Hotels, Volcano Pizzeria, Watering Can, Westbrook, Will's Chevrolet, William's Fresh Cafe, Willow Cakes & Pastries, Zwart Systems

*We extend our sincerest appreciation to all of our donors, sponsors and community partners. We want to extend a big thank you as well to all our Volunteer Mentors!*

*While every effort is made to ensure accuracy, we apologize in advance for any errors or omissions.*



# Funders & Granters



We would like to thank and recognize the tremendous financial support of our many funders. Without their support, we would not be able to fulfill our mission of enabling life-changing mentoring relationships that ignite the power and potential of young people. Branscombe Family Foundation, Canadian Tire Jump Start, Mayor Easton's Charity Golf Tournament, Niagara Community Foundation, Ontario Trillium Foundation, Prevent Challenge Foundation, Regional Chair's Charity Golf Tournament, St. Catharines Mayor Invitational Golf Tournament, The Joyce Family Foundation, United Way Niagara, Wise Guys Charity Fund.



# Fundraiser & Event Highlights



Match Cody and Leo at 85th Anniversary Celebration

## PROJECT SNOWFLAKE







Edward Jones<sup>®</sup>  
**CURL**  
 FOR KIDS SAKE

**GIVING**  
**TUESDAY**





# Board President Report

For Big Brothers Big Sisters of North and West Niagara 2022 was a year of great successes. Of particular importance was the beginning of the unification of BBBSNW with BBBSN. With this ongoing merger we are creating a unified organization that will enable us to better serve the children and youth across the Niagara Region. Under the leadership of Erin Graybiel, and the hard work and dedication of our staff this amalgamation is moving ahead quickly. It has been my honor and pleasure to be part of the team at BBBSNWN comprised of staff and engaged board members who have worked towards a common goal sharing enthusiasm, professionalism, and heart.

As part of the merger of the two organizations, we have begun working on a new strategic plan to support our vision. The strategic planning process has been a great opportunity to engage our donors, volunteers, board and staff in shaping our future direction. This plan will allow us to build stronger connections within our communities, increase our impact, and empower more young people than ever before.

I would like to extend my sincerest thanks to each of our donors, volunteers, community partners and families that have supported us along the way. We recognize that none of our achievements could have been possible without your philanthropic support and collaborative efforts.

As I look ahead to 2023, I know there will be more success to celebrate and I look forward to sharing the adventures with the board and staff of BBBS of Niagara.

Gynette Smith  
Board Chair

**"It is not in numbers but in unity that our great strength lies."  
- Thomas Paine**

# Executive Director's Message

2022 was a monumental year of recovery and rebuilding for BBBS of North and West Niagara. Our incredible staff team continued to adapt, while maintaining life-changing programs and services for children and youth in our community. Our Staff team may be small in size, but the volume of support, training and resources they offer our incredible volunteers, children, youth, families, and partners is enormous. As we shifted back to in-person programs and services, it quickly became evident how integral in-person connections are for the formation and continuation of developmental relationships.

The Staff and Board worked together to identify three strategic priorities that guided our efforts.

- Position the agency for continued growth and impact
- Embrace new and innovative ways of operating
- Enhance internal and external engagement

These priorities not only led to the strengthening of our agency, but also the monumental decision to begin to amalgamate with Big Brothers Big Sisters of South Central Niagara. This amalgamation work continues, and sets the stage for Big Brothers Big Sisters to provide life-changing programs and services to children and youth in our community for future generations.

In 2022, our Staff team worked relentlessly to recruit new volunteers as the demand for mentors continued to rise. A significant number of community members came forward to be volunteer mentors for our Community Based, In School and Group mentoring programs. Volunteer recruitment and retention efforts continue, as we know mentorship is a tangible way we can equip children and youth to overcome many of the challenges they are facing.

As the needs of families in our community continued to rise, Big Brothers Big Sisters responded by adding a Family Intake and Support Coordinator to our staff compliment to offer families additional supports, community referrals and resources. Collaborations with other social service agencies allowed Big Brothers Big Sisters to offer families wrap-around supports, while maintaining our focus on mentoring.

Thanks to incredible community support, our Holiday Hampers and School Readiness programs were expanded to support more children, youth and families at critical times of the year. These programs ensure children and youth had what they needed for the start of school and to celebrate the holiday season.

As we worked to recover, support from existing and new donors was integral to strengthening our financial position. We were very fortunate to receive a significant gift from Greg and Diane Slight, a five-year commitment from The Joyce Family Foundation, and continue support from a numerous granters and donors. Support from businesses and individuals in the community as donors, sponsors, granters and event participants makes it possible for Big Brothers Big Sisters to continue to ignite the power and potential of young people.

I am so grateful to everyone who was involved in helping Big Brothers Big Sisters recover and rebuild. We are truly BIGGER together!

Erin Graybiel  
Executive Director





# Board of Directors and Staff

## 2022 Board of Directors

Gynette Smith, President

Bradley Moyer, Vice President

Stephen Mannell, Treasurer/Director

Alexandra Del Vecchio, Secretary

Nino Fasulo, Director

Michelle Miller, Director

Michael Bronzi, Director

Ashleigh Myers, Director

Laura Lee-Blake, Director

Tara Willard, Director

Steven Emslie, Director/Treasurer



**Staff Members participating in Valentine's Day Crafts  
St. Catharines Office**

## Staff

Erin Graybiel, Executive Director

Ashley Locke, Administrative Coordinator

Josh McKernan, Fund Development Specialist

Ashley Sinclair, Director of Services

Nicole Boccia, Marketing & Communications Officer

Morgan Proulx, Family Intake & Support Coordinator

Lauren Leo, Supervisor of Programs & Services

Hilary Kellam, Volunteer Enrollment Coordinator

Trista Persaud, Volunteer Enrollment Coordinator

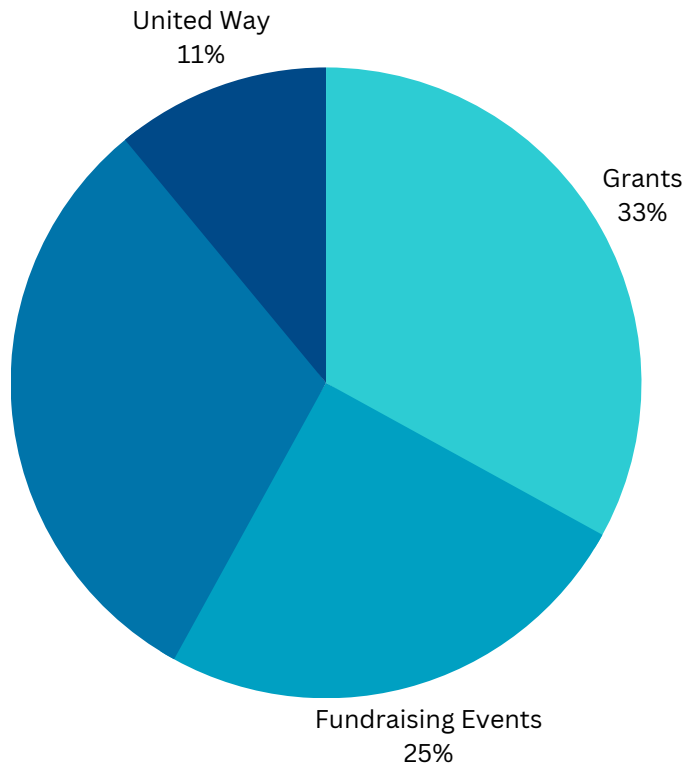
Tyler Lowther, Mentoring Coordinator

Sarah Anderson, Mentoring Coordinator

Haylee Ryan, Mentoring Coordinator

Taylor Sinclair, Mentoring Coordinator

# Financial Report



## Sources of Revenue

- Grants
- Fundraising Events
- Donations
- United Way

## Social Return on Investment

# \$23:\$1

Every \$1 invested in mentoring returns \$23 to society

### Mentored Youth See Positive Results

#### IN LIFE

81% REPORT FINANCIAL LITERACY  
98% BELIEVE THEY MAKE GOOD LIFE  
CHOICES  
80% PURSUE HEALTHY LIFESTYLES

#### IN COMMUNITY

87% HAVE STRONG SOCIAL NETWORKS  
50% MORE LIKELY TO VOLUNTEER  
(AND GIVE 30% MORE TIME)  
13% MORE LIKELY TO DONATE  
(AND GIVE 20% MORE)

#### IN WORK

47% HOLD SENIOR LEADERSHIP POSITIONS  
17% MORE LIKELY TO BE EMPLOYED  
13% HIGHER EARNINGS  
(\$315,000 HIGHER LIFETIME INCOME)

# WE ARE #BIGGERTOGETHER



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[www.bbbsniagara.ca](http://www.bbbsniagara.ca)



Big Brothers  
Big Sisters

OF NORTH AND WEST NIAGARA

Charitable Business Number: 13048 5907 RR 0001



United Way  
Niagara

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