

NO. MORE. BARRIERS.

2021 ANNUAL REPORT



Cochrane & Area

OPPORTUNITY CHANGES EVERYTHING



Jill Bilodeau

Executive Director

We have been living through some difficult years—as an organization and as a country. The pandemic has taken a toll on our young people, with many Clubs seeing increases in mental health issues, learning loss, and other repercussions, during a time when youth were more isolated than ever. We have also faced challenges seen across the charitable sector, including staff recruitment and a drop in donation revenues. And the pandemic has shed light on many systemic issues that our Clubs have been tackling for years.



Tammie Comstock

Board of Directors Chair

Despite everything, we have reasons to celebrate. We launched our new BGC brand, which was championed by supporters from coast to coast. Clubs navigated pandemic waves, balancing unprecedented virtual programming with in-person activities that put the safety of young people first. We made great strides in our Equity, Diversity, and Inclusion work, as well as our Indigenous engagement. And many caring companies have stepped up as our allies.

The BGC movement remains resilient, thanks to inspiring Club staff and volunteers who go above and beyond to improve the lives of young people and their families and keep their communities strong. Every day, you prove that opportunity changes everything.

Strong Clubs

As always, the primary mission of the national team is to support Clubs on the ground in communities across the country, from a refreshed brand to a new crisis communications plan, collective government outreach to staff recruitment tools, and everything in between. And thanks to funding from the federal government and our partners, in 2021 we provided a total of \$7.2 million in grants to Clubs.

This funding allowed our Clubs to run programs that keep pace with the evolving needs of kids and teens, including updated virtual programming, employment readiness training, youth engagement initiatives, anti-racism microgrants, and an overhaul of our national mental wellness program Flex Your Head.

30 per cent of all revenue came from new partners, including Medavie Health Foundation, Hershey Canada, IBM, TELUS and the TELUS Friendly Future Foundation, Northland Properties, Kleenex, and OSL. We also saw strong renewed support from long-standing partners, including President's Choice Children's Charity, Old Navy, Fidelity Investments, Best Buy Canada, and Mondelēz International.

OPPORTUNITY CHANGES EVERYTHING



Jill Bilodeau

Executive Director

Strong Voice

In March 2021, we officially launched the more inclusive BGC brand, embracing the fact that our Clubs open their doors to kids and teens of all ages, backgrounds, and identities. To date, 87 per cent of Clubs have made their digital transition, and we will work closely with the rest across 2022. We created many tools and resources to accompany the launch, including a video with music donated by Canadian musician Joel Plaskett, and our Club leaders have been instrumental in heralding this much-needed change.



Tammie Comstock

Board of Directors Chair

2021 was also a significant year for advocacy as the pandemic resulted in greater government engagement and more timely responses. As a result, we had several funding and policy wins that support BGC Clubs and the young people we serve. We also saw Clubs receive over 1,000 Canada Summer Jobs grants across the country.

Shortly after launching the new BGC brand, we released our No. More. Barriers. campaign, which showcases the confidence BGC Clubs instill in kids and teens. The campaign video was filmed with Club youth, who also created the campaign's soundtrack with the help of MJMS music school, and Club member testimonial inspired the illustrations. The campaign successfully secured pro bono media placements and was backed by a comprehensive paid ad campaign across social media.

Strong Communities

In a year that truly revealed the horrors of Canada's residential school system, the national team outlined best practices for advancing our commitment to First Nations, Métis, and Inuit peoples, hired an Indigenous Community Engagement Advisor, and recruited for an external Indigenous Advisory Circle that will inform our reconciliation work moving forward. We also hired our first Manager of Equity, Diversity, and Inclusion to develop a federation-wide EDI strategy, kickstarted with our widely shared 2S & LGBTQIA+ and Anti-Racism toolkits and a new EDI section on our website.

We also pushed for appropriate regulatory environments for Clubs, focusing on what is best for the children, youth, and families we serve, including successfully advocating for a pilot program to exempt BGC Clubs from the "3 Hour Rule" in Ontario, which limited their ability to provide low-cost, high-quality before and after school programs.

Stronger Together

Throughout 2021, the national team continually found new ways to connect with our Clubs and we were happy to see the results reflected in the 2021 National Team Survey—93 per cent of Clubs that filled out the survey reported satisfaction with BGC Canada's overall work. Along with our three-day virtual Leadership Symposium Re-Connect, Re-Energize, and Recover, we hosted regular virtual Club meetings and Town Halls, implemented virtual training sessions like Youth Work Methods, continued to enhance our e-learning platform with new training modules in board governance, government advocacy, and trauma-informed practices, connected young people to changemakers on Parliament Hill via our virtual Youth Cabinet event, and so much more.

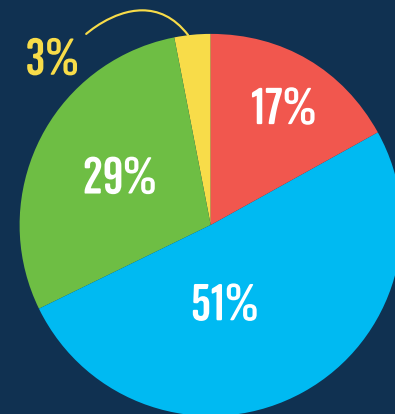
We know that 2022 will have its challenges, but we will continue to develop resources, best practices, and funding supports to help our Clubs thrive. And we are excited for more in-person connections, starting with the 2022 Leadership Symposium and National Conference in Saskatoon. This will be an opportunity to connect, celebrate, and reinvigorate the BGC movement—and strengthen us for the year ahead, backed by our many partners, board members, volunteers, and supporters across the country.

who we ARE

BGC Cochrane and Area (formerly Boys and Girls Club of Cochrane and Area, and Cochrane Youth Association) has been serving young people and their families in Cochrane and the surrounding area since 1992.



who we SERVE



- 5 and under
- 6-12 years old
- 13-21 years old
- 21-28 years old



PHYSICAL
FITNESS
& SPORTS



AFTER SCHOOL
PROGRAMS



HOMWORK
HELP

WHAT OUR CLUB DOES

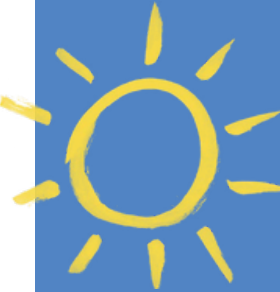


HEALTHY
SNACKS &
MEALS

JUNIOR &
MASTER CHEF

NUTRITION
& FOOD
EDUCATION

GARDENING



SUMMER
CAMPS



VIRTUAL
PROGRAMMING



MUSIC

DANCE

RAMSHACLE
PLAY

TRANSPORTATION

CHILD CARE

PARENTING
EDUCATION
& SUPPORT



SCHOLARSHIPS

JOB
READINESS

INDIGENOUS
INITIATIVES
& PROGRAMS

MENTORING

YOUTH
LEADERSHIP

VOLUNTEERING

CIVIC
ENGAGEMENT

YOUTH
OUTREACH



DIGITAL
LITERACY

FINANCIAL
EDUCATION

STEM
EDUCATION



CRIME
PREVENTION

TEEN DATING
VIOLENCE
PREVENTION

MENTAL
HEALTH &
WELLNESS

YOUTH
SHELTERS
& HOUSING

SUBSTANCE
USE &
PREVENTION

RAISE THE
GRADE



We Support 45 local Family Day Home Programs in providing safe, quality home-based childcare programming for over 200 children per month. During critical out-of-school hours, our clubs offer safe spaces where young people can explore their interests , develop their strengths, and realize positive outcomes in self-expression, academics, healthy living, physical activity, mental health, and more. Our trained staff and volunteers help young people build the confidence and sense of belonging they need to overcome barriers, form positive relationships, and mature into responsible, caring adults.

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.



SUPPORT TO CLUBS

Throughout 2021, Clubs adapted to align with pandemic restrictions while balancing in-person and virtual programming; our Club Services and National Programs teams were there to help with training, communications, and resources.



Quarterly **Program Staff Community Updates** to answer questions, share, and connect with other program staff across Canada



Launched **new Grant and Scholarship application portal**



\$271,000 in scholarships awarded to 71 youth



32 national programs

\$7.2 MILLION GRANTED TO CLUBS

10 virtual Youth Work Methods training sessions to help Club staff across the country provide high-quality and engaging youth programming



Planned and run by BGC Canada's National Youth Council, our virtual National Youth Forum, **Stronger Connection Week 2021**, took place at 50+ BGC Club locations with 463 youth



Over 143 registrants participated in **two webinars on resilience** with Dr. Michael Ungar



Published Connection Matters, a toolkit to help BGC staff with resiliency and self-care

Over 70,000 hours of virtual programming, with training for staff and bursaries for families to access technology



Hosted **2021 Virtual Regional Meetings** to bring Club staff across Canada together to discuss Operational Standards, strategy, impact, and regional issues



Launched **Skilled4Success and Youth Engagement Initiative** with funding from Employment and Social Development Canada

OUT OF SCHOOL CARE

The out of school care programs provide quality care in a safe and nurturing environment. Using a strengths based approach to seek out children's abilities, resources, and gifts to support growth through opportunities in developing socially, physically, intellectually, creatively and emotionally. Professional, qualified staff facilitate a culture of fun, acceptance and positive self-regard and love to play too!!



DAY HOMES

BGC Day Homes are a locally operated government regulated non profit family day home agency that is committed to the provision of quality home-based child care programs within Cochrane & surrounding area. Administrative staff support the process for potential educators to open and deliver a licensed family day home program.



- Day home educator screening & monitoring services
- Our day home programs operate in alignment with the provincial Family Day Home Standards to ensure the health, safety, and well-being of each child.
- Child care referral and placement assistance
- Administrative services: registration & contract oversight, invoicing, access to child care subsidy & affordability grants for qualifying families.
- Early intervention services for qualifying children



The CLUB is Cochrane’s only teen dedicated space. They have access to a fully stocked kitchen, musical instruments, graffiti wall, gaming systems, board games, art supplies and more. If teens are in need of down time, there is access to a “chill room” where they can work on homework or rest.



The CLUB is highly essential for youth of Cochrane to help target issues such as poor mental health, peer violence, suicide, and drug and alcohol abuse which are on the rise in the community. Having a safe space exclusively for teens provides them with needed resources for their success, a place to hangout with others, and where issues will be heard. Our experienced Youth Workers advocate youth development and act as role models for the youth in attendance.

SUMMER CAMPS

Our Summer Camps provide affordable child care daily from 8:00am-4:30pm through the months of July and August when children ages 5-12 are out of school for the season. Supervised by Alberta Early Childhood Educator certified Camp Leaders, our Summer Camps promote personal development in children through a safe and inclusive environment to prepare them for the upcoming school year. The experiences that BGCCA's Summer Camps provide for the children of Cochrane are quintessential in building social skills and confidence by engaging them in group activities, outdoor experiences, and educational experiences.



120

Children daily through
out of school care



944

individuals served

5

Club staff are
former Club
kids



38

staff
members

23

volunteers



312

volunteer hours

110,925

healthy meals
and snacks served

* Drop in annual statistics due to COVID-related school closures impacting operations of BGC Club service locations

MARKETING & COMMUNICATIONS

Our team continues to provide Clubs with media & design support, brand awareness, national updates, tools & resources, and more.

Launched **No. More. Barriers. PSA** featuring Club youth with pro bono airtime on TV & digital media nationally



Promoted PSA with **behind-the-scenes video and professional illustrations** inspired by Club youth testimonial



Outreach **tools, resources, and templates for Clubs** for awareness days, events, and campaigns, including Youth of the Year, Stronger Connection 2021, Kid Food Nation, staff recruitment & retention, and more



Weekly SCOOP newsletter for all Club staff and **monthly Executive Brief** for Club leadership



Over 56,000 combined followers on social media with **posts reaching 3.2 million people**



Fourth annual national awareness day **Unplug to Connect with BGC ambassador July Black** hosting an Instagram Live with Regional Youth of the Year



Kid Food Nation media coverage reached 24 million people and Kid Food Nation Volume 5 cookbook published, featuring celebrity chef Marysol Foucault and BGC kids



Updated **Crisis Response Plan** template for Clubs



Developed **2022 Brand Calendar** to guide national communications



Launched first-of-its-kind **Non-Fungible Donations** project turning Club members' artwork into NFTs to auction online



Tools and resources to tackle vaccine hesitancy with funding from **Immunization Partnership Fund**



Published BGC Canada statements on unmarked graves at former residential schools, Facebook's youth policies, and Canada Day

PUBLIC POLICY

Our Research & Public Policy team has been a leader in the nonprofit sector, advocating for and supporting Clubs to engage at all levels of government.

✔ Worked with the National Programs team to secure almost **\$16 million in federal funding**, including support to hire Club youth through the Skilled4Success program

✔ Worked with other national charitable organizations to advocate for the **Community Services Recovery Fund**, which will provide \$400 million to help nonprofits adapt and modernize

✔ **Engaged Club youth to vote and work the polls during the federal election**, including developing a best practices document shared nationally by Elections Canada



✔ Supported Clubs to secure **1,000+ Canada Summer Jobs** grants across the country

✔ Engaged House of Commons Committees, Cabinet Members, and MPs to promote **youth employment, mental health, child care, and support for the charitable sector** during COVID-19

✔ Advocated for **appropriate regulatory environments for Clubs**, including exempting Clubs from the “3 Hour Rule” in Ontario, which limited their ability to provide before and after school programs



BGC BRAND LAUNCH

In March 2021, Boys & Girls Clubs of Canada became BGC Canada because our Clubs across the country open their doors to kids and teens of all ages, backgrounds, and identities.

We launched the BGC brand with a new tagline that is a rallying cry for our Clubs and tells the world how we help young people overcome barriers.

Say it with us:

**Opportunity
Changes
Everything**

- ✓ **"Meet BGC video"** for brand launch, with music donated by Canadian musician Joel Plaskett
- ✓ **National Town Hall** to celebrate BGC brand launch, plus conference presentations, meetings, and webinars
- ✓ **Rebranded national digital properties** and offered support to all Clubs to do the same
- ✓ **Club logo packages & brand style guide** for all Clubs



- ✓ **Updated BGC merchandise** and store
- ✓ **Member site resource** page with graphics, videos, Zoom backgrounds, outdoor, banners, and more
- ✓ Created media & partner outreach and social media **templates, toolkits, and FAQs** to help announce BGC to the world
- ✓ **One-to-one design support** and a library of Canva design templates and brand elements for Clubs

BGC BRAND LAUNCH



EQUITY, DIVERSITY, INCLUSION & INDIGENOUS ENGAGEMENT

BGC Cochrane's journey into equity, diversity and inclusion, as well as progress towards truth and reconciliation have driven the transition from Boys and Girls Clubs of Canada to BGC Canada, demonstrating to youth from coast to coast to coast that they are welcomed and valued at BGC Clubs, regardless of their identity or background.



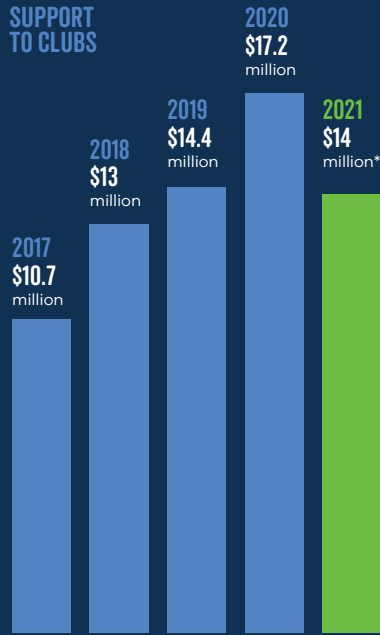
✓ **661 participants in the Youth Leading Reconciliation program**, engaging Indigenous and non-Indigenous youth in cross-cultural dialogue, community-building, and collaboration

✓ **Toolkits and resources** to help Club staff and youth participate in Have a Heart Day, National Indigenous History Month, Orange Shirt Day, Pride Month, and other advocacy and educational events

✓ **Developed 2S & LGBTQIA+ and Anti-Racism toolkits** with information and activities to increase awareness and build inclusion across the BGC movement

FINANCIAL SUMMARY

SUPPORT TO CLUBS



* An additional \$2.2M in emergency relief grants were provided to Clubs in 2020, which was not repeated in 2021

BALANCE SHEET

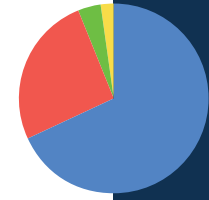
December 31, 2021, with comparative information for 2020

	2021	2020
ASSETS		
Current assets:		
Cash	\$ 1,179,366	\$ 1,389,679
Investments	9,640,232	7,805,268
Grants and other receivables	1,418,081	1,692,644
Prepaid expenses and other	219,921	194,315
Due from related party	688,214	1,092,911
	13,145,814	12,174,817
Capital assets		
	351,361	477,638
	\$ 13,497,175	\$ 12,652,455
LIABILITIES AND NET ASSETS		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 2,608,885	\$ 3,375,268
Deferred contributions	8,606,296	7,089,446
	11,215,181	10,464,714
Deferred leasehold inducement	6,219	34,965
Net assets:		
Unrestricted	2,275,775	2,152,776
	\$ 13,497,175	\$ 12,652,455

STATEMENT OF REVENUE AND EXPENSES

For the year ended December 31, 2021, with comparative information for 2020

	2021	2020
REVENUE		
Donations	\$ 11,132,863	\$ 10,887,600
Special events	297,985	-
Government	4,240,931	8,067,569
Member, service and event fees	610,949	499,240
Managed services	-	18,565
Investment income and miscellaneous	43,485	73,351
Boys and Girls Clubs of Canada Foundation	296,000	296,000
	\$ 16,622,213	\$ 19,842,325
EXPENSES		
Support to Clubs, programs and services	\$ 2,901,476	\$ 2,181,935
Grants for specific activities	7,204,492	10,879,094
National programs	3,639,074	3,860,587
Scholarships	158,250	140,140
Governance	120,948	130,445
	14,024,240	17,192,201
Amortization of capital assets	262,517	200,087
Administration	1,396,994	1,197,208
Special events	41,684	-
Grant reimbursement	773,779	-
Restructuring costs	-	623,186
	16,499,214	19,212,682
Excess of revenue over expenses	\$ 122,999	\$ 629,643



REVENUE

69%

Donations and special events

26%

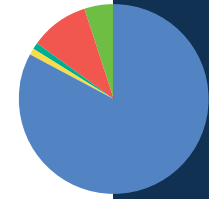
Government

4%

Member, service and event fees

2%

Boys and Girls Clubs of Canada Foundation



EXPENSES BY FUNCTION

83%

Support to Member Clubs, Programs, Services and Grants

1%

Scholarships

1%

Governance

10%

Administration and amortization

5%

Grant reimbursement



ORGANIZATION SUMMARY

BGC Cochrane and Area has been serving young people and their families in Cochrane and the surrounding area since 1992

OUR TEAM

- Executive Director - Jill Bilodeau
- HR & Office Manager- Ana McCabe
- Office Administrator- Maureen Rowe
- Manager of Licensed Programs- Maureen Topp
- OSC Program Coordinator- Hazel Carter
- OSC Site supervisor- Sammy Owad
- Manager of Youth Programs- Nola Hume

BOARD OF DIRECTORS

Officers

- Chair- Tammie Comstock
- Vice Chair - Erin Freadrich
- Secretary- Shona Clark
- Treasurer- Malesa Godor

Directors

- Sarah May-McKibbon
- Kelsey Sitar
- Stacey Grant
- Ken Halverson



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THANK YOU

to our partners, donors, and supporters for their outstanding
commitment to changing young lives



COBS BREAD



feeding hungry minds



Cochrane
Lions Club



Future
Launch



NO.
MORE.
BARRIERS.



Cochrane & Area

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