

A stylized white graphic on a purple background. It depicts two figures: a larger one on the left and a smaller one on the right, both with their arms raised in a celebratory or supportive gesture. The figures are composed of simple, rounded shapes. The larger figure's head is a large oval, and its arms are long, sweeping lines. The smaller figure's head is a smaller oval, and its arms are also long, sweeping lines, mirroring the pose of the larger figure.

# **BIG BROTHERS BIG SISTERS CANADA**

**needs you to help Canadians  
realize the difference they could  
make in a young person's life.**



A group of five diverse young adults are captured in mid-air, jumping joyfully on a rooftop. From left to right: a man in a grey hoodie and sunglasses, a woman in a white jacket and sunglasses, a woman in an orange jacket, a woman in a green jacket and sunglasses, and a man in a denim jacket and sunglasses. They are all smiling and have their arms raised. The background is a clear blue sky and a distant ocean. The rooftop has a low stone wall.

# Together, we can give young Canadians the confidence to achieve more.

As we embark on our largest unified Canadian recruitment campaign, we invite you to join us in creating this lasting legacy. Across ten provinces and three territories, there are hundreds of thousands of youth waiting for someone to believe in them.



# Give young Canadians the confidence to achieve more:

- Share mentoring stories and news on social media
- Donate at [www.imaginebbbs.ca](http://www.imaginebbbs.ca)







We are asking Canadians to **IMAGINE** who a young person can become when they have the support of a caring adult in their lives during Big Brothers Big Sisters Month this September.

Use the **#imagineBBBS** hashtag to join the online conversation, share your mentoring story, and expand the reach of a campaign that encourages people to **IMAGINE**.



## *Twitter Samples*

- Volunteer to become a mentor or donate to support a current match. Imagine who they will become because of you! #imagineBBBS
- Thousands of young Canadians are waiting for someone to believe in them. Volunteer or donate today. Imagine who they will become because of you! #imagineBBBS
- #Imagine who they will become because of you.  
Donate \$25 today at [www.imaginebbbs.ca](http://www.imaginebbbs.ca)
- I'm celebrating September as Big Brothers Big Sisters Month. Join me and get involved! [www.imaginebbbs.ca](http://www.imaginebbbs.ca) #imagineBBBS
- Who can be a mentor? YOU CAN! Kids need real people with real experiences to help them realize their dreams. [www.imaginebbbs.ca](http://www.imaginebbbs.ca) #imagineBBBS
- I became...because of my mentor #imagineBBBS
- Give a young person the confidence to achieve more: [www.imaginebbbs.ca](http://www.imaginebbbs.ca) #imagineBBBS



## *Facebook Samples*

- Join me in celebrating Big Brothers Big Sisters Month [in city/province/country]. Big Brothers Big Sisters mentoring programs are proven to help improve academic achievement and avoid risky behavior while helping children lead happy, healthy lives. Find out what you can do to get involved: [www.imaginebbbs.ca](http://www.imaginebbbs.ca) #imagineBBBS
- Did someone change your life? Donate \$25 today at [www.imaginebbbs.ca](http://www.imaginebbbs.ca) & support Canadian youth if you can't imagine where you'd be without them. #imagineBBBS
- September is Big Brothers Big Sister Month in Canada. Find out for yourself how mentors change lives every day, become one! [www.imaginebbbs.ca](http://www.imaginebbbs.ca)
- Did you know that September is Big Brothers Big Sisters Month in Canada? A Big Brother or Big Sister can help a young person succeed at school, in social relationships, and at home. Find out how you can become a volunteer mentor today! [www.imaginebbbs.ca](http://www.imaginebbbs.ca) #imagineBBBS
- Big Brothers and Big Sisters across Canada mentored over 40,000 youth this past year—and changed their lives forever! Donate \$25 at [www.imaginebbbs.ca](http://www.imaginebbbs.ca)





# SHARE YOUR STORY

Have you ever had a mentor? Someone who supported and guided you? Post an 'I became...' video on your social media platforms!

Simply record a message on your phone about how your mentor impacted your life and who you became because of their guidance and support, and then share your story!

Too shy for video? A simple social post will do! For example:

*"I became confident and a great public speaker because of my mentor. #Imagine who they will become because of you."*  
#imagineBBBS

**Don't forget to tag Big Brothers Big Sisters of Canada (@bbbbsc) and use the #imagineBBBS hashtag.**





# IMAGINE WHO THEY WILL BECOME BECAUSE OF YOU.

Big Brothers Big Sisters has been empowering children and youth for 105 years in Canada. Currently, over 40,000 children are matched with volunteers in our mentoring programs in Canada, but there are hundreds of thousands more who need someone to believe in them.

Donate \$25 at [www.imaginebbbs.ca](http://www.imaginebbbs.ca) today and imagine who they will become.





Big Brothers Big Sisters  
Grands Frères Grandes Sœurs

#IMAGINEBBBS

[imaginebbbs.ca](http://imaginebbbs.ca)