



NO. MORE. BARRIERS.

2021 ANNUAL REPORT





OPPORTUNITY CHANGES EVERYTHING



Felix Wu

Chair, Board of Directors

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.



Owen Charters

President & CEO

Despite everything, we have reasons to celebrate. We launched our new BGC brand, which was championed by supporters from coast to 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



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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.



Owen Charters

President & CEO

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.

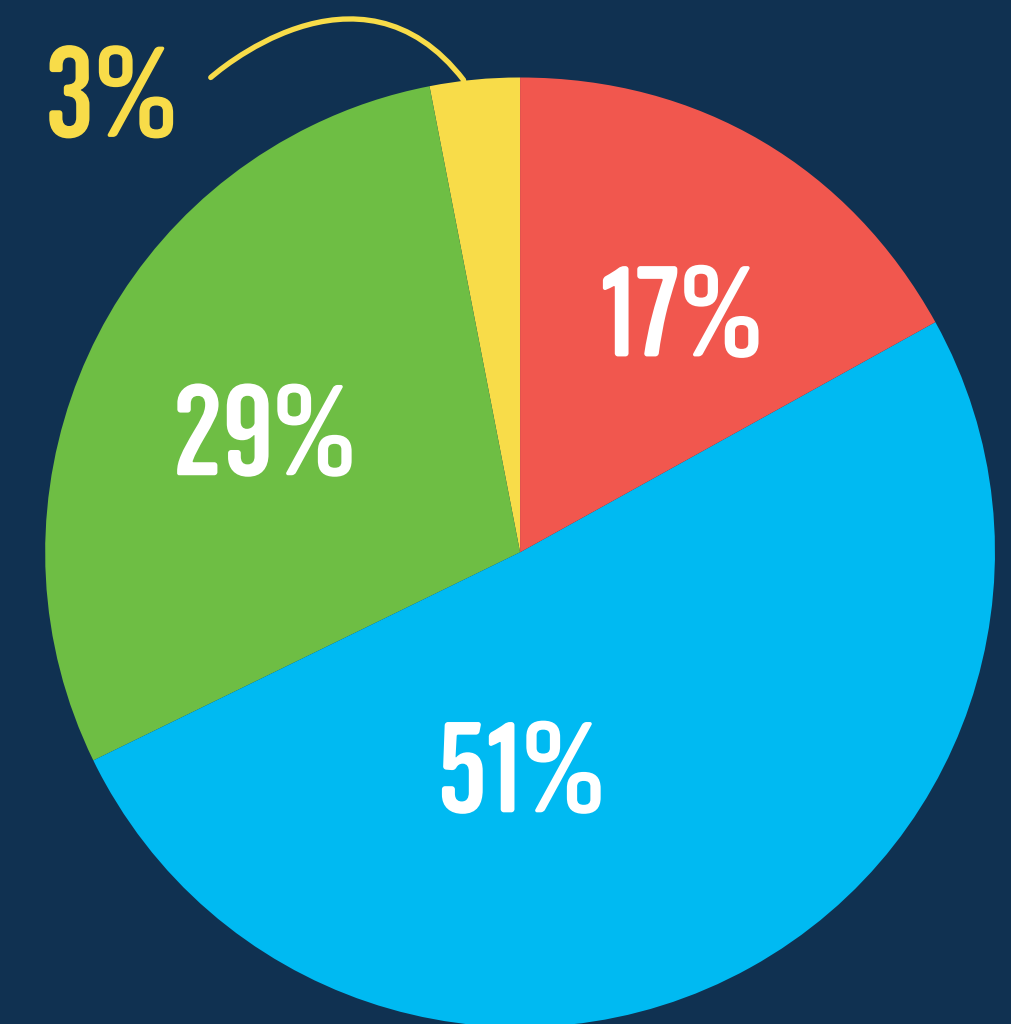
We know that 2022 will have its challenges, but we will continue to develop resources, best practices, and funding supports to help our Clubs thrive. And we are excited for more in-person connections, starting with the 2022 Leadership Symposium and National Conference in Saskatoon. This will be an opportunity 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

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



who we SERVE



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

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.





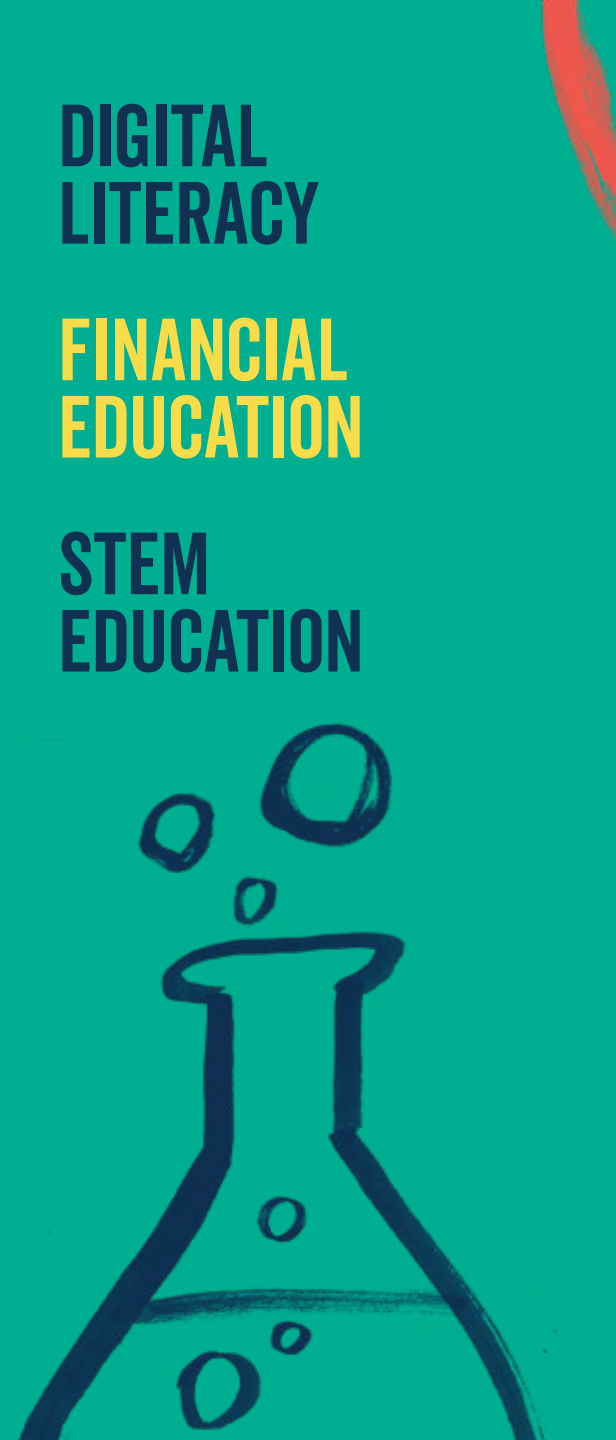
**PHYSICAL
FITNESS
& SPORTS**



**AFTER SCHOOL
PROGRAMS**

**HOMEWORK
HELP**

WHAT CLUBS DO



**DIGITAL
LITERACY**

**FINANCIAL
EDUCATION**

**STEM
EDUCATION**



**HEALTHY
SNACKS &
MEALS**

**BREAKFAST
PROGRAMS**

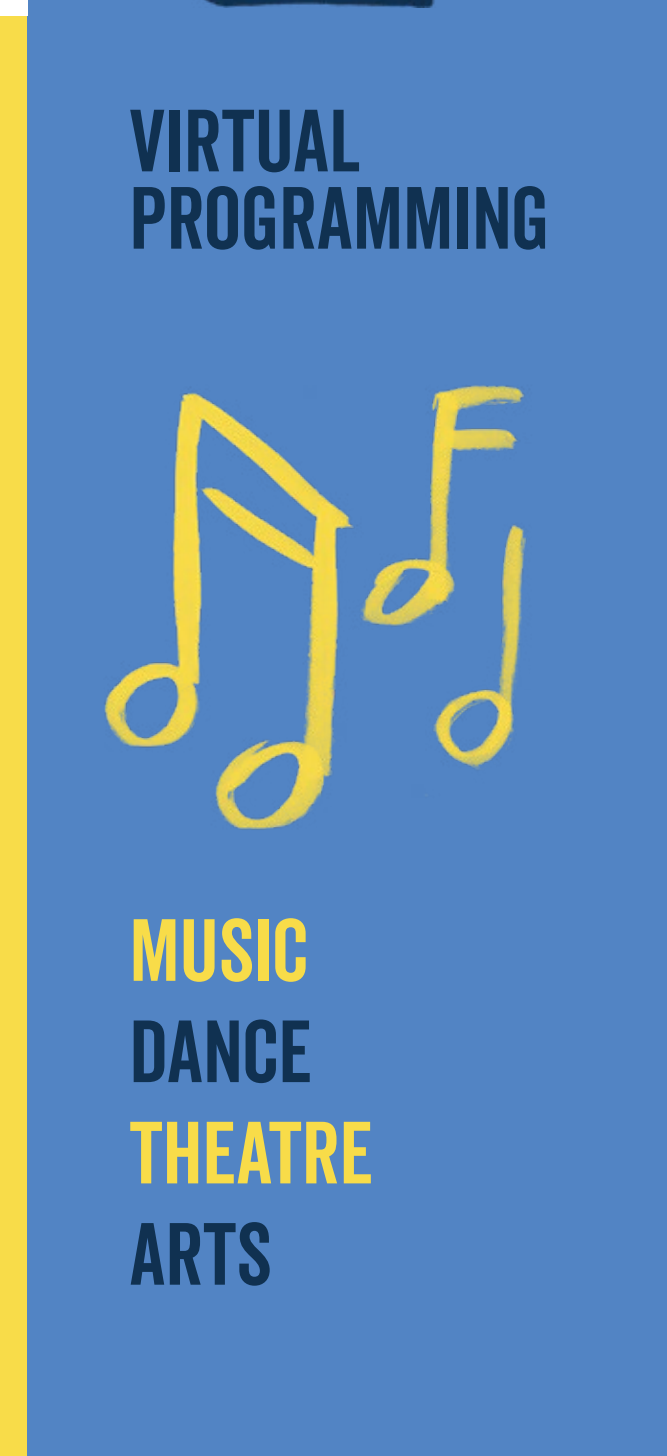
**NUTRITION
& FOOD
EDUCATION**

GARDENING



**SUMMER
CAMPS**

**VIRTUAL
PROGRAMMING**



**MUSIC
DANCE
THEATRE
ARTS**



**TRANSPORTATION
CHILD CARE
PARENTING
EDUCATION
& SUPPORT**

SCHOLARSHIPS

**JOB
READINESS**



**INDIGENOUS
INITIATIVES
& PROGRAMS**

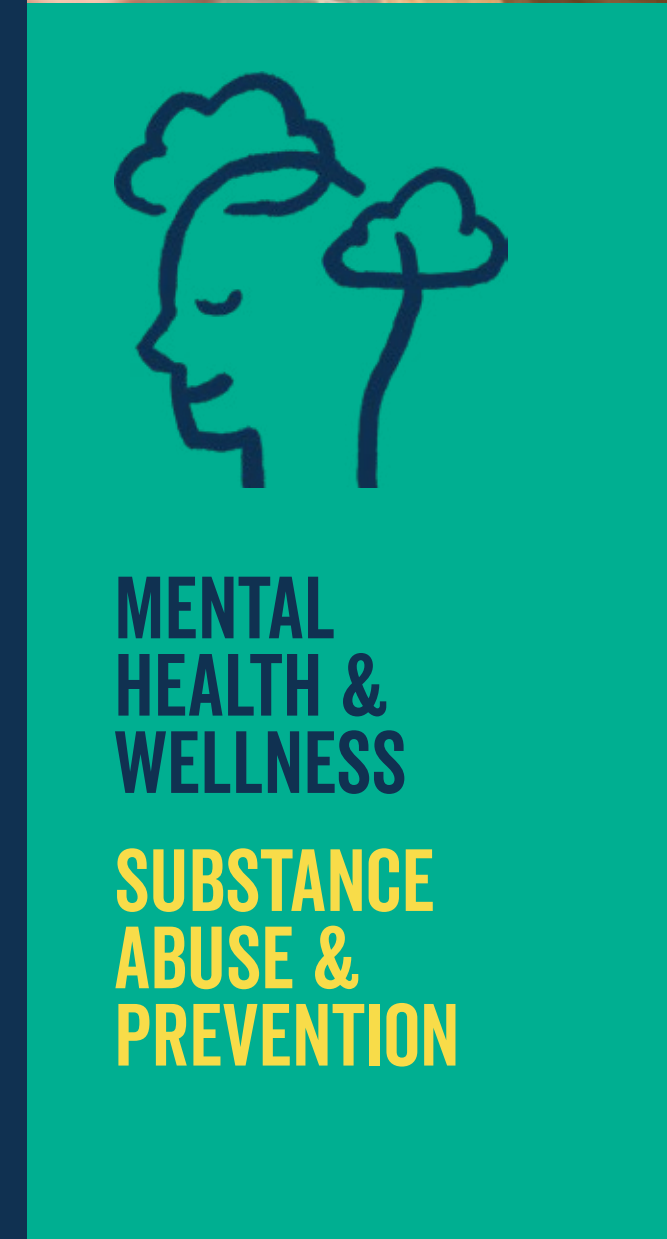
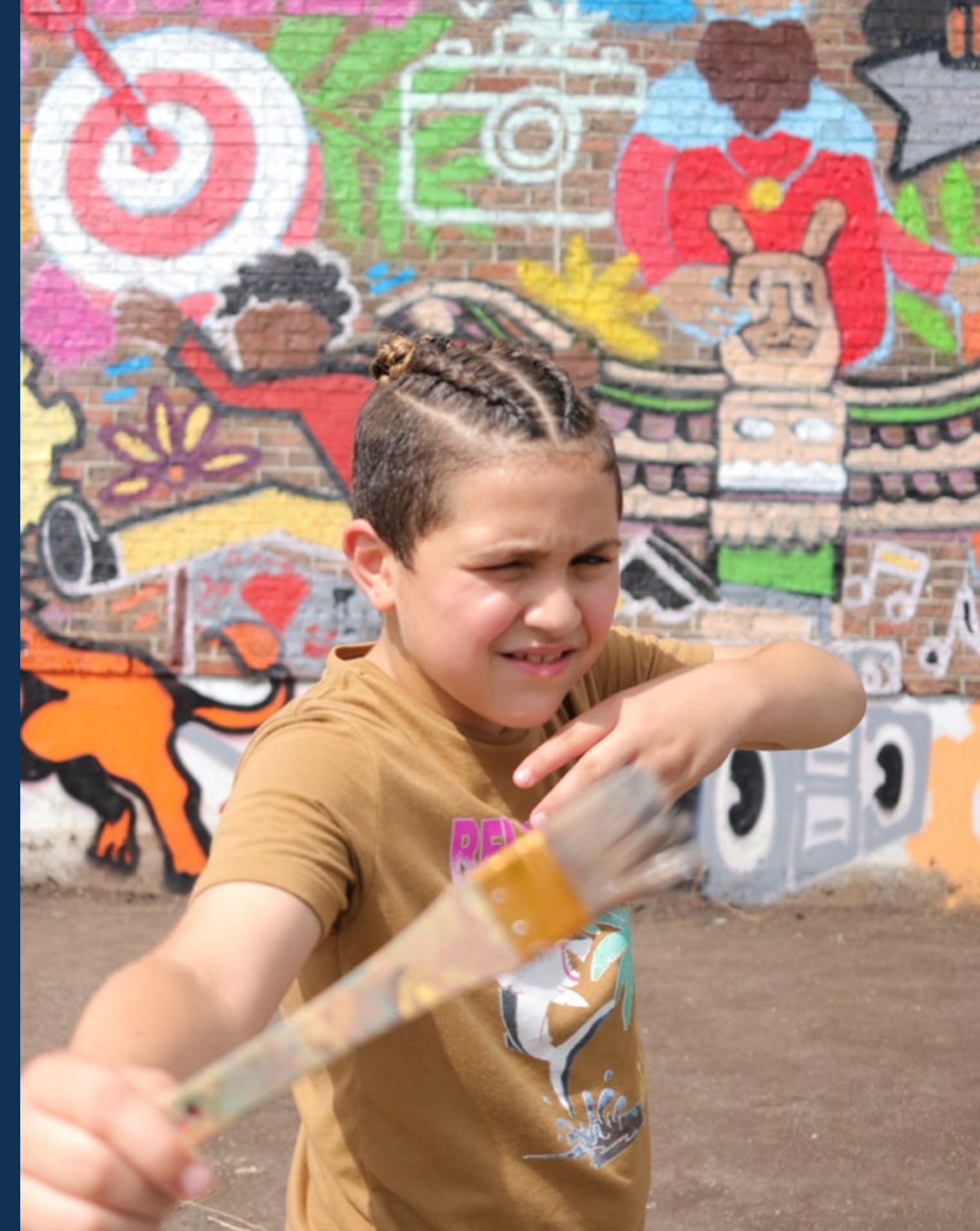
MENTORING

**YOUTH
LEADERSHIP**

VOLUNTEERING

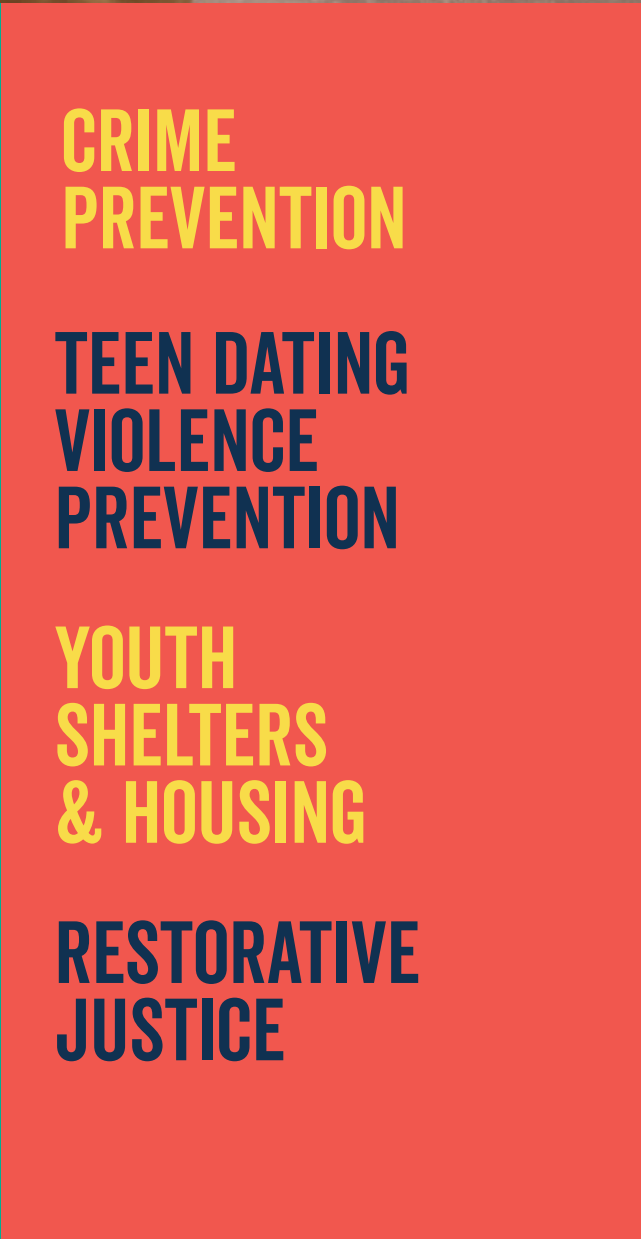
**CIVIC
ENGAGEMENT**

**YOUTH
EXCHANGES**



**MENTAL
HEALTH &
WELLNESS**

**SUBSTANCE
ABUSE &
PREVENTION**



**CRIME
PREVENTION**

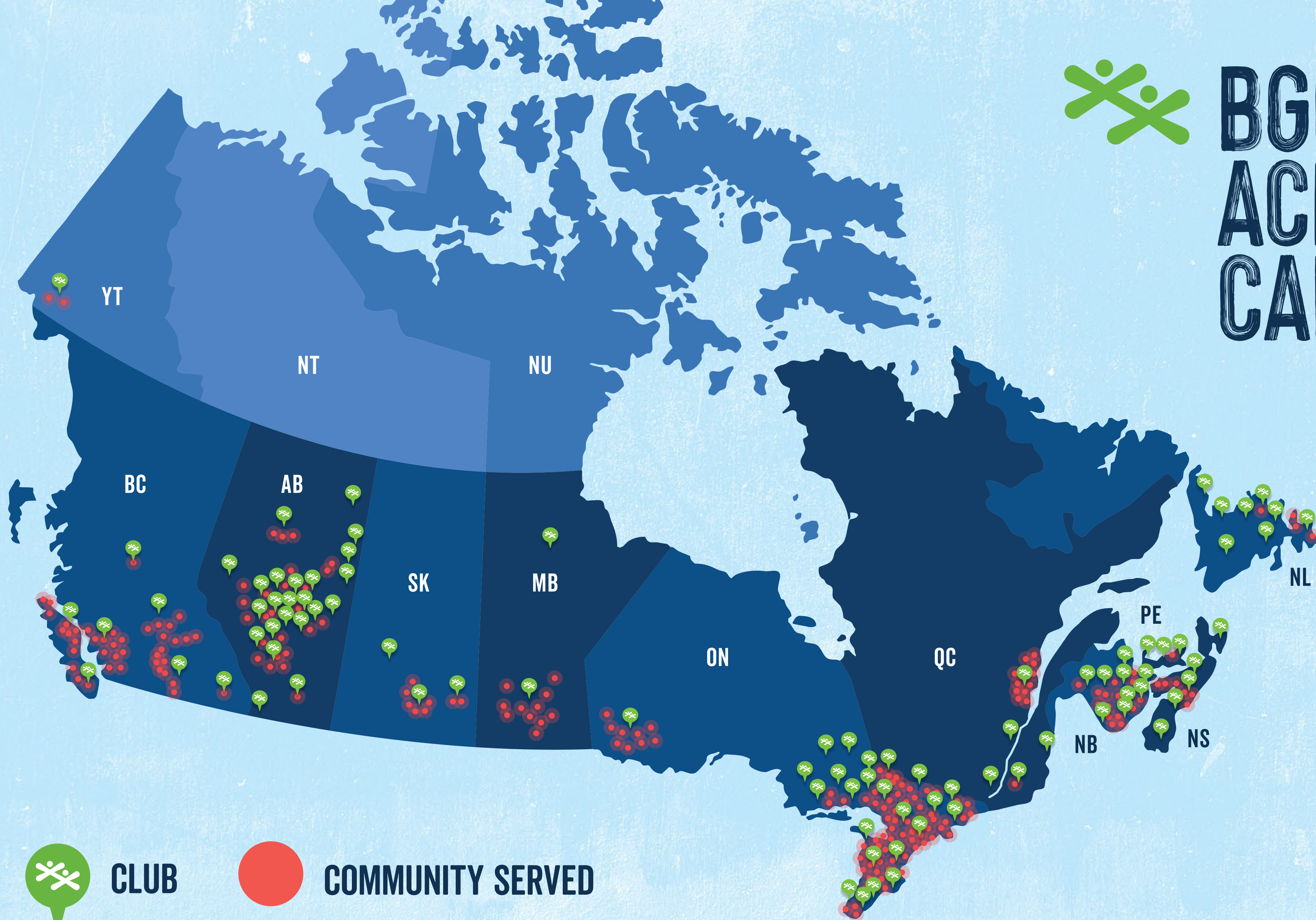
**TEEN DATING
VIOLENCE
PREVENTION**

**YOUTH
SHELTERS
& HOUSING**

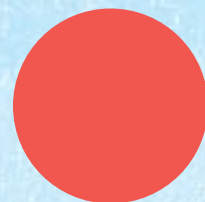
**RESTORATIVE
JUSTICE**



BGC CLUBS ACROSS CANADA



CLUB



COMMUNITY SERVED

This map is not to scale

CLUB LOCATIONS



Yukon Territory

BGC Yukon

British Columbia

BGC Central Vancouver Island

BGC Cranbrook

BGC Kamloops

BGC Okanagan

BGC South Coast BC

BGC South Vancouver Island

BGC Williams Lake Club
(merged with Kamloops Club)

Alberta

BGC Airdrie Club

BGC Big Brothers Big Sisters
of Edmonton & Area

BGC Bonnyville - (revoked 2021)

BGC Calgary - (revoked 2021)

BGC Camrose and District

BGC Clearwater
(in management agreement
with BGC Red Deer & District Club)

BGC Cochrane and Area

BGC Foothills Clubs

BGC Fort McMurray

BGC Fort Saskatchewan
(in management agreement
with BGC Strathcona County)

BGC Leduc

BGC Lethbridge & District

BGC Olds & Area

BGC Red Deer and District Club

BGC St. Paul & District

BGC Saddle Lake

BGC Stettler & District

BGC Strathcona County

BGC Wetaskiwin

BGC Whitecourt & District

BGC Wolf Creek - Ponoka

Saskatchewan

BGC Battlefords

BGC Saskatoon

BGC Yorkton Inc.

Manitoba

BGC Thompson Inc.

BGC Winnipeg Inc.

Ontario

BGC Albion Club

BGC Braeburn

BGC Brantford

BGC Cornwall/SDG

BGC Dovercourt Club

BGC Durham

BGC East Scarborough

BGC Eastview

BGC Hamilton-Halton

BGC Kawarthas

BGC London

BGC Niagara

BGC North Simcoe

BGC Ottawa

BGC Peel

BGC Pembroke

BGC St. Alban's Club

BGC Sarnia-Lambton

BGC South East

BGC Thunder Bay

BGC Toronto Kiwanis

BGC West Scarborough

Quebec

Maison Kekpart -
Repaire jeunesse de Longueuil

BGC Dawson

Maison Coup de Pouce -
Repaire jeunesse de Trois-Rivières
(Provisional)

MDJ Famille Espoir -
Repaire jeunesse de Sherbrooke -
Ascot (Provisional)

Maison des Jeunes
L'Atôme de Stoneham (Provisional)

Maison des Jeunes
L'Envol de Ste-Foy (Provisional)

Forum Jeunesse Charlevoix Ouest
(Provisional)

Maison des jeunes de Neuville
(Provisional)

Maison des jeunes
La Marginale & L'Entre-Ados
(Provisional)

New Brunswick

BGC Charlotte County Club

BGC Dieppe Inc.

BGC Grand Manan

BGC Greater Fredericton

BGC Greater Saint John Inc.

BGC Miramichi Club

BGC Moncton

BGC Petitcodiac Inc.
(in management agreement
with BGC Salisbury)

BGC Riverview

BGC Salisbury Inc.

Nova Scotia

BGC Cape Breton -
Whitney Pier Youth Club

BGC Greater Halifax Clubs

BGC Preston

BGC Truro & Colchester

BGC Yarmouth

Prince Edward island

BGC Charlottetown

BGC Summerside Inc.

BGC Wellington & Area
(in management agreement
with BGC Summerside)

Newfoundland & Labrador

BGC Bell Island Club

BGC Botwood Inc.

BGC James Hornell

BGC Gander

BGC Norris Arm

BGC St. Anthony and Area Club

BGC St. John's

SUPPORT TO CLUBS

Throughout 2021, Clubs adapted to align with pandemic restrictions while balancing in-person and virtual programming—and 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



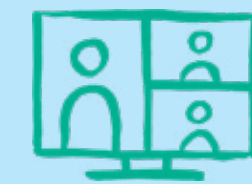
Planned and run by BGC Canada's National Youth Council, our virtual National Youth Forum, **Stronger Connection Week 2021**, took place at 50+ BGC Club locations with 463 youth



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

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 provides \$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



659

CLUB LOCATIONS*



135,333

served*

635

Club staff are former Club kids



5,500

staff members

4,885

volunteers



215,360

volunteer hours

3.8 MILLION

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.

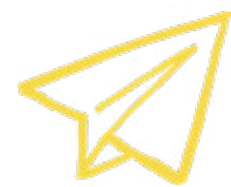
Launched **No. More. Barriers. PSA** featuring Club youth with pro bono airtime on TV & digital media nationally



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**



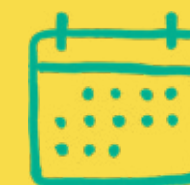
Fourth annual national awareness day **Unplug to Connect with BGC ambassador July Black** hosting an Instagram Live with Regional Youth of the Year



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



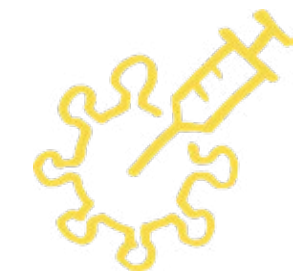
Updated **Crisis Response Plan** template for Clubs



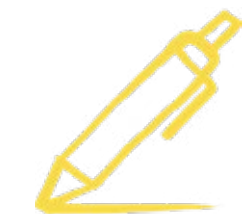
Developed **2022 Brand Calendar** to guide national communications



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

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 Canada'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.

✓ **Partner support of EDI initiatives**, including CIBC Youth Accelerator scholarships for Black youth and Anti-Racism Initiative Microgrants sponsored by Best Buy, Hyundai, ADP, and Mastermind Toys.

✓ Hired **Indigenous Community Engagement Advisor** and formed an external **Indigenous Advisory Circle** to provide guidance and further relationships with Indigenous Peoples, communities, and organizations

✓ **Partnership with the Gord Downie & Chanie Wenjack Fund** provided 76 Club locations with free Legacy Schools kits to further reconciliation through awareness, education, and action



✓ **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

✓ **Hired Manager of Equity, Diversity, and Inclusion** to support the development of a federation-wide **EDI strategy**

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

SUPPORTERS

Strategic

BGC Canada Foundation
The Coca-Cola Foundation
Government of Canada
President's Choice Children's Charity
RBC Foundation

\$500,000 - \$999,999

CIBC
Medavie Health Foundation

\$250,000 - \$499,999

Hershey Canada
Fidelity Investments Canada
Hyundai Canada
The Lawson Foundation
Old Navy
TELUS Friendly Future Foundation
IBM
WestJet Cares for Kids

\$100,000 - \$249,999

Airbnb
Best Buy Canada
BMO Foundation
Co-operators
Giant Tiger
goeasy Ltd.
Kleenex
M&M Food Market
Mary Brown's Chicken
Mondelēz International
Mr. Lube
Northland Properties
The Muttart Foundation
Trottier Foundation
UPS Foundation

\$50,000 - \$99,999

Michaels
New Balance Foundation
Papa John's
Province of British Columbia
The Pokemon Company International
OSL
R. Howard Webster Foundation
Scotts Canada Limited
Tolko Industries Ltd.

\$25,000 - \$49,999

ADP Canada
Baskin Robbins Canada
GlobalGiving Foundation
HSBC Bank Canada
IKEA Canada
Jays Care Foundation
Mastermind Toys
Rogers Inc.
Tupperware

\$10,000 - \$24,999

7007761 CANADA INC.
ABB Investments
Alpine Building Maintenance
Donald Johnson
Elections Canada
Emergent BioSolutions Canada Inc.
Enterprise Holdings ERAC
Canada Foundation
EY Canada
Ontario Marketing Fund
Optimus SBR
PIPSC
PointClickCare
Ray Luft
Shawn Cornett
Smucker Foods of Canada Corp.
The Eve Toews Foundation
The Hollister Family Fund
TTG Media Inc

\$5,000 - \$9,999

Al Martin
CCR Solutions
Felix Wu
Jean A. Love
John Patrick Colfer Family Foundation
Keg Restaurants Ltd.
Lakeside Performance Gas Services Ltd.
Modern Niagara
Services linguistiques Versacom Inc.
TD Securities
The Flight Shops Inc
The Papousek Team
United Way of Toronto
WestJet Warriors

\$1,000 - \$4,999

Amalgamated Transit Union
Accuristix
Active Business Services
Alden Dimensional Media
Amalgamated Transit Union
BBDO Canada
Betty Smitt Charitable Giving Fund
Cameron Joyce
Canada Guaranty
Cashtech Currency Products Inc.
Central Technology Services
Cody Bondy holdings
Combined Air Mechanical Services
Corby Spirit and Wine Ltd
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Emergent Biosol
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Grant Thornton LLP Canada
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Harris Rebar
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Impres Inc.
James Croteau
JLL
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Jones Lang Lasalle Real Estate
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The Keg (Waterdown / Hamilton / Brantford)
The State Group Inc
Trevor Daroux
Vine Group /Mortgage Alliance
VISA USA Inc.
William Berrouard
Zeifmans LLP



CONTRIBUTORS

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Memorial

Rebecca Penrice, Vice-Chair
ATCO Group

David Mather, Chair of BGC Canada Foundation
Weathermark Group Ltd.

Bob Harriman, Secretary
Former RCMP,
RFH Consulting and Management

Davinder Valeri, Treasurer
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Directors

Trevor Daroux
Chief Superintendent,
Calgary Police Service and
the Royal Canadian Mounted Police

Gordon Floyd
Retired

Michelle Banik
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Rachel Barry
Canadian Credit Union Association

Sarah Midanik
The Gord Downie & Chanie Wenjack Fund

Holly Toupin
Royal Bank of Canada - Winnipeg



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emergent BioSolutions Canada Inc.

Greg Walling, Trustee
Sullivan Group

Nadia Hamilton, Trustee
Magusmode

NATIONAL YOUTH COUNCIL

BGC Canada's National Youth Council 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.

Chloe
Prince Edward Island

Emmanuel
Manitoba

Isaac
New Brunswick

Jahmaal
Ontario

James
Alberta

Kody
Alberta

Sarah
Nova Scotia

Savannah
Ontario

Shealah
Newfoundland & Labrador

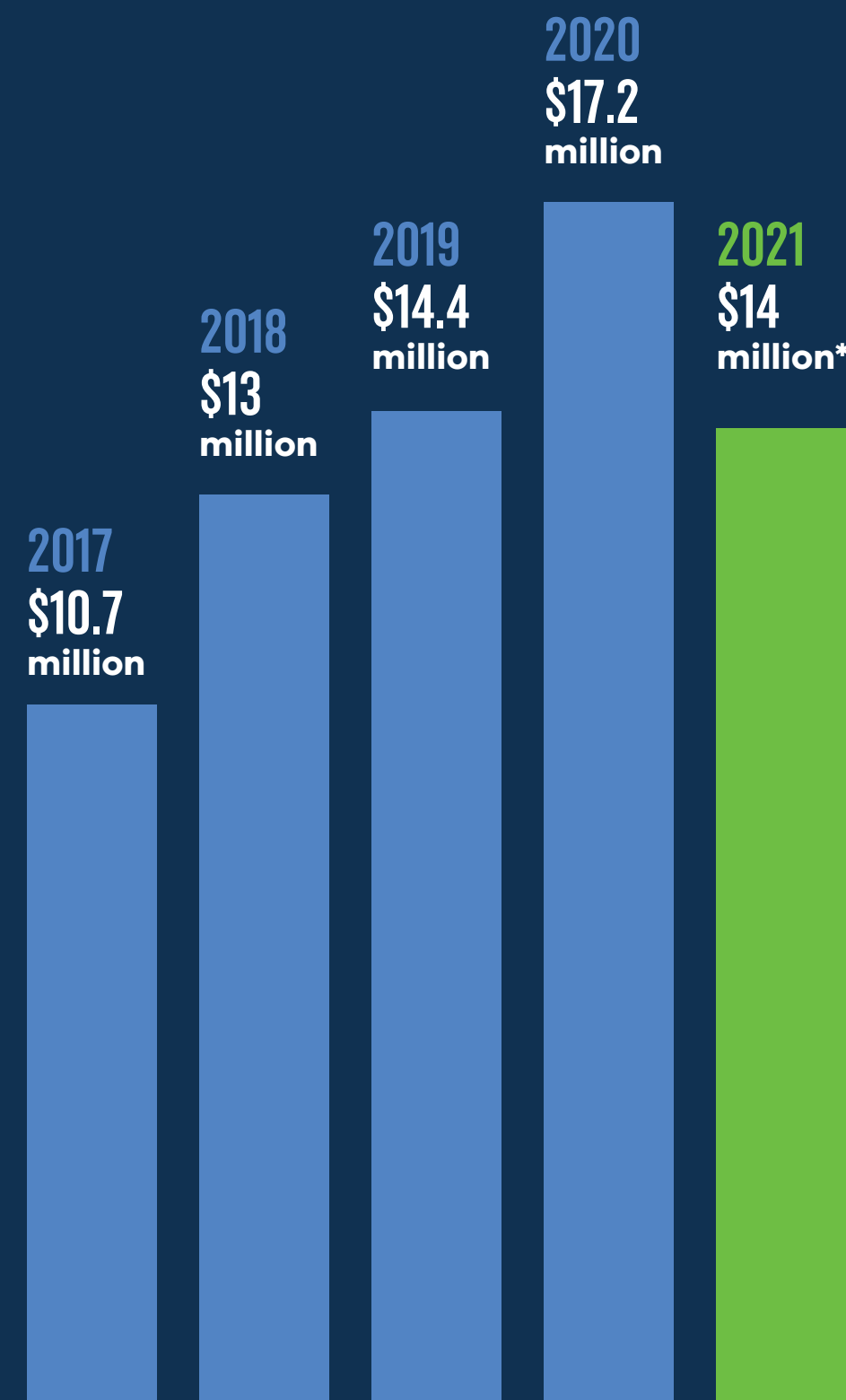
Shaheema
British Columbia

Sydney
Ontario

Tristan
New Brunswick

Yaël
Alberta

FINANCIAL SUMMARY



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

BALANCE SHEET

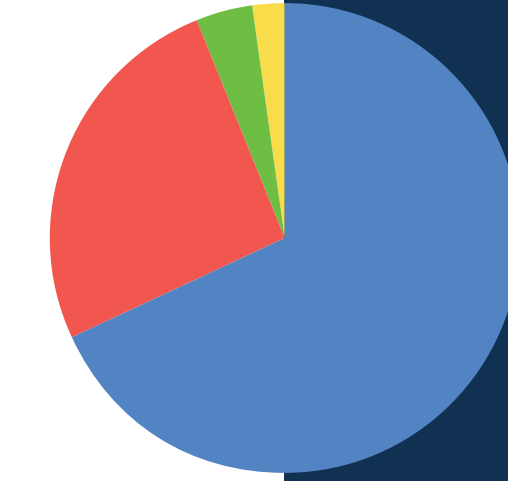
December 31, 2021, with comparative information for 2020

	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%

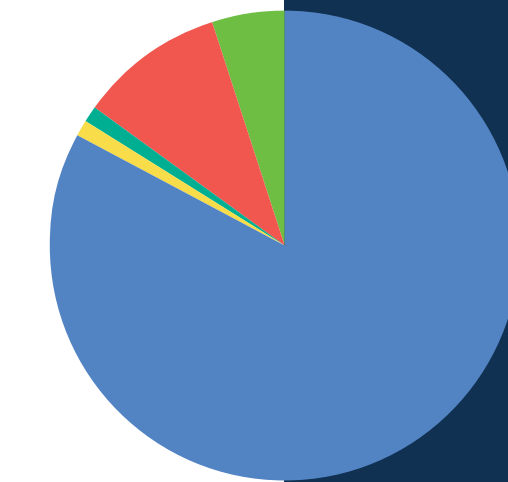
Government

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%

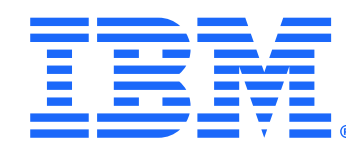
Administration and amortization

5%

Grant reimbursement

THANK YOU

to our partners for their outstanding commitment to changing young lives



NO. MORE. BARRIERS.



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400-2005 Sheppard Ave East
Toronto, ON M2J 5B4

905-477-7272
1-844-477-7272 (toll-free)