

Dear Kate and the City of Burnaby team,
On behalf of everybody here at Big Sisters we
wish to thank you for your support of our
Burnaby Big Sisters program in 2015.

Please find enclosed our 2015 Big Sisters
program report along with examples of media
recognition you received.

Please don't hesitate to contact me should you
require any more information or have any questions.

Thank you.

Heather



BIG SISTERS MENTORING PROGRAM 2015 FUNDING REPORT

BIG SISTER PROGRAM

The Big Sisters Mentoring Program is our cornerstone program. This impactful one to one mentorship relationship produces positive results, is preventative and contributes back to our community. We do more than just connect a girl with an adult friend; we offer multiple years of support from elementary school to university. Each Little Sister benefits immediately from the relationship formed with a caring, supportive woman and benefits in the long term by gaining self-esteem and confidence to make positive life choices.

Mentorship increases self-esteem in youth with 42% reporting they are a happy person. The role modeling aspect allows youth to learn different perspectives, envision different outcomes for themselves which encourages them to make better life choices, with over 50% of Littles reporting that they make "good" life choices. Mentorship is a foundation of support for a child which they can build upon to create a strong support network, using the positive mentoring relationship as a model for future relationships.

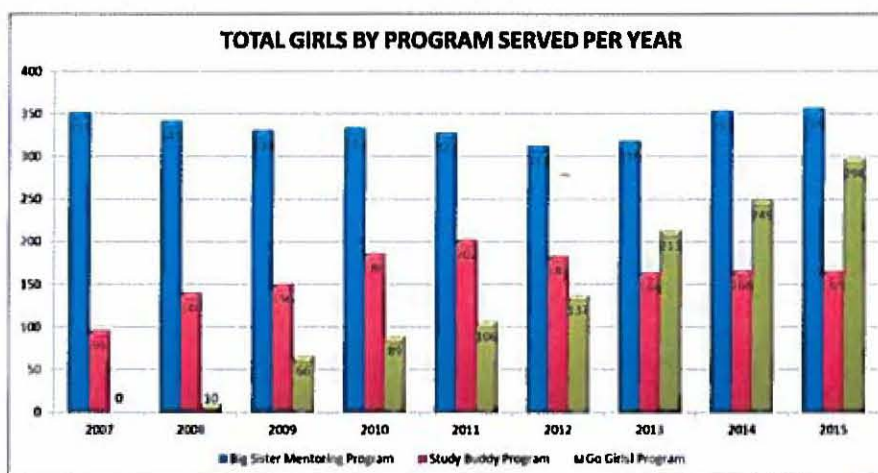
We supported more than 356 Big & Little Sister matches in 2015 with 36 Big Sisters mentoring matched being served in Burnaby.

Key Program Outcomes:

- Increased self-esteem and confidence.
- Improved positive and healthy behavior.
- Facilitated girls to effectively communicate their feelings.
- Improved well-being.
- Happy and resilient girls.
- Cultivation of valuable life skills and boundary setting.
- Improved peer and family relationships.

We request a minimum one year commitment from our matches. The average mentoring match length at Big Sisters BCLM is almost two years, and some of our matches have been together for as long as 12 years or more. 45% of our current Big Sister matches have been together for 3+ years. The longevity of our matches allows us to provide comprehensive support to our Little Sisters. Often we're the first organization to hear that our Little Sisters are couch-surfing or homeless. For some of our Little Sisters, their Big Sister is the most consistent adult in their life.

In 2015, 819 girls benefited from participation in our three mentoring programs, we made 149 new mentoring matches.



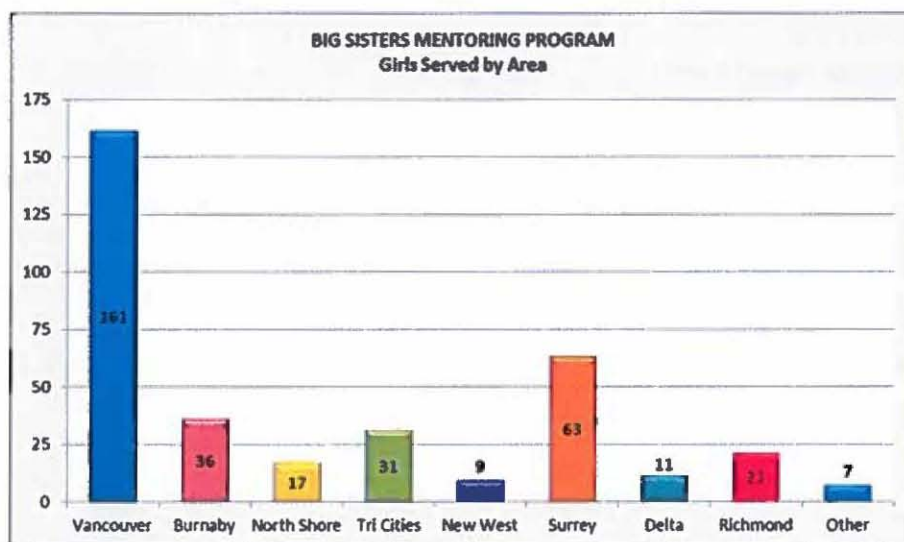
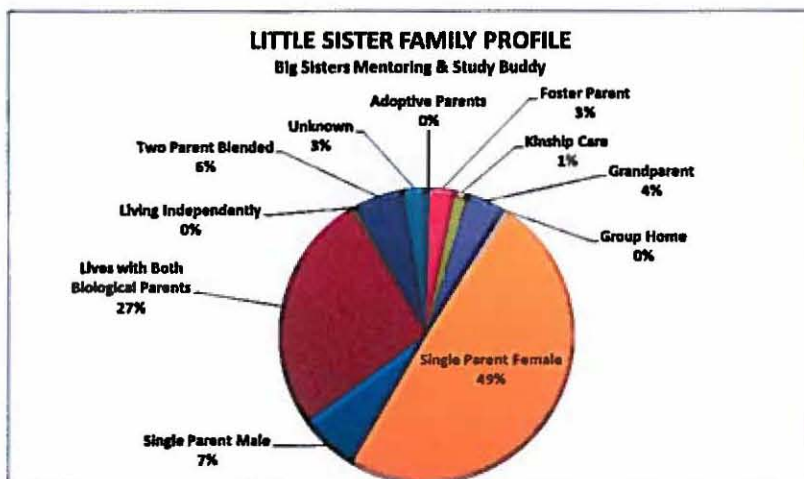


GIRLS SERVED

Girls, aged 7-17, are referred to our agency by parents, school personnel, social workers and other helping professionals. Big Sisters BCLM serves an extremely vulnerable, socially disadvantaged population. Our Little Sisters face serious adversity. We continue to see steady sustainable growth in the numbers of girls we serve annually.

Little Sister Demographics:

- 49% of the girls in our programs come from a single parent family.
- 3% from foster homes.
- 52% of our Little Sisters are directly referred to Big Sisters by their schools, the Ministry of Children and Family Development (MCFD) or other family service agencies.
- 30% of our Little Sisters were born outside Canada and find themselves struggling to integrate as new immigrants.
- 63% of our Little Sisters family's first language is a language other than English.
- 15% are of First Nations heritage.
- 54% of our Little Sisters come from low income families.



2015 Big Sisters Program Outcomes:

- 148 volunteer applications
- 113 Little Sister referrals
- 106 new Big and Little Sister matches made.
- Of the 108 matches that ended in 2015, 64% (69) of them met or exceeded their one year minimum commitment.
- The average Big Sisters Program match length was 1.91 years.
- At the end of 2015, we had 42 girls on the Big Sisters mentoring program wait list.



LEARNINGS & EVALUATION

Big Sisters BCLM strives to deliver the highest quality programming to Little and Big Sisters. One strategy of achieving this goal is by gathering and analyzing information from parent/guardians, volunteers and Little Sisters to help us assess the impact and effectiveness of our programs and to develop strategies to improve program delivery and accessibility. This information is gathered through monthly check in sessions with the mentoring match's caseworker, face to face interviews at 3, 6 and 12 month anniversaries and through our annual anonymous surveys.

Every year, we conduct anonymous, confidential surveys with all Big Sisters, Little Sisters and parents/guardians to help us assess the impact and effectiveness of our programs. Our surveys demonstrated that:

- 82% of parents said they believe their daughter feels better about herself and is more confident since being involved with Big Sisters.
- 95% of parents agree/strongly agree that their child has another supportive adult to talk to since being involved in the Big Sisters Program.
- 81% of Big Sisters agree/strongly agree that their Little Sister's confidence has improved since being part of the Big Sisters Mentoring Program.
- 89% "definitely" feel they have another adult in their life who cares about them since becoming a Little Sister.
- 57% "definitely" feel better about themselves since having a mentor

Our goal of increasing matches and decreasing waitlist time is measured in hard numbers as we constantly use our statistical analysis to assess our program efficiency and as part of our accreditation process as an affiliate with Big Brothers Big Sisters of Canada.

MENTORING IMPACT

Mentoring is a social intervention strategy that provides opportunities for youth to form supportive relationships; build self-esteem; cultivate valuable skills and develop a sense of belonging, acceptance, empowerment and connection. These factors are known to foster well-being and prevent youth from dropping out of high school, become healthier, give back to their community, and deter young people from becoming involved in deviant behaviour or crime. Mentored youth are happier in life.

At Big Sisters, in addition to the direct benefits that children and families experience, we have witnessed larger, systemic benefit occurring in our matches. Oftentimes a match is between a child from an underprivileged segment of society, and the volunteer comes from a more privileged background. The understanding of system sources of poverty and all of the social determinants of health that comes from being a mentor to a child in that circumstance is profound and life altering. We think that we are changing the middleclass' understanding of poverty one volunteer at a time, and contributing to the breaking down of an "us" and "them" mentality in our communities. Our volunteers often become advocates of change as a result of their experiences, while our littles have been exposed to a world of opportunity that they may not have gotten a glimpse of elsewhere.

ACTIVITIES AND WORKSHOPS

We serve an extremely vulnerable, socially disadvantaged population. We encourage our matches to find low cost or free activities to be engaged in and we support them to fulfill this requirement. We research and provide a list every month of local free or low cost community events or activities in our E-newsletter that goes out to our volunteers so that they have lots of ideas of how to engage their Little Sisters. We facilitate numerous information sessions and workshops focusing on skills and resources to empower each match to be successful. We also coordinated and provided fun, low cost activities for our Big Sister matches.

In 2015, we held two workshops focused specifically on Big Sisters matches, and provided 17 match activities.



Workshops offered in 2015:

- **Speak Your Truth: Assertiveness and Communication Skills Training:** Participants identified situations where assertiveness is a challenge, and tried out some practical approaches for communicating effectively and keeping healthy boundaries. (offered in conjunction with Big Brothers GV)
- **Making Sense of Adolescence:** Discussion centered on understanding the maturing dynamics occurring for the adolescent and the tools to help them through this journey. We focused on the importance of adult relationships for teens and how to cultivate strong attachments with them. (offered in conjunction with Big Brothers GV)

We also offered two additional workshops which were cancelled due to lack of volunteer sign-up. They were:

- **Enhancing Learning with Physical Activity: Ideas for Study Buddies** – with Action Schools! BC
- **TCO2: Taking Care of Ourselves, Taking Care of Others** – Workshop on Sexual Exploitation and Developing Safe Relationships

Match Activities offered in 2015:

- Aromatherapy Workshop (January 24) – 12 matches attended.
- Dog Mountain Hike (February 21) – 3 matches attended.
- Swimming at Watermania and lunch at the Old Spaghetti Factory (March 21) – 10 matches attended.
- Study Buddy Event – Fly Over Canada (April 18) – 7 matches attended.
- Moksha Yoga Event (May 9 and May 24) – 9 matches attended in total.
- Cooking Workshop – Greater Vancouver Food Bank (May 24) – 10 matches attended.
- Pizza and Paddle Event – Deep Cove (May 30) – 6 matches attended.
- Tea Party – Neverland Café (June 20) – 13 matches attended.
- Burnaby Horseman Association - Matches learned about horse care (June 21) – 3 matches attended.
- Sailing Day – Jericho Sailing Club (June 27) – 3 matches attended.
- Summer BBQ (July 4) – 100 people attended (Matches and family members).
- Painting Workshop (October 4) – 10 matches attended.
- Jewelry Making Workshop (October 17) – 8 matches attended.
- Halloween Party (October 24) – 17 matches attended.
- Vision Board Workshop (November 9) – 6 matches attended.
- Winterfest Party (December 13) – 27 matches attended.

OUTREACH & RECRUITMENT

In 2015, our staff and volunteers participated in a number of community-engagement activities to increase awareness of our mentoring programs and expand our service. They worked to solidify and grow key relationships with community organizations, including schools, volunteer agencies, and like-minded non-profits.

In the fall of 2015, volunteers and staff presented at 6 United Way Campaign kick-off events (reaching over 600 people). Our team was also able to leverage partnerships with our corporate and media sponsors, including Plum Clothing, 24Hours Vancouver, Miss 604, CTV, Virgin Radio, QMFM, and Canadian Western Bank. We also received a grant from Manulife for volunteer recruitment advertising in order to introduce Big Sisters to new markets throughout the Lower Mainland.

Over 300 women applied to become a mentor with Big Sisters in 2015. This was a result of a variety of strategic initiatives that included attending 11 university volunteer recruitment events, creating media partnerships, purchasing advertising, and earning media stories throughout the year by interviewing our matches and sharing their story:

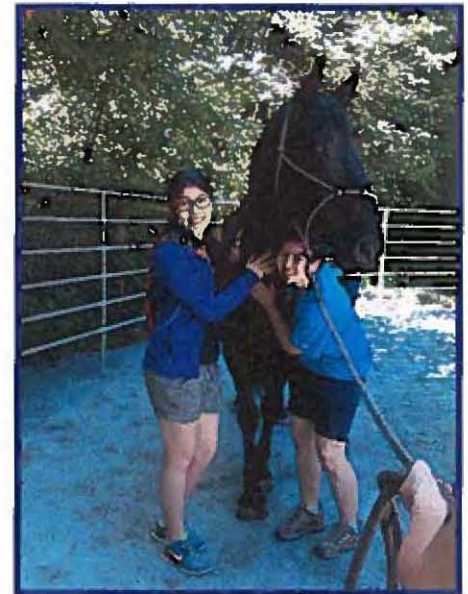
- Skytrain & Bus Advertising for the month of September (funded by Manulife);
- University campus bathroom advertising, as well as restaurant & retail advertising for the month of October (funded by Manulife);



Big Sisters
of BC Lower Mainland

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- Shaw TV aired our 30 second PSA 815 times over two months on US specialty channels, Shaw TV, and Shaw multicultural channel;
- Global BC community Facebook page promotion;
- BC1 community calendar promotion;
- The Leader – "Big need for Big Sisters in Surrey" - April 22, 2015;
- Burnaby Now – "Here & Now: Learn more about the Syrian refugee crisis - Help for girls needed" -November 20, 2015;
- GetInvolved.ca - Blog feature Story;
- UBC Outreach Online – "Volunteer Mentor, Big Sisters of BC Lower Mainland";
- The Peak Radio campaign;
- Vancouver is Awesome advertising;
- Miss 604 Advertising; and
- 24 Hours Vancouver.



start something