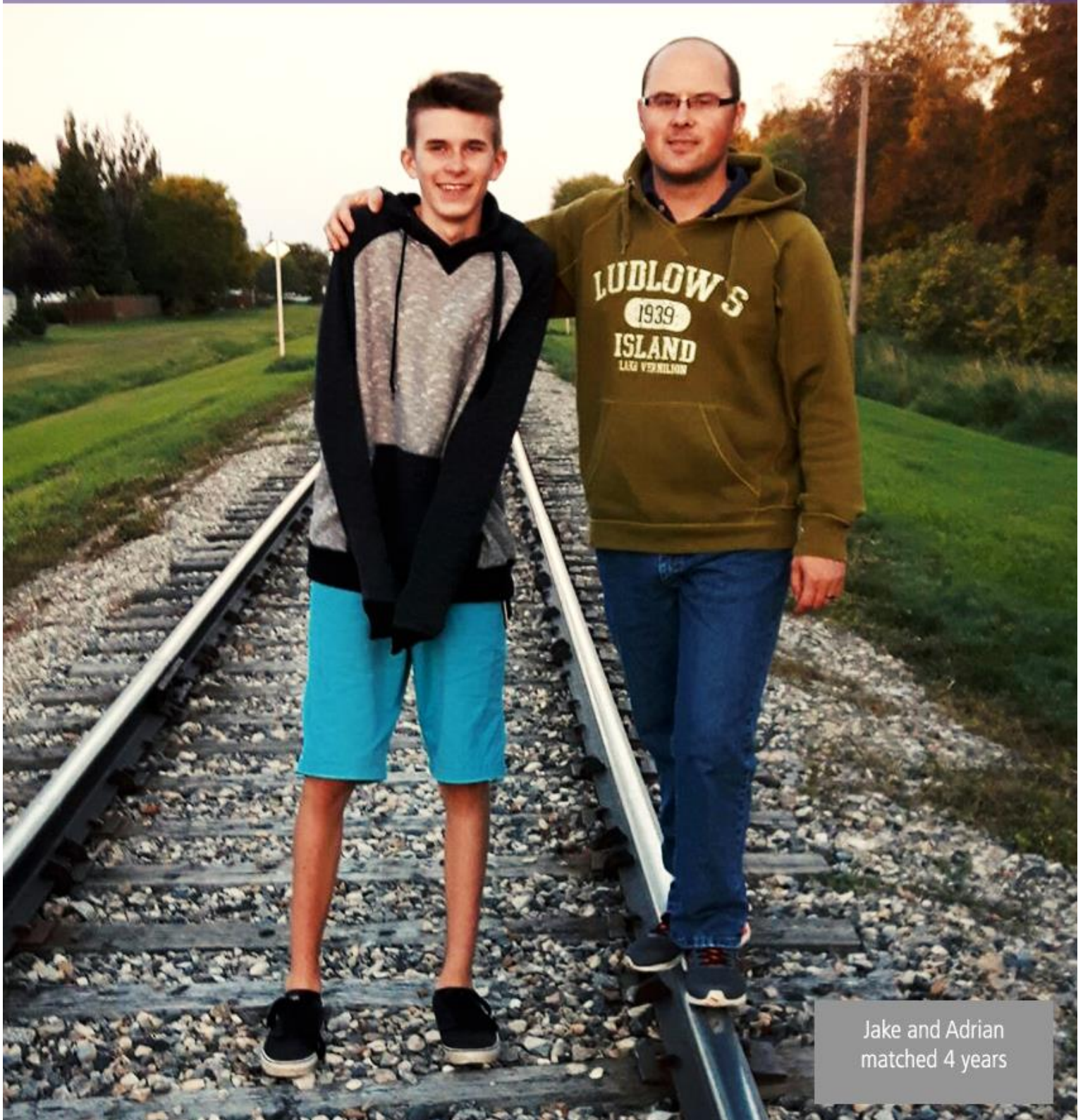




Big Brothers Big Sisters
of Morden-Winkler

2016 ANNUAL REPORT



Jake and Adrian
matched 4 years



Big Brothers Big Sisters of Morden-Winkler

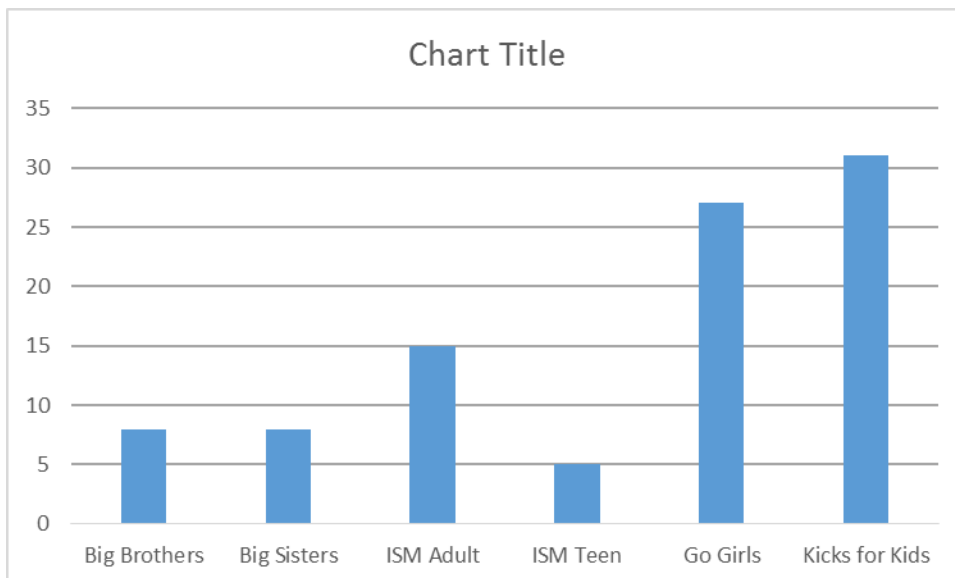
Annual Report 2016-2017
(April 2016 – March 2017)

This past was again another success. We saw an increase in the number of kids mentored and in our financial standing. Part of this success was our venture to provide our mentoring programs to the town of Altona. Altona has embraced our organization and I look forward to seeing how our programs will grow there. Below are some details regarding the year:

1. Administration

- One major highlight was expanding our programming into Altona. We started with In-School Mentoring and Go Girls being offered to the schools. We met with all the schools and they are all excited to have access to these programs. This year we had 2 ISM matches and ran 1 Go Girls program.

2. Casework



There are a total of 94 children mentored this past year which is up from 89 last year. There was a small increase in our regular mentoring programs but the group programming (Kicks for Kids, Go Girls) really drove the numbers up. Group

mentoring allows more kids to participate in mentoring while requiring fewer mentors.

Community/ISM Matches closed this past year – 10

Over this past year

3. Fundraising, Grants, Donations

Fundraising for the year:

- \$34,000 – BFK (with In-Kind) - \$27,000 Clear
- \$17,000 - Healthy Child Manitoba
- \$10,871 – Tim Hortons Smile Cookie Campaign
- \$5000.00 - United Way Winkler
- \$4900.00 - United Way Morden
- \$500 – United Way Altona
- \$3,200 – Bench for BBBS (The Muscle Hut)
- \$500 – Altona Community Foundation
- \$1,400 – Morden Legion
- \$3,329.00 – WestJet Raffle
- \$900.00 - Jumpstart for Kicks for Kids
- \$5,000 – RBC Learn to Play
- \$2,000 – MCC Community Assistance Grant
- \$1,000 – Janzen Chev
- \$41,680 – The Big Night Out (with In-Kind) - \$9,100 Clear
- \$4,382 – Access Credit Union Jeans for Charity
- \$5,700 – Altona Expansion

Grants applied for but waiting for response:

Boston Pizza Grant - \$10,000.00

Canada Post - \$5,000

GVC YiP - \$400 – Awarded

Emerado YiP - \$500 - Awarded

Enbridge - \$5,000

MCSC - \$6,000 – Awarded \$3,500

- Bowl for Kids

Bowl for Kids was a highlight this year. It was a great atmosphere buzzing with excitement and activity. This year's event drew 45 teams from various businesses. The Superhero theme was a big hit. There were 11 silent auction prizes which raised a record amount of money. On the sponsorship side we had 3 event sponsors this year and 15 lane sponsors both up from last year.

One great help this year was a volunteer team from Pathway Church who helped the entire day. They are committed to making this an annual event.

The event saw a total of \$34,000 raised with sponsorships and in-kind donations.

Both teams registered and money raised is a bit lower than last year. One idea for the next event is finding ways to encourage teams to raise pledges.

- Big Night Out

Big Night Out showcased Brent Butt and Leland Klassen. This event had about 350 tickets sold. The ticket sales were slower than expected with such a big name but some believe it's because Brent came just over a year ago.

- Bench for BBBS

A new fundraiser was held on our behalf, courtesy of Muscle Hut. This event was a great success, seeing many attend and \$3200 raised.

- Access CU Jeans

We were one of the recipients for their annual donations. We received just over \$4300.

- Altona Expansion

There has been great support from Altona for our expansion. We received donations from the Curtis Klassen fund, the Altona Community Foundation, the Altona Business Council, Friesens, Westpark Motors, Altona Farm Service, Canadian Lumber, Altona United Way, and several smaller donations from other businesses.

- Bike event in Altona

We are working on a new fundraiser for Altona which will see bikers come and ride from Altona to Gretna along the Trans-Canada Trail. The focus of this event will be to increase awareness and funds for the Altona mentoring programs. The event is set for September 23.

4. Marketing

A. We ran a lot of ads for Big Night Out to encourage ticket sales. Both paper, radio, road signs and video signs. Also ran Facebook ads.

B. We ran a fair number of radio ads for Bowl for Kids. We also had a magnet sign and ran Facebook ads and an ad in Lifestyles Magazine.

C. Other than that we relied mostly on publicity to get our name out.

- I continued the monthly newsletter which was sent to all the contacts I could find. The contact list now reaches about 500 people.

- Public Speaking. This past year I have spoken at:

- i. High Schools - GVC, NPC, MCI

B. Other PR Events:

- News articles – 42

- These articles were in The Voice, The Times, The Echo and on Pembina Valley Online.

- I have actively participated in network meetings through the Winkler Resource Committee, Morden Inter-Agency meetings, and Manitoba Mentoring Network.

- Festival Booth (Sunflower, Harvest, Corn & Apple)

- Tim Hortons Camp Day, Smile Cookie Campaign

- Jumpstart Day

5. Professional Development

- Webinars
 - Microsoft Dynamics – 4
 - National Webinars – The National office is increasing the number of webinars available for ED’s to participate in. I attended 6.

6. Programming

It is important to offer programming for Littles, especially those on the waiting list, to keep them engaged.

- Christmas Party – we had about 35 people attend this year.
- Bowling Event – we ran the bowling event right after BFK
- Tim Hortons Camp
- Pembina Threshermen’s Museum event
- In-School Mentoring Wind-ups in Morden & Winkler
- Winkler Flyers passes
- Esso Cup tickets
- Laser Tag at Rush Laser Tag
- Working on the Dream Big event in June.

7. Thank you to the Board of Directors for another successful year.

President	Vince Sheppard	
Vice President	John Peters	
Treasurer	Ephraim Gertner	
Secretary	Ashleigh Viverios	
Members at Large	Kurtis Fox	Brad Poole
	Jessica Phillips-Hunt	Michael Grenier



Big Brothers Big Sisters
of Morden-Winkler

THE GREATEST
SUCCESS
WE WILL KNOW IS
HELPING OTHERS
SUCCEED
AND GROW

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