



**2024**

# ANNUAL REPORT



**OF THE BATTLEFORDS | HUMBOLDT | PRINCE ALBERT | SASKATOON**



# A MESSAGE FROM THE CEO

As I reflect on the past year at Big Brothers Big Sisters of Saskatoon and Area, I am filled with pride and gratitude for the progress we have made in strengthening our foundation for the future. We intentionally focused on three key areas: the recovery of volunteer recruitment, refining our business model, and partnership development.

This past year we implemented the role of Business Development Specialist to enhance volunteer recruitment and increase engagement. This role focused on evaluating past recruitment activities to determine where we will be the most effective in our strategies going forward. We implemented various initiatives to reach new audiences and individuals ready to make a difference in the lives of our youth. The collaborative efforts of our entire team have been critical in ensuring we continue to match caring mentors with young people in our programs.

To sharpen our recruitment and fund development efforts, we partnered with Rock & Bloom, a professional creative and strategic agency, to refine our messaging. Through this collaboration, we ensured that our focus areas were unified and that our communications were as impactful as possible. We are confident that these efforts will set the stage for continued success in attracting both volunteers and donors who share our vision.

While we faced a decline in funding this year, we are optimistic about the future. We are already laying the groundwork for a strong recovery in 2025-2026, with a renewed emphasis on collaboration and partnerships. One of the most exciting developments is our partnership with Team Sask NAIG and the launch of our Nikânîwin program, a future leaders initiative for Indigenous youth in sports. This program, with a name meaning "the act of leadership, progression, and being ahead," was chosen by a Knowledge Keeper and will be confirmed in the ceremony. It represents an incredible opportunity to extend our reach to benefit Indigenous youth in mentorship relationships.

On a broader scale, we have focused on strengthening our business model and working more closely with our provincial counterparts to align goals, funding, and resource allocation. This provincial collaboration has allowed us to clearly define service delivery goals and practices allowing us to reduce redundancies across the province. We are all working towards a common goal: to see every young person in our community reach their full potential.

Thank you to our volunteers, donors, staff, and community partners for your unwavering support. Together, we are creating a brighter future, one friendship at a time.

Sincerely,  
Kim Megyesi  
CEO



# 2023-2024 Board Members

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Tara McKeown | Board Chair  
Chief Employee Experience Officer, Conexus Credit Union

Anu Kashyap | Past Chair  
Director, College Development, U of S

Jared Udchic | Secretary/Treasurer  
CPA, Jensen Stromberg

Jaime Valentine | Member  
Executive Director, SK Assoc. School Business Officials

Shane Buchanan | Member  
Lawyer MLT Aikins LLP

Marinko Jelovic | Member  
Lawyer – Partner, Robertson Stromberg LLP

Jason Perepelkin | Member  
Associate Professor, University of Saskatchewan

Lillina Reiber | Member  
Manager, Customer Sales Sasktel

Wilton Angus | Member  
Senior Labour Advisor, Jardeg Construction Services

Rhonda Spencer | Member  
Senior Loan Specialist, Farm Credit Canada

Merlene Malone | Member  
Admin & Coordination, Team Power Solutions

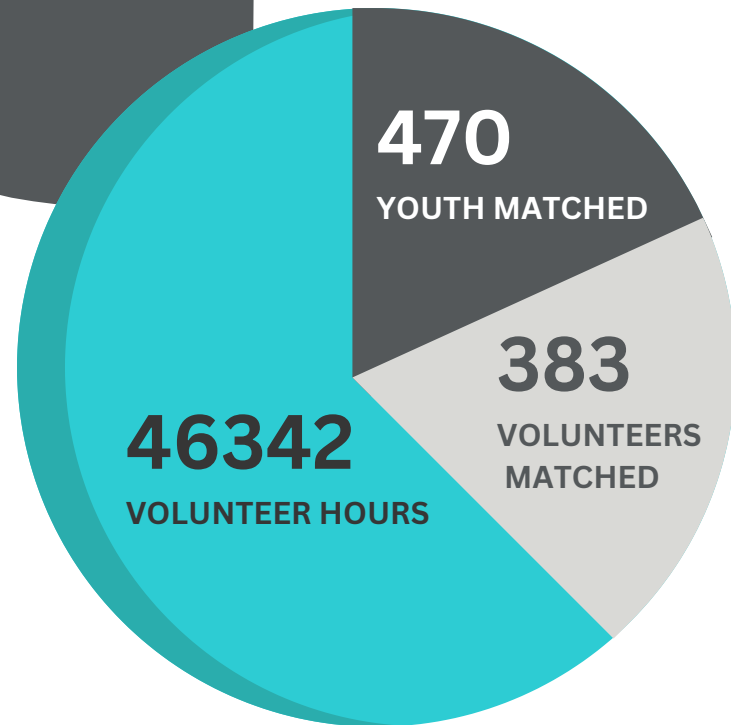
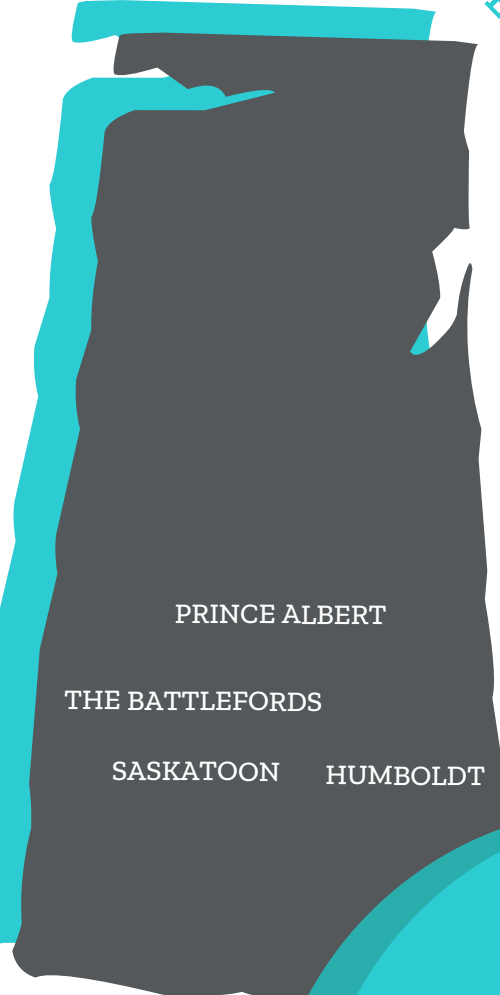
# 2023-2024 Donors

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Access Communications Children's Fund  
Affinity Credit Union  
BATC CDC  
BHP Potash  
Cameco Step Up for Mental Health  
Circle Drive Alliance  
City of Saskatoon  
CN Rail Strong Communities Fund  
Community Initiatives Fund  
Conexus Credit Union  
Dakota Dunes CDC  
Diamond North Credit Union  
Farm Credit Canada AgriSpirit Fund  
Government of Canada's Community Services Recovery Fund  
Home Depot Community Development Grant  
Harold Latrace Family Foundation  
Innovation Federal Credit Union  
JBL Foundation  
K+S Potash Canada  
Korchinski Family Foundation  
Lake Country Co-op  
Ministry of Social Services  
Nancy Cuelenaere  
National Children's Aid Foundation  
Northern Lights Community Development Corporation  
Paper Excellence  
Prince Albert & Area Community Foundation  
Safeway  
SaskTel  
Saskatoon Community Foundation (YES | Quality of Life | McGillivray)  
Scotiabank Stay in School  
Sobeys  
United Way

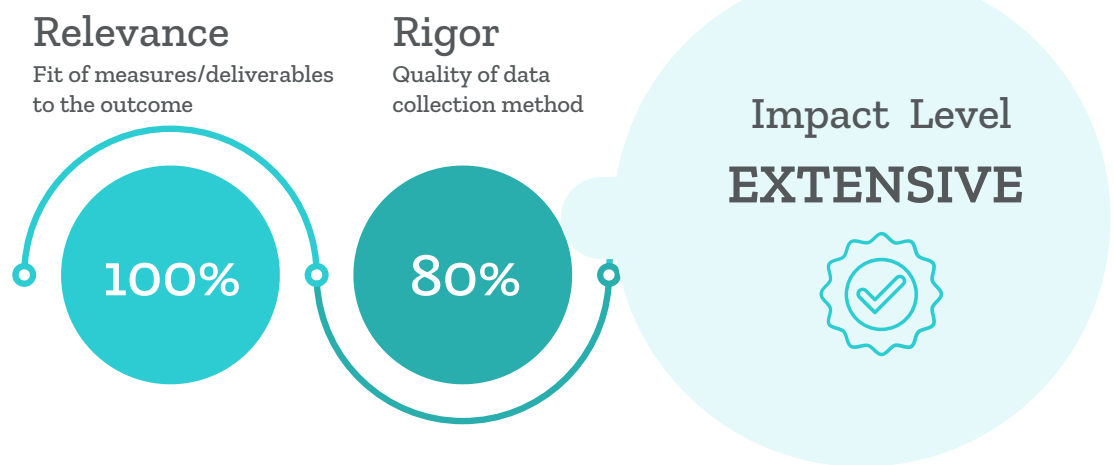
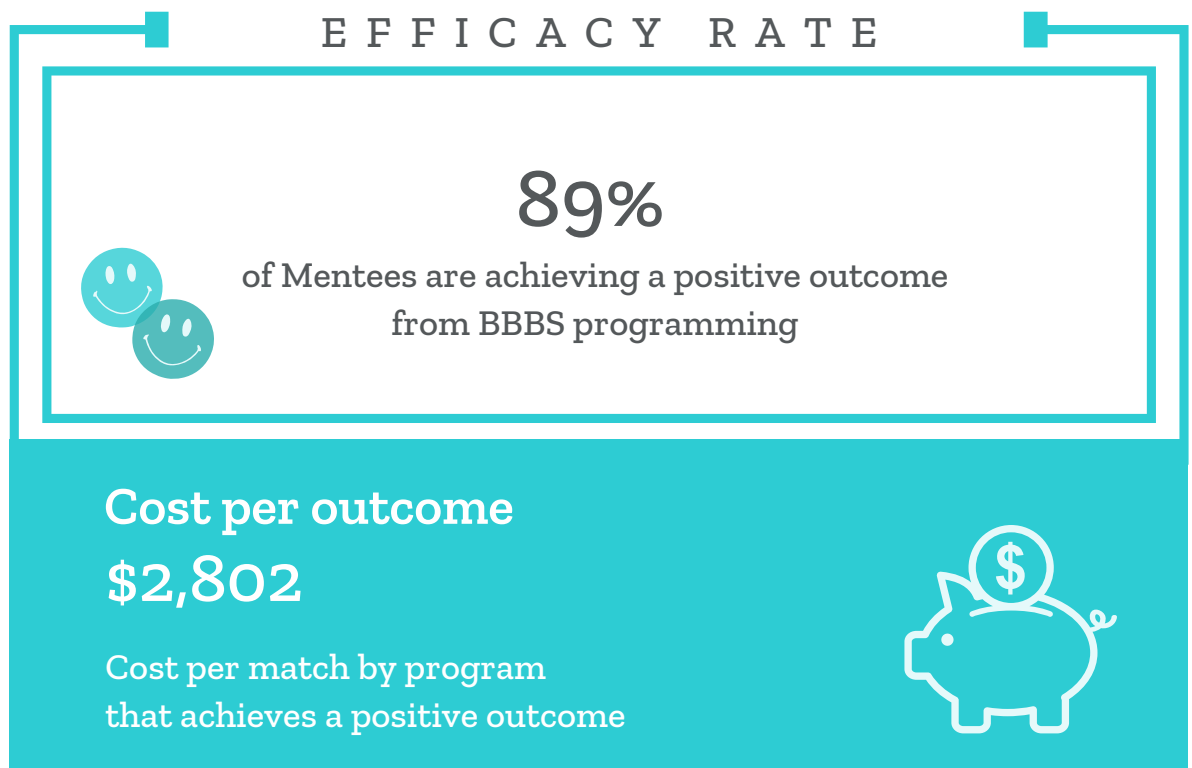
# BY THE NUMBERS

COMMUNITIES WE SERVE



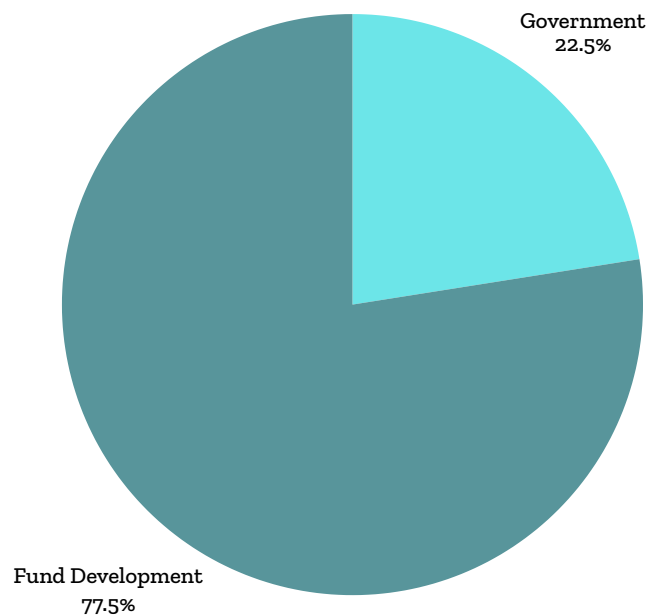
from July 1, 2023 - June 30, 2024

## VERIFIED IMPACT REPORT BY THE IMPACT GENOME REGISTRY



## FINANCIAL BREAKDOWN

Statement of Operations	2023	2024
Revenue	1,495,244	1,567,077
Expenses	1,450,766	1,658,630
Revenue over Expenses	44,487	118,962





# COMMUNITY EVENTS

## The Battlefords

- Downtown NB BID 3-on-3 Hockey Tournament (Nov 2023): Raised \$3,000 for BBBS of the Battlefords in partnership with the Battlefords North Stars.
- Youth Forum (Nov 2023): Engaged over 150 youth in workshops on personal connections, mental health, leadership, and resiliency.
- Youth Hangout and Innovation IAPP (Nov 2023 – June 2024): Coordinated workshops and activities focused on healing, crafting, and Indigenous-led initiatives for youth.
- B.E.A.T.S. Encounter (Feb – May 2024): Supported mental health program exploring nutrition, culminating in the "Cupcake Wars" video project.
- Bowl for Kids Sake (April 2024): Record engagement with themed bowling, 36 raffle items, and a Family Experience Get-Away Package.
- Shared Spaces Project (June 2024): Opened Phase 2, transforming an unfinished basement into a vibrant, youth-focused space.



## Saskatoon

- Ignite a Little Sparkle (November 28, 2023 – January 4, 2024): Running from Giving Tuesday, this campaign featured weekly sponsor matches, BBBS lightbulb sales through partners, and holiday cookies from Christies Bakery, with proceeds benefiting BBBS.
- Celebrity Bartender Challenge (April 24, 2024): Congress hosted the event with 8 contenders, selling out VIP tables and raising over \$60,000 for BBBS mentorship programs.
- YXE Poutine Week (September 21-29, 2024): The 9th annual event saw participation from 17 local restaurants, raising over \$8,000 for BBBS.



## Prince Albert

- Summer Exhibition (August 1-6, 2023): Over 4,000 Spudnuts were made with help from 50+ volunteers, raising \$15,000 for youth mentoring.
- Poutine Week (March 15-24, 2024): Nine restaurants, including Knotty Pine Bistro, raised \$5,000 to support youth programs.
- Diva For A Day Golf Tournament (June 7, 2024): The 15th annual sold-out event raised \$28,000 for mentoring, with strong community support.



## Humboldt

- Ignite a Little Sparkle - November 28th - January 4th Shoppers Drug Mart and Humboldt Co-Op locations (including the grocery store, gas bar, and newly opened liquor store) sold lightbulbs at their tills with proceeds going to BBBS.
- Bowl for Kid's Sake - (February 5-10) - Our Superhero-themed bowling fundraiser brought in over \$19,000 this year; Muenster School grades 3-4 brought in just under \$4,000 alone!
- Diva for a Day Golf Tournament - (June 6) This year's theme was Under the Big Top, which raised \$18,000 for youth in our community. Participants braved the cold for 9 holes, then warmed up with dinner, raffle tables, and a silent auction.





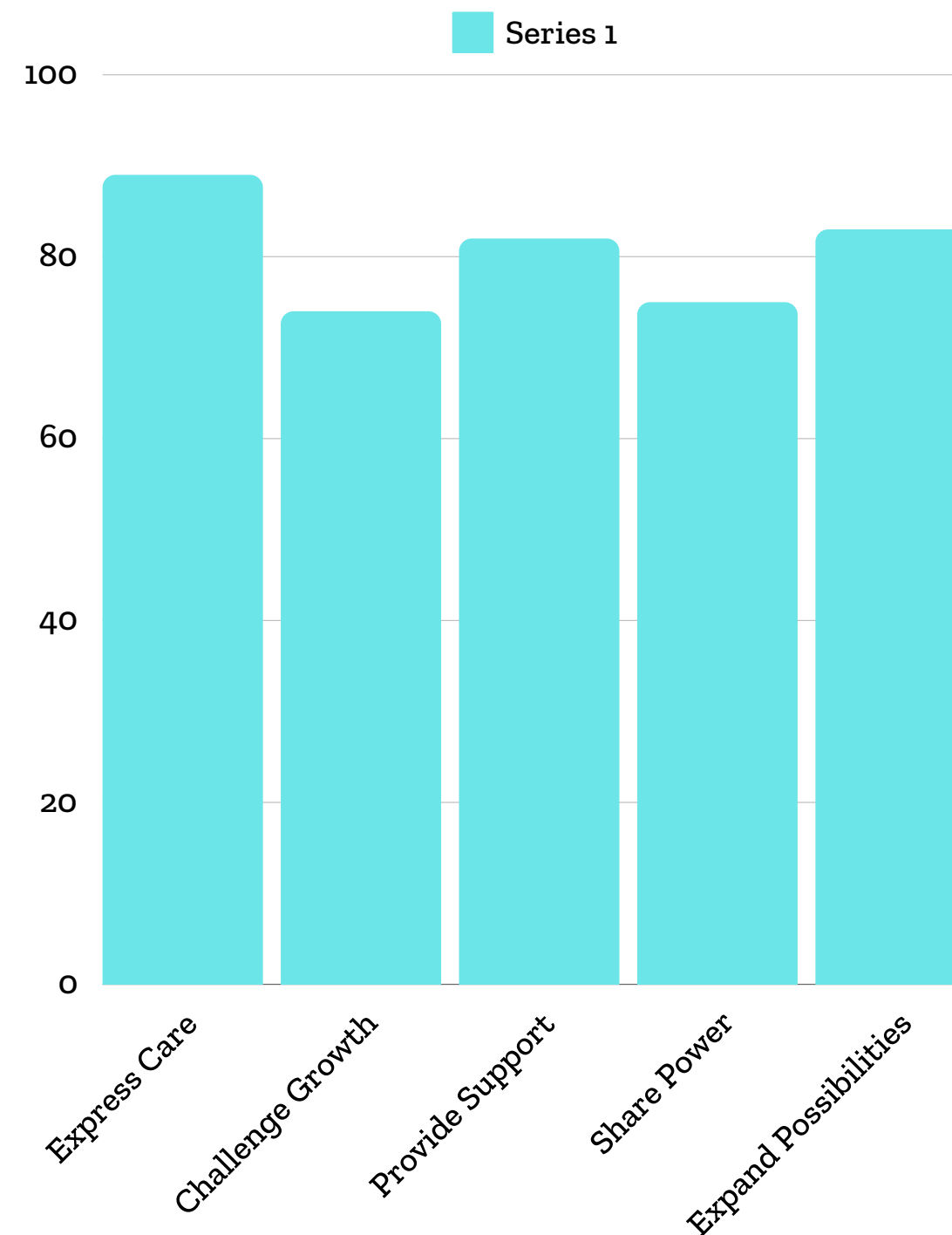
# DEVELOPMENTAL RELATIONSHIPS

BBBS Saskatoon and Area with support from the Community Initiatives Fund is evaluating our youth programs using the Developmental Relationships model to assess five key areas: care, growth, support, power-sharing, and expanding possibilities. Through surveys and feedback from parents, mentors, and mentees, we aim to understand program impact and improve our services.

The greatest areas of growth over the previous year for outcome areas for young people are:

Better self-management:	62%
Has a more positive self-identity:	91%
Has more knowledge of what a healthy relationship is:	85%
More likely to explore thoughts and feelings:	85%

Parent/Guardian of mentees surveyed last year reported that their mentor expressed the following five key elements of Developmental Relationships:

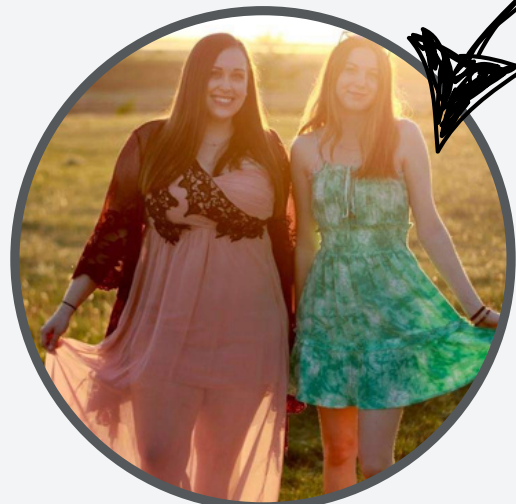


# POWER OF CONNECTION



Tori and I were matched November 2018. She was this cute, shy little girl- not to sure about going with me, but she soon became comfortable and chatty. Our match has grown from playing tag, hide and seek and playgrounds to Starbucks and singing along to Taylor Swift. We like to skate, bake, craft and paint as well as shop. BBBS keeps us informed of cost-wise activities and ideas to enjoy which is a big help and are always available to chat if you have any questions or concerns. I thought about volunteering with BBBS for quite some time before I finally took the chance, and I am so glad I did. At age 64 I wasn't sure I would even be considered, but I was and it has been the best thing I have ever done for myself. It really is fun to have a young friend to have fun with!! Tori asks "How long will we be friends" and I reply " As long as you want to be friends". She says "Good" so I know she is having fun too!

Think about volunteering with BBBS- it might just be the BEST thing you have ever done, not only for yourself but for a waiting young friend.



Lily and I were matched in November 2015 when I was 22 and she was 11. We quickly became close like real sisters, going to BBBS activities, celebrating birthdays together, and building a tradition of making gingerbread houses every Christmas. I've watched Lily become a kind, generous and beautiful person inside and out. Our bond is strong, and she will always be part of my life. She is my soul sister, and I know she will make a difference in the world!

"I still have the first Christmas card Leddi gave me. It's fun to look back on and to see how much she's changed in such a short amount of time."

- CARLI



Carli and Leddi could not be more different. Carli is a spirited creative with a passion for aerial silks. Leddi is a shy 13-year-old with a fondness for volleyball. Despite this they formed a deep bond through the Big Brothers Big Sisters program.

## The Power of Connection

Three years ago, Carli and Leddi met for the first time. Leddi, looking for a way to get out of the house, was inspired by her dad to join the program, while Carli was searching for something positive to bring to her life.

"There was a lot of negative stuff on TV and on the news, and I was feeling really crappy," recalls Carli. "Because of all the negativity I thought I could do something positive and feel a little bit better."

The first time they met Carli and Leddi drew with chalk down by the river and went to the park. This was just the beginning of a three-year and counting mentorship. Since then, through shared experiences facilitated by Big Brothers Big Sisters, Carli and Leddi have explored activities such as Clip & Climb, swimming, sledding, and cooking. Carli taught Leddi how to do aerial silks, while Leddi taught Carli the latest Tik Tok dances. These moments are more than just fond memories; they have also served as the catalyst for personal growth and relationship building.

Read Carli and Leddi's full story at [K+S Potash Impact Stories](#).



# NĪKĀNĪWIN:

## Building Youth Leaders in Partnership with Sask Sport & North American Indigenous Games Team Sask

This youth mentorship program, co-developed by Team Sask NAIG and BBBS, combines sports and mentorship. It's designed to help young people grow physically, emotionally, mentally, and spiritually while building strong, meaningful relationships.

### PROGRAM GOALS:

Through experiences and thoughtful guidance, youth will feel more balanced and confident in all aspects of life—on and off the field.

Building Key Relationships: Youth will walk away having experienced these elements:

- Express Care: Feeling supported by mentors who truly have their back.
- Challenge Growth: Being pushed to try new things and hit new personal bests.
- Provide Support: Knowing someone is there to help them through challenges, big or small.
- Share Power: Discovering their voice and being a part of decisions that matter to them.
- Expand Possibilities: Dreaming bigger by seeing new opportunities and paths they may not have considered.

Mentor Empowerment: Through top-tier training, mentors will sharpen their leadership skills, learn how to better understand the needs of their communities, and create meaningful change, all while having fun leading this exciting program. They'll grow personally, professionally, and academically—becoming stronger leaders, connectors, and role models.

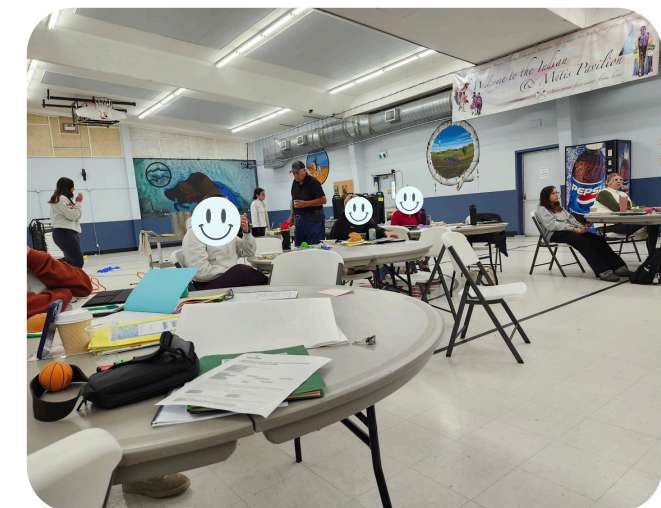
### WHAT SUCCESS LOOKS LIKE:

Youth leave the program with new friendships, boosted self-confidence, and a toolkit of life skills that make them ready to take on whatever challenges come next—whether in sports, school, or life.

Mentors gain leadership experience that makes a tangible difference in their own lives and the lives of others. They become more skilled in navigating relationships, understanding their community's needs, and fostering positive change.

As mentors and youth grow together, their communities benefit from more empowered, engaged, and connected leaders and young people, creating a lasting ripple effect of positivity and progress.

This program is designed to be fun and focused on outcomes that matter—helping youth and mentors step into their full potential and positively shape their future. It's all about creating stronger connections, sparking personal growth, and building a supportive community where everyone thrives.





Big Brothers Big Sisters of Saskatoon and Area takes Reconciliation within our organization very seriously. We are committed to a path of on-going reconciliation between Indigenous and non-Indigenous peoples, based on mutually respectful relationships within two core commitments of the 94 Truth and Reconciliation Commission Calls to Action. These commitments serve as a framework for our organizations action as we move forward toward reconciliation.

Our responsibility to the Calls to Action is based on the following:

**CALL TO ACTION #7:**

We call upon [Big Brothers Big Sisters of Saskatoon and Area] to develop alongside Aboriginal groups, a joint strategy to eliminate educational and employment gaps between Aboriginal and non-Aboriginal Canadians.

**CALL TO ACTION #92:**

We call upon [Big Brothers Big Sisters of Saskatoon and Area] to adopt the United Nations Declaration on the Rights of Indigenous Peoples, as a reconciliation framework and to apply its principles, norms, and standards, to corporate policy and core operational activities involving Indigenous peoples and their lands and resources

