



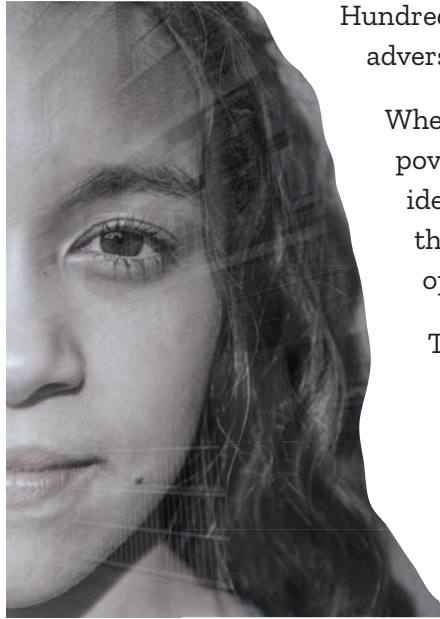
BIG BROTHERS BIG SISTERS **IGNITES**
YOUTH POTENTIAL



Big Brothers
Big Sisters



WE NEED TO STEP UP FOR YOUNG PEOPLE



Hundreds of thousands of youth in Canada are facing adversities in their lives.

When exposed to adversities such as violence, poverty, or crime in the home or the community, identity challenges, or mental health issues, these young people risk not having the opportunity to realize their full potential.

This can lead to continuing cycles of poverty, crime, drug use, and unhealthy living. These costs are borne by the young person, and by society.

Worse still, facing prolonged adversity creates toxic stress, which can impact childhood brain development.

MENTORING IS AN ESSENTIAL SERVICE

Neuroscience tells us that a nurturing, caring relationship with a stable adult is critical for buffering the impact of toxic stress on a child's brain.

The common denominator of successful adults who experienced adverse childhood experiences (ACEs) is the presence of a mentor.

The evidence is clear. When we provide young people facing adversity with a committed mentor, we are decreasing their risk factors and igniting their potential.

OUR MISSION

To enable life-changing mentoring relationships to ignite the power and potential of young people

OUR VISION

All young people realize their full potential

MENTORING **IGNITES** THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR FULL POTENTIAL



COMPARED TO NON-MENTORED YOUTH WHO FACE ADVERSITIES

MENTORED YOUTH ARE:

17% more likely to be gainfully employed
and earn 13% more on average in those jobs

98% believe they make good life choices
and 96% report being happy

87% have strong
social networks



PARTNERS IGNITE THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR FULL POTENTIAL



THE POWER OF THREE

Big Brothers Big Sisters enables life-changing mentoring relationships through The Power of Three: The Family, the Organization and the Mentor.

Our agency staff are experts at screening, training, and matching a mentor with a mentee to realize their full potential.

THE FAMILY & YOUTH



Youth facing adversity
AND
in need of a
Developmental Relationship¹

THE ORGANIZATION



Professional agency staff trained
to recruit and match volunteers;
train and support mentors and
mentees; and graduate youth

THE VOLUNTEER MENTOR



Volunteers who work together with
professional staff to create a
Developmental Relationship¹
with our youth

YOUTH OUTCOMES

SOCIAL EMOTIONAL COMPETENCE

RELATIONSHIP SKILLS
SOCIAL AWARENESS
RESPONSIBLE DECISION-MAKING
SELF-MANAGEMENT
SELF-AWARENESS

MENTAL HEALTH & WELLBEING

POSITIVE IDENTITY
MENTAL WELLNESS
SOCIAL INCLUSION & EMPOWERMENT

EDUCATIONAL ENGAGEMENT & EMPLOYMENT READINESS

SCHOOL CONNECTEDNESS
COMMITMENT TO LEARNING
ENHANCED CONSTRUCTIVE
USE OF TIME

¹"Developmental Relationships Framework." © 2018 Search Institute, Minneapolis, MN. www.search-institute.org

MENTORING **IGNITES** THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR FULL POTENTIAL



THE POWER OF THREE

PROVIDES A
23:1
SOCIAL RETURN ON INVESTMENT

THAT MEANS:

Every **\$1** invested in mentoring
returns **\$23** to society¹

MENTORED YOUTH SEE POSITIVE RESULTS:

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 MONEY!)

IN LIFE

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

AT WORK

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

¹ Among economically disadvantaged groups, \$1 invested in mentoring by Big Brothers Big Sisters returns \$23 to society. The Boston Consulting Group undertook a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

PARTNERS IGNITE THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR **FULL POTENTIAL**





MENTORING **IGNITES** THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR FULL POTENTIAL

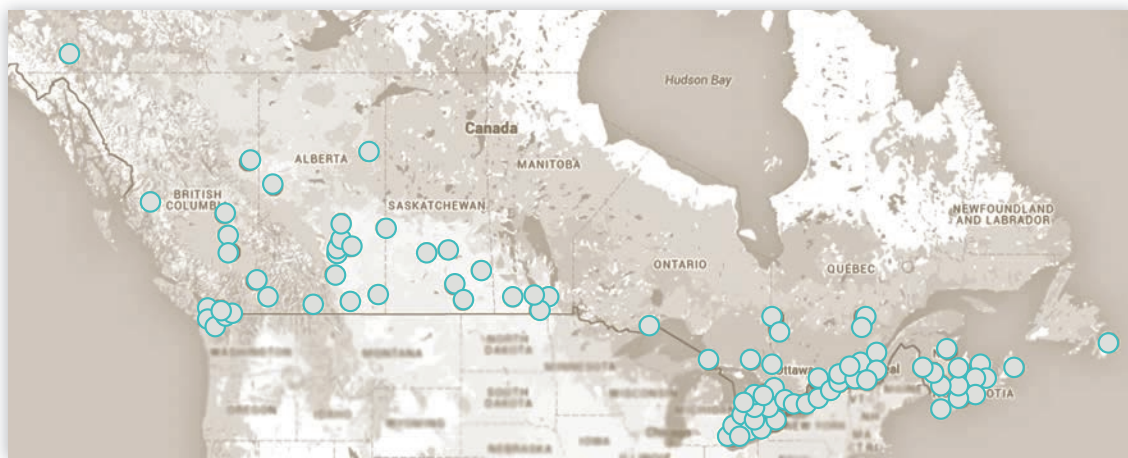


BIG BROTHERS BIG SISTERS NETWORK

Big Brothers Big Sisters of Canada's national office works in partnership with 100+ accredited agencies across Canada to provide access to quality mentoring programs for diverse populations of children and youth in more than 1,100 communities.

Our facilitator, catalyst, and steward roles include:

- Strategic Planning
- Brand Management
- Quality Assurance/Improvement
- Program Development
- Research and Knowledge Mobilization
- Fund Development
- Marketing and Communications
- Public Policy and Government Relations
- Systems Support



AS A NETWORK IN CANADA, WE IGNITE THE POWER OF THREE

THE FAMILY & YOUTH

- Access to tools, training, community supports
- Promotion of core outcomes (asset development)
- Youth engagement

THE ORGANIZATION

- Equity diversity & inclusion
- Professional development
- Technical infrastructure
- Standards & quality assurance

THE VOLUNTEER MENTOR

- Marketing & recruitment
- Screening & training volunteers
- Monitoring and supporting the match relationship

PARTNERS IGNITE THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR FULL POTENTIAL



THE POWER OF THREE



THE FAMILY



THE ORGANIZATION



THE MENTOR

WE IGNITE
YOUTH
POTENTIAL

WE'RE BIGGER TOGETHER



WWW.BIGBROTHERSBIGSISTERS.CA