Big Brothers Big Sisters of Winnipeg

Presentation to:
Executive Policy Committee
City of Winnipeg
March 14, 2011

Big Brothers Big Sisters of Winnipeg (BBBS) matches mentors with children in one-to-one or group matches. We believe the healthy development of every child is enhanced by positive, nurturing mentoring relationships. The results can be life-changing.

But, you may not be as familiar with our work as other organizations in our community. This could be because you can't drop into a physical location to see our staff and volunteers working with the youth we support. We exist wherever our mentors go with their Littles – in parks, in schools, at skating rinks, at sporting events, or at community centres.

We came to this Committee last year for the first time to demonstrate why you should support our work. We asked for $50,000. You found a way to grant us $12,000, for which we are truly grateful.

We invite you to continue supporting our work through an annual operating grant. We are seeking $50,000 in on-going funding from the City of Winnipeg.

The benefits of mentoring are becoming clear and mentoring is growing in popularity. We are seen as a leader in mentoring, as witnessed by the provincial government looking to us to co-chair the newly created Manitoba Mentoring Network.

Many organizations are looking to offer mentoring services to their clients, but we are unique. Our one-to-one matches adhere to national safety standards that are second to none, and we are proud to say that our Winnipeg agency has one of the highest averages when it comes to length of match (over twice the national average). Research is clear that long term one-on-one mentoring, as opposed to one-time or periodic group mentoring, is the best way to achieve lasting positive results.

Ultimately, what is important for us and you are results. And results for us are measured by how many kids we can help and what that support can do for them.

A recent study found adults mentored as children through Big Brothers Big Sisters are more likely than peers with similar backgrounds, but who were not involved in the program, to:

- have a four-year college degree
- have incomes of $75,000 or more, and
- report strong relationships with their spouses, children and friends

This is the first large-scale examination of the long-term benefits of our mentoring, and it clearly suggests we have the potential to break cycles too often associated with family and community poverty.

Previous research from other jurisdictions has found similar results for many years. For example: our *Littles* go on to graduate from high school at a 20% higher rate than the national average. And 78% of *Littles* who came from a social assistance background no longer rely on this form of income.

A disproportionately high number of former *Littles* graduate from college or university compared to others in their age group (Project Impact, Social Planning Council of Hamilton and District, Hamilton, 1994).

Outcomes of Community 1:1 mentoring show children matched in the BBBS program were found to be:
46% less likely to start using drugs
27% less likely to start drinking
52% less likely to skip a day of school
33% less likely to hit someone

And outcomes of our In School Mentoring program found that:
64% developed more positive attitudes toward school
58% achieved higher grades in social studies, languages, and math
60% improved relationships with adults
56% improved peer relationships
55% were better able to express feelings
64% developed higher levels of self-confidence
62% were more likely to trust their teachers

The children we serve are among this city's most vulnerable, whether they have one parent, live in households experiencing poverty or have a parent who is incarcerated.

Nick was once one of those children. Nick was a Little once, and is now a Big.

Nick has been a volunteer Big Brother for the past two years. He became a Big Brother because he had a Big Brother while growing up. He experienced many fun and exciting things as a Little, such as going to camp and football games or having Blain, his Big Brother, teach him how to drive. But he is most grateful for having a Big Brother through the bad times. If it wasn't for both his Big Brother and BBBS caseworker being there to help him through situations, Nick honestly doesn't know where he would be today. Because of their positive support, he returned to and graduated from high school.

Over the past twenty years, Blain has been there for Nick, as recently as last month when he was Nick's best man at his wedding. Nick's goal as a Big Brother is to be as supportive and helpful for his little Brother as Blain was for him. And he hopes to one day be the best man at his Little Brother's wedding.

We want to create more success stories like Nick's. We measure our success by the number and quality of our mentoring matches.

Last year we served 480 clients through all of our mentoring programs. This year, with a month still to go, we have served 620 young people, a 30% increase. Great news for us and the children and youth of Winnipeg, but there's still more to do, more kids to be matched, and we are near capacity right now and are seeking increased revenue to recruit new volunteers and support new matches.

Research has shown that community-based solutions are working, but adequate funding for such initiatives continues to be a struggle. Most funding channels continue to be project-based, so programs come and go with frequency and we spend our energy and time on administering numerous funding sources.

More long-term core funding is required to reduce the inconsistency of relying on project funding so the social issues that youth face can be addressed in a way that is both preventative in the long run and beneficial to them now. That is what an on-going operating grant from the City of Winnipeg will do for Big Brothers Big Sisters of Winnipeg. Our ability to help a young Winnipegger finish school, avoid incarceration and avoid teen parenting will result in higher wages and quality of life for them, and a reduction in the resources needed in our criminal justice, healthcare and social services systems.

It costs approximately $1,200 a year to match and monitor a Big and a Little. But we are asking you to support us with an investment that equates to less than $100 for every child or youth we work with in a year (based on our current numbers). That's eight per cent of our cost per match. A small investment given the impact that mentoring has on a young person's life. We hope the City of Winnipeg will see the short-term and long-term benefits of such an investment.

Thank you.

[2011-2012 Operating Budget is on the next page]

Big Brothers Big Sisters of Winnipeg
Budget 2011-2012

REVENUE	
Operating Grants Revenue	
Government of Canada	0
Government MB Justice	30,000.00
Government MB Healthy Child	73,500.00
Government MB Family Services	142,500.00
City of Winnipeg Operating Grant (Proposed)	50,000.00
United Way	244,800.00
Total Operating Grants Revenue	**540,800.00**
Fundraising Revenue	
Corporate Giving	35,000.00
Foundations	60,000.00
Individual Giving	20,000.00
Bowl for Kids Sake	77,000.00
Big Smiles Revenue	175,000.00
Other Fundraisers	40,000.00
3rd Party Fundraising	20,000.00
Miscellaneous Revenue	3,000.00
Total Fundraising Revenue	**430,000.00**
Special Project Funds	
Special Opportunities	15,000.00
Find Your Dreams Fund	3,000.00
Total Special Project Funds	**18,000.00**
TOTAL REVENUE	**988,800.00**
EXPENSE	
Direct Programme Costs	92,900.00
Central Operating Expenses	151,740.00
Fundraising Expenses	37,000.00
Staff Salaries	636,000.00
Staff Benefits	70,030.00
TOTAL EXPENSE	**987,670.00**
NET INCOME	**1,130.00**