



Big Brothers Big Sisters
of Morden-Winkler

Annual Report 2015-2016
(April 2015 – March 2016)

This year we saw an increase in stability which was evident through the increase in mentored kids and a stable financial situation. Below are some details regarding the year:

1. Administration

- One major highlight was the hiring of Kerri Bennett to work as a part-time caseworker. Kerri brings a lot of social work experience and a keen interest in helping expand our programming.
- Healthy Child – reporting, also had an in-person meeting with our government representative. Inquired about an increase in funding which was denied.
- Other Grants – applications, reports
- Office sign – was finally installed.

2. Casework

Mentors Years of Service

Under 1 Year

Mikaela Kroeker
Julie Kline
Jessica Phillips-Dubois
Breanna Neufeld
Helen Peters

LaDawn Insull
Courtney Becker
Mitchel Doell
Nancy Weicker
Jennifer Halloran

1 Year

Eric Unrau
Peter Froese

4 Years

Gabriel Ardila

2 Years

Curtis Hildebrand
Carol Penner
Sandra Reimer
Derek Lehman

7 Years

Garnet & Gloria Lee
Nathan Fehr
Jake Peters

3 Years

Kevin Drudge
Wolfgang Schaefer
David Brown

8 Years

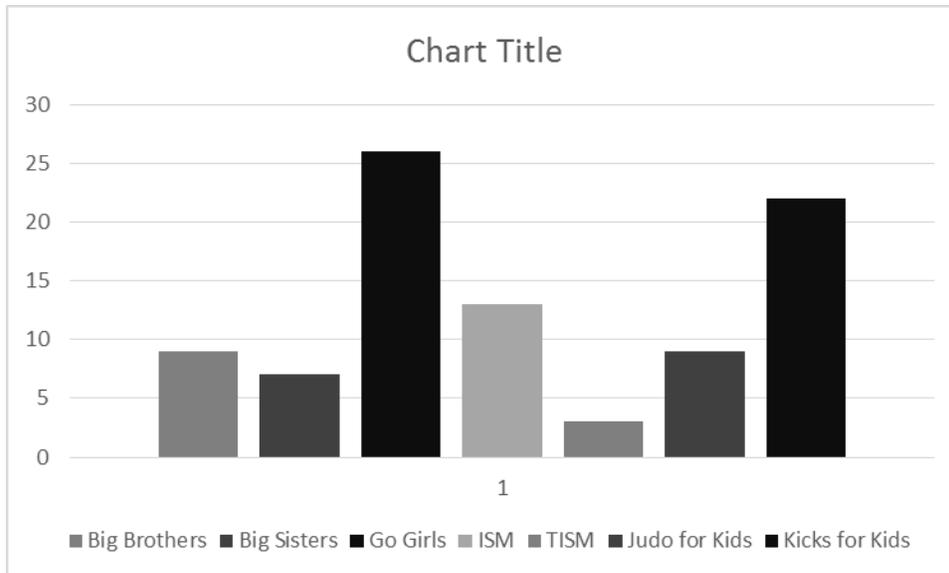
Rita Heinrichs

10 Years

Chris Loewen
Margie Toews

12 Years
Marilyn Martens

14 Years
Irene Letkeman



There are a total of 89 children mentored this past year which is up from 58 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

3. Fundraising, Grants, Donations

Fundraising for the year:

- \$36,500 – BFK (with In-Kind)
- \$17,000 - Healthy Child Manitoba
- \$9,800 – Tim Hortons Smile Cookie Campaign
- \$5000.00 - United Way Winkler
- \$5000.00 - United Way Morden
- \$1,600.00 – WestJet Raffle
- \$500.00 - Jumpstart for Kicks for Kids
- \$10,000 – MTS Future First
- \$16,000 – Boston Pizza – Go Girls grant
- \$2,000 – MCC Community Assistance Grant
- \$500 – Walmart Grand Opening Donation
- \$320 – Co-op Slushie Fundraiser
- \$1,000 – Legends Car Club Donation
- \$1,500 – Jessica Phillips-Dubois/Daniel Hunt Donation

- \$1,000 – Curtis Sanjenko Community Award Donation
- \$1,000 – The Big Rush (net)
- \$15,000 – The Big Night Out (with In-Kind)

Grants applied for but waiting for response:

Boston Pizza Grant - \$10,000.00

Canada Post - \$5,000

RBC Learn to Play - \$4,900

NPC YiP - \$400 (Awarded)

Altona Community Foundation - \$1,000

Sport Manitoba - \$1,200 (Awarded for Kicks for Kids)

MCSC – will apply for \$6,000 in the summer

- 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 48 teams from various businesses. The Star Wars theme was a big hit. There were 12 silent auction prizes which raised a record amount of money. On the sponsorship side we had 2 event sponsors this year and 13 lane sponsors.

The event saw a total of \$36,500 raised with sponsorships and in-kind donations.

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

- Big Night Out

New for this year was Big Night Out which showcased Matt Falk and Chris Funk. This event had about 300 tickets sold. The tickets sold slower than expected but this seems to be the norm for events in this area unless they are high profile. The auction raised \$9,000 with 8 prizes being auctioned off. The silent auction raised \$700 which was lower than expected.

- The Big Rush

Was another new fundraiser which raised about \$1000. The laser tag tournament saw 14 teams participate. Everyone really enjoyed the event, playing 3 games of laser tag, participating in karaoke and arcade games.

4. Marketing

- A. We ran a lot of ads for Big Night Out to encourage ticket sales. 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 700 people.
 - Public Speaking. This past year I have spoken at:
 - i. High Schools - GVC, NPC, MCI

- ii. Emerado Centennial School
- iii. Western School Division
- iv. United Way Morden

B. Other PR Events:

- News articles – 33
 - These articles were in The Voice, The Times 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 (Corn & Apple)
- Tim Hortons Camp Day, Smile Cookie Campaign

5. Professional Development

- Attended the National Convention in June
- Attended Regional Meetings in Regina in November
- Webinars
 - Microsoft Dynamics – 4
 - Donor Engage Training – 2

6. New Roles

- Healthy Child Provincial Advisory Committee – This committee advises the government on issues of child health and it is their goal to see Manitoba's children reach their full potential.
- Heartland Jumpstart Chapter Chair – Jumpstart is Canadian Tire's charitable arm and provides funding for economically disadvantaged children to participate in sports.

7. Programming

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

- Christmas Party – we had about 40 people attend this year.
- Bowling Event – we ran the bowling event right after BFK which was good for everyone.
- Tim Hortons Camp
- Opportunity for Blue Bombers Tickets
- Pembina Threshermen's Museum event
- In-School Mentoring Wind-ups in Morden & Winkler
- Laser Tag at Rush Laser Tag