



making a **big** difference

the BIG picture

Big Brothers Big Sisters Ottawa (BBBSO) is a non-profit organization that has spent 40 years providing a one-to-one mentoring experience for children and youth in the National Capital Region. We believe in the power of friendship. At BBBSO, a positive volunteer adult role model, a “Big”, is matched with a child or youth, a “Little”, between the ages of 6 and 17. Through the provision of gender-specific and co-ed programming, children are matched with the most appropriate role model – male or female - based on similar interests. The Bigs and Littles in our program experience the magic of everyday moments when they are shared with a friend. Everyone needs someone to laugh with, share dreams and just hangout... with friends it's the little things that mean the most.

Many children are still waiting for a Big...

After a challenging year with no additions to the wait list, there are still 50 children on our waiting list. We anticipate that when enrolment begins anew, this number will once again increase. With a budget of under \$1million, we must continually generate revenue to serve children who are eagerly waiting for a Big.

We are proud to have been able to mentor 1103 children through high quality programs in 2010.

Mentoring Works!

Ottawa has grown substantially over the years and this has also increased the number of youth who would benefit from having a positive mentor in their lives. The need is greater than ever to help us to continue to foster, facilitate and support valuable mentoring programs.

Having a mentor helps children develop self-confidence, self-esteem and the ability to make healthy age appropriate life choices.

Here is what the Littles are saying: **“My life is so different now that I have a big sister. She has been part of my life for nine years now and we have a bond that no one would be able to break. I feel like a part of her family and I think that she should feel as though she is a part of my family too. I know now that I have a life-long friend, someone I can always talk to and someone who will not judge me the way a parent would. She understands me, knows when I look happy or sad and always has time to talk and make sure that I am happy.”** - Stephanie, Little Sister

Children who participate in our programs not only create a special friendship, but they also have opportunities to participate in monthly group activities, apply for scholarships, attend camps all over the country and receive free tickets to entertainment and sporting events.



Vision

All children in Ottawa will have a mentor when they need one.

Mission

Foster, facilitate and support volunteer based mentoring programs for children in need.



Happy Birthday BBBSO!

2010 marked BBBSO's BIG 40th Anniversary sponsored by Cisco. BBBSO is proud to have served over 12 000 children in 40 years. While the agency began with the traditional mentoring programs of Big Brother and Big Sister matching, it has continued to evolve with the ever growing needs of our community now offering 8 programs.

The anniversary celebrations started with a special gathering at City Hall where Mayor Larry O'Brien proclaimed February 24, 2010 as Big Brothers Big Sister Ottawa Day and presented Robert Eves, Executive Director, with a framed proclamation. The Mayor's office hosted a breakfast that brought together City Councillors, BBBSO board members, Bigs, Littles, as well as other community supporters.

BBBSO celebrated this 40th anniversary by moving! With the help of dedicated volunteers and staff, on October 20th, BBBSO welcomed the community to their new home at 39 Camelot Drive. The event was attended by friends of BBBSO, volunteers, and community members. The house warming party was an excellent opportunity to show what BIG things can be accomplished with just a little budget.

The move and transition would not have been possible without many companies and individuals who came together to help. A special thank you to:

Our Interior Design Team: Mike Crabtree & Lynn Breton

Furniture, Materials & Services: Boston Pizza

Contract Furniture Source

Corporate Furniture Group

Neutral Posture

Pathfinder Systems Design Ltd.

RLD Industries Ltd.

Starbucks

University of Ottawa

Wood Source

Signage: Industry Images

Peter Riehm

Donation of IP Phone
and installation:



A message from our Honourary President of the Board - Chief Vern White

The youth of our city are an important part of the community, and the Ottawa Police Service works hard to encourage positive and proactive interaction between police and youth. Whether through School Resource Officers, the Ottawa Police Venturers program, various community partnerships, education programs or the hundreds of neighbourhood events held every year, police routinely cooperate with youth to improve our community.

We continue to focus on delivering an integrated approach to crime prevention by working with community partners to support and enhance service delivery in the area of youth intervention and diversion. The objective is to prevent youth from becoming involved in criminal activity, and if they do become involved, ensure that supports are available to them and their families. These initiatives will help to prevent and reduce youth crime in our community and support the work of the City of Ottawa's Youth Strategy and the ongoing partnership with our crime prevention partners.

Mentoring by employees of Ottawa Police takes on many forms including coaching, tutoring or being a Big Brother or Big Sister. Members strive to create long-term personal commitments to individuals and groups in their communities to be involved in activities close to their hearts. This involvement stems into lasting connections with youth who in turn become adults who strive to give back to their community or children in similar ways. The extra attention and time spent with youth whether as part of a formal program or an informal activity results in a stronger connection with the youth of our community. We are confident that this will continue to result in preventing and reducing youth crime through early intervention and diversion activities.



A message from our President, Trevor Clost

Tell us about your first year as President.

Overall my first year as President of the Board of Directors of BBBSO was a great year. It was a critical time for the organization as we had funding challenges in 2008-2009. I had the opportunity to work closely with board members and individual members of the organization to create a solid plan from a strategic and fundraising perspective that will lead BBBSO into the future.

While creating the new strategic plan, we were fortunate to be able to lean on the knowledge of current board members which allowed us to create a more substantial strategic plan that encompasses all aspects of the agency with specific targets and realistic goals.

It sounds as though there were some excellent successes and challenges in 2010 for BBBSO, tell us about those.

An early success in 2010 was the relocation of BBBSO offices. The new space was chosen because it provides a better work environment for staff and clients and it was an excellent financial move as well.

When faced with financial setbacks, the team was able to create a fund development plan to help diversify the agency's overall funding resources. Our main goal is to position the agency in the community not only as an excellent place to volunteer, but a great place to donate. By reducing our dependence on major funders and special events, we will ensure the financial sustainability of BBBSO

2010 also saw many new faces around the Board of Directors table. There was an excellent transfer of knowledge between board members who were ending their term, and the new additions to the team. I felt it was important to make sure the right people were around the table and ensure that they each felt that overall the board was included in all decisions sent back to the organization.

What are you looking forward to in 2011?

We are set up for a great year! The strategic planning process that we undertook at the end of 2010 helped the board set a course for a stronger BBBSO. I believe overall we have created a great team of board members as well as staff compliment that will help lead BBBSO and position us as leaders and innovators in mentoring.

2010 Board of Directors

Trevor Clost, President

Kevin Guérin, Vice President

Marie-Noëlle Sinotte, Treasurer

Bronwen Dearlove, Secretary

Sean Mullen, Member at Large of the Executive

Philippe Dufresne, Member at Large

Gregg M. Kennedy, Member at Large

Tracey Welsh, Member at Large

Tim Putt, Member at Large

Eric Cuillerier, Member at Large

David Sullivan, Member at Large

Nicole Currier, Member at Large

Jay Nordenstrom, Member at Large



BIG things to come - an interview with Robert Eves

2010 was a pretty successful year for BBBSO. Not a bad way to celebrate BBBSO's 40th anniversary.

2010 was hands down a much better year for us. After two very tough years we have shifted our momentum back in the right direction. But it is the challenges we faced in 2008 and 2009 that help to fuel our success in 2010. As Benjamin Disraeli said, "there is no education like adversity." 2008 and 2009 forced us to come up with solutions to respond to rapidly shifting economic and social realities.

Sounds like you needed a plan and you needed it yesterday. What did BBBSO do?

Well first on the list was fund development. We had begun a complete overhaul of our fund development program in 2009 and by early 2010 we had kicked it into high gear. That meant side-lining our long-standing practice of event-based fundraising and moving to a donor-based strategy. Although our events had been a significant source of income over the years it was clear that they were not weathering the strain of the 2008 and 2009 economic environment. While we are fortunate to have 52% of our budget coming from the United Way/Centraide Ottawa and 17% coming from the City of Ottawa, we still need to raise 30% of our budget on our own. So we decided it was time to focus our efforts on a more sustainable fund development model that would be less vulnerable to fluctuations in the economy – individual donors. You might be surprised to learn that of all the money that is donated in Canada each year to charities 86% to 88% comes from individual donors. And, those individuals also tend to give more and more often to their charities of choice.

So what steps has BBBSO take to reach out to individual donors?

In 2010, BBBSO made a strategic decision to put more focus on donor retention and recruitment. BBBSO worked hard in 2010 to increase our outreach to our existing donors through direct mail, e-bulletins and social media. We also put significant resources into activities to attract new donors. In particular, we focused on the return of the second annual Buddy Up! Campaign.

With your renewed focus on individual donors, what role have corporations and foundations played?

In addition to our Individual donors, BBBSO is grateful to have developed rewarding partnerships with many corporations and foundations, including Cisco, Bank of America, TELUS and the Community Foundation of Ottawa, to name just a few.

What other significant changes were undertaken in 2010?

Most visibly, we have relocated our office. BBBSO had been entertaining the idea of moving for a few years but had not found the right space or the motivation to move. Well 2010 brought us the right space and the financial motivation to move. With the assistance of Michael Church, Vice President, Principal of Avison Young we found our new home at 39 Camelot Drive. Not only is our new space a much better fit for our agency, it will also save us close to \$180,000 in rent over the course of the next five years. This savings will go directly into supporting our programs and services. Another exciting aspect of our move was how our BBBSO family rallied around us to make our move cost effective. BBBSO received almost \$60,000 in in-kind and cash donations (including the donation of a new \$20,000 IP phone system by Cisco) to support us in our move and in setting up our new office. But it was only with the efforts of designers Mike Crabtree and Lynn Breton, who had some tall orders to fill and a very small budget, that our new home became such a stylish, functional and welcoming space for our staff, Littles, families and for our Volunteers.

A not so visible but very important change BBBSO made in 2010 was our decision to temporarily stop taking applications from new Bigs and Littles and focus on matching those on our waiting list. It was a difficult decision, but by the end of 2009, we had 180 Littles and 175 Bigs waiting to be matched. In some cases the children had been waiting more than two years for a Big. That is an eternity for a child. The problem

was we just didn't have enough staff to make the matches. It takes skilled professionals to make, monitor and support our matches. We decided that we could not continue to allow new applicants if we did not have the capacity to match those already on our list. With the hard work and creativity of our Programs Team we have managed to get our waiting list down to 66 Littles and 32 Bigs. During 2010 much was learned about our enrollment process for Bigs and Littles that will assist us in streamlining the matching process. And, it is with great excitement that we announce that in 2011 we will commence a strategic reopening of our redesigned enrollment program and will begin accepting applications again.

I would like to thank the more than 500 dedicated volunteers who get involved as mentors and in our fundraising activities and without whom none of our work would be possible. I would also like to thank our very dedicated and professional staff. To their credit, they remained patient focussed and on-task during a year of tremendous change. Well done!

Thanks also to all the members of our Board of Directors that provide such expert oversight and wise counsel.

I hope you enjoy reading about some of our highlights from 2010.

Merci beaucoup et bonne lecture!

Robert Eves
Executive Director

being part of something **BIG!**

Enrollment/Community Relations

BBBSO began 2010 with a hold on new application from Big Brothers/Big Sisters and Littles due to financial constraints. We shifted our efforts to process the 175 Bigs that had already submitted an application and create positive matches with the children who were anxiously waiting. We began 2010 with 180 Littles on the waitlist and were able to reduce that number to 66.

With this new focus in mind, we directed new eager volunteers to other programs such as Go Girls and Mentoring In School. These programs saw growth with 209 Go Girls applications and 286 Mentoring In School applications over the year, overall, an increase of 140%.

We continued to engage our group of Ambassadors during community events to communicate our message and share their experiences about the power of mentoring. Their real stories are the best ways to communicate the impact of mentoring and the positive changes in their lives.

Parliament Hill Reception

On April 29th Minister Peter MacKay, a former Big Brother from Pictou County, Nova Scotia hosted an event themed "Partnership" that included speeches from our very own Little Brother Alexandre and Littles Sister Brianna as well as Minister MacKay and Karen Fonseth, BBBSC Board Chair.

Big Brothers Big Sisters Canada coordinated the event, 8 other charities were also present to promote the theme of partnerships.

Throughout the evening the Little Brothers and Little Sisters from Ottawa handed out Big Brother Big Sister pins. Many of the attendees were wearing them as they left the room.

Sharing our Stories

Through our blog, Facebook and twitter feeds we continue to share our stories and news about the agency. We are always looking for new bloggers and encourage anyone with a story to contact us.

a little time makes a **BIG** difference!

Big Brother, Big Sister, Buddy Up, Couples Match

Our match program continues to be a popular choice for Big Brothers, Big Sisters and Couples. The traditional mentoring program allows children to develop a friendship with a caring adult by spending time together on a weekly basis. This program saw many match closures over the year for a variety of different reasons. With many older matches, we are starting to see much turn-over, creating space for new matches. 2010 saw the match program grow to 2.5 Mentoring Coordinators and is growing slowly but surely.

2009	2010	
170	177	Matches
170	177	Littles
172	180	Bigs
47	61	New

Bank of America Big Bunch Program

Thanks to a generous donation from Bank of America, the first Big Bunch program started in January 2009. This group mentoring program matches 5-6 Big Brothers with 10-12 Little Brothers, ages 6-16. Groups get together every second week for the school year and participate in various activities organized by BBBSO. This program is designed for Littles who are currently waiting for a Big Brother in the Match Program and is great for volunteers who have busy schedules and could benefit from the planning Big Brothers Big Sisters Ottawa provides.

2009	2010	
20	26	Littles
10	12	Bigs

Camperships

This program provides subsidies for Little Brothers and Little Sisters to attend summer camp and also provides a one week day camp for Littles through Kids 'N Kops. Through these opportunities, Littles can participate in a wide variety of skill building activities. The Kids 'N Kops program is run in collaboration with the RCMP, Ottawa Police Service and Military police and the Ottawa Fire Department.

2009	2010	
100	82	Littles
103	82	Camp Spots
515	485	Camp Days

Group Activities

These programs are aimed at providing Little Sisters and Little Brothers with social and skill-building opportunities, as well as providing recreational activities in support of our matches. Bigs and Littles were able to attend some traditional activities such as our annual Holiday Party and a variety of new activities, including an astronomy night, mini putting and Thai cooking.

2009	2010	
612	630	Participants
12	13	Activities



one **BIG** reason to go back to school!

Our InSchool Mentoring programs make up almost half of the children mentored yearly. These programs continue to grow and develop new partnerships with new schools each year.

Mentoring In School

This program matches caring and motivated adults with Elementary School children aged 7 to 14 during the school day. In 2010, this program was active in 42 schools.

2009 **2010**

148 202

148 202

148 166

Matches

Littles

Bigs



Meet You In School

This program matches Elementary School children aged 7 to 11 in need of a positive male or female role model with mature placement students from high school or college to help build positive self-esteem and social skills.

Thanks to a grant received by the Ministry of Education, a part-time Go Girls! Mentoring Coordinator was hired for the 2009-2010 school year. This position became a full-time Mentoring Coordinator for Go Girls! and Game On! thanks to the Ministry of Education grant and Ontario Trillium Foundation Grant for the 2010-2011 school year.

2009 **2010**

299 329

299 329

66 52

Matches

Littles

Bigs

Go Girls! Healthy Bodies, Healthy Minds

This site-based program matches 1 Big with 2-4 Littles over a seven week period within the school system and promotes healthy choices through life skill development relating to participation in physical activity, healthy eating and positive self-image.

After making changes to their field placement for the Social Work program in 2010, La Cité Collégiale approached us about involving their students in delivering Go Girls! We were eager to explore this new opportunity and thrilled to have forged a partnership that allowed us to run our very first Go Girls! program in French.

2009 **2010**

152 202

46 86

Littles

Bigs

Game On! Eat Smart, Play Smart, Live Smart

Game On! was developed for male adolescents, using a mentoring approach to provide boys and young men with information and support to make informed choices about a range of healthy lifestyle practices. Through non-traditional physical activities, complemented with healthy eating support, participants are engaged in the development of life skills, communication, and emotional health discussions designed to engage participants in the pursuit of life-long healthy lifestyles. This site based program matches 1 Big with 4 Littles over 7 weeks.

2009 **2010**

5 7

2 2

Littles

Bigs

invest in something **BIG** . . . Every dollar counts!

Your gift to Big Brothers Big Sisters Ottawa will help to:

- Recruit Big Brother and Big Sister Volunteers;
- Cover the cost of reference checks, background checks and insurance for our Bigs
- Perform Interviews and home assessments;
- Provide Child Safety training to the Littles, the Parent/Guardians and the potential Bigs;
- Ensure trained professionals match children to caring, responsible and suitable Bigs;
- Offer one-on-one, ongoing supervision and support for each match;
- Provide opportunities to attend group mentoring activities for the Littles who are waiting to be matched;
- Provide subsidies that allow Littles to attend summer day camp including our own Kids n' Kops camp delivered by BBBSO;
- Provide opportunities for apprenticeships and scholarships for our Littles;
- Help support our Holiday Hamper Program for families in need;
- and allow us to provide a referral service for the families we serve.

There are several ways that you can become a donor and make a Big difference to the children served by Big Brothers Big Sisters Ottawa:

- By making a monetary donation, a tribute gift or a Gift in Memory of a friend or loved one.
- Gifts in Kind
- Planned Giving
- Event Sponsorship
- Making a purchase (event ticket, auction item, etc.)
- Holding a Third Party Event or Initiative to benefit BBBSO

A BIG thank you to our members of **the Council for Advancement**. This passionate group's mandate is to encourage both individuals and organizations to make an investment in Big Brothers Big Sisters Ottawa.

Chair:
Chief Vern White
Ottawa Police Service

Michael Church
Avison Young

Jay Nordenstrom
*Canadian Association of
Railway Suppliers*

Grahame Aitken
GSA Associates

Linda Graupner
Consultant

Davene Palvetzian
Character Creative

Yvette Boudreau
KPMG

Greg Miskie
Kelly Santini LLP

Mark Sutcliffe
CFRA / The Ottawa Citizen

Thank you to those who invested in something **BIG** in 2010!

Each year, Big Brothers Big Sisters Ottawa (BBBSO) relies on the generosity of individuals and corporate partners to support the organization. Gifts from caring supporters, like those who are recognized on the following pages, make it possible to provide young people, in need of additional support with a caring mentor and positive role model that can help expand their horizons, realize their potential and enrich their futures – changing their lives.

A **Little** investment in a child today can make a **BIG** difference in their future and that of our community. Thank you to the following individuals who made a gift to Big Brothers Big Sisters Ottawa in 2010:

\$2,500+

W. Michael Church
Sheri Hord

\$1,000 - \$2,499

David Bozzato
Graham Clarke
Trevor Clost
Karen Cooper
Philippe Dufresne
Robert Eves
Linda Graupner and
Tim Musclow
Andrew Moody
Cindy Smith
1 Anonymous Donor

\$500 - \$999

Jacques Bérubé
Michelle Casimir Moo
Bronwen and
Christopher Dearlove

Donna Eastwood
Hana Ghadban
Kevin Guerin
Marie-Odile Junker
Natalie McGee
Todd Morin
Dawn Pickering
Louis Sénécal
Marie-Noëlle Sinotte
David Sullivan
1 Anonymous Donor

\$250 - \$499

Donald Bayne
Eric Cuillerier
Tanis Eardley
Cliff Foley
Mary Gean Giammaria
Donna Haynal
Ron Koomas
Jean-Marc Labrosse
Paul Mayer

Patricia McLeod
John Ouellette
Tracey Welsh
3 Anonymous Donors

\$100 - \$249

Byron Allin
Mary Lou Arbuthnot
John Bagnell
Ernest Bies
Adam Blinick
Greg Boyce
G & K Brawley
David Budzinski
Heather Campbell
Danielle Chabassol
France Chevallier
Karen Cluff
Janice Cudlip
Andrew Dencs
Judy Eves
Barbara Farmer

Laurie Fenton
Jag Mohan and
Natalie Ghuman
Iris and Henry Graupner
John Hamilton
Lois M. Hurst
John Johnston
Laura Joyce
Julia Kelly
Seamus Kelly
William Knight
Bruce Ladouceur
Sasha Lebovic
Leah Lepage
Deanna Livingston
Elaine MacKeen
Mary-Ellen MacPhee
Brenda Marsden
Judy Meldrum
Marjorie Melick
Nicole Milne
Patti Moran

Peter Oegema
Mary Olfert
Clive Petersen
Patricia Peterson
Timothy and
Elizabeth Priddle
Karen Schultz
Ann Shaughnessy
James Skeaff
Jeff Sutton
Verne E. Tant
Barbara Wright
15 Anonymous Donors



Wouldn't it be great if every child in the world could grow up in a stable, loving and healthy home, with plenty of friends, family and good role models? Unfortunately this is not the case for many of our youth. However, we have the opportunity through Big Brothers Big Sisters to make a huge difference in the lives of youth in need, by providing them with an adult mentor who cares, who is there for them no matter what, and who provides friendship, access to new life experiences and a positive role model. Over the past 10 years I have had the privilege of experiencing the power of mentorship firsthand through my two Little Sisters. Big Brothers Big Sisters does amazing work in forming and supporting these mentoring relationships, and they do it in an effective, low-cost way that has a lasting impact on both the volunteer mentors and the youth they support.

– Linda Graupner

Thanks to the following organizations whose 2010 investments have benefited our community's most important assets – **our children:**

\$500,000 +

United Way/Centraide Ottawa

\$100,000 - \$499,999

City of Ottawa

\$50,000 - \$99,999

Ministry of Education

\$20,000 - \$49,999

Bank of America

Cisco

\$5,000 - \$19,999

Alcatel

Big Brothers Big Sisters of Ontario

Canada Lands Company

Catholic Education Foundation of Ottawa-Carleton

COGECO Inc.

Community Foundation of Ottawa

The Ontario Trillium Foundation

TELUS Communications Company

\$1,000 - \$4,999

Algonquin College

Conte Financial Services

Gap Inc.

Hendrix Hotel & Restaurant Equipment & Supplies

The Keg Spirit Foundation

Laurin General Contractors

Ottawa Senators Foundation

Philip Boivin Foundation

RCMP Foundation

The Reesa Greenberg Family Partnership

University of Ottawa

\$500-\$999

Bell Canada

Jill and Cedric Nowell Fund

Monsignor Paul Baxter Memorial Foundation

Ontario Association of Law Enforcement Planners (OPFPA)

Ontario Insurance Adjusters Association

\$100 - \$499

Ann Diamond Fund

CanadaHelps.org

Carleton University

Entetron Electronics

Hydro One

Royal Canadian Legion

Ruiter Construction Ltd.



gifts in kind . . . a BIG help!

When you make a Gift in Kind to BBBSO, we use your generous donations for our children, families and matches, for our programs or for auction items at our Fundraising Events. We are very fortunate to also receive Gifts of Service. These gifts save us money, which can then go directly into our programs.

Here are some examples of Gifts in Kind we have received:

- Tickets to events, such as sporting games, movies, concerts, plays or events
- Gift certificates to local restaurants or spas
- Items for Fundraising Auctions
- Retail store gift cards
- New books, new toys or new sporting equipment
- Design and Print services

“My role was simply to become a friend and to listen when he wanted to talk about something important to him.”

– Arthur, Big Brother

Thank you to the following individuals and companies who have generously made Gifts in Kind to BBBSO in 2010:

Gifts in Kind – Individuals

Hans Aggarwal

Leona Cairnie

Krystyna Chelminska

Janice Cheney

Graham Clarke

Matthew Darwin

Wayne & Isabel Fox

Ian Henderson

Lorraine Johnston

Lu Jonescu

Bruce McMahon

Lloyd McMaster

Roy Nandrum

Tanya Northcott

Ana Maria Rutenberg

Gail Wexler

Donna Danuta Wiegand



Gifts in Kind - Corporate

Amalfi Spa
Bridgehead
Canadian War Museum
Cargojet
Cats R Us
D. Larry Segal Law Offices
Deloitte
Giant Tiger
Great Canadian Bungee
Groovy Grapes
Heart of Stamping
International Datacasting Corporation
Isobel & Company
Fine Baked Goods
John A. McMunagle
Lalonde Berry Farm
Little Ray's Reptile Zoo

Luxe Spa
Marked Paintball
National Arts Centre
National Gallery of Canada
New Edinburgh
Pub and Eatery
Ottawa 67s Hockey Club
Ozone - Plein Air
- Camping-Outdoor
Rainbow Valley Trout Farm
Rexall Pharmacy
Scentiment
- Designer Fragrances for Men and Women
The Ottawa Senators Foundation
Your Pet Palace
Westjet

planned giving

Making your legacy one of hope for children and youth in our community

Leaving a gift to BBBSO in your will (a bequest) allows you to have a profound impact on the future of BBBSO in a very meaningful way and allows us to continue to advance our mission to foster, facilitate and support volunteer based mentoring programs for children in need for generations to come.

Have you thought about . . .

Gifts of Life Insurance – By naming BBBSO as the beneficiary of either an existing policy or a new policy, you can ensure that the proceeds will go directly into programs and you can benefit from the tax credits available through this kind of gift.

Gifts of Securities -- You can donate a gift of publicly traded stock or securities to BBBSO and eliminate the capital gain tax.

For more information on any of the giving options listed above, please contact Cindy Smith at (613) 247-4776 ext. 316 or cindys@bbbsso.ca



“Not only have I had the opportunity to watch my Little Sister grow up and become a spectacular young woman, but I’ve got to experience many new things because of her. We do lots of summer and winter activities that I never did with my family as a child, as well as new things I never would have been brave enough to do without her cheering me on.”

– Carrie, Big Sister



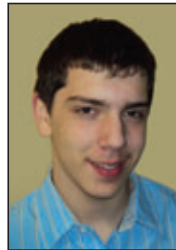
“I like to think that I have had a positive influence in my little’s life. I think I provide her a safe environment to talk about things going on in her life and be a role model.”

– Brenda, Big Sister



"Buddy Up is a great way for people to contribute to Big Brothers Big Sisters Ottawa programs and see the positive impact the programs have on the Littles' lives."

– Ottawa Police Chief
Vern White



"Having a mentor is an important factor in everyone's life, it makes a difference. I am fortunate to have been matched with Marc for 7 years now. On behalf of all Little Brothers and Little Sisters in the Ottawa region, thank you to all the mentors for the key role they play in teaching us to become responsible adults."

– Alexandre Malboeuf

Buddying Up for . . . **BIG Fun!**

2010 marked the second Buddy Up Campaign, a campaign to help enrich the lives of children in our community. We were fortunate to have two great Co-Chairs of this campaign – Chief Vern White and Alexandre Malboeuf, who is also a Little Brother. This innovative campaign challenged members of the community to Buddy Up and make a donation towards the goal of reducing the number of children on the Big Brothers Big Sisters Ottawa waiting list.

We were very fortunate to have our "Featured Littles" that put a face to the campaign. Thank you to: Bryn, Patrick, Laura, Kaitryn, Alexandre, Michael, Felicity, Kade, Rachel and Leslie.

A **BIG** thank you to our Co-Chairs, our Buddy Up Donors and the following sponsors:



OTTAWA POLICE SERVICE
SERVICE DE POLICE D'OTTAWA

Working together for a safer community
La sécurité de notre communauté, un travail d'équipe



Co-Chairs, Chief Vern White,
Ottawa Police Service and Matt Carkner,
Ottawa Senators Defenceman launched
Buddy Up 2011 on May 11th, please visit
www.buddyup.ca to be a part of something
BIG today.

third party events . . . **BIG Fun!**

BBBSO is fortunate to have incredible support from our community, from individuals, small business and corporations. No event is too BIG or too LITTLE and they are loads of fun! The staff at BBBSO would be pleased to offer advice and guidance on how to get started. We can also offer you information, signage and speakers to enhance your event.

We truly appreciate the following individuals, companies and groups that held an event to benefit BBBSO in 2010:

Algonquin College

Cisco Systems Canada Co.

Denny's South Keys

Tanis Eardley

Frank Ryan Catholic School

Gloucester North Lions Club

Indigo Books & Music

International Datacasting

JDCC Carleton

JH5 Promotions and Consulting

MINI Ottawa East

National Capital Marathon Inc.

One2BKind Creations

Orleans Soapbox Derby Corp.

Ottawa Fringe Festival

Ottawa Senators Foundation

Sigma Psi Alpha Sorority

Solicitor General

The City of Ottawa

The Happy Spine

The National Art Centre

The Royal Oak

Transport Canada (Technology Information Management Services Directorate)

Women's Business Network Association of Ottawa

The BBBSO Team

Sameera Bader

Angela Begin

Stacey Charles

April Clavel-Cholette

Stephanie Cobb

Julie Crabtree

Robert Eves

Breanna Gibbon*

Sue Hall

Eric Lapierre

Steve Longpré*

Jennifer Mitchell

Tracy Moore

Annie Pham

Bronwyn Rees

Cindy Smith

Jillian Senyi

* Staff who left in 2010 to pursue other dreams

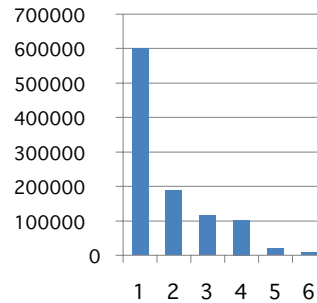


financial snapshot

Balance Sheet as at December 31, 2010

	2010	2009
CURRENT ASSETS		
Cash	\$ 139,370	\$ 29,094
Short-term Investments	23,249	3,255
Accounts Receivable	15,225	42,393
Other Current Assets	9,397	13,327
CAPITAL ASSETS	16,303	14,430
TOTAL ASSETS	203,544	102,499
CURRENT LIABILITIES		
Accounts payable	\$ 55,473	\$ 47,777
Other Current Liabilities	37,168	7,332
OBLIGATION UNDER CAPITAL LEASE	-	5,605
DEFERRED LEASE INDUCEMENT	12,323	-
DEFERRED CAPITAL CONTRIBUTION	4,861	-
	109,825	60,714
FUND BALANCES		
Unrestricted funds	64,744	34,449
Invested in capital assets	5,837	4,202
Externally Restricted funds	3,138	3,134
Internally Restricted funds: Reserve fund	20,000	0
	93,719	41,785
TOTAL LIABILITIES & FUND BALANCES	203,544	102,499

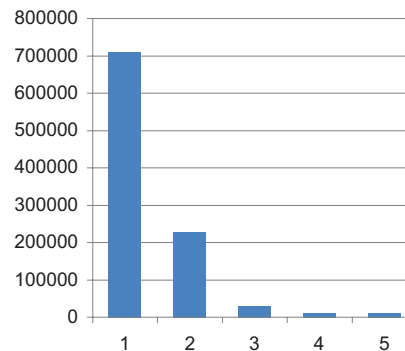
Where the money comes from



1. United Way/Centraide Ottawa
\$ 600,915
2. City of Ottawa
\$ 188,800
3. Annual Giving
\$ 116,152
4. Grants
\$ 102,400
5. Special Activities
\$ 19,396
6. Other
\$ 9,722

TOTAL: \$1,037,385

Where the money goes



1. Salaries and benefits*
\$ 710,193
2. Other Program costs
\$ 227,346
3. Memberships and professional fee
\$ 27,850
4. Annual Giving
\$ 10,292
5. Amortization of capital assets
\$ 9,770

TOTAL: \$985,451

*Salaries and benefits allocations:

- Program	\$ 617,437
- Fundraising	\$ 92,756

NET SURPLUS/(DEFICIT):	2010 \$51,934	2009 (\$36,432)
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BIG achievements

CIBC Youthvision Scholarship

Every year, thirty high school students from coast to coast are recipients of the CIBC Youthvision Scholarship valued at up to \$34,000 each. We are proud to say that Littles of BBBSO have been awarded these scholarships every year for the past 5 years.

In 2010, 2 Littles from BBBSO were chosen and they will receive an opportunity for internship and post-secondary education which would not have been possible otherwise.

Both of the recipients are young women who show tremendous potential for future success. One young woman understands the value of her efforts. She has worked hard to improve her grade level and strives to be on the honour roll this semester. A gifted musician, she challenges herself in a number of different bands playing a different instrument in all three. She hopes to pursue a career in this field.

The second recipient of the CIBC award competes fiercely for what she wants. From a large single parent family with five siblings, she competes for space and attention all while helping to care for her much younger siblings. She has strong ambition, determination and passion for education, as well as the power to succeed. Active and athletic, studious and dedicated, this young woman has great expectations for her future.

A BIG congratulations to Robyn Bidgood and Zeinab Adayta for their accomplishment.

Robert Allen InSchool Mentoring Achievement Award

Since 2005, Littles from our InSchool Mentoring programs have had the opportunity to be nominated for the Robert Allen InSchool Mentoring Achievement Award. This award came about thanks to the generous donation from Robert Allen who, in his own life, experienced the power of mentoring.

The annual award is given to Mentoring InSchool and/or Meet You In School Littles who display overall improvement as a result of their participation in the program.

In 2010, 2 extraordinary students each received a plaque for their school, a personalized certificate and a \$100 gift certificate for HBC.

Sambath, from St Anthony School, was nominated by the school liaison, Geraldine Wallace. Sambath would often seek advice from her Big Sister, Shannon, about friends and school and felt the guidance would support her in her transition to her new school in the fall. "Sambath finds it fun to hang out with her Big (she makes her laugh) and feels that when she is having a bad day, Shannon makes her feel better."

Zach, from Elgin Street Public School, was nominated by his Big Sister, Emily. She spoke about how she and Zach have developed a great bond and has seen the changes he has made. "Zach has made a conscious effort to be a loyal friend to all of his class-mates and has notably gone out of his way to cheer up others when they are having a bad day up, and lend some friendly advice when a student seems troubled. Zach is one of the most thoughtful people I have had the occasion to meet and I am grateful I have had the opportunity to be his "big sister."

Mentor of the Year

This award was presented to Lois Allen, former BBBSO Executive Director, during the 2008 annual general meeting. It is given in recognition of an individual Mentor's demonstrated level of exceptional commitment, effort and accomplishment in his or her BBBSO mentoring relationship.

This year's recipient is Marc Gervais, who some of you may recognize as the Big Brother of Alexandre Malboeuf, our 2010 Buddy Up co-chair, along with Police Chief Vern White and ambassador for BBBSO. Marc and Alexandre recently celebrated their 8 year match anniversary, a wonderful and happy milestone for them both. One of the remarkable triumphs in their match is that even after 8 years, they



both continue to make time weekly to have their match outings. This is especially not an easy feat when you learn that Marc has not only kept up with his work responsibilities and is in a stable relationship but has also just recently completed his PhD. Marc's positive influence and presence in Alexandre's life is clear when Alexandre shares with his Mentoring Coordinator that Marc's achievements have encouraged him to do well in school and to work hard towards his goals. When Alexandre speaks on behalf of Big Brothers Big Sisters Ottawa and the benefits of the Big Brother Big Sister programs, he does so from his experience and knowing he has the full support of his Big Brother Marc.

Cisco Mentoring InSchool Big of the Year

This new award began in 2010 as part of BBBSO's 40th Anniversary, sponsored by Cisco. It is given to a Mentoring InSchool Big who has demonstrated an outstanding level of support, commitment and dedication to his or her BBBSO mentoring relationship.

This year's recipient is Ashley Richardson, a dedicated and energetic mentor. Ashley has been a very committed and dependable volunteer with BBBSO's *Go Girls! Healthy Bodies, Healthy Minds* program since 2009. To date, she has co-facilitated the program 3 times, and to each group of girls she has brought knowledge, enthusiasm, support, warmth and creativity. Ashley's commitment to the health and wellbeing of young girls in Ottawa is evidenced by the energy and time she spends preparing for and implementing the *Go Girls!* program. Our agency, the schools we serve, and the students who have participated in the *Go Girls!* program have greatly benefited from the influences of such volunteers. Ashley's contribution is exemplified in the relationships and bonds she creates with every girl lucky enough to have shared the *Go Girls!* experience with her.



"It was so fun and interesting. I found out things about myself and learned to listen. The girls were so enthusiastic – I didn't think we would form relationships so quickly but we did and it was great!"

– *Go Girls! Big*



there are many ways to make
a **BIG** difference.....

what's yours?



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