



**Big Brothers Big Sisters**  
**OF GREY BRUCE** NOW SERVING WESTERN SIMCOE

# COMMUNITY INVESTMENT GUIDE

## Corporate Sponsorship 2024

Municipality of Arran-Elderslie, Chippewas of Nawash Unceded First Nation (Neyaashiinigmiing), Municipality of North Bruce Peninsula, Municipality of South Bruce Peninsula, Town of Sauguen Shores, City of Owen Sound, Municipality of Grey Highlands, Municipality of Meaford, Municipality of West Grey, Town of the Blue Mountains, Town of Hanover, Township of Chatsworth, Township of Georgian Bluffs, Township of Southgate, Township of Clearview, Town of Collingwood, Town of Wasaga Beach



**#BIGGER TOGETHER**

CN: 106793797RR0001

# YOU CAN HELP GIVE EVERY CHILD A CHANCE TO REACH THEIR FULL POTENTIAL.

As one of the initial ten Big Brothers Big Sisters agencies incorporated in Canada, Big Brothers Big Sisters of Grey Bruce and Western Simcoe (BBBSGBWS) has been supporting local youth and families for over 60 years. We are incredibly proud to have deep roots thanks to our many supporters, volunteers and partners who believe in our mission and who call this area home.

As an agency, we strive to create communities where young people not only belong but thrive by providing no-cost, one-to-one, in-school, and community-based mentorship programs that benefit not only youth but families and communities. Grounded in evidence-based practices, our programs rest on the transformative influence of safe, developmental relationships and the proof is in our outcomes. Youth registered in our programs are 17% more likely to be gainfully employed, earn 13% more on average, and are significantly more likely to give back and invest in their own communities.

By fostering enduring connections between adult volunteers ("Bigs") and youth ("Littles"), and by offering group programs, BBBSGBWS creates long-term impacts. Our programs and services emphasize supportive ecosystems and the many positive impacts of preventative, wrap-around services. By engaging youth and families with a network of trusted allies, BBBSGBWS strives to build communities of care and thriving youth.


With growing programs and a waitlist of 70 youth, we look to partners like you to help us invest in local children and youth. You can help us ensure we have the ability to support our youngest community members by joining us as an integral ally.

Receive full recognition and meaningful acknowledgment all while helping us support local families. By considering sponsorship and joining our BBBS community, you too can help us ensure every child in our community is empowered to unlock their potential.

With gratitude,



Dan Snow  
Board President



Beth Aubrey  
Executive Director

# OUR PROGRAMS

## One-to-One Mentoring



The 1:1 Community Match is the 'traditional' BBBS program, matching a youth (Little) with a caring, supportive adult mentor (Big) in the community. Bigs and Littles spend time together, attend BBBSGBWS group programs, and build developmental relationships which express care, challenge growth, provide support, share power and expand possibilities!

## In-School Mentoring



We offer a number of in-school programs for youth in grades one (1) to eight (8), either in a 1-to-1 or small group setting. In each program an adult volunteer (Mentor) provides a caring, supportive, and non-judgmental environment. The Mentor's role is to be an adult support, a positive role model, a friend, a listener, a resource and a guide. Mentors focus on relational wellbeing, increasing self-esteem, establishing essential life skills and in some programs, academic support. Programs offered include 'Learn It!', Go Kids!, and Game on!.

## Community Group Mentoring



Our community group programs are available to all youth, often welcoming youth waitlisted for a 1-1 match. Each monthly program welcomes Bigs, Littles, volunteers and community partners to share in learning opportunities and skill development. Programs provide intergenerational experiences focused on community building, relational wellbeing, mentorship and civic engagement. Programs are offered bi-monthly.

## Youth Council



Youth Council (YC) in Grey Bruce and Western Simcoe was established in the fall of 2022, and its primary objective is to ensure youth feel heard on issues that affect our community. Youth engage in training and community impact projects that benefit society at large. The Youth Council welcomes youth ages 12-25.

# WHAT IS THE IMPACT?

Young people graduate our programs with

**measurable outcomes:**



87%

HAVE STRONG  
SOCIAL NETWORKS

SOCIAL EMOTIONAL  
COMPETENCE



80%

PURSUE HEALTHY  
LIFESTYLES

MENTAL HEALTH &  
WELL BEING



47%

HOLD SENIOR  
LEADERSHIP POSITIONS

EDUCATIONAL ENGAGEMENT &  
EMPLOYMENT READINESS

# WAYS TO SUPPORT YOUR COMMUNITY

Giving to local children and families is easy through our many community investment opportunities! With so many ways to connect from annual sponsorship to in-kind donations, we want to welcome you!

## Annual Sponsorship

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This is a once a year sponsorship that directly enables our youth mentorship programs and services. Through your businesses contribution, your company is acknowledged all year long! Each sponsorship level allows businesses to customize their gift, with a meaningful impact.

## Event Sponsorship

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This is an event specific sponsorship that directly supports community affairs which highlight the positive impacts of Big Brothers Big Sisters. Each event sponsorship enables fundraisers which in turn, provide an essential source of program funding. Through your contribution, your company is highlighted all year long.

## Silent Auction Donations

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These are donated in-kind items that are utilized at our bi-yearly silent auctions. Donated items raise essential funds thanks to the incredible contributions from our community! Your company is acknowledged for the generous donation leading up to and at the respective event.

*See below our annual and event sponsorship guides.*

## DONATING IS EASY

### Donate Online

Our online sponsorship form is located on our website <https://greybruce.bigbrothersbigsisters.ca/> under 'Ways to Give,' -> 'Sponsorship'

### Donate By Cheque

Cheques or cash are made payable to 'Big Brothers Big Sisters of Grey Bruce' and can be mailed or dropped off at our office:  
Harmony Centre  
890 4th Ave. E. Owen Sound, ON N4K 2N7



# ANNUAL SPONSORSHIP

Sponsorship levels are flexible and customizable to meet your needs and embrace your ideas! We want to work with you! If you have something different in mind, let us know!

## FRIEND \$500

- Logo and link on "Our Partners" page
- E-certificate of appreciation

## BRONZE \$1000

- Logo and link on "Our Partners" page
- Social Media recognition
- E-certificate of appreciation

## SILVER \$3000

- Logo and link on "Our Partners" page
- Social Media recognition
- Framed certificate of appreciation
- Sign at all major fundraising events

## GOLD \$5000

- Logo and link on "Our Partners" page
- Social Media recognition
- Honourable mention in Annual Report
- Framed certificate of appreciation
- Sign at all major fundraising events
- Acknowledged in community newsletter

## PLATINUM \$10 000

- Logo and link on "Our Partners" page
- Social Media recognition
- Honourable mention in Annual Report
- Invitation to Big Bunch event
- Framed certificate of appreciation
- Sign at all major fundraising events
- Acknowledged in community newsletter
- Acknowledged in press release

## DIAMOND \$20 000+

- Logo and link on "Our Partners" page
- Social Media recognition
- Honourable mention in Annual Report
- Invitation to Big Bunch event
- Written commendation on our website
- Professional plaque of appreciation
- Sign at all major fundraising events
- Acknowledged in press release
- Speaking opportunity at one of our 3 annual fundraising events
- Advertising spotlight via radio and/or television

Provides training and support to 10 mentors in our school-based programs

Allows youth in our group mentoring programs to attend a learning day monthly.

Supports a full year of monthly group based programs!



# EVENT SPONSORSHIP

Bowl for Kids' Sake is Big Brothers Big Sisters' premier "fun"-raising event where people get together with friends, family, and co-workers, peer to peer fundraise, and have a fantastic time bowling in support of local youth and families.

## April 2024

Georgian Bowl (Collingwood) April 4th & 5th  
The Bowling Alley (Owen Sound) April 11th, 12th, 13th



**Please confirm your support by March 2024**

**EVENT SPONSOR**  
\$3000  
2 OPPORTUNITIES

- Company logo on all pledge sheets, event packages, posters, social media posts, and BBBSGBWS website
- Mention in all promotions (digital, radio, & print)
- Sponsorship announced in formal press release

**ONLINE AUCTION SPONSOR**  
\$1000  
2 OPPORTUNITIES

- Logo recognition on auction website
- Prominent logo and recognition on BBBSGBWS website

**LANE SPONSOR**  
\$500  
24 SPONSORS

- Name and logo recognition on one of 24 event lanes
- Prominent logo and recognition on BBBSGBWS website

**BILL MURDOCH CHALLENGE SPONSOR**  
\$350  
1 OPPORTUNITY

- Logo displayed on all promotional material advertising the challenge
- Name and logo recognition on lane

## August 2024

Sauble Golf & Country Club (Sauble Beach)  
August 17, 2024



Our 8th annual golf tournament featuring Pickleball is where play meets social impact! This tournament is used to raise awareness, cultivate fun, and bring in dollars to support our mentoring programs.

**EVENT SPONSOR**  
\$3000  
3 OPPORTUNITIES

- Company logo on all pledge sheets, event packages, posters, social media posts and BBBSGBWS website
- Mention in all promotions (digital, radio, & print)
- Sponsorship announced in formal press release

**DINNER SPONSOR**  
\$2000  
2 OPPORTUNITIES

- Exclusive logo identification on all dinner tables
- Logo and name recognition on BBBSGBWS website and social media

**CARTS SPONSOR**  
\$800  
2 OPPORTUNITIES

- Logo and name recognition on BBBSGBWS website and social media
- Exclusive logo identification on all golf carts

**HOLE SPONSOR**  
\$500  
18 SPONSORS

- Name and logo recognition on one of 18 event holes
- Logo and name recognition on BBBSGBWS website and social media

**PUTTING CONTEST SPONSORS**  
\$350  
3 OPPORTUNITIES

- Logo displayed at 'Putting Contest'
- Logo and name recognition on BBBSGBWS website and social media

**AUCTION SPONSOR (Live)**  
\$350  
2 OPPORTUNITIES

- Logo recognition on silent auction table at the event
- Logo and name recognition on BBBSGBWS website and social media

**Please confirm your support by July 2024**