BOYS & GIRLS CLUBS OF CANADA

2018 ANNUAL REPORT



STRONGER TOGETHER

2018 was a year of strategic planning, with the launch of the national strategic plan *Stronger Together* at our National Conference in Charlottetown. The plan is bold—a visionary approach that ensures Clubs remain relevant and able to meet the changing needs of young people, families, and Canadian communities.



Felix Wu Board Chair



Owen Charters President & CEO

STRONG CLUBS

As always, our top priority is supporting the federation of member Clubs. In 2018, we completed the inaugural round of Peer Reviews, a dynamic Club-to-Club learning system that ensures delivery of consistent, high-quality programming across the country. We also began revising the Operating Standards, which help Clubs meet membership requirements through governance, administration, human resources, programming, and communications, and we initiated a review of the Membership Agreement. We have strengthened our national team with key new roles, especially focused on adding more Member Services support in Ontario, Quebec, and Atlantic Canada.

With added staff and resources comes a need for improved Club-wide communications. We relaunched our weekly e-newsletter SCOOP with a new look and feel, providing essential information for all Club staff, and initiated the Executive Brief—a monthly newsletter with information tailored to Club leadership.

Training resources and tools continue to be the top requests from Clubs. This year, we developed online staff training and onboarding for new Executive Directors and CEOs. The member website includes more resources for national programs and branding, a welcome video for Club staff, as well as adaptable tools and templates designed to amplify our voice and extend our reach.

Revenue has also grown by 22% in 2018, thanks to 14 new funders and a 92% retention rate on existing funders. This translated to \$13 million in support to Clubs—an increase of \$2.3 million from 2017. We launched four new national programs, including Kid Tech Nation, which teaches coding, digital skills, and internet safety, and grew our flagship programs Kid Food Nation, a food literacy and healthy eating initiative sponsored by PC Children's Charity, and RBC Raise the Grade, a multi-faceted academic skills program.

STRONG VOICE

As Canada's largest child- and youth-serving organization, we continue to identify and refine our top policy priorities and work to raise our profile. We were very active in Ottawa, with increased outreach to MPs and Senators, the largest Boys and Girls Club lobby day on Parliament Hill to date, appearances at several House Committees, and a revised YOUth in Office event that brought politicians and young people together to discuss two vital issues: mental health and youth employment.

A stronger voice on Parliament Hill was matched by impressive brand-building, supported by Clubs from coast to coast. The new Kid of Privilege public service announcement has had an estimated audience of over 4.2 million people. Our inaugural awareness day, Unplug to Connect, saw 100 events nationwide and impressive public support. And media coverage of our Kid Food Nation contest and gala reached over 12 million people.

STRONG COMMUNITIES

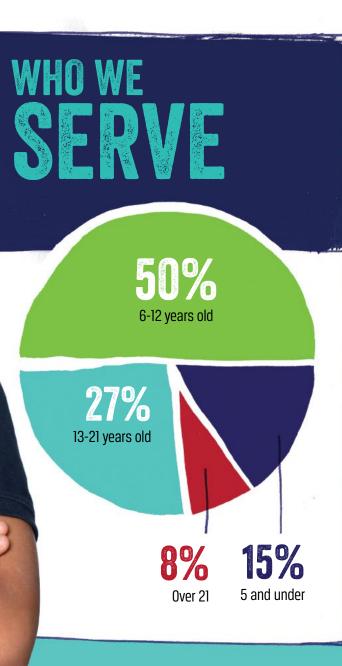
We know that by supporting the critical work of Boys and Girls Clubs, we are helping to improve communities across the country. We have made progress on several benchmarks in our strategic plan, but as communities grow and change, we are mindful that more needs to be done.

But we also know that we are stronger together and we have the capacity to do more. To be leaders. To be community builders. To elevate the children, youth, and families that need us the most.

Thank you to our partners, board members, volunteers, supporters, and of course the incredible Club staff across the country. We look forward to working with all of you to make our collective vision a reality.

WHO WE ARE

Since 1900, we have engaged and empowered children and youth. Boys and Girls Clubs of Canada is an umbrella organization, supporting Clubs across the country.



OUR MISSION

To provide safe, supportive places where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.

OUR VISION

All children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.

OUR VALUES

BELONGING

We welcome everyone in a safe, accepting environment based on belonging and positive relationships

RESPECT

We ensure that everyone-children, youth, families, volunteers, staff-is heard, valued, and treated fairly

ENCOURAGEMENT AND SUPPORT

We encourage and support every child and youth to play, learn, and grow to achieve their dreams

WORKING TOGETHER

We work together with young people, families, volunteers, our communities, and government

SPEAKING OUT

We speak out for children, youth, and families so that we can make our world better

EDUCATION BREAKFAST PROGRAMS MENTORING

SNACKS &

MEALS

NUTRITION &

MENTAL HEALTH & WELLNESS Youth shelters & Housing Parenting Education & Support



JOB READINESS

SCHOLARSHIPS

CIVIC ENGAGEMENT VOLUNTEERING YOUTH LEADERSHIP

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SUMMER

CAMPS

CHILD CARE





YUKON TERRITORY

Boys and Girls Clubs of Yukon

BRITISH COLUMBIA

Boys and Girls Clubs of Central Vancouver Island Cranbrook Boys and Girls Club Boys and Girls Club Services of Greater Victoria Boys and Girls Club of Kamloops Okanagan Boys and Girls Clubs Boys and Girls Clubs of South Coast BC Boys and Girls Club of Williams Lake and District

ALBERTA

Boys and Girls Club of Airdrie Boys and Girls Clubs of Bashaw & Area Boys and Girls Club of Bonnyville Boys and Girls Clubs of Calgary Camrose and District Boys and Girls Club Clearwater Boys and Girls Club Boys and Girls Club of Cochrane and Area Boys and Girls Clubs Big Brothers Big Sisters of Edmonton & Area Edson and District Boys and Girls Club Boys and Girls Clubs of the Foothills Fort McMurray Boys and Girls Club Boys and Girls Club of Fort Saskatchewan Boys and Girls Club of Leduc Boys and Girls Club of Lethbridge & District Boys & Girls Club of Olds & Area Boys and Girls Club of Red Deer and District Saddle Lake Boys and Girls Club Boys and Girls Club of Slave Lake (Membership ended November 2018) Boys and Girls Club of St. Paul & District Stettler & District Boys and Girls Club Boys & Girls Club of Strathcona County Boys and Girls Club of Wetaskiwin Boys and Girls Clubs of Whitecourt & District Boys & Girls Club of Wolf Creek - Ponoka

SASKATCHEWAN

Battlefords Boys and Girls Club Boys and Girls Clubs of Saskatoon Boys and Girls Club of Yorkton Inc.

MANITOBA

Boys & Girls Club of Thompson Inc. Boys and Girls Clubs of Winnipeg Inc.

ONTARIO

Albion Neighbourhood Services Boys and Girls Club Braeburn Boys and Girls Club Boys and Girls Club of Brantford Boys & Girls Club of Cornwall/SDG Dovercourt Boys and Girls Club Boys and Girls Club of Durham Boys and Girls Club of East Scarborough Eastview (Toronto) Boys and Girls Club Boys and Girls Clubs of Hamilton Boys and Girls Clubs of Kawartha Lakes Boys and Girls Club of Kingston & Area Inc. Boys and Girls Club of London Boys and Girls Club of Niagara Boys and Girls Clubs of North Simcoe Boys and Girls Club of Ottawa Boys and Girls Club of Peel Boys and Girls Club of Pembroke St. Alban's Boys and Girls Club Boys and Girls Club of Sarnia/Lambton Thunder Bay Boys and Girls Club Toronto Kiwanis Boys and Girls Clubs Boys and Girls Club of West Scarborough Boys and Girls Club of York Region

QUEBEC

Maison Kekpart - Repaire jeunesse de Longueuil Dawson Boys and Girls Club / Repaire jeunesse Dawson Maison Coup de Pouce - Repaire jeunesse de Trois-Rivières (Provisional) MDJ Capitale-Nationale - Repaire jeunesse de Québec (Provisional) Repaire jeunesse de Sherbrooke - Ascot (Provisional)

NEW BRUNSWICK

Boys & Girls Club of Charlotte County Boys and Girls Club of Dieppe / Repaire jeunesse de Dieppe Boys and Girls Club of Fredericton The Boys and Girls Club of Grand Manan Island Inc. Miramichi Boys and Girls Club Boys & Girls Club of Moncton Petitcodiac Boys and Girls Club Inc. Boys and Girls Club of Riverview The Boys and Girls Club of Saint John Inc. Salisbury Boys and Girls Club Inc.

NOVA SCOTIA

Boys and Girls Clubs of Cape Breton-Whitney Pier Youth Club Boys & Girls Clubs of Greater Halifax Boys and Girls Club of Preston Boys and Girls Club of Truro and Colchester Boys and Girls Club of Yarmouth

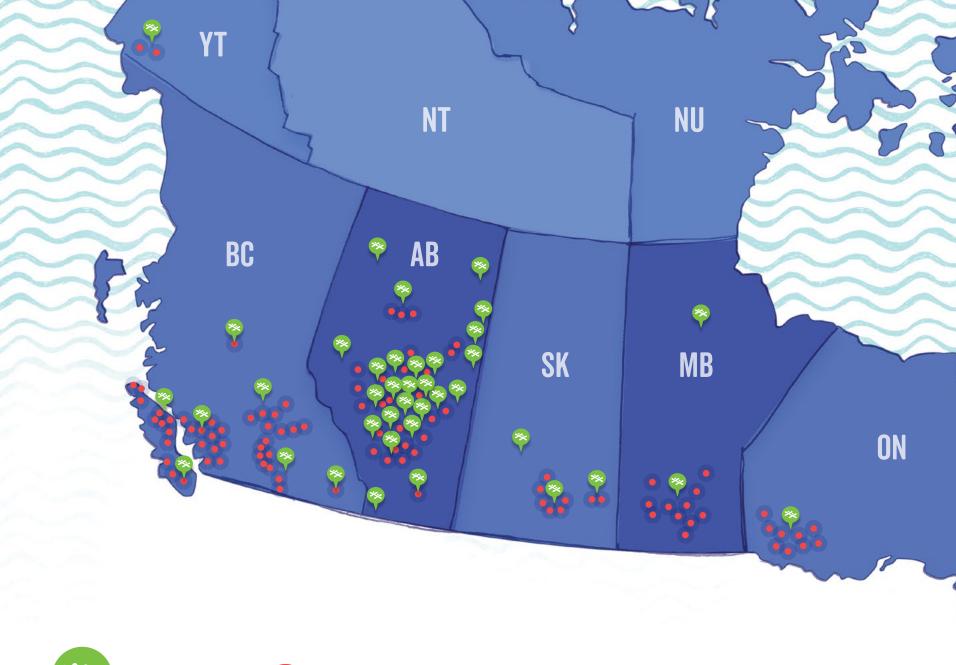
PRINCE EDWARD ISLAND

Boys and Girls Club of Charlottetown Boys and Girls Club of Summerside Inc. Wellington & Area Boys and Girls Club

NEWFOUNDLAND & LABRADOR

Botwood Boys and Girls Club Inc. James Hornell Boys and Girls Club Gander Boys and Girls Club Norris Arm Boys and Girls Club St. Anthony and Area Boys and Girls Club Boys and Girls Clubs of St. John's Upper Island Cove Boys and Girls Club Wabana Boys and Girls Club







This map is not to scale



PROGRAS

Boys and Girls Clubs of Canada was pleased to launch four new national programs in 2018, thanks to the generous support of caring corporate and government partners.

GET IN THE GAME 2.0

Sponsored by Canadian Tire Jumpstart

Through the practice of inclusion, Get in the Game builds the capacity of Clubs to deliver quality, inclusive sport and recreation programs for children and youth of all abilities.

RESPECT2CONNECT

Funded by the Government of Canada

Based on positive, strength-based, and traumainformed research, Respect2Connect is a teen dating violence prevention program that helps youth in grades 7 to 9 navigate healthy relationships of all kinds.

KID TECH NATION

In partnership with the Government of Canada, Corus Entertainment and Google Canada

Kid Tech Nation teaches children aged 7 - 12 digital skills, coding concepts, and internet safety, with a focus on youth that are typically underrepresented in STEM fields: girls, racialized and Indigenous children, and newcomers.

DISCOVERY LAB

Sponsored by Celgene

By connecting science to everyday life, Discovery Lab engages kids aged 8 - 11 in science concepts, hands-on experiments, problem-solving, and exploring career opportunities in STEM fields.









Media packages sent to all Clubs-

NEWS COVERAGE REACHED 5.4 MILLION PEOPLE

across Canada

All Clubs were mailed **PROMO POSTERS**

PSA released in ENGLISH AND FRENCH

KID OF Privilege

Kids lives are tough. Our new Public Service Announcement (PSA) demonstrates that young people face challenges across all spectrums-physical, mental, emotional-and many of these challenges can arise regardless of their background. Our Clubs provide them with opportunities and support they might not be able to access outside our walls. Broadcast in TRANSIT STATIONS AND OFFICE BUILDINGS

> across the Pattison Media network

ineplex showed our PSA or

ON 1618 Screens

across the country

Posts reached almost

90-sec PSA has

400,000

VIEWS ONLINE

600,000 People on Social Media 30-sec PSA was broadcast on OVER 80 TV STATIONS

across the country (50+ thanks to Corus Entertainment)



Media coverage reached **12 MILLION PEOPLE**

99 MEDIA STORIES with 29 featuring Club kids



#KidFoodNation and #Défidesptitschefs reached over 600,000 PEOPLE ON SOCIAL MEDIA

2nd annual Kid Food Nation **RECIPE CONTEST!**

Kids aged 7 – 13 submitted original, healthy recipes that highlighted their culture or their Canadian pride



NATIONAL COOKBOOK with winning recipes!

KID FOOD NATION

is a cross-Canada movement that teaches kids cooking skills, gets them excited about healthy food, and gives them the tools to live a healthier and happier life.

Generously funded by the Government of Canada, in partnership with PC Children's Charity and Corus Entertainment



WINNER

of a Canadian Marketing Association Award for Best Nonprofit Publication



KID FOOD NATION Gala in ottawa

celebrated 26 young winners and their families, from nearly every province and territory



40 CLUBS ran the Kid Food Nation program



100 EVENTS

across Canada, with major activations in Toronto, Halifax, and Calgary

Participated in Capital One GIFT THE CODE HACKATHON

to boost 2019 event



OUR SIZZLE REEL

had over 15,000 views online

UNPLUGTOCONNECT.CA

microsite



#UnplugToConnect reached

1.4 MILLION PEOPLE ON Social Media

UNPLUG TO CONNECT

On June 1, we asked Canadians to join Boys and Girls Clubs and Unplug to Connect by putting their screens away for one hour or more and connecting with the people around them.

> Thanks to our presenting sponsor, Sun Life Financial



Media coverage reached **13 MILLION PEOPLE**

FAMOUS Canadians

showed their support, including R&B star Jully Black

Created event **TOOLKITS** and media support for Clubs

MPs, Senators, and other **POLITICIANS** took part across the country

REFRESHED BRANDING

for posters, Boys and Girls Club merchandise & store, stand-up banners, business cards, and more Social media & media outreach **TOOLKITS AND TEMPLATES FOR CLUBS**

NEW MEMBER WEBSITE

for Club staff: members.bgccan.com

MARKETING & COMMUNICATIONS



Hosted staff from 20+ Clubs across Canada for a full-day

MARKETING & COMMUNICATIONS WORKSHOP

and presented at Regional meetings

WELCOME TO BOYS AND GIRLS CLUB VIDEO

developed for Boys and Girls Clubs employees, board members, and volunteers

8 NATIONAL Program videos

developed for Clubs to thank partners

2019 BOYS AND GIRLS CLUBS CALENDAR

sent to every Club, along with a customizable template

JENNIFER Lopez

*

*

Boys and Girls Club radio ad aired on over 50 stations across the country



OVER 46,000 Combined Followers

on Facebook, Twitter, Instagram, and YouTube, and our posts in 2018 reached 3.2 million people

THREE OPINION EDITORIALS

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published in national publications, reaching over 11 million people and leading to national TV & radio interviews



250+ MEETINGS AND OFFICIAL Communications

with federal government

Under the leadership of the National Programs department, with support from the Public Policy team, we brought in \$3.5 MILLION FROM THE FEDERAL GOVERNMENT

to support Club programming



YOUTH IN OFFICE

brought 27 youth to Parliament Hill to advocate for mental health and youth employment with MPs and Senators



PRESENTED TO House of commons and senate committees

on newcomer youth, online privacy, youth criminal justice, and volunteerism

PUBLIC POLICY

Our research and public policy team has been a leader in the nonprofit sector, advocating for and supporting Clubs to engage at all levels of government.



Boys and Girls Club ambassadors had 40+ meetings with MPs and government officials during our

> LOBBY DAY On the Hill

BROUGHT UNPLUG TO CONNECT TO PARLIAMENT HILL

with a basketball event that drew MPs and Senators from all major political parties

Supported Clubs to secure 650+ CANADA SUMMER JOBS

grants across the country

CONNECTED CLUBS

at the local, provincial, and regional levels to ensure common advocacy strategies

PROVIDED Government News, Budget Analyses, And Resources

for all Clubs





1,000 tickets to sport and cultural events

IN-KIND DONATIONS

We love our partners! Thank you for your generous donations to Clubs across Canada, valuing almost

\$1.75 MILLION

new websites for Clubs without tech capacity





119 WestJet Cares for Kids fundraising vouchers AA pieces of sports equipment and merchandise



.000 teddy bears, toys, and bikes

SUPPORT

We sincerely appreciate and acknowledge our many donors who contributed to Boys and Girls Clubs of Canada and the Boys and Girls Clubs of Canada Foundation between January 1 and December 31, 2018. Your generosity is an important investment in the physical, emotional, and social development of young people in Canada.

STRATEGIC PARTNERS

Government of Canada (Employment and Social Development Canada, Public Health Agency of Canada, Innovation, Science and Economic Development Canada)

PC Children's Charity RBC Royal Bank

\$250,000 - \$999,999

Fidelity Investments Canada Gap (Canada) Inc. Loblaw Companies Ltd Sun Life Financial WestJet

\$100,000 - \$249,999

Barrick Gold Best Buy Canada Ltd. Canadian Tire Jumpstart Charities Celgene Inc. Coca-Cola Canada Ltd. Giant Tiger Stores Limited HBC Foundation Jays Care Foundation Mondelez Canada Inc. Party City Canada Inc. Private Family Foundation Recipe Unlimited Corporation The Province of British Columbia The UPS Foundation, Inc. Tupperware Canada

\$50,000-\$99,999

goeasy Ltd. Google Canada Rogers Communications Sears Canada Charitable Foundation Tennis Canada The Great - West Life Assurance Company

\$25,000-\$49,999

Buffalo Wild Wings Cummins Western Canada Ltd. Government of Ontario Media Dimensions Limited PricewaterhouseCoopers LLP Staples Business Advantage The Muttart Foundation

\$10,000-\$24,999

Adam Jakovina Baskin-Robbins Brent Hollister Build-A-Bear Workshop Canada Canadian Forces Central Fund Canadian Online Giving Foundation Canadian Tennis Association City of Toronto Credential Asset Management Inc. **Disney Worldwide Services Inc** Government of Newfoundland and Labrador Louise Aronoff Planet Fitness The Professional Institute Legacy Foundation True Patriot Love Foundation Writers in Electronic Residence Foundation

\$5,000-\$9,999

BMO Financial Group Desjardins Group Extreme Toronto Sports Club Global Giving Foundation Inc. Robert Half Canada Inc. Scotiabank Staub Electronics Ltd.

\$1,000-\$4,999

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IN-KIND

Amped Vape Supply Inc **Baskin-Robbins** Build-A-Bear **Campbell Soup Company** Canadian Tire Jumpstart Charities Capital One Coca-Cola Canada Corus Entertainment **Cineplex Media** Danny Green Dell Canada **Fidelity Investments Giant Tiger Ltd** Gravité Média Groupe V Média goeasy Ltd. Loblaw Companies Ltd Microsoft Canada **Oppono Lending Company** PC Children's Charity Pattison Onestop Ouaker RBC **Recipe Unlimited Corporation** Sun Life Financial TD Bank Teambonders Tennis Canada WestJet Whirlpool

CONTRIBUTORS

NATIONAL BOARD

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Holly Toupin, Secretary Royal Bank of Canada – Winnipeg

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NATIONAL YOUTH COUNCIL

The National Youth Council of Boys and Girls Clubs of Canada gives a voice to the needs, interests, and aspirations of youth from Clubs across the country. Elected for a term of 23 months, National Youth Council members contribute their talents and enthusiasm and offer invaluable input on national youth-related issues and initiatives.

Thank you to the 2018 National Youth Council:

Benita K., Alberta Brittany A., British Columbia Jarrod J., Quebec Katie G., Alberta Jahmaal B., Ontario James G., Alberta Michael B., Saskatchewan Nick B., New Brunswick Shaheema N., British Columbia Shannon L., Ontario Shealah H., Newfoundland & Labrador Tristan E., New Brunswick Tyrell J., Nova Scotia



SUPPORT TO CLUBS \$13 MILLION



BALANCE SHEET

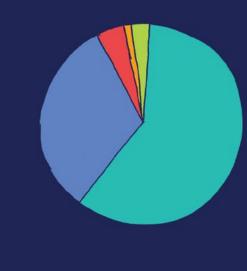
December 31, 2018, with comparative information for 2017

	2018	2017
Assets		
Current assets:		
Cash	\$ 1,590,581	\$ 2,608,011
Investments	5,561,637	4,634,375
Grants and other receivables	1,180,538	640,544
Prepaid expenses and other	176,493	111,050
Due from related party	90,945	
	001010	
	8,600,194	7,993,980
Capital assets	164,972	175,818
	\$ 8,765,166	\$ 8,169,798
Current liabilities: Accounts payable and accrued liabilities Deferred contributions Due to related party	\$ 2,388,591 3,869,796 -	\$ 1,390,717 4,186,520 298,642
	6,258,387	5,875,879
Deferred leasehold inducement	65,708	87,580
Fund balances:		
General Fund:	1,274,505	1,143,743
Restricted funds:		
J.W. McConnell Foundation Trust Fund	94,026	108,026
Scholarship Fund	1,072,540	954,570
	2,441,071	2,206,339

STATEMENT OF REVENUE, EXPENSES AND CHANGES IN FUND BALANCES

Year ended December 31, 2018, with comparative information for 2017

	2018	2017
Revenue		
Donations	\$ 8,805,252	\$ 8,630,007
Special events	218,847	12,500
Government	4,638,486	2,159,034
Member, service and event fees	605,762	557,942
Managed services	17,496	59,266
Investment income and miscellaneous	138,315	114,542
Boys and Girls Clubs of Canada Foundation	304,928	518,136
	\$ 14,729,086	\$ 12,051,427
Expenses		
Support to Clubs, programs and services	\$ 2,548,138	\$ 2,533,471
Grants for specific activities	6,169,053	5,232,288
National programs	4,229,315	2,975,512
Scholarships	182,270	180,262
Governance	155,701	143,715
	13,284,477	11,065,248
Amortization of capital assets	57,096	56,013
Administration	1,152,781	905,007
	14,494,354	12,026,268
Excess of revenue over expenses	234,732	25,159
Fund balances, beginning of year	2,206,339	2,171,224
Regional net assets received,		
internally restricted during the year	-	9,956
Fund balances, end of year	\$ 2,441,071	\$ 2,206,339



REVENUE

61% Donations

32% Government

4% Member, service and event fees

1% Investment income and miscellaneous

2% Boys and Girls Clubs of Canada Foundation

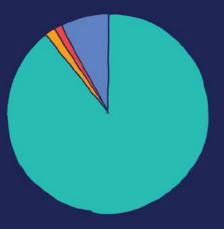
EXPENSES By Function

90% Support to Member Clubs, Programs, Services and Grants

1% Scholarships

1% Governance

8% Administration and Amortization



THANK YOU TO OUR PARTNERS

for their outstanding commitment to changing young lives











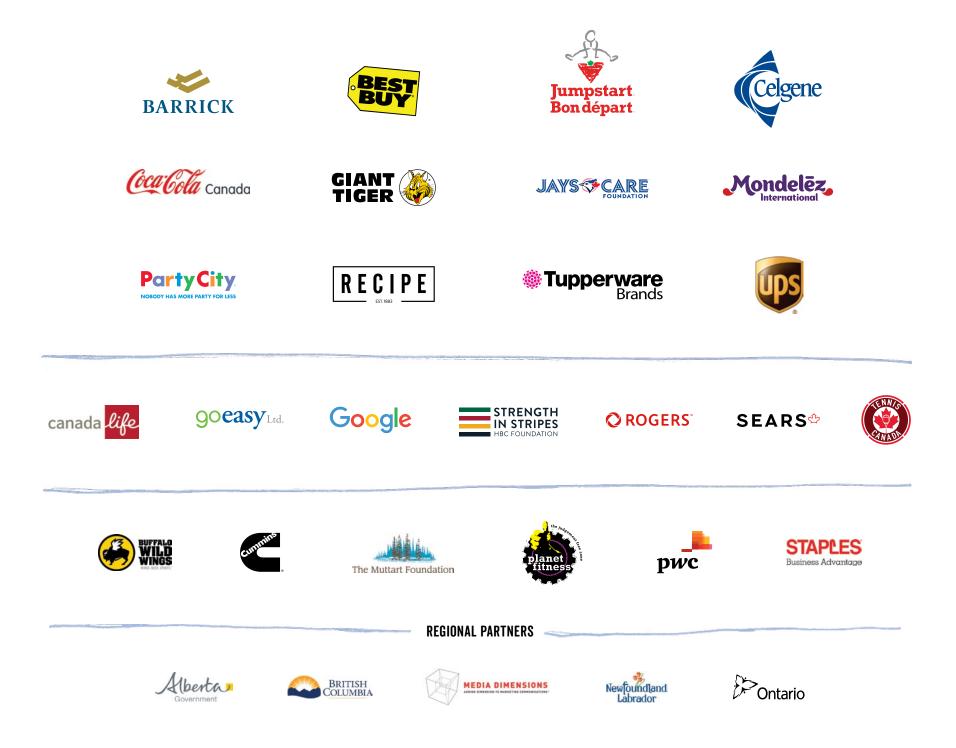








Boys and Girls Clubs of Canada Foundation Fondation des Repaires jeunesse du Canada





Boys & Girls Clubs of Canada

bgccan.com



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