



Scotiabank's Thriving Communities Project

Scotiabank®

YEAR 3 IMPACT REPORT
June 2022



This report has 4 Parts:

Part 1: MEASURES OF FOCUS

- Community-Focused -Direct service reach
- Innovation-Focused -Reducing the waitlist by increasing mentor recruitment
- Evidence-Focused -Evaluation data against thriving indicators (Theory of Change-ToC)
- BBBS Mentoring Aligned with ScotiarISE

Part 2: THRIVE INNOVATE & EVALUATE (TIE) COMMITTEE REPORT

Description of the innovation and progress of the National TIE Committee, reporting:

- Funding Year Activations
- Funding Year Challenge
- Funding Year Successes

Part 3: LOCAL PARTNERSHIP IMPACT

Testimonials about how the National partnership with Scotiabank has impacted local agencies.

Part 4: POWER OF 3 COMMUNICATIONS

Report back on 3-tiered marketing and communications approach:

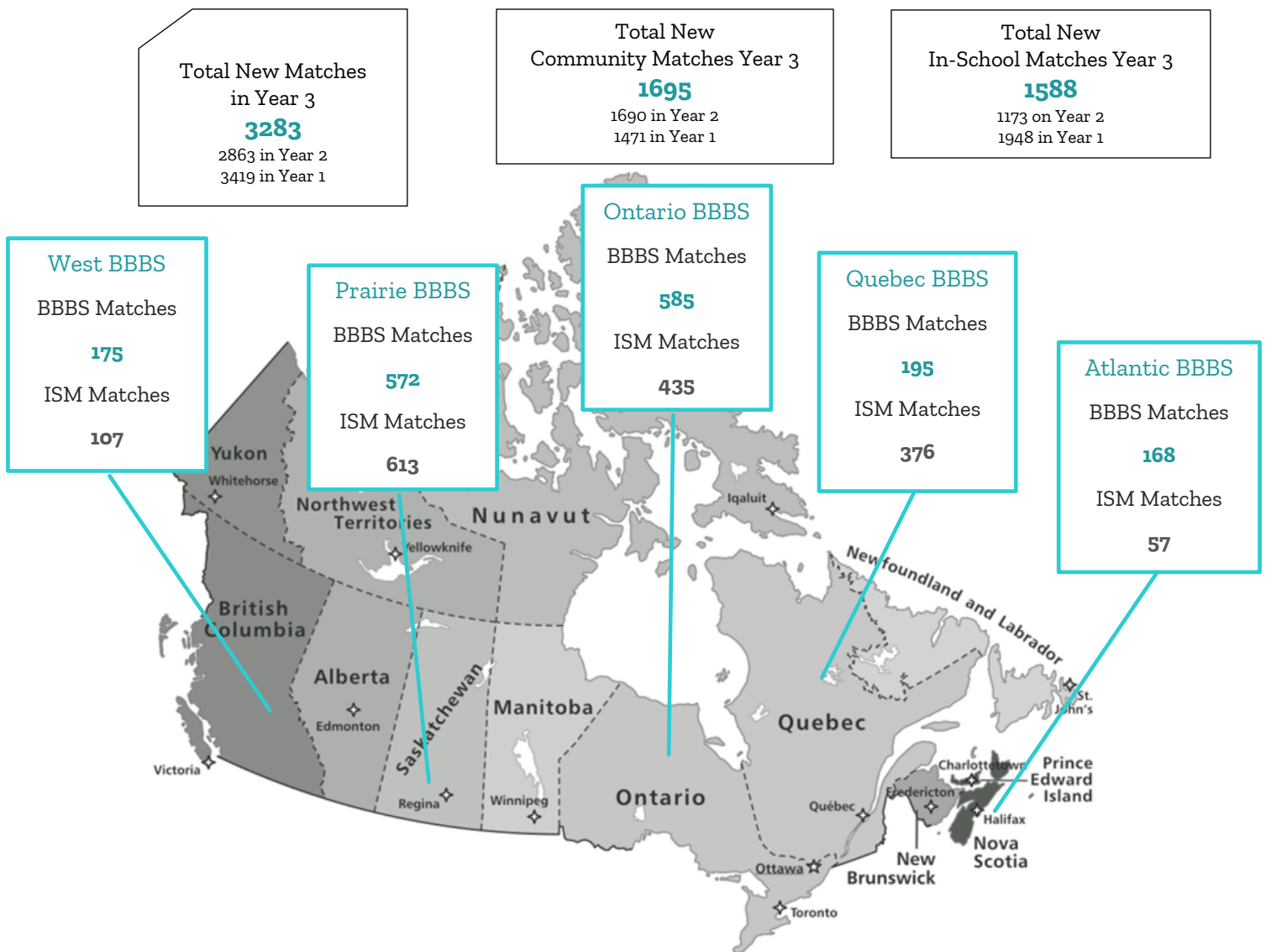
- Brand Alignment
- Innovation-Focused Push
- Human Brand Focus

Part 1: MEASURES OF FOCUS

Community-Focused -Direct service reach

This measure counts the number of newly matched children each funding year in both the Big Brother Big Sister (BBBS) Community-Based 1:1 program and the In-School-Mentoring (ISM) 1:1 program. The count will be provided per region, accumulative across 34 participating BBBS agencies within the regions of; Atlantic (5 agencies), Quebec (5 agencies), Ontario (12 agencies), Prairie Region (7 agencies) and the West Coast (5 agencies).

It is important to recognize that this funding period, similarly to the previous, was challenging. The combination of pandemic-related service disruptions and increased infection rates across all populations negatively impacted our collective ability to serve and deliver programs across Canada. We are confident that in Year 4, our direct service reach will rebound from the lingering effects of the COVID-19 pandemic.



Innovation-Focused -Reducing the waitlist by increasing mentor recruitment:

This measure counts the number of new adult mentors enrolled across Scotiabank sites. The count will be provided via three indicators; new mentors (all); new Big Gs (55+); new BIG Fans (male).

New Volunteer Mentors			
	Year 1	Year 2	Year 3
Atlantic	321	210	216
Ontario	1741	1439	1052
Prairie	1781	2173	1406
Quebec	144	180	262
West	478	598	479
Total	4465	4600	3415

New Identifying Male Mentors = BIG Fan			
	Year 1	Year 2	Year 3
Atlantic	110	84	41
Ontario	620	541	387
Prairie	582	599	394
Quebec	53	82	153
West	137	234	186
Total	1502	1540	1161

New 55+ Mentors = BIG G			
	Year 1	Year 2	Year 3
Atlantic	17	12	21
Ontario	76	31	32
Prairie	50	83	33
Quebec	4	20	27
West	9	19	15
Total	156	165	129

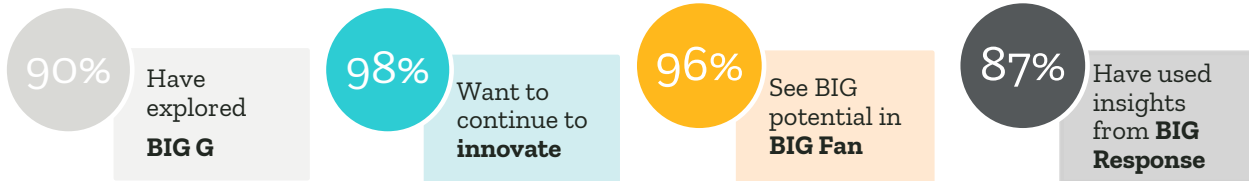
"The Scotiabank investment has been an amazing support nationally to move us together to the new Theory of Change. Their support made this work **real** in all of our agencies!"

Big Brothers Big Sisters of Peel York

"Big Fan sets the stage for a healthy and strong presence in the community while also enabling a pipeline of volunteer mentors that can support our movement. Big Fan focuses on some of the key elements of success for an organization like Big Brothers Big Sisters."

Big Brothers Big Sisters of Toronto

When surveyed, Scotiabank Thriving Community Project sites reported that:



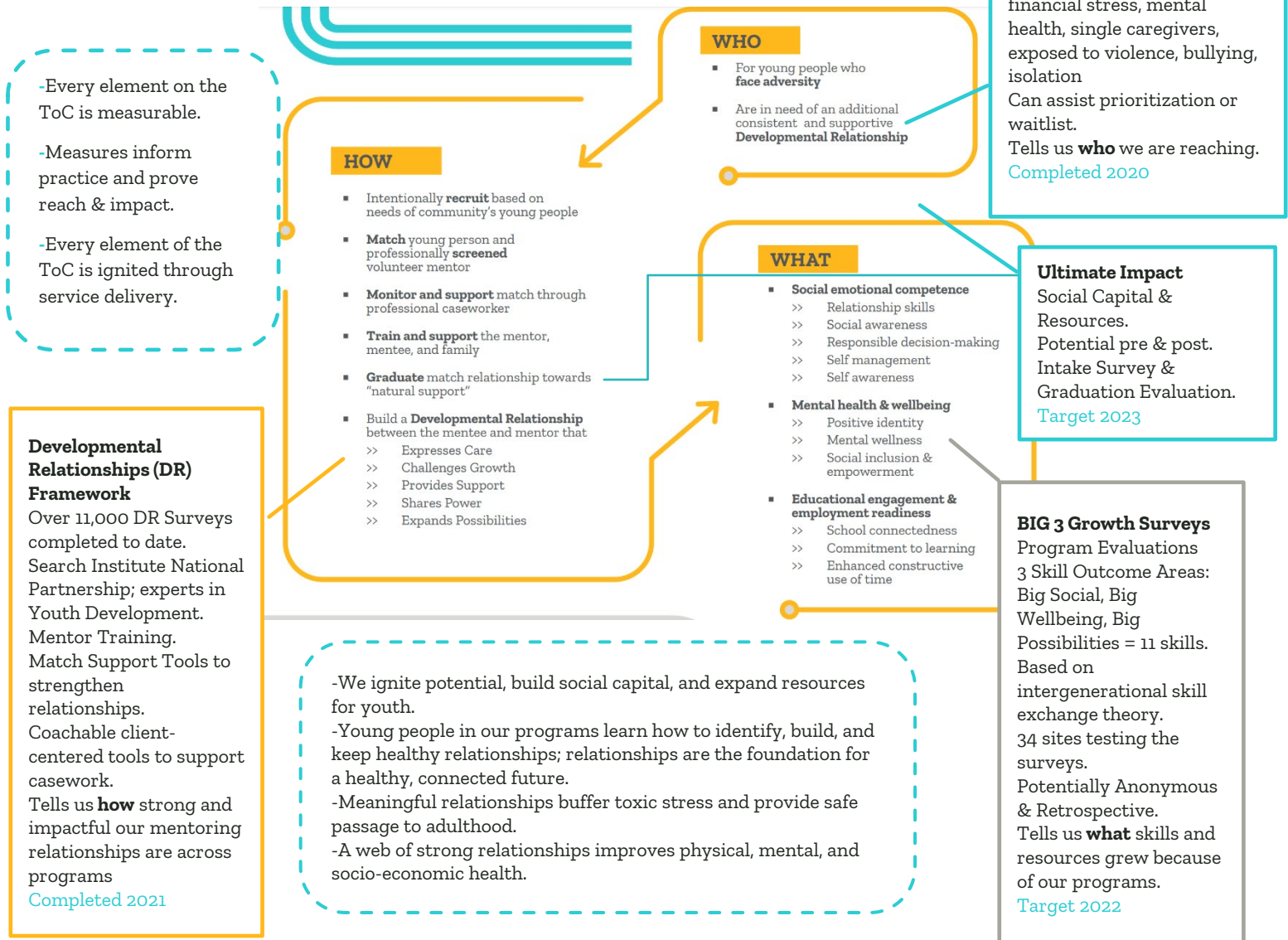
Evidence-Focused -evaluation data against thriving indicators:

This is an evolving measure as the Network lives into the 2019 National Theory of Change (ToC) and adopts collective impact indicators and aligns national data collection.

As we complete Year 3, we can reflect and report on enormous progress made towards measuring our impact across the Network. Being able to prove **'who'** BBBS reaches across the country and their collective needs is incredibly valuable. Understanding **'how'** young people are experiencing mentoring and **'how'** mentors are building relationships gives us insight like never before and enables us to support matches to thrive.

Below demonstrates the volume of data achieved to date thanks to Scotiabank' investment in measuring our National Theory of Change:

THEORY OF CHANGE



BBBS Mentoring Aligned with ScotiaRISE:

In October 2021, BBBSC and ScotiaRISE representatives began exploring how BBBS mentoring outcomes could underpin and align with ScotiaRISE priorities and the alignment is strong.

In Year 3, BBBSC designed and piloted an outcome survey called, the BIG 3 Growth Surveys (more details on page 6 of this report). The surveys were piloted across the 34 Scotiabank funded sites at random.

There were **171 Mentors and 143 Mentees who completed the pilot surveys**. The ages of the Mentees varied, and Mentees could skip or pass questions on the surveys. All participants were in the program for over a year and represent both between community-based and in-school-mentoring.

ScotiaRISE:	BBBS Mentee Survey:	# Response:	Percentage:
Percent of program participants who reported the program helped them to graduate high school.	Because of my Mentor, my determination to graduate High School is growing.	86 responses 49 Yes 7 Not Yet	57%
Percent of program participants who reported improved grades, as a result of the program experience.	Because of my Mentor I feel like I have grown my commitment to learning (<i>I am more eager to learn</i>).	76 responses 56 Yes 8 Not Yet	74%
Percent of program participants who reported a more positive outlook or engagement with high school.	Because of my Mentor, I feel like I have grown my school connectedness (<i>I have a sense of belonging to my school</i>).	76 responses 50 Yes 11 Not Yet	66%
Percent of program completion participants who report the program helped them further their education prospects.	Because of my Mentor, my post-secondary education or employment goals are growing.	89 responses 39 Yes 15 Not Yet	43%

Throughout Year 4, BBBSC will continue to build and test new outcome surveys that can feed more impact data into ScotiaRISE priorities. Thanks to the incredible alignment between ScotiaRISE and BBBSC's Theory of Change, BBBSC will continue to demonstrate that when Scotiabank invests in BBBS mentoring, they are investing in the foundations of resilience and paving the way for bright futures for all children and youth.

Part 2: THRIVE INNOVATE & EVALUATE (TIE) COMMITTEE REPORT

Overview:

The TIE Committee is comprised of one representative from each of the 34 BBBS participating agencies across the BBBS Network that receive Scotiabank funding. Throughout the lifespan of the partnership, the TIE Committee will meet monthly and is responsible for:

- ✦ Developing innovative national data collection practices against the BBBS National Theory of Change;
- ✦ Bridging BBBS's Evaluation Framework to Scotiabank's impact goals;
- ✦ Environmental scanning for best practices;
- ✦ Systems analysis and recommendations;
- ✦ Consulting with researchers;
- ✦ Approving program evaluations;
- ✦ Capacity building, training and support.

"TIE is one of my favourite projects! And probably one of the most needed when it comes to revamping our service delivery practices."
Big Brothers Big Sisters of Guelph

1) Funding Year Activations

Innovation Activation #1 – BIG 3 Growth Survey

In September 2021, the Scotiabank TIE Committee were tasked with igniting the 'measurable outcomes' from our national TOC. In Year 1, through the Scotiabank funding, TIE focused on the WHO of our TOC, defining and implementing a new National Registry, recording the adversities face by BBBS families. In Year 2, the TIE Committee developed a core piece of HOW we ignite mentoring by working with the Search Institute and creating new Developmental Relationship Mentor Training and relationship survey tools. In Year 3, TIE Committee set the goal of proving our collective WHAT found on our TOC, building and testing program evaluations to assess skill development of mentored youth. Using a co-design approach, TIE Committee developed a prototype survey named the 'BIG 3 Growth Surveys'. In January 2022, 32 Scotiabank sites began testing the prototypes in the field and fed back learnings, insights and recommendations back to BBBS via TIE Committee meetings. In addition to live testing, BBBS retained the services of 3 professional evaluators and youth development experts who reviewed the prototypes and offered recommendations. These experts included, Search Institute, Social Research and Demonstration Corporation (SRDC) and YouthREX.

In May 2022, BBBS collected and summarized recommendations that are currently being used to prepare a national pilot in November 2022. Moving from the TIE Committee, all 99 BBBS sites will be invited to participate in the National BIG 3 Growth Survey pilot. This National pilot will provide BBBS with the insights needed to formally establish a national measuring tool, helping us prove what skills are developed through our mentoring programs in Year 4.

"It's been great to be involved with the TIE Committee. Participating has allowed us the chance to be involved with new projects and to test new tools and concepts, and also to connect and network with other staff across the country & learn about what other agencies are doing."

Big Brothers Big Sisters of Saint John, NB

Innovation Activation #2 – BIG Fan

Thanks to an investment made by Scotiabank, BBBSC has had the opportunity to explore how we might find new agility and introduce an initiative dubbed 'BIG Fan'. The 'BIG Fan' concept was created by Leanne Nicolle, President & CEO of Big Brothers Big Sisters (BBBS) of Toronto. Shortly after becoming the CEO of BBBS Toronto, L. Nicolle recognized an opportunity to generate a new volunteer pipeline and possibly address the wait-list at BBBS Toronto. L. Nicolle identifies as a 'former soccer mom' who invested hours transporting her children to sport and supporting their sporting goals and once her children were grown, they no longer needed her to chaperone them to sport. In addition, L. Nicolle has a marketing background, and the 'BIG Fan' concept sparked her thinking about how this initiative could re-frame BBBS mentoring programs and become a new tool to attract new supporters, partners, and funders. In April 2022, L. Nicolle joined the BBBSC team and hosted a series of live regional, virtual, roundtables where 'BIG Fan' was introduced to the BBBS Network.

The series framed BIG Fan in 3 distinct ways:

1. Accelerate Network Power

BIG Fan is a Network-wide, learning opportunity. With BIG Fan, BBBS is positioned to learn how to activate brand agility and why brand agility is critical for organizations like BBBS, in today's marketplace.

2. Ignite New Volunteer Pipelines

BIG Fan can make the concept of 'mentoring' less daunting and an approachable entry point when recruiting. BIG Fan will explore re-framing mentoring and positioning it as sharing a passion or interest with a child, being a 'fan in the stand' or sharing fandom. It is activity based.

3. Spark New Partnerships

BIG Fan can help unlock new partnerships, locally and nationally. With this potential brand extension, we are not changing what we do but giving us something new to talk about and attract potential new partners and funders.

Throughout Year 4 of the Scotiabank Thriving Communities Project, BBBSC will continue to ignite the potential of BIG Fan across the Network, supporting recruitment endeavors, new partnership development and brand agility powered by the BIG Fan initiative.

"The session finally made me see the value of Big Fan - before that it was a concept I couldn't wrap my head around - then suddenly it became real and doable. Now, it's a possible game-ganger for adding some hard-to-find mentors through new and existing partnerships. Still needs testing but it's something new we've never tried before and that's exciting."

Big Brothers Big Sisters of Victoria Capital Region

"What excites us most about Big Fan is the "philosophy" behind it. The concept makes such good sense. What also excited us is that it starts to get us thinking about breaking out of our traditional mode and defined programs. It is innovative."

Big Brothers Big Sisters of London and Area

2) Funding Year Challenge

The Many Waves of the Pandemic

Throughout Year 3, the global pandemic continued in waves across Canada and BBBS sites were affected at different times and in different ways. All sites continued to offer mentoring programs however most needed to adjust program delivery to follow regulations from their provincial Public Health officials. In Year 3, BBBS sites were also impacted by capacity issues as staff, volunteers and families needed to self-isolate with the virus. Thankfully, many recovered quickly while some needed extended time away from their role or the program. The pandemic waves that moved across Canada did present challenges in reaching and matching young people, working within school settings and operating sites at full capacity.

Despite these ongoing challenges, the BBBS Network has worked together, shared resources and found new strength so that programs have continued. We foresee, and hope, that Year 4 is not interrupted by pandemic disruptions and that BBBS can expand our reach with refreshed capacity and good health.

"In rolling out the Developmental Relationship Mentor Training we've received positive feedback from established mentors who were "re-training" feeling a renewed purpose and re-connection with their intention to their match. COVID really challenged some established matches, so this allowed some matches to have an opportunity for self-reflection and new intention setting within their relationships."

Big Brothers Big Sisters of
Winnipeg

3) Funding Year Successes

Despite the pandemic related challenges, 34 BBBS sites stayed committed to the TIE Committee and focused on program delivery and innovation.

BBBSC is taking steps to formalize the service tools designed by TIE as part of the National Service Delivery Standards and Accrediation program.

In Year 3, the BBBS Network increased their adoption of new technologies that ignite the ToC and record impact data.

Innovations like BIG G and BIG Fan are positioned to fuel new pipelines of volunteers, support new partnerships and elevate BBBS mentoring.

BBBSC used ToC data across our National Big Brothers Big Sisters Month Campaign in September 2021 and during National Mentoring Month in January 2022.



Part 3: LOCAL PARTNERSHIP IMPACT

In Year 3, local agencies reported that this project created **a new unified voice across the BBBS Network** and provided much needed updates to our collective service delivery practices.

Below are some testimonials from Scotiabank TIE Committee members:

"Scotiabank's investment has impacted the way in which we work with the National team; It helped unify our mission and vision at a National level. The investment in the National Theory of Change, helped bring clarity and purpose to our mission of empowering lives through mentorship. The work that has been done over the 3 years, has amplified our message on a National scale, showcasing the impact of our intervention. It has allowed for there to be a stronger voice by collecting evidence of impact across the nation."

Big Brothers Big Sisters of Toronto

"A lot of hard work that many people of have put many hours in and is helping to improve our work- it was time to re-evaluate and this has given us the opportunity to do so, as well it has increased the respect that BBBS and the mentoring programs deserve."

Big Brothers Big Sisters of Pictou County

"The development of resources for local agencies is crucial in our journey towards fully adapting our theory of change. Funding that is targeted specifically for this work carves out a space where the quality and completion of this work can become a priority."

Big Brothers Big Sisters of Guelph

"In particular to this year, Scotiabank's investment has allowed us to examine whether or not our agency is putting the Theory of Change into practice, and if it is resonating with our youth and mentors. Assessing Big 3 areas such as mental health, employment readiness, educational engagement are all very important to our agency, and we are grateful to be involved in the development of tools to evaluate our impact in these areas."

Big Brothers Big Sisters of West Island

"One of the most relevant and recent projects of value will be the Big 3 Growth Survey design which will be able to measure outcomes related to the Theory of Change and in turn demonstrate the value of the investment. Having a tool to measure the Theory of Change will provide insights that can improve our intentionality for building and teaching services delivery staff best practices, enhance additional volunteer trainings and ensures the young people we serve have the most impactful and purposeful experience possible for their Social Emotional Competence, Mental Health & Well-Being and Educational Engagement and Employment Readiness."

Big Brothers Big Sisters of Winnipeg

Part 4: POWER OF 3 COMMUNICATIONS

Over the past year, BBBSC continued to celebrate our partnership and generate further awareness around Scotiabank's tremendous support of Big Brothers Big Sisters of Canada, and their commitment to helping the country's most vulnerable youth, while encouraging public engagement.

Through our 3-tiered marketing and communications approach, BBBSC nationally spotlighted the brand alignment between the two organizations, promoted organizational and project innovation and demonstrated the human impact, made possible thanks to Scotiabank's transformational support which continues to directly change the lives of thousands of children and youth in communities across Canada.

1. Brand Alignment –celebration of brand:

As a thought-leader and authoritative voice regarding youth mentorship, the BBBS brand continues to be utilized to elevate Scotiabank's brand and spotlight how we are working together to ignite the full potential of young people. This was achieved by highlighting the partnership during key times throughout the year including Big Brothers Big Sisters Month and into October, as well as in April during Volunteer Week. (see examples of social posts below).

In addition to celebrating our partnership through our National social channels, Scotiabank's transformational support was shared with our network of member agencies across the country through numerous e-communications and our internal communications platform. The BBBS Network was supported in amplifying our voice through access to promotional assets and encouraged to share through their agency social media channels, as well as speak to Scotiabank's support in community.

2. Innovation-Focused Push –progress and innovation:

BBBSC spotlighted the 'Big Fan' initiative and thanked Scotiabank for making the innovation possible. Throughout April, over 100 BBBS staff were invited to the BIG Fan Network Tour, made possible by Scotiabank. In addition, BBBSC has published an internal guide for exploring and testing the BIG Fan approach and this guide acknowledges that BIG Fan is made possible by Scotiabank's investment in BBBS's innovation.




3. Human Brand Focus –spotlight on people:

BBBS endeavored to spotlight the human side of our work, highlighting how both of our organizations are focused on serving people from diverse communities. In Year 3, our network spotlighted Scotiabank staff who also volunteer as Board Members. (See examples below).


Samples from Year 3:

Big Brothers Big Sisters of Canada
April 26 at 4:01 PM · 🌐

We are grateful to [Scotiabank's](#) transformational support and commitment to Big Brothers Big Sisters. Mentoring helps young people to develop the confidence to achieve more. [#ignitepotential](#)



Together, We Are Helping Young People Reach Their Full Potential.

Scotiabank.  Big Brothers Big Sisters

4 1 Share

Big Brothers Big Sisters of Canada
7,002 followers
Bno · 🌐

We are grateful to [Scotiabank's](#) transformational support and commitment to Big Brothers Big Sisters. Mentoring helps young people to develop the confidence to achieve more. [#ignitepotential](#)




Together, We Are Helping Young People Reach Their Full Potential.

Scotiabank.  Big Brothers Big Sisters

CO 12

← **Tweet**

 **@PtboBigs**
@ptbobigs

Thank you to [@Scotiabank](#) for helping us to inspire 19 people to sign up as Bigs with our latest campaign! You have helped us change not only the lives of these children but their families as well. We love partners like you!! [#BiggerTogether](#)



51 views 0:02 / 0:30 🔊 ↗

Big Brothers Big Sisters of Canada
7,002 followers
Bno · 🌐

Thanks to [Scotiabank's](#) investment in Canada's youth, we continue to build thriving communities by providing mentorship coast to coast. [#ignitepotential](#) [#biggertogether](#)




Together, We Are Helping Young People Reach Their Full Potential.

Scotiabank.  Big Brothers Big Sisters

CO Vicky Jaggard and 10 others 1 share

Big Brothers Big Sisters of Canada

ABOUT US WHAT WE DO WAYS TO GIVE FAQ



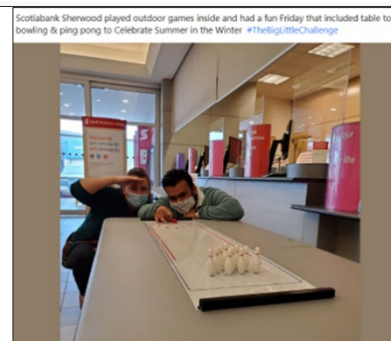
NICOLE FREW, MEMBER AT LARGE
EXECUTIVE VICE PRESIDENT & CHIEF COMPLIANCE OFFICER, SCOTIABANK

Nicole Frew was appointed Executive Vice President & Chief Compliance Officer in September 2020. In this role, she leads Scotiabank's Global Compliance function to ensure compliance risk is managed effectively and meets heightened regulatory expectations.

Nicole previously worked as Senior Vice President, Anti-Money Laundering & Internal Controls, International Banking, where she stood up the Bank's first Internal Controls unit and built strong teams across our footprint to proactively identify risk. She also previously served as Senior Vice President of Enterprise Risk.

She is a seasoned leader with diverse expertise across Risk Management, Global Banking and Markets, and International Banking. A lawyer by training, prior to joining Scotiabank, Nicole was a Partner focusing on derivatives and structured products at a large Canadian law firm.

Nicole is an advocate for women in leadership and has a strong leadership presence both within and outside of the organization. She is also a member of the Scotiabank Women's Initiative advisory board. Nicole is member of the Board of Directors for Big Brothers Big Sisters of Toronto.



Big Brothers Big Sisters PEI
March 31, 2021 · 🌐

Georgia & Bailey from the Sherwood Scotiabank team brought in their The Big Little Challenge Raffle tickets...do you have yours in? The draw for Weber GENESIS II E-315 Propane BBQ from Home Depot and other great prizes is coming up next week! #TheBigLittleChallenge #BiggerTogether

Mentoring helps young people develop the confidence to achieve more. We're grateful to @scotiabank for investing in young people's full potential. #BiggerTogether #thursdaythanks

Together, We Are Helping Young People Reach Their Full Potential.

Scotiabank. Big Brothers Big Sisters

Big Brothers Big Sisters of Pictou County
March 23 · 🌐

Sending out congratulations to our very own Trish Fraser a member of our board of directors who was recently appointed manager of Scotiabank Pictou. What a great addition to the already great branch in Pictou. All the best on your new position Trish

105 · 27 Comments · 4 Shares

Like · Comment · Share

Most relevant

- Ken Rideout · Congratulations Trish! · Like · Reply · 0w
- Cathy MacRitchie · Congratulations Trish! · Like · Reply · 0w
- Faye MacDonald · Congratulations! · Like · Reply · 0w
- Irene MacLennan-Shaw · Job well deserved, by a wonderful... · Like · Reply · 0w

Write a comment · 📷 · 📧 · 📧

Big Brothers Big Sisters of Greater Halifax
November 7, 2021 · 🌐

It's Scotiabank Blue Nose Marathon 10k day! Phil and Brad are ready to go, the sun is shining, and they've reached 99% of their fundraising goal. They'll definitely get to the race finish line, and you can help them get to the fundraising finish line. Please donate if you can.

RACEROSTER.COM
Donate to Big Brothers Big Sisters of Greater Halifax - Scotiabank Blue Nose Marathon —

We may not have many opportunities like this moving forward, but will milk every moment we have!"
ad Crossley, on completing the 10K with his Big Brother and lifetime friend, Phil O'Hara.)

Big Brothers Big Sisters

Big Brothers Big Sisters of Greater Halifax
October 13, 2021 · 🌐

When a friendship has lasted more than 40 years nothing stands in the way of building memories together - not even a cancer diagnosis. **Phil O'Hara** and **Brad Crossley** (the Little Brother he met in 1977) have a big goal ahead of them, and they're doing it in support of Big Brothers Big Sisters. Learn more about how they are participating in the **Scotiabank Blue Nose Marathon** and support them with a donation to the cause that launched this wonderful friendship. [https://raceroster...](https://raceroster.com) **See more**

Carol Goddard and 5 others · 10 Shares

Like · Comment · Share

Write a comment... 📷 · 📧 · 📧

BIG Thank You Scotiabank

Without your continued unwavering and strong support, the impact and innovation detailed in this report would not be possible.

Big Brothers Big Sisters is extremely honored and excited to continue this critical and innovative journey with Scotiabank, building thriving communities across Canada together.

We welcome any questions and further discussion.

Sincerely,
National Project Contact
Megan Vella (Pronouns: she/they) (Pronoms : elle/ol)
Senior Director Program & Impact

Big Brothers Big Sisters of Canada 1-800-263-9133 ext. 57 |
bigbrothersbigsisters.ca | grandsfreresgrandessoeurs.ca

Here is a great recent response from a mentor when she was asked what changes she has seen in her mentee since the mentoring relationship began: "I have seen a huge change in her spirit and confidence. She was shy when we first met and quite introverted. She is now goofy, friendly, and seems more confident in herself. She is talkative and comfortable around my family, whereas at the beginning of our relationship she was quite shy when meeting new people. I think that I can see our trust has developed in that she feels safe with me and can tell me about her life."

Big Brothers Big Sisters Red Dear

