

CASE FOR SUPPORT - 2024 - MENTORING IS THE SOLUTION

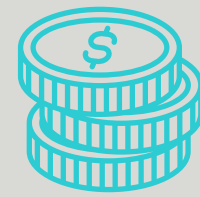


Big Brothers Big Sisters
OF REGINA AND AREA

Providing life-changing mentoring experiences
for over 50 years in Regina and Area

YOUTH IN OUR COMMUNITIES FACE ADVERSITIES...

Saskatchewan Stats



ECONOMIC

42% of children and youth come from single parent homes

11% of children and youth report having learning or literacy issues

32% of children and youth come from low income families



SOCIAL

65% of children in Grades 7-12 report being bullied in school last year

22% of youth report having self-harmed



EMOTIONAL

22% of children and youth have experienced violence (physical, sexual, or emotional)

In Canada, suicide accounts for **24%** of all deaths among 15-24 year olds and is the second leading cause of death for Canadians between the ages of 10 and 24 years, with rising levels among girls and consistently higher rates among Indigenous youth.

Left unaddressed, these adversities can become challenges that require costly social interventions. Big Brothers Big Sisters focuses on **prevention**. It is the guidance and support of a trusted mentor that makes the difference.

HOW WE SUPPORT MENTEES TODAY...

IMPACTS WHO THEY BECOME TOMORROW

IN SCHOOL

"I can now share myself to others. I am not shy to express my feelings. It is important that the change happened to me because I feel confident to find myself when I'm sharing thoughts and feelings." -Youth

96% of youth indicate that they are very comfortable & confident to try new things after interacting with their Mentor.

COMMUNITY

"I will always come back, as long as I know where you are." - A Big Sister (while her Little Sister was going through multiple living transitions)

2X Mentored boys are **two times** less likely than non-mentored boys to develop negative conducts like bullying, fighting, lying, cheating, losing their temper or expressing anger.

GROUP

"Wow what a great day watching my grandson having so much fun, making plans with his new friends, co-operating and helping each other! Thanks so much for the opportunity to allow him to try something new that otherwise may have been out of reach. For myself chatting with you all and the other families was a bonus!" - Shirley, Grandma to waitlist youth

MEN•TOR•ING

a primary intervention to prevent or address many of the adversities that youth face today.

Mentoring builds resiliency in young people by providing vital support and connection to community engagement.

Big Brothers Big Sisters of Regina and Area is here with a research driven and evidence-based approach, a team of professional Mentoring Coordinators, and a comprehensive infrastructure to recruit, screen, train and support mentors. This comprehensive framework comes with an approximate cost of \$2,000 per match each year.

WE
NEED
YOU

In addition to supporting existing matches, we always have a waitlist of new Littles, waiting for a life-changing mentoring relationship of their own. Each waiting youth is facing adversities and is in need of a positive mentor.

We often have to close our waitlist because we don't have resources to support demand.

97% of Littles are encouraged to be their best self by their Big.
90% of Littles have more self-confidence because of their Big.
90% of Littles know what a healthy relationship is, thanks to their Big.

Your investment helps us to make and support
more life-changing mentoring relationships





SOCIAL RETURN ON INVESTMENT

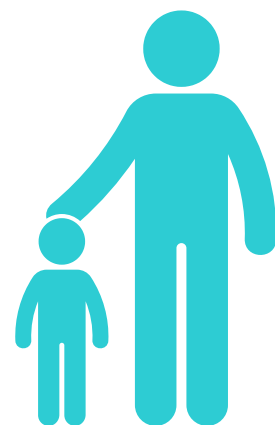
\$23:\$1

EVERY \$1 INVESTED IN MENTORING
RETURNS \$23 TO SOCIETY ¹

MENTORED YOUTH SEE POSITIVE RESULTS:

IN LIFE

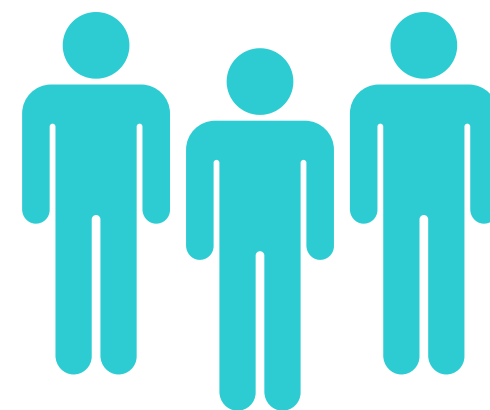
81% REPORT FINANCIAL LITERACY
98% BELIEVE THEY MAKE GOOD
LIFE CHOICES
80% PURSUE HEALTHY LIFESTYLES



THE FAMILY

IN COMMUNITY

87% HAVE STRONG SOCIAL NETWORKS
50% MORE LIKELY TO VOLUNTEER
(AND GIVE 30% MORE TIME!)
13% MORE LIKELY TO DONATE
(AND GIVE 20% MORE MONEY!)



THE ORGANIZATION

AT WORK

47% HOLD SENIOR LEADERSHIP POSITIONS
17% MORE LIKELY TO BE EMPLOYED
13% HIGHER EARNINGS
(\$315,000 HIGHER LIFETIME INCOME!)



THE MENTOR

THAT'S THE POWER OF THREE

Among economically disadvantaged groups, \$1 invested in mentoring by Big Brothers Big Sisters returns \$23 to society. The Boston Consulting Group understood a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

WAYS TO SUPPORT



BECOME A CORPORATE MENTORING PARTNER!

- Encourage staff to become In School Mentors and allow them 1 hour each week to meet with their mentee (Oct-June)
- Sponsor matches at a participating school (\$5,000 - \$10,000)



ONE HOUR PER WEEK



ONE CHILD



OCTOBER - JUNE

SPONSOR A MATCH

Support a Community Big/Little match for one year: \$2,000

BIG GROUP ACTIVITIES

Sponsor these bimonthly activities to help promote positive connection between Big/Little matches, our agency and the community: \$500-\$1,500



WAYS TO SUPPORT



ENTERTAINMENT SPONSOR: \$10,000

Name/logo on entertainment related promotional materials.

One 30 second commercial

Premium reserved seating at the Show (2 tables)

Signage opportunities at the Show

Thanked by entertainment during Show

Social Media and website promotion (pre + post Show)

Join our live studio audience for a BIG morning of local entertainment, delicious food and high energy guests. Sponsorship opportunities are available for the fall 2024 event.

HONOUR YOUR MENTOR MATCHING SPONSOR: \$5,000 DONATION CAMPAIGN TO HONOUR THE MENTORS IN OUR LIVES

Name/logo on Honour Your Mentor related promotional materials

Reserved seating at the Show (4 seats)

Social Media and website promotion (pre + post Show)

Thanked by co-hosts throughout the Show

Promoted as the sponsor of the Honour Your Mentor Wall (donations of \$100+ will be physically represented on the Wall, during The Show)

BREAKFAST SPONSOR:



TD Asset Management

LIVE SEGMENT SPONSORS: \$2,500 WEATHER | NEWS | TRAFFIC

Opportunity to host your chosen Live Segment (Weather, News or Traffic)

Name/logo on your Live Segment related promotional materials

Reserved seating at the Show (2 seats)

Social Media and website promotion (pre + post Show)

BIG BREAKFAST BACKERS: \$1,000

Name/logo on program and Show signage

Social media and website promotion (pre + post Show)

WAYS TO SUPPORT

IGNITE A LITTLE SPARKLE



HOST A 3RD PARTY FUNDRAISER

Be creative and have fun organizing a fundraiser for Big Brothers Big Sisters: a bake sale, % of sales, casual Friday, recycling drive, are only a few ideas! A great opportunity to get your friends, family and colleagues together to support our life-changing mentoring relationships.

THE ASK: HOW YOUR BUSINESS CAN IGNITE THE SPARKLE

Our Ignite a Little Sparkle Campaign kicks off on [#GivingTuesday](#) each year and runs for 5-weeks, ending at the end of December. We are seeking five local businesses to match donations raised during one of the five weeks of the campaign. BBBS would recognize your \$1000 sponsorship during your week of the campaign by:

- Highlighting your business and why you support BBBS (through video message, quote, photo, etc.)
- Promotion on all BBBS Regina and Area social media platforms
- Recognition on our website and profiled in our e-newsletter

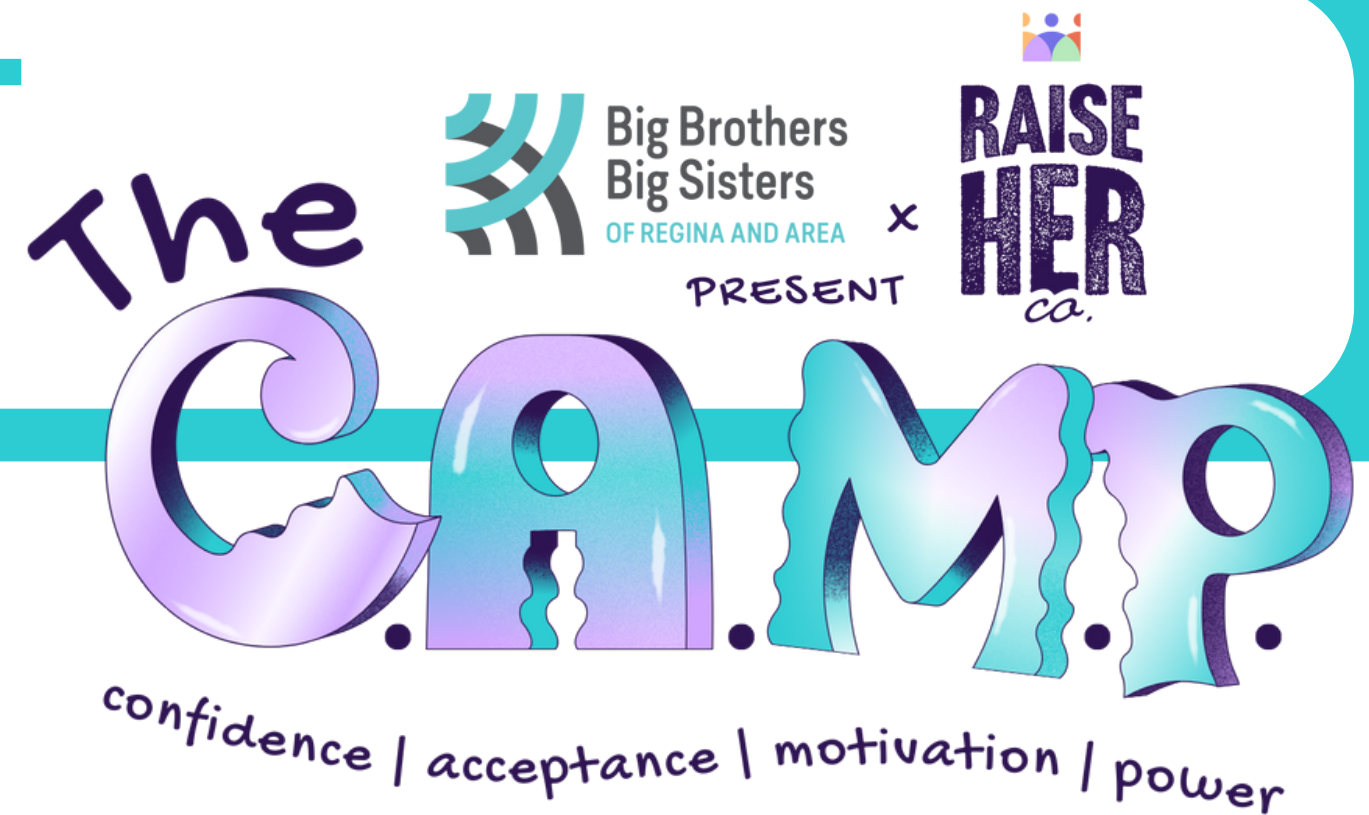


IGNITE A LITTLE SPARKLE RIGHT IN YOUR BUSINESS BY OFFERING CUSTOMERS A **PRINTED LIGHTBULB** (PROVIDED TO YOU BY BBBS REGINA AND AREA) AT YOUR POINT OF SALE.

EACH LIGHTBULB IS AVAILABLE FOR A \$2 DONATION AND WE INVITE YOU TO DISPLAY THEM WITHIN YOUR SPACE!



WAYS TO SUPPORT



For the third year in a row, Big Brothers Big Sisters of Regina and Area and RaiseHER Co. are thrilled to continue collaborating on a unique group mentoring summer camp based on four outcomes: Confidence, Acceptance, Motivation and Power (C.A.M.P.). A mentor-led group mentoring program for up to 10 she's and they's in grades 5-8, The C.A.M.P will be held July 8-12, 2024.

Sponsorships allow the participants to attend 100% free! The C.A.M.P is for youth most in need and is offered only to those in BBBS and partner groups.

Please confirm your partnership with the C.A.M.P by **February 16, 2024**

For more information please contact Amy
Amy.Mohr@bigbrothersbigsisters.ca
306-737-9873



Presenting Partner

- Name/logo on all promotional materials, including onsite signage throughout The C.A.M.P.
- Logo on participants T-shirts.
- Social media shout outs from @RaiseHerCo and @BBBSRegina: pre, during and post event.
- Verbal recognition to participants.
- Recognition in BBBS Annual Report and Newsletter.
- Opportunity to contribute to participants swag bag.
- Website recognition from @RaiseHerCo and @BBBSRegina.
- Opportunity to present to participants.

one available | \$5,000

Daily Impact Partner

- Name/logo on promotional materials, including onsite signage on respective days.
- Social media shout outs from @RaiseHerCo and @BBBSRegina: pre, during and post event.
- Verbal recognition to participants.
- Recognition in BBBS Annual Report and Newsletter.
- Opportunity to contribute to participants swag bag.

five available | \$1,000 each

RECONCILIATION COMMITMENT

We are committed to a path of on-going learning and reconciliation through two core commitments - Call to Action 7 and 92 - of the 94 Truth and Reconciliation Commission's Calls to Action. These commitments serve as a framework for our organization's actions as we move forward towards Reconciliation

MISSION

Enable life-changing mentoring relationships to ignite the power and potential of young people.

VISION

All young people realize their full potential.



Big Brothers Big Sisters
OF REGINA AND AREA



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