



# Unbelievable Impact

2022  
ANNUAL  
REPORT





# Opportunity Changes Everything



**Becky Penrice**  
Chair, Board of Directors



**Owen Charters**  
President & CEO

2022 was defined by economic challenges, including ongoing labour and general supply shortages and increased costs from inflation. As a result, Clubs faced sharp increases in operating costs and significant staffing challenges.

Amid this climate of economic uncertainty, we were also dealing with the toll that the COVID-19 pandemic has taken on our children and youth. Issues of mental health and learning loss continue to dominate news headlines and remain a top priority at our Clubs. We anticipate the pandemic's long-term impacts - while unknown - will continue to be significant.

Despite all these challenges, BGC has much to be proud of. Our brand awareness is growing. We introduced new programs and services. Our vision has inspired new corporate partners to support us. Our movement remains strong.

## Strong Clubs

In 2022, BGC Canada launched our Learning & Impact Project aimed to prove and improve Club impact across Canada. This study helps us better tell the story of Club impact by gathering quantitative (survey) and qualitative (interviews) data from Clubs across Canada.

The qualitative work of the project is one of the largest studies of its kind in Canada and the data to date points to the transformational impact a Club has on a young person's life. Our youth are more confident, more resilient, and make better choices because of a Club.

Clubs also received strong funding support from BGC Canada. We provided Clubs with over \$22 million, \$12.7 million of which was federal government funding directly for Clubs.

We worked hard to ensure that Clubs could apply and receive more than 1,100 Canada Summer Job grants, totaling an additional \$5.4 million in funding to hire youth across the country.

Additionally, BGC Canada generated healthy support from corporate Canada. We successfully increased unrestricted funding from our partners while channeling their investments toward our highest needs and ensuring a greater understanding of Club work. Major renewals included \$2M in food support from PC Children's Charity, along with backing from Hershey Canada, M&M Food Markets, Mondelēz International, Best Buy Canada, Fidelity Investments and more.

## Strong Voice

In 2022, BGC brand awareness continued to grow.

Our brand campaign, "Unbelievable Impact", leveraged the Learning & Impact results, using data to highlight how BGC positively impacts the lives of children and youth. Campaign elements were also customized for Clubs for use in their local markets. Nationally, we supported the campaign with a paid media campaign and pro bono media placements.

In our second year as BGC, we continued to create additional tools and resources for Clubs to champion our new identity including social media toolkits, branded materials and media support to help Clubs amplify locally.

We also kept our promise to be leaders in the non-profit sector, advocating for Clubs and children. BGC Canada led national advocacy for children, youth and frontline workers' mental health, engaging Members of Parliament, other government officials and members of many other sectors.

## Strong Communities

Reconciliation continues to be a focus area for BGC. We were proud to sign a memorandum of understanding with the National Association of Friendship Centers to continue our commitment to creating opportunities for youth to come together to learn from each other. We also celebrated our first Indigenous Youth of the Year.

Equity, Diversity and Inclusion (EDI) training was made available to Clubs across the country with a national EDI Task Force set up to establish priorities and implementation strategies for the Federation. We also strengthened the anti-racism and 2SLGBTQIA+ toolkits introduced at the end of 2021 by adding lessons to the BGC Canada e-learning site.

Additionally, we successfully advocated for the Community Services Recovery Fund (CSRF), worth \$400 million in non-profit modernization and recovery investment.

## Stronger Together

We were able to come together at the 2022 BGC Canada National Conference & Leadership Symposium in Saskatoon, our first in-person conference in three years. Attendees overwhelmingly told us that the conference met their learning needs. Reuniting after years apart due to COVID-19 was also an important reminder of the strength of our movement. We extend our heartfelt thanks to BGC Saskatoon for their excellent hospitality.

Throughout the year, the national team continued to provide strong support to Clubs. This teamwork was reflected in the 2022 National Team Survey, where 95% of Clubs that completed the survey indicated they were satisfied with BGC Canada's work.

Looking ahead, we are excited about more in-person connections with Clubs. At the Leadership Symposium in May 2023, we'll discuss renewal of the Federation's five-year strategic plan. The BGC Canada National Youth Forum: #DaretoShare and several Operating Standards Reviews are also scheduled for 2023. Additional results from the Learning & Impact survey will give more insight into the work that needs to be done and will inform a more robust narrative of Club influence.

Our future lies in telling our story, growing our profile, and relentlessly advocating for the communities we serve. We are inspired by the critical work being done by Clubs in communities across the country and will continue to support Clubs in every way we can.

As we close out 2022, we would also like to thank our national board of directors and to all our volunteers across the country. We are stronger as Clubs and as a movement because of your contributions.

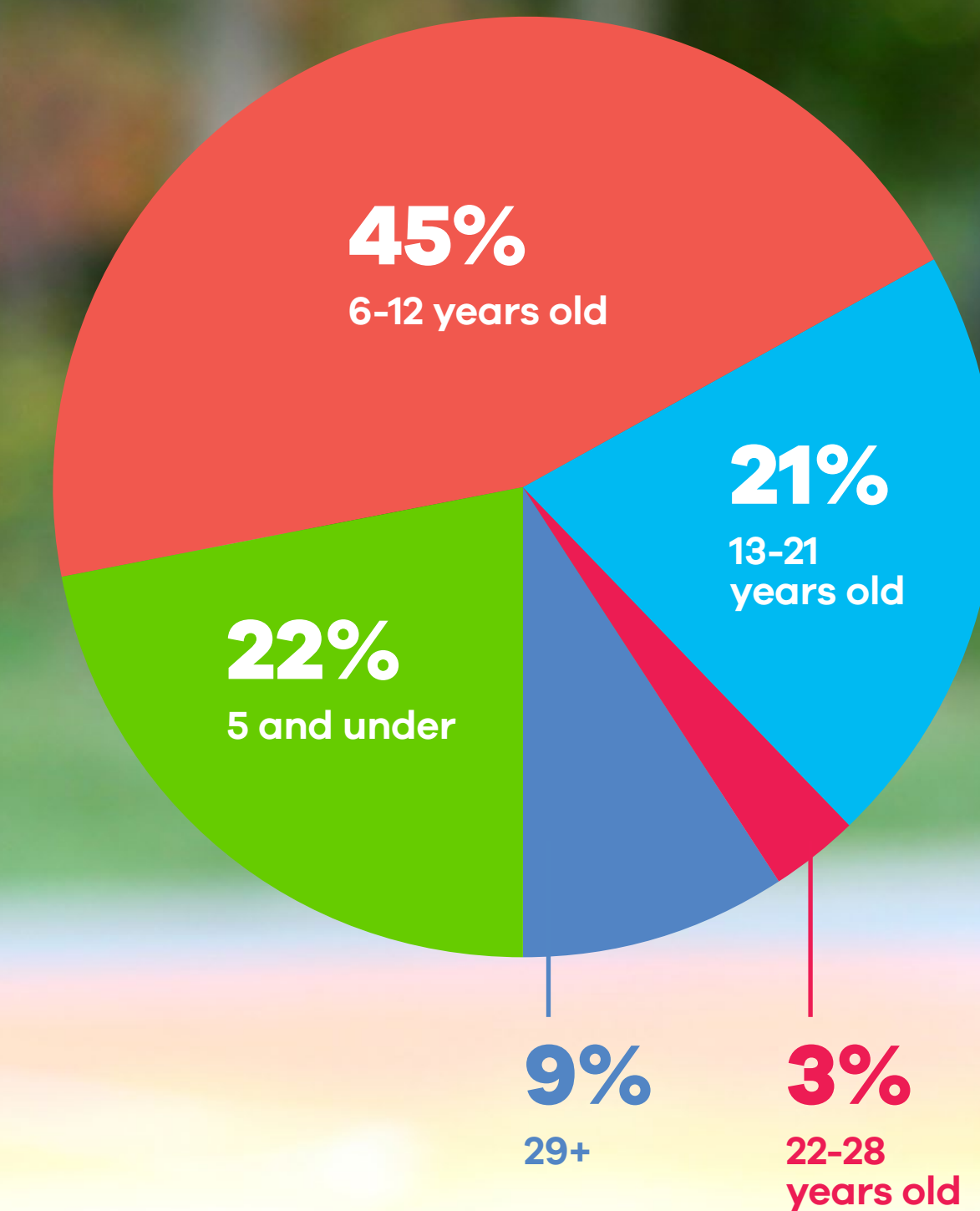


# Who we are

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



# Who we serve







# 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.



# Youth of the Year

**Youth of the Year** is a national initiative celebrating youth leadership and achievement at BGC Clubs across Canada.

Youth of the Year aims to foster strong BGC ambassadors and build capacity for Clubs to support more youth leaders in their communities.

Our Youth of the Year receive postsecondary scholarships, laptops, and prize packs, along with media and leadership training to prepare them as BGC ambassadors.

In recognizing the need to create equitable spaces for Indigenous Peoples, BGC Canada has created a new initiative that launched in 2022: Indigenous Youth of the Year. BGC Canada is committed to creating opportunities and sharing stories of Indigenous youth leadership and achievement, and building meaningful partnerships with Indigenous Peoples across Canada.



 **YOUTH OF THE YEAR**

presented by  **HYUNDAI**<sup>®</sup>

Left to right: Aparnaa, Sam, Abbey, Muhammad, Shahaddah, Kayla, Kowmitha, Valentina, Domac, Maya



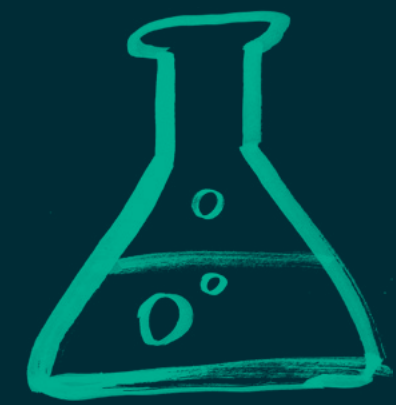
**before and after school programs**



**homework help**



**virtual programming**



**digital literacy**  
**stem education**

**financial education**



**scholarships**  
**job readiness**  
**indigenous initiatives & programs**  
**youth exchanges**  
**mentoring**  
**volunteering**  
**youth leadership**  
**civic engagement**

**arts**  
**music**  
**dance**  
**theatre**

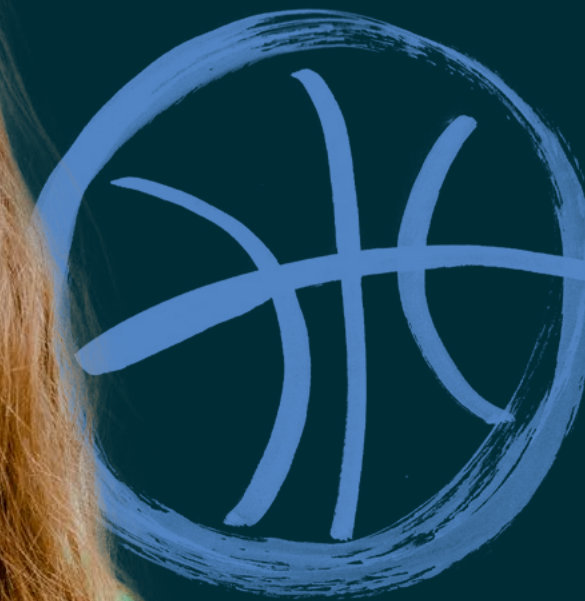


**What Clubs do**



**summer camps**

**physical fitness & sports**



**breakfast programs**



**mental health & wellness**

**healthy snacks & meals**  
**nutrition & food education**  
**gardening**

**parenting education & support**  
**substance use & prevention**  
**crime prevention**  
**teen dating violence prevention**  
**restorative justice**



**child care**

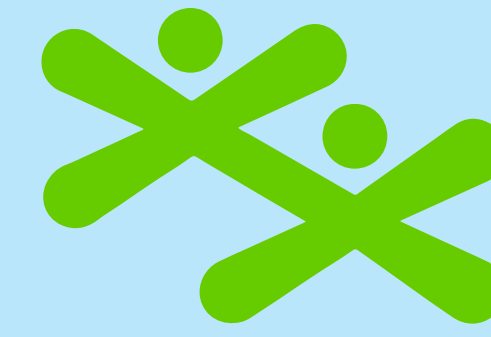


**transport**

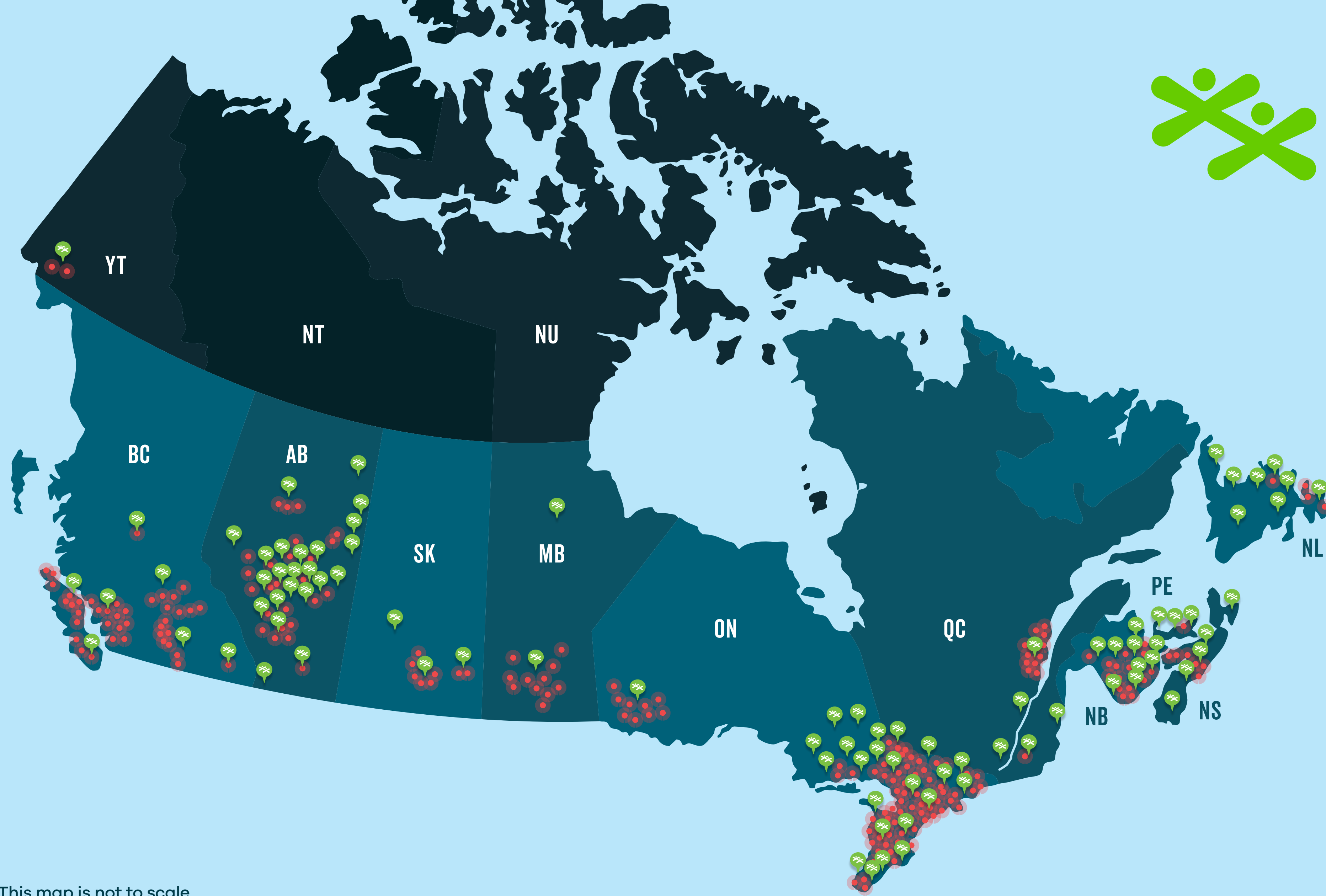


**youth shelters & housing**





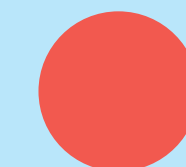
**bgc**  
**across**  
**Canada**



This map is not to scale



**Club**



**Community served**



# Club locations

## Yukon Territory

BGC Yukon

## British Columbia

BGC Central Vancouver Island  
BGC Cranbrook  
BGC Kamloops & Williams Lake  
BGC Okanagan  
BGC South Coast BC  
BGC South Vancouver Island

## Alberta

BGC Airdrie Club  
BGC Big Brothers Big Sisters  
of Edmonton & Area  
BGC Camrose and District  
BGC Clearwater  
(merged with Red Deer  
& District Club in 2022)  
BGC Cochrane and Area  
BGC Foothills Clubs  
BGC Fort McMurray  
BGC Fort Saskatchewan  
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 Kawarths  
BGC London  
BGC Niagara  
BGC North Simcoe  
BGC Ottawa

BGC Peel  
BGC Renfrew County  
BGC St. Alban's Club  
BGC Sarnia-Lambton  
BGC South East  
BGC Thunder Bay  
BGC Toronto Kiwanis  
BGC West Scarborough

## Quebec

BGC Dawson  
Famille Espoir (Provisional)  
Forum Jeunesse Charlevoix Ouest  
(Provisional)  
Maison Coup de Pouce  
Maison des jeunes de Neuville  
Maison des jeunes La Marginale  
& L'Entre-Ados (Provisional)  
Maison des jeunes  
l'Atôme de Stoneham (Provisional)  
Maison des jeunes  
l'Envol de Sainte-Foy (Provisional)  
Maison Kekpart

## 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.  
BGC Riverview  
BGC Salisbury Inc.

## Nova Scotia

BGC Cape Breton  
BGC Greater Halifax Clubs  
BGC Preston  
BGC Truro & Colchester  
BGC Yarmouth

## Prince Edward Island

BGC Charlottetown  
BGC Prince County

## Newfoundland and 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







**635**

Club locations

**142,035**

served

**9,202**

volunteers

**412,253**

volunteer hours



**950**

Club staff are former Club kids



**5,739,720**

healthy meals and snacks served

**3,758**

staff members



# Support to Clubs

In 2022, Clubs moved back to in-person programming, with many continuing to offer virtual programming due to its success during the pandemic. The Club Services and National Programs team continued to provide support through training, communications, and resources.



Hosted the **Program Directors Symposium** with 88 BGC Club Staff in attendance.

Helped make sure the **Weikart Centre's Youth Methods** online training was available to Clubs across the country for free.

Introduced **27 National Programs** and **7 Scholarship Streams**.

**Implemented Formstack** for data collecting and reporting—giving Clubs a unique dashboard to view their own data.



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

Hosted **9 Trauma-Informed Sessions** for Club Staff, focusing on challenging behaviours, managing transitions, and staff burnout.

Conducted and moderated **24 program specific training events and info sessions**.

Hosted over **60,000 hours** of virtual programming across all Clubs.





# Public Policy



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

Worked with the National Programs team to secure **\$12.7 million in federal funding**, including renewed support for Skilled4Success through the Youth Employment and Skills Strategy (YESS).

Worked to roll out the **Community Services Recovery Fund (CSRF)**, a \$400 million investment in non-profit modernization and recovery.

Led **national advocacy for child, youth, and frontline worker mental health**, engaging Members of Parliament (MPs), House of Commons Committees, and other organizations in the sector.

Engaged four provincial governments in ongoing conversations about **support for early learning and before- and after-school care**.

Returned to **hosting an annual in-person Day on the Hill in Ottawa**, bringing together Club Executive Directors and Youth of the Year to meet with Parliamentarians.

Supported Clubs to secure over **1,100 Canada Summer Job grants** to hire youth nationwide **totalling \$5.4 million in funding**.

Signed and implemented a **Memorandum of Understanding with the National Association of Friendship Centres (NAFC)** to bring our federations – and youth – together to collaborate.



# Marketing and communications

Our team is focused on providing Clubs with media & design support, brand awareness, national updates, tools & resources, and more.



Launched the **Unbelievable Impact** national brand campaign highlighting results from BGC Canada's Learning & Impact study



Provided regular communications and updates to Clubs via the **2022 Brand Calendar**, **weekly SCOOP newsletter** and monthly **Executive Brief** for Club leadership



Helped Clubs strengthen their social media footprint by developing **social media toolkits & templates** and delivering a **social media workshop** at the 2022 National Conference



Developed **new theme for our National Awareness Day: BGC Club Day**. On June 3, celebrations included Club activations across Canada, media interviews with **Canadian icon July Black** and a virtual BGC Club Day performance with **Juno-award winning band Walk off the Earth**



Helped Clubs enhance their visual presence by providing **materials** for graphics, signage, posters; building an updated photo library and teaching **design tutorials & webinars**



Developed **Staff recruitment and retention communication tools and resources** including recruitment videos featuring Club staff interviews



Continued to grow BGC's audience, resulting in website traffic growth of 42% year-over-year and social media audience growth to over 55,400 combined followers with **posts reaching 3.9 million people**






**Media relations toolkits & templates for Clubs**



# The Learning & Impact Project



2022 was the first year of the Learning and Impact Project - BGC Canada's tool to prove and improve the impact of Clubs across Canada, individually and collectively, through evaluation. This project equips Clubs to collect quantitative (survey) and qualitative (interview) data from children and youth.

-  All BGC Clubs were invited to participate by deploying a national outcomes survey to Club children and youth ages eight and older.
-  Teams from 96% of full member BGC Clubs in Canada participated in the survey implementation.
-  5,774 youth were surveyed.

The data from the Learning & Impact project points to the transformational impact a Club has in a young person's life. BGC Club youth are more confident, more resilient, and make better choices.



# Because of a Club...

**92%**

of kids say they are more accepting of others

**90%**

of kids say they are a more positive influence on others

**91%**

of kids say they are more physically active

**90%**

of kids say they make better choices

**91%**

say they are more confident in their abilities

**93%**

of kids say they take more initiative





# 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, background or circumstances.





# Equity, Diversity, Inclusion & Indigenous Engagement

The **National EDI Staff survey** was conducted with **over 800 respondents** from coast to coast to coast.

Established a **National Taskforce of EDI Specialists** for Clubs to provide insight and guidance on our work to support them.

Developed **Foundations and Elevations**, two new EDI e-learning curriculums designed for frontline staff inclusion training that all new BGC staff are required to take.



BGC Canada signed a **memorandum of understanding** with the **National Association of Friendship Centres** on September 29, 2022.

Provided **eight customized EDI training sessions** for local Club Senior Management & Boards.

Expanded partnership with the **Downie Wenjack Fund** to include over 80 sites participating in the program.

**Indigenous Advisory Circle (IAC)** developed Terms of Relations and began informing and guiding BGC Canada's work with Indigenous Nations across Canada.

We **launched the first-ever Indigenous Youth of the Year**, celebrating indigenous youth leadership and achievements at Clubs across Canada.



# Contributors

## National Board

### Officers

**Becky Penrice, Chair**  
ATCO Group

**Bob Harriman, Secretary**  
Former RCMP,  
RFH Consulting  
and Management

**Davinder Valeri, Treasurer**  
Strategy, Risk and  
Sustainability Executive

**Shawn Cornett, Vice-Chair**  
Cornett Consulting  
& Collaboration

**Rachel Barry, Vice-Chair**  
Canadian Credit Union  
Association

**David Mather,  
BGC Canada Foundation  
Past Chair**  
Weathermark Group Ltd.

**Felix Wu, Chair**  
(term ended May 27, 2022)  
KOHO

**Tom Clift, Vice-Chair**  
(term ended May 27, 2022)  
Memorial

### Directors

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

**Gordon Floyd**  
Retired

**Michelle Banik**  
Corporate Director

**Sarah Midanik**  
The Gord Downie &  
Chanie Wenjack Fund

**Colin Shaw**  
OMERS

**Kam Raman**  
Royal Bank of Canada

**Holly Toupin**  
(term ended May 27, 2022)  
Royal Bank of Canada –  
Winnipeg

## Foundation Board

**Deirdre McMurdy, Chair**  
Peerage Capital

**David Mather, Treasurer**  
Weathermark Group Ltd.

**Felix Wu, Secretary**  
KOHO Bank

**Kerry McGrath, Trustee**  
Retired

**Phil McDowell, Trustee**  
Fidelity Investments Canada

**Jason Mullins, Trustee**  
goeasy Ltd

**David Renwick, Trustee**  
emergent BioSolutions Canada Inc.

**Greg Walling, Trustee**  
Sullivan Group

**Nadia Hamilton, Trustee**  
Magusmode

**Rebecca Tascona**  
(Elected in 2023)  
BMO Financial Group

**Bonny Van Rest**  
(Elected in 2023)  
Sidekick Consulting

**Karen Collins, Trustee**  
(resigned on June 15, 2022)  
BMO Financial Group

## National Youth Council

**Althea**  
British Columbia

**Christena**  
New Brunswick

**Emmanuel**  
Manitoba

**Halla**  
Ontario

**Isaac**  
Newfoundland & Labrador

**Ishiah**  
Quebec

**Sam**  
Ontario

**Shaun**  
Alberta

**Sydney**  
Ontario

**Valentina**  
Ontario

**Yaël**  
Alberta







# Supporters

## \$1,000,000+

President's Choice Children's Charity  
RBC Foundation

## \$500,000 - \$999,999

BGC Canada Foundation  
The Coca-Cola Foundation

## \$250,000 - \$499,999

Fidelity Investments Canada  
Hershey Canada  
Hyundai Canada  
Medavie Health Foundation  
Old Navy

## \$100,000 - \$249,999

Best Buy Canada  
BMO Foundation  
CIBC  
Giant Tiger Stores Limited  
Kellogg Canada  
M&M Food Market  
Mary Brown's Chicken  
Mondelēz International  
OSL Retail Services  
Trottier Foundation  
UPS Foundation  
WestJet Cares for Kids

## \$50,000 - \$99,999

goeasy Ltd.  
Kleenex(R) Brand  
Mr. Lube  
Papa John's Canada  
R. Howard Webster Foundation  
The Pokemon Company International

## \$25,000 - \$49,999

Alma Brace  
Baskin Robbins Canada  
Lakeside Performance  
Gas Services Ltd.  
Mastermind Toys  
Rogers Inc.  
Shopify

## \$10,000 - \$24,999

Edelman Canada  
Enterprise Holdings  
ERAC Canada Foundation  
The Eve Toews Foundation  
Jia Yu Liu  
PIPSC  
The Lawson Foundation

## \$5,000 - \$9,999

Funding Innovations  
Grace Mcleod  
Oakville Community Foundation  
Raymond Luft  
Shawn Cornett

## \$1,000 - \$4,999

Adam Main  
ATCO LTD.  
Betty Smith Charitable Giving Fund  
Bobbie Swartman  
Cameron Joyce  
Charles Lowe  
David Renwick  
Dean Sockett  
Deirdre McMurdy  
Edmonton Community Foundation  
Felix Wu  
Ian Olthius  
James Croteau  
Jane Gibson  
Jem Ucar  
Jenn Leibel  
Jennifer Glynn  
Jim Pattinson Lease  
Joe Knott  
John Burton  
John Dick  
Kate Hockley  
Kathleen Hickey  
Kevin Spearing  
Laetitia Pacaud  
Mark Caffrey  
Marlene Deboisbriand  
Michael Davidson  
Michael Narine  
Michael Patterson  
Michelle Banick  
Mike Wise  
Mohamed Azeem  
Rachael Mackenzie-Neill  
Rose Ventura  
ROUND  
Ruby Plamondon  
Sarah & Owen Charters  
Stefanie Crispino

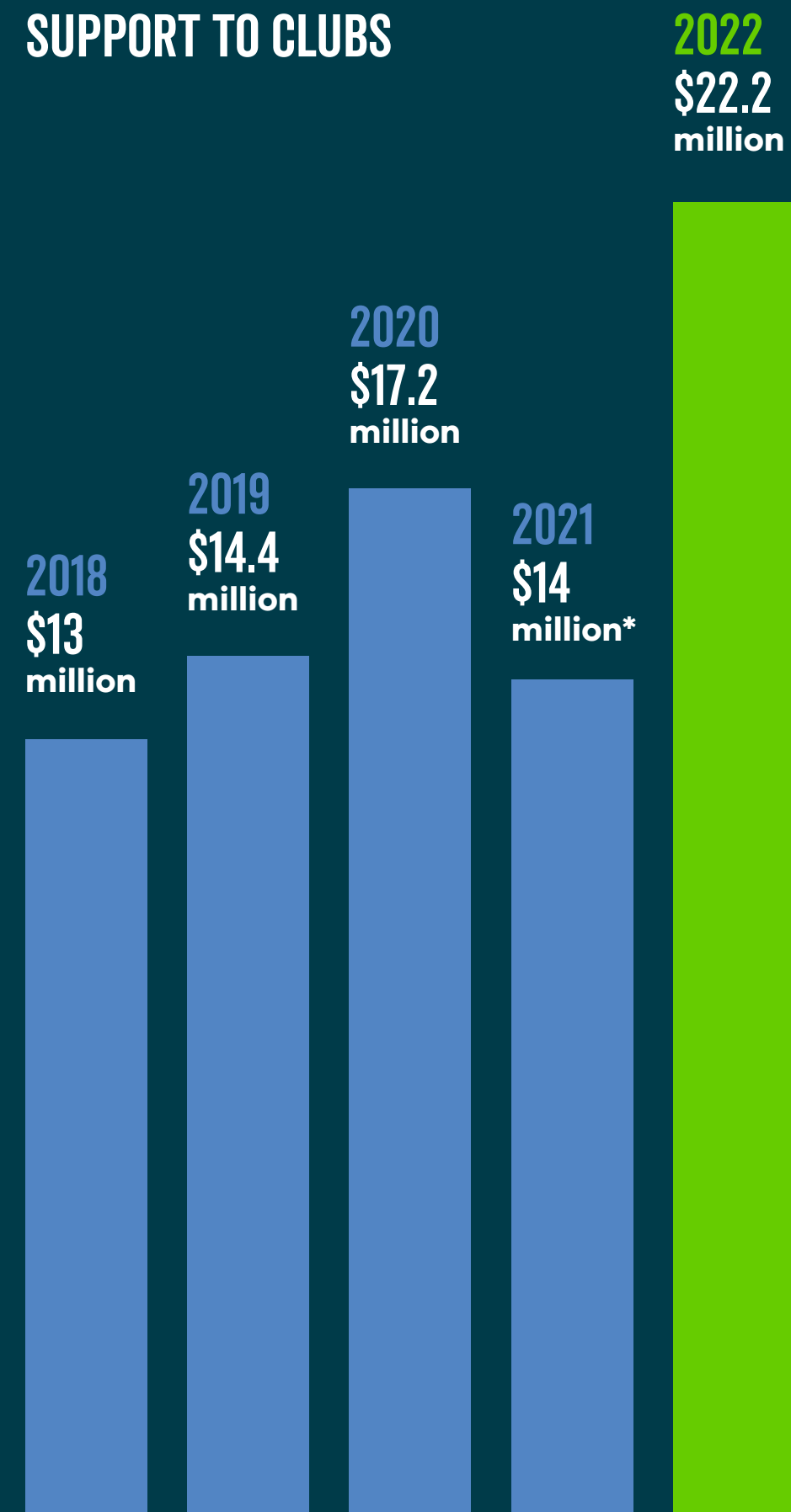
## In-Kind

A&B Distribution  
Avanade Inc  
Best Buy Canada  
Canada Life  
Canada's Walk of Fame  
Captive Network  
Cineplex  
Coca-Cola Canada  
Epic Investment Services  
goeasy Ltd.  
HSBC Bank Canada  
Instacart  
Jano's Clothing  
KalTire  
Mary Brown's Chicken  
McGraw Hill Canada  
Neo-Traffic Media Inc.  
Norton Rose Fulbright Canada  
Oppono Lending Company  
OSL Retail Services  
P&G Canada  
President's Choice Children's Charity  
RioCan REIT  
Scotts Canada Ltd  
TeamBonders  
TELUS  
Toronto Hair Club Inc.  
Tymax Group  
WestJet Cares For Kids



# 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

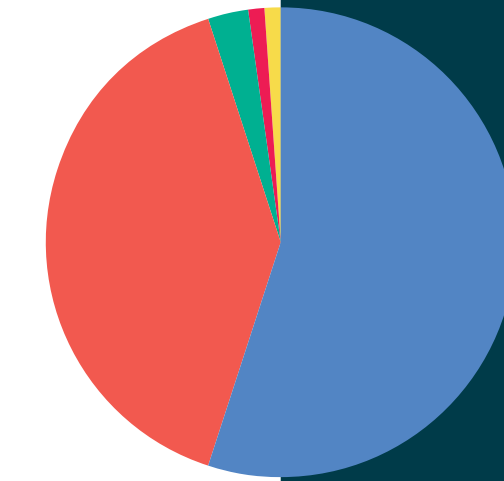
December 31, 2022, with comparative information for 2021

	2022	2021
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash	\$ 1,126,556	\$ 1,179,366
Investments	11,188,367	9,640,232
Grants and other receivables	1,366,746	1,418,081
Prepaid expenses and other	196,320	219,921
Due from related party	821,351	688,214
	14,699,340	13,145,814
<b>Capital assets</b>		
	309,539	351,361
	<b>\$ 15,008,879</b>	<b>\$ 13,497,175</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities:</b>		
Accounts payable and accrued liabilities	\$ 5,029,866	\$ 2,608,885
Deferred contributions	7,596,303	8,606,296
	12,626,169	11,215,181
<b>Deferred leasehold inducement</b>	-	6,219
<b>Net assets:</b>		
Unrestricted	2,382,710	2,275,775
	<b>\$ 15,008,879</b>	<b>\$ 13,497,175</b>

## STATEMENT OF REVENUE AND EXPENSES

For the year ended December 31, 2022, with comparative information for 2021

	2022	2021
<b>REVENUE</b>		
Government	\$ 13,138,602	\$ 4,240,931
Donations	9,503,579	11,132,863
Member, service and event fees	687,295	610,949
Boys and Girls Clubs of Canada Foundation	344,983	296,000
Investment income and miscellaneous	243,060	43,485
Special events	184,104	297,985
	\$ 24,101,623	\$ 16,622,213
<b>EXPENSES</b>		
Grants for specific activities	\$ 12,882,066	\$ 7,204,492
National programs	5,349,602	3,639,074
Support to Clubs, programs and services	3,714,228	2,901,476
Scholarships	102,465	158,250
Governance	172,433	120,948
	22,220,794	14,024,240
Administration	1,471,377	1,396,994
Amortization of capital assets	236,677	262,517
Special events	65,840	41,684
Grant reimbursement	-	773,779
	23,994,688	16,499,214
<b>Excess of revenue over expenses</b>	<b>\$ 106,935</b>	<b>\$ 122,999</b>



## REVENUE

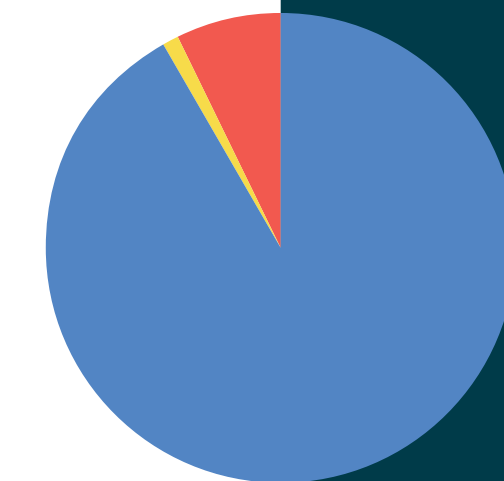
55%  
Government

40%  
Donations and special events

3%  
Member, service and event fees

1%  
Investment income and miscellaneous

1%  
BGC Canada Foundation



## EXPENSES BY FUNCTION

91%  
Support to Member Clubs, Programs, Services and Grants

1%  
Governance

7%  
Administration And Amortization



# Thank you

to our partners for their outstanding commitment to changing young lives







[bgccan.com](http://bgccan.com)

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701-90 Eglinton Ave E  
Toronto, ON, M4P 2Y3

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

