



2023  
ANNUAL  
REPORT

OPPORTUNITY  
CHANGES  
EVERYTHING





# OPPORTUNITY CHANGES EVERYTHING



**Becky Penrice**

Chair, Board of Directors



**Owen Charters**

President & CEO

2023 was another rebuilding year for BGC. Outside of Clubs, we continued to see post-pandemic effects on young people in communities across Canada. Children and youth continue to struggle with mental health and learning loss. Child poverty increased. Food insecurity increased. With the many economic challenges, Clubs continued to navigate inflation impacts and the challenges of recruiting and retaining staff. Despite the challenges, the BGC movement remained resilient, and there's much to be proud of.

## **Strong Clubs**

2023 was a year of innovating and adapting to meet Club needs. This included developing and implementing new programs to help improve youth well-being. The Learning & Impact Project results continue to demonstrate Clubs' profound impact on the lives on children and youth.

## **Strong Voice**

In the third year since we changed our name, BGC brand awareness grew. We kept our promise to be leaders in the non-profit sector, advocating for Clubs and children on topics of food insecurity, mental health and youth employment.

## **Strong Communities**

We implemented new practices within granting structures to promote equity across Clubs. We conducted an inventory to determine BGC's Indigenous landscape in our Clubs, which will serve as the foundation for us to reach more Indigenous youth and communities.

## **Stronger Together**

Strong support to Clubs was reflected in the 2023 National Team Survey, where 94% of Clubs who completed the survey indicated they were satisfied with BGC Canada's work.

We have lots to look forward to in 2024. We will launch the Federation's new five-year strategic plan at the Leadership Symposium and National Conference. Developed by Clubs for Clubs, the strategic plan will allow us to grow as we face growing needs and complex challenges. We eagerly anticipate welcoming new corporate partners, introducing new programs and services and continuing to grow our reputation as thought leaders. And preparations are underway for our 125th anniversary celebrations in 2025.

Thank you to Club staff, volunteers and our national board of directors who all went above and beyond this year to put young people and their families first. The BGC movement is strong because of you.

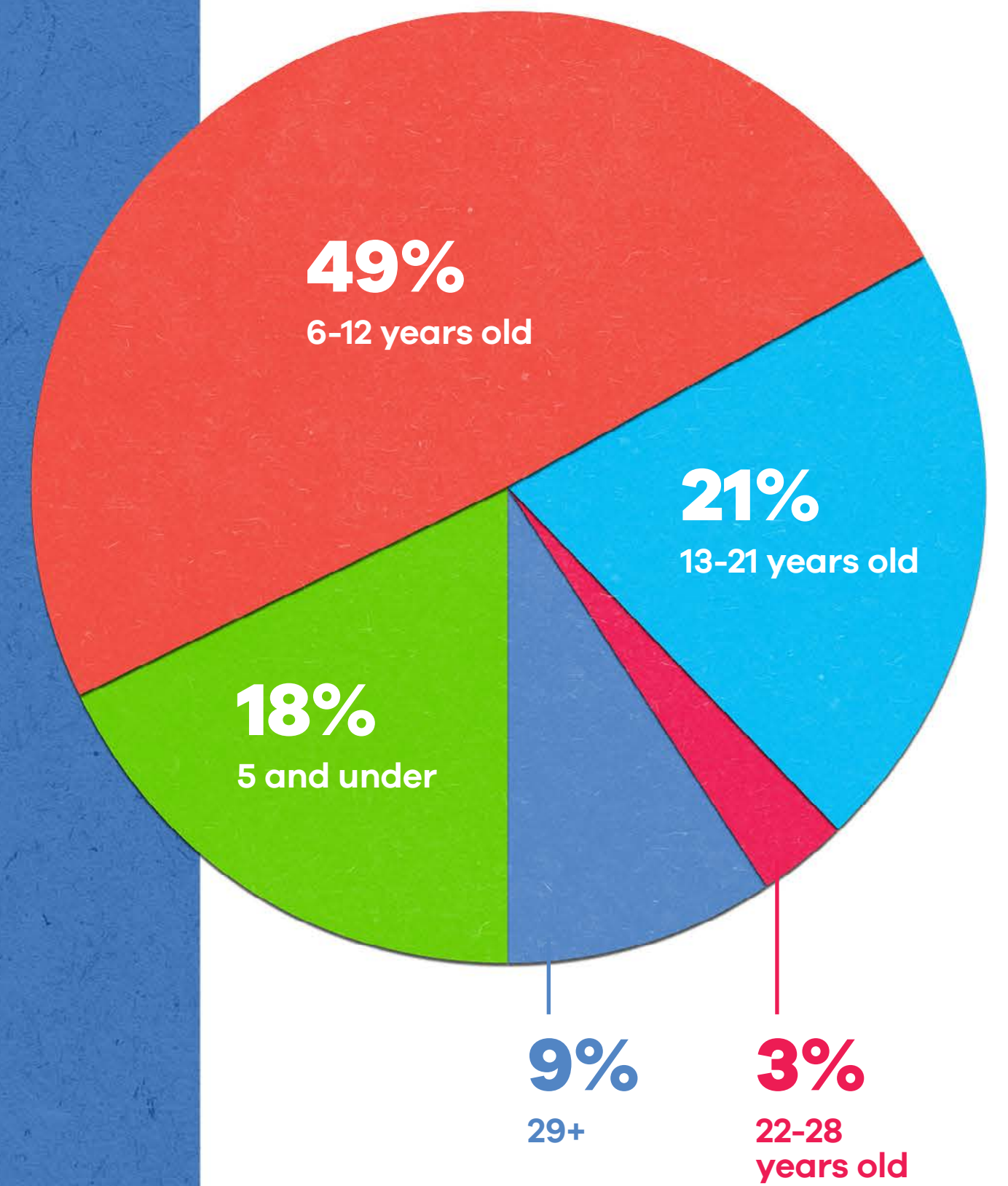




# WHO WE ARE

# WHO WE SERVE

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.





# 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.

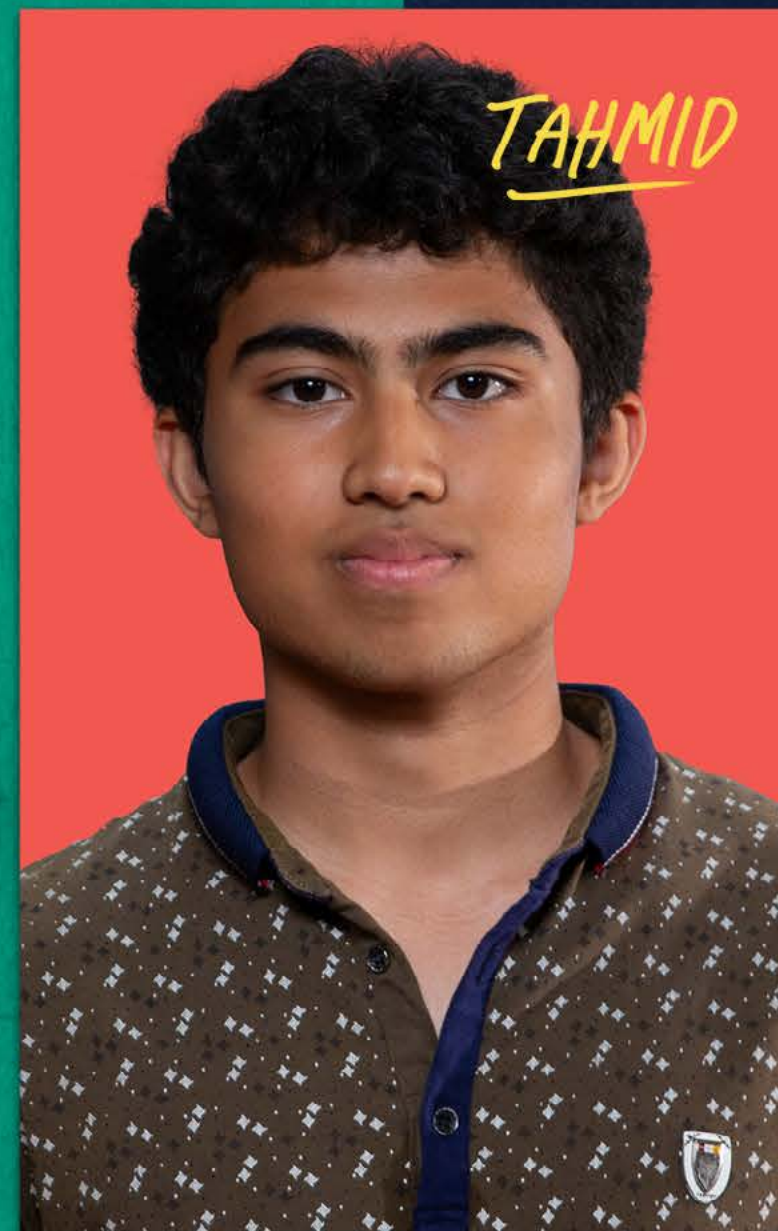
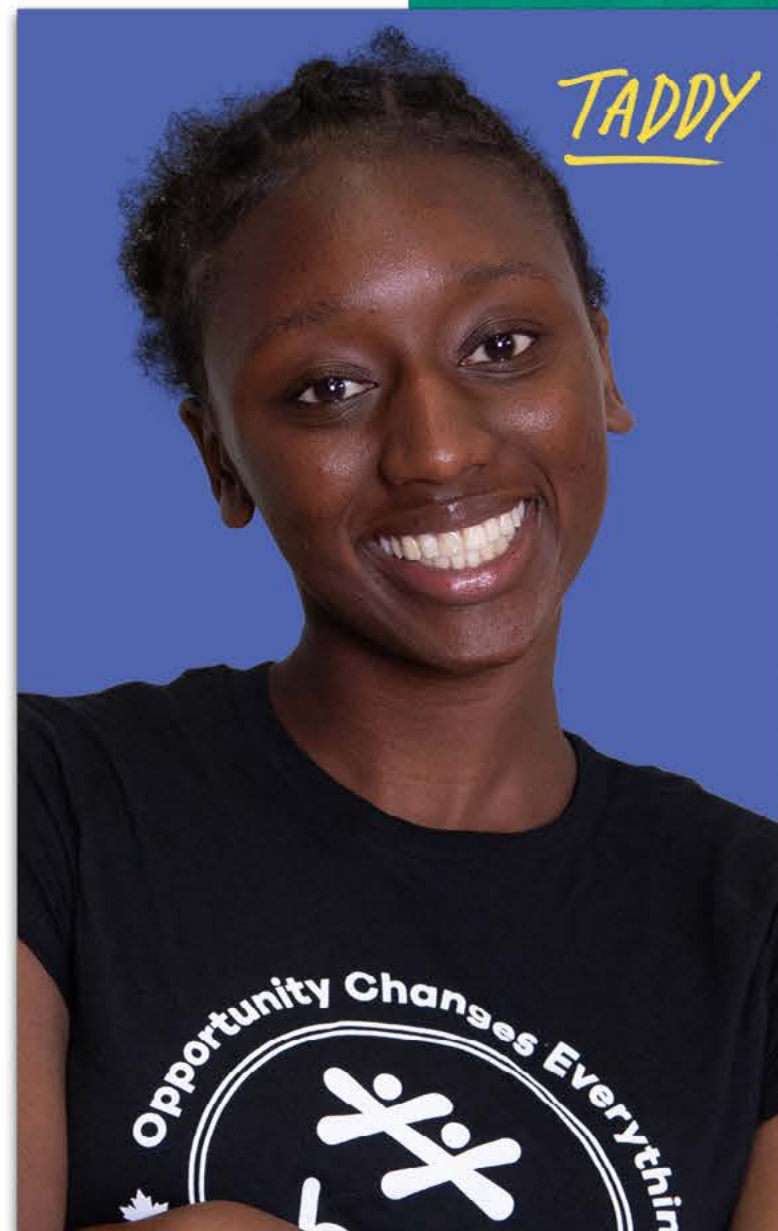
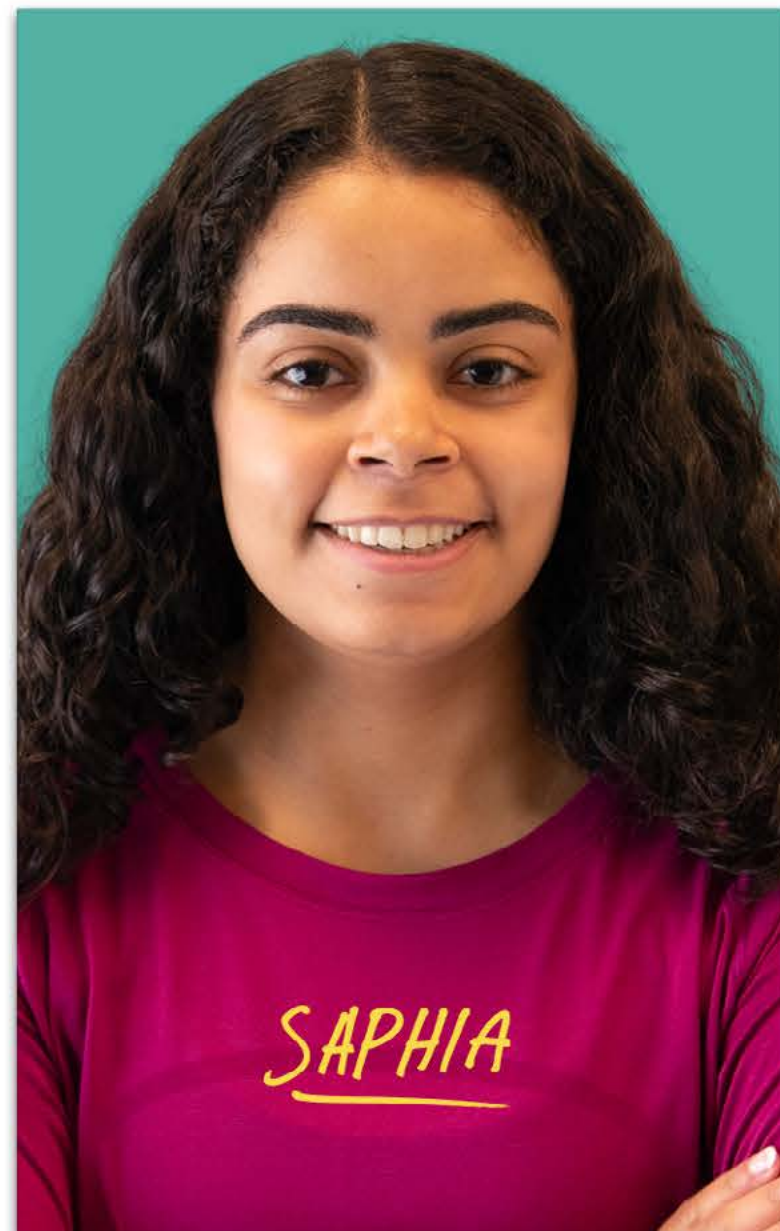


## SPEAKING OUT

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







# YOUTH OF THE YEAR

PRESENTED BY HYUNDAI AND SUPPORTED BY MONDELEZ

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

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

In 2023, our annual Youth of the Year event in Toronto welcomed National Youth of the Year, **Sebastian**; Indigenous Youth of the Year, **Logan**; along with **Halla, Saphia, Taddy**, and **Tahmid**. During this gathering, they had the chance to form meaningful connections, foster relationships and share their impactful stories. Upon returning to their communities, they have continued to serve as ambassadors for BGC Canada and continue to amplify their narratives and the positive impact of BGC Clubs through various speaking opportunities to media, funders, and events.



# NATIONAL YOUTH COUNCIL



BGC Canada's 2023 National Youth Council consisted of 11 youth leaders from across the country who hold strong connections to their BGC Club and community.

Through their diverse identities and skills, they bring a youth voice, leadership, and insights into the governance, direction, and work of BGC Canada at the national level. Council members participate in committees, assist in planning national events, and serve as role models to Club youth.

The National Youth Council hosted the 2023 National Youth Forum, BGC Collective: Dare to Share, at the University of British Columbia—bringing together 80 Club members from across the country to participate in conversations around Reconciliation, mental health, and anti-racism through workshops, keynote speakers, and excursions.

As 2023 ended, BGC Canada recruited the next cohort of leaders who will continue to engage with BGC Canada and plan for the next National Youth Forum in 2025.

Back row: Ishiah, Christena, Althea,  
Sydney, Isaac, Shaun, Emmanuel  
Front row: Halla, Sam, Yaël, Valentina





# WHAT CLUES DO

MENTAL HEALTH & WELLNESS

SCHOLARSHIPS

JOB READINESS

MENTORING

INDIGENOUS INITIATIVES & PROGRAMS

YOUTH EXCHANGES

VOLUNTEERING

YOUTH LEADERSHIP

CIVIC ENGAGEMENT

SUMMER CAMPS



YOUTH SHELTERS & HOUSING



PHYSICAL FITNESS & SPORTS

PARENTING EDUCATION & SUPPORT

HEALTHY RELATIONSHIP PROGRAMMING

SUBSTANCE USE & PREVENTION

RESTORATIVE JUSTICE

CRIME PREVENTION



EDUCATIONAL SUPPORT

STEM EDUCATION

VIRTUAL PROGRAMMING

GARDENING

NUTRITION

& FOOD

EDUCATION

BEFORE AND AFTER SCHOOL PROGRAMS



CHILD CARE

FINANCIAL EDUCATION



TRANSPORT

DIGITAL LITERACY



ARTS

MUSIC

DANCE

THEATRE

BREAKFAST PROGRAMS

HEALTHY SNACKS & MEALS







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 Cochrane and Area  
BGC Foothills Clubs  
BGC Fort McMurray  
BGC Fort Saskatchewan  
BGC Leduc  
BGC Lethbridge & District  
(in Management Agreement  
with BGC Foothills)  
BGC Olds & Area  
BGC Red Deer and District Club  
BGC St. Paul & District  
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 Renfrew County  
BGC St. Alban's  
BGC Sarnia-Lambton  
BGC South East  
BGC Thunder Bay  
BGC Toronto Kiwanis  
BGC West Scarborough

## Quebec

BGC Dawson  
Famille Espoir De Sherbrooke  
(Provisional)  
BGC MDJ Forum Jeunesse  
(Provisional)  
Maison Coup de Pouce T.R.  
(Provisional)  
BGC MDJ Neuville (Provisional)  
BGC MDJ La Marginale (Provisional)  
BGC MDJ L'Atôme (Provisional)  
BGC MDJ L'Envol (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 Inc.)  
BGC Riverview  
BGC Salisbury Inc.  
(In Management Agreement  
with BGC Petitcodiac 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





7,580

staff members

1,074

Club staff are former Club kids

11,524

volunteers

436,356

volunteer hours

612

Club locations

135,966

served



6,676,072

healthy meals and snacks served



# SUPPORT TO CLUBS

In 2023, the Club Services and Programs team continued to create innovative programming and grant opportunities for Clubs, as well as provide support through training, communications, and resources.

✓ Reconvened the **National Programs Advisory Committee**, made up of Club program staff from across the country who work to advise and inform the BGC Canada Programs team on current trends, issues, needs of Clubs, Club staff, and Club members and their families.

✓ Quarterly **Program Staff Community Calls** to build a stronger network of Club staff nationally and to provide updates and hear from Clubs on current trends.

✓ Conducted and moderated **39 sessions for Clubs**. This included program specific training for youth and Club staff, grant info sessions, and program specific Community of Practice calls.

✓ Introduced **MyBGC** self-directed learning for youth ages 13+.

✓ Provided free access to the **Weikart Centre's Youth Methods** online training to Clubs across the country.



✓ **Launched the Learn On program** to address educational persistence and youth well-being, based on the learnings and foundations of the previously funded Raise the Grade program.

✓ Simplified the BGC Canada **application** and **scholarship** portal and process for Clubs and Club youth members.



✓ **Revised the grant funding model** to be more inclusive and reduce barriers for Clubs by initiating a per youth funding model. This makes funding opportunities available to all Clubs and deliverables are more achievable due to the ability to customize applications that are aligned with Club size and capacity.

✓ **Integrated accessibility features** into the design of MyBGC & BGCU platforms.

✓ Shared results from **EDI Club Survey** with Clubs





# MYBGC AND BGCU

In 2023, with funds generously provided by the Government of Canada, BGC Canada introduced the new self-directed learning management system: MyBGC and BGCU.

Built upon four principles—**Lifelong Learning, Self-Determination, Positive Relationships, and Healthy Living**—they are aligned with the BGC Canada Model for Success and are known to lead to a high-quality Club experience.

## MyBGC and BGCU:

- ✓ Supplement the in-Club experience for youth and Club staff by **delivering self-directed learning modules, programs, and activities.**
- ✓ Work as a **companion to the programming and relationship-building** taking place in Clubs, building upon BGC Canada's Mission and Vision.
- ✓ Support Clubs in their programming, **enhancing the Club experience and extending it to more youth.**
- ✓ Provide a platform where Club staff and Boards take part in **customized BGC Club-specific training and programming.**





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

# PUBLIC POLICY

Shahaddah, BGC Eastview  
2022 National Youth of the Year



Worked with the National Programs team to secure **\$8.9 million** in federal funding, including a renewed commitment from the Supports for Student Learning Program.



Pushed for a **national workforce strategy for the social services sector** in partnership with other national federations, resulting in an early pilot project launching in 2024.



**Led national advocacy for renewed funding for the Youth Employment and Skills Strategy**, engaging Members of Parliament (MPs), House of Commons Committees, and other organizations in the sector.



**Partnered with nonprofit associations** across Canada to strengthen data collection, funding, and supports for the sector at every level of government.



Engaged three provincial governments in ongoing conversations about **support for early learning and before and after-school care** and secured a modest inflationary increase to after school program funding in Ontario.



Participated in **Quebec's pre-budget and youth strategy consultations** for the first time.



Hosted Club leaders and youth at **four advocacy days in Ottawa, Fredericton, and virtually across BC**, developing our federation's advocacy capacity and profile.



Supported Clubs to secure nearly **700 Canada Summer Job grants** to hire youth nationwide **totaling \$3.2 million in funding**.



# MARKETING & COMMUNICATIONS



Our Marketing & Communications team provides Clubs with media & design support, national updates, tools & resources, and more.



Launched the **Unshareable Stories** national brand campaign. Unshareable Stories had a more serious approach than past campaigns, focusing on narratives that Clubs shared with us about the issues our kids are facing.



Helped Clubs strengthen their branding via support with **individual Club brand audits**.



Increased Club social media footprint by developing **social media toolkits & templates**. Continued to grow BGC's audience, resulting in website traffic growth of 35% year-over-year and social media audience growth 59,000 combined followers and almost 24 million impressions across social media platforms.



Helped Clubs enhance their visual presence by providing **materials** for graphics, signage, posters; updating our photo library and teaching **design and marketing tutorials & webinars**.



Provided regular communications and updates to Clubs via the **2023 Brand Calendar, weekly SCOOP newsletter** for all Club staff and monthly **Executive Brief** for Club leadership.



Hired a **French Communications** role to support French Clubs and increase presence in the French market.



# BGC CLUB DAY

On June 2, 2023, Clubs across Canada celebrated BGC Club Day – our national awareness day – and the opportunities Clubs provide for young people and their families each year.



**74 Clubs** engaged in BGC Club Day across 10 provinces in Canada.



#BGCclubDay and #JourDesClubsBGC reached **over 3 million people** on social media.



**Interactive map** on [bgcclubday.com](http://bgcclubday.com) showcased Club events across Canada.

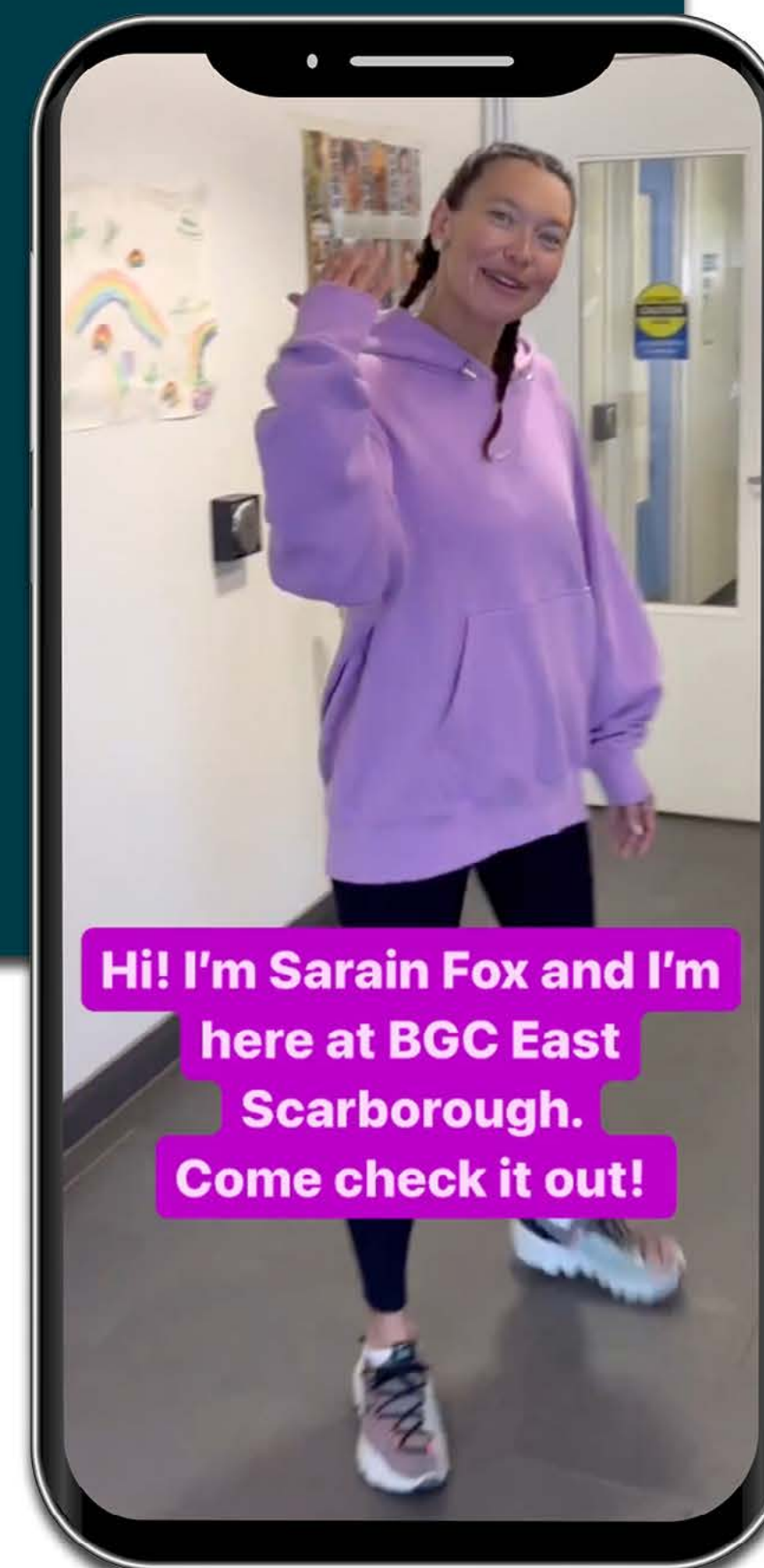


Clubs took part in **weekly activity challenges** leading up to BGC Club Day.



## Famous Canadians

Sarain Fox (Indigenous dancer, choreographer, activist and tv host) and Kayla Grey (BGC Alumni and TSN broadcaster) showed their support by visiting Clubs and creating social media content to help BGC Club Day reach new audiences.





# BGC CLUB DAY

“My Club has turned my story into a success story!”

- SHINTELLE,  
BGC CLUB ALUMNI



bgc CLUB DAY



**M&M Food Market helped BGC Club Day reach millions of Canadians**

through in-store fundraising and thousands of M&M employees in BGC t-shirts, social media, customer emails and flyers.

Celebrate  
CLUB DAY



**BGC alumni stories** were highlighted on social media.

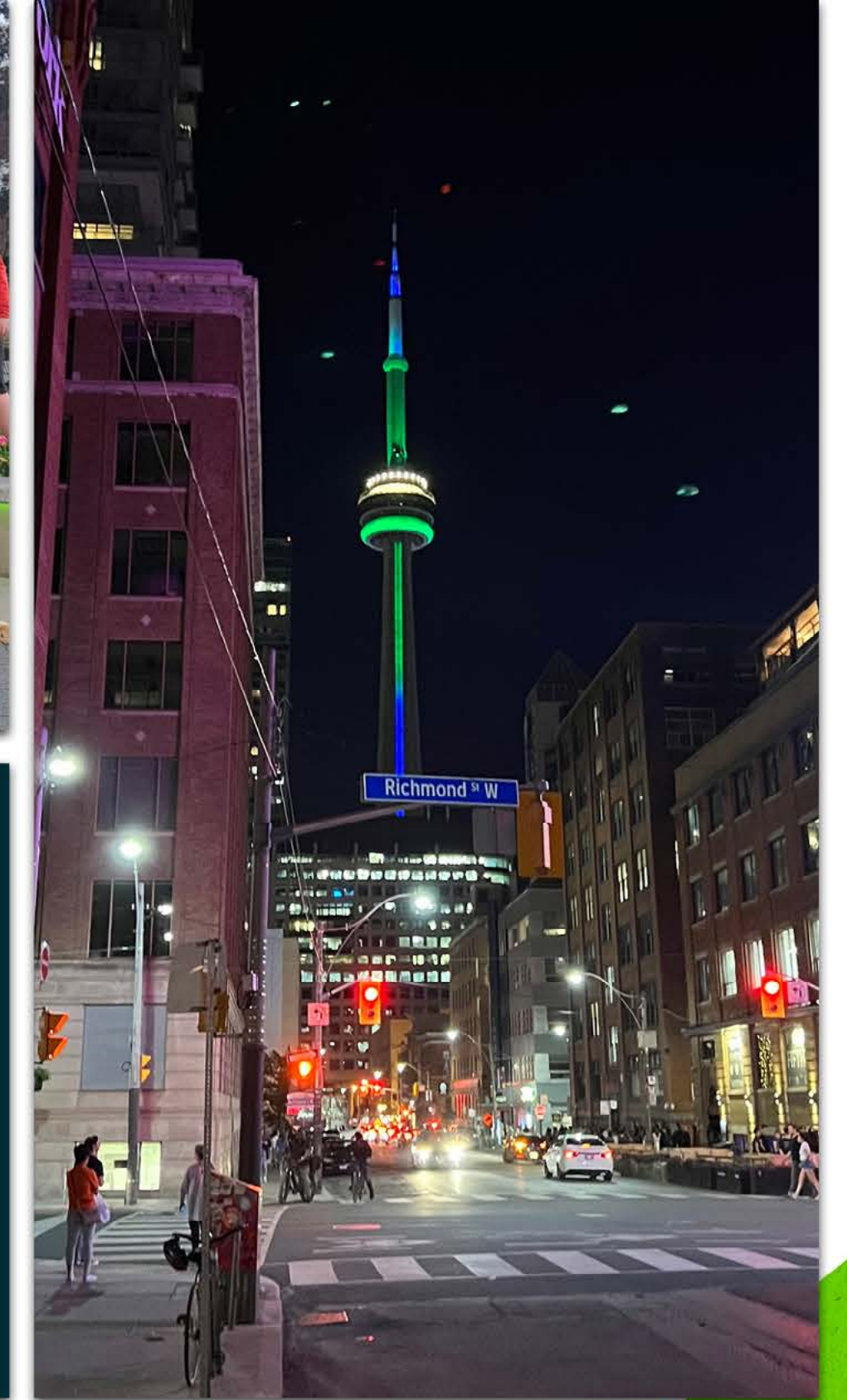


**41 civic activations** including:

- **5 municipal proclamations** recognizing June 2, 2023 as BGC Club Day.
- **BGC flags raised at 11 City Halls** across Canada.
- **25 landmarks lit up in BGC green** including the CN Tower, Niagara Falls, the Montréal Olympic Stadium, and more.



**Elected officials** joined in the fun (The Prime Minister, Members of Provincial Legislatures, Senators, and Mayors from across Canada).



Created **event toolkits and media support** for Clubs.



Developed a **BGC Club Day promo video and wrap-up reel**.





# LEARNING & IMPACT

BGC Canada's Learning & Impact Project equips Clubs to prove and improve their impact through evaluation. Clubs collect quantitative (survey) and qualitative (interview) data to learn about the transformational outcomes of Clubs in four areas: positive relationships, healthy living, lifelong learning, and leadership.



## In 2023:

- ✓ 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.
- ✓ Surveys were completed by 6,796 children and youth.
- ✓ Qualitative data was collected by Club staff at 19 Clubs from 8 provinces and territories.
- ✓ Through one-on-one, in-depth interviews Club staff interviewed 483 children and youth about the difference the Club has made in their lives.

The project is already one of the largest studies of its kind in Canada. Since the project inception in 2022, Clubs have collected over 12,500 responses to the survey and have interviewed over 850 children and youth.



# BECAUSE OF A CLUB...



The data from the member survey demonstrates the transformational impact Clubs have on a young person's life.

## Because of a Club, 90%

or more of children and youth surveyed report that they:

- ✓ have more people they like to spend time with
- ✓ are better at helping out
- ✓ are more excited to try new things
- ✓ are more accepting of others
- ✓ are more physically active
- ✓ are more confident
- ✓ work better with others
- ✓ are more comfortable being themselves
- ✓ have a more positive influence on others
- ✓ make better choices



# CONTRIBUTORS

## NATIONAL BOARD

### Officers

**Becky Penrice**  
Chair

**Bob Harriman**  
Secretary

**Davinder Valeri**  
Treasurer

**Shawn Cornett**  
Vice-Chair

**Rachel Barry**  
Vice-chair

### Directors

**Trevor Daroux**

**Gordon Floyd**

**David Mather**

**Michelle Banik**

**Sarah Midanik**

**Colin Shaw**

**Kam Raman**

**Carla Smith** (élué en 2023)

**Marcel Lauzière** (élu en 2023)

**Mirzet Alekic** (élu en 2023)

## FOUNDATION BOARD

**Deirdre McMurdy**  
Chair

**David Mather**  
Treasurer

**Felix Wu**  
Secretary

**Kerry McGrath**  
Trustee

**Phil McDowell**  
Trustee

**Jason Mullins**  
Trustee

**David Renwick**  
Trustee

**Nadia Hamilton**  
Trustee

**Rebecca Tascona**  
Trustee (appointed in 2023)

**Bonny van Rest**  
Trustee (appointed in 2023)

**Al Lindsay**  
Trustee (appointed in 2023)

**Greg Walling**  
Trustee (resigned in November 2023)

## NATIONAL YOUTH COUNCIL

**Sydney**  
Ontario

**Yael**  
Alberta

**Sam**  
Ontario

**Isaac**  
Newfoundland & Labrador

**Halla**  
Ontario

**Althea**  
British Columbia

**Shaun**  
Alberta

**Ishiah**  
Quebec

**Valentina**  
Ontario

**Christena**  
New Brunswick

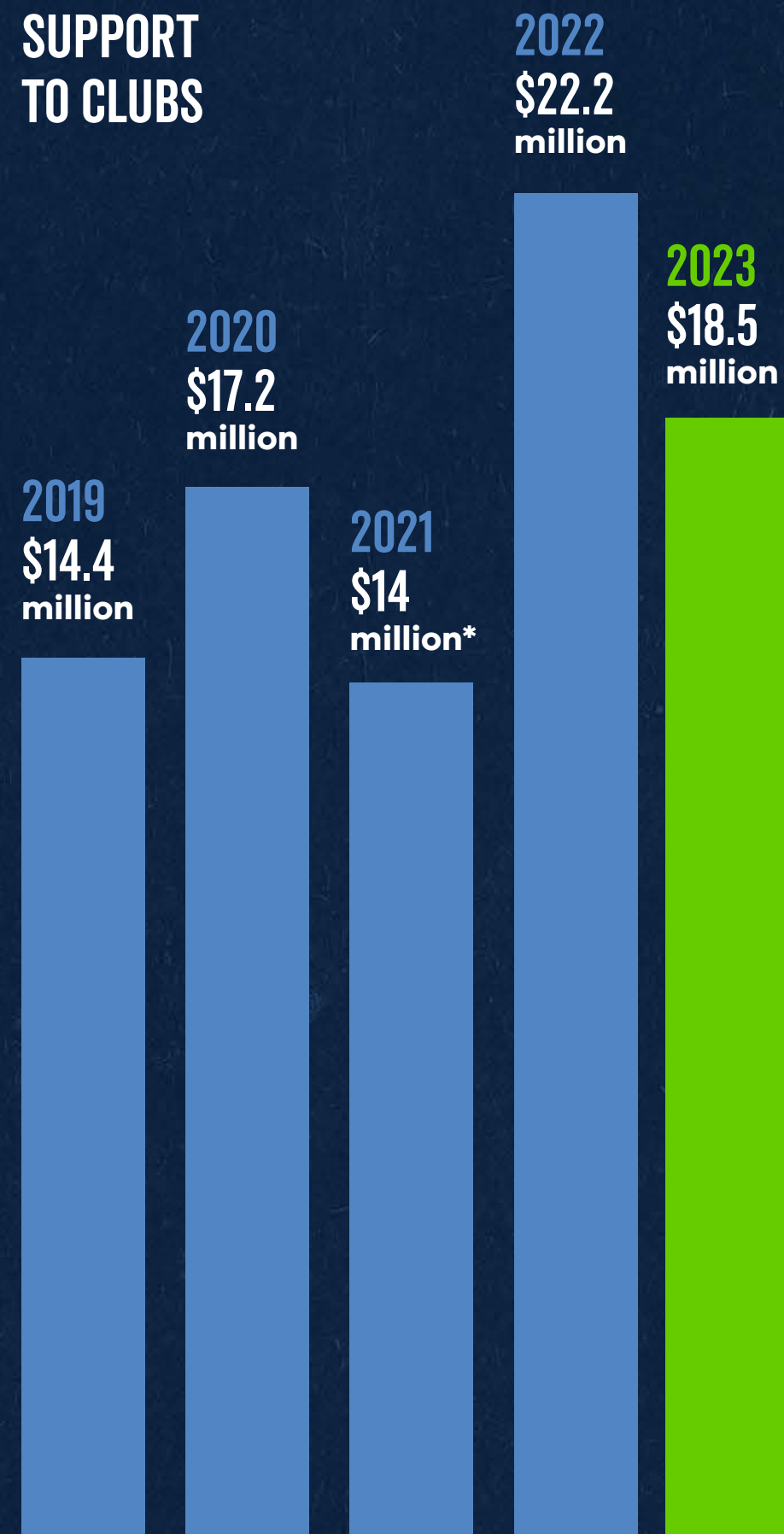
**Emmanual**  
Manitoba





# 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

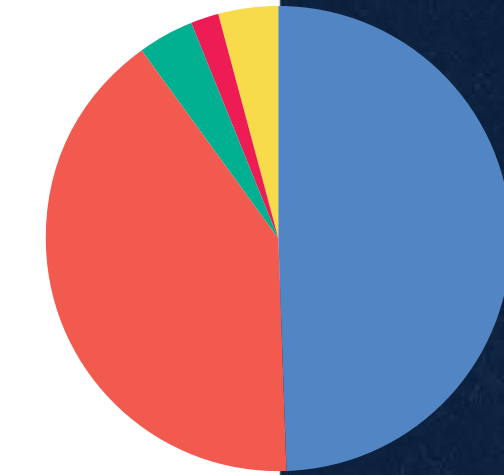
As at December 31, 2023, with comparative information for 2022

	2023	2022
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash	\$ 3,064,491	\$ 1,126,556
Investments	6,472,449	11,188,367
Grants and other receivables	1,261,909	1,366,746
Prepaid expenses and other	323,397	196,320
Due from related party	733,083	821,351
	11,855,329	14,699,340
<b>Capital assets</b>		
	317,908	309,539
	\$ 12,173,237	\$ 15,008,879
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities:</b>		
Accounts payable and accrued liabilities	\$ 4,734,115	\$ 5,029,866
Deferred contributions	5,541,760	7,596,303
	10,275,875	12,626,169
<b>Net assets:</b>		
Unrestricted	1,897,362	2,382,710
	\$ 12,173,237	\$ 15,008,879

## STATEMENT OF REVENUE AND EXPENSES

For the year ended December 31, 2023, with comparative information for 2022

	2023	2022
<b>REVENUE</b>		
Government	\$ 10,122,784	\$ 13,138,602
Donations	8,319,509	9,503,579
Member, service and event fees	731,970	687,295
Boys and Girls Clubs of Canada Foundation	781,704	344,983
Investment income and miscellaneous	353,799	243,060
Special events	127,060	184,104
	\$ 20,436,826	\$ 24,101,623
<b>EXPENSES</b>		
Grants for specific activities	\$ 9,105,376	\$ 12,882,066
National programs	4,515,222	5,349,602
Support to Clubs, programs and services	4,434,666	3,714,228
Governance	261,666	172,433
Scholarships	182,828	102,465
	18,499,758	22,220,794
Administration	2,178,336	1,471,377
Amortization of capital assets	181,206	236,677
Special events	62,874	65,840
Grant reimbursement	-	-
	20,922,174	23,994,688
<b>Excess (deficiency) of revenue over expenses</b>	\$ ( 485,348)	\$ 106,935



## REVENUE

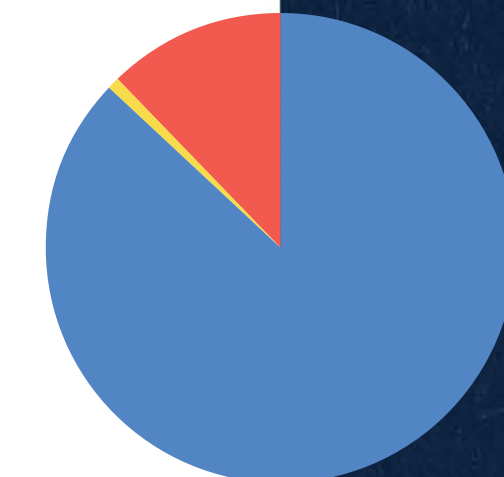
50%  
Government

41%  
Donations and special events

4%  
Member, service and event fees

2%  
Investment income and miscellaneous

4%  
BGC Canada Foundation



## EXPENSES BY FUNCTION

87%  
Support to Member Clubs, Programs, Services and Grants

1%  
Governance

12%  
Administration And Amortization



# Thank you

to our partners for their outstanding commitment to changing young lives

Canada



Foundation  
Fondation



goeasy Ltd.



R. Howard Webster Foundation  
Fondation R. Howard Webster



WESTJET  
Cares for Kids



## Gift In-kind

Adidas Canada • Canada Life • ComKids • Disney Canada • Edsembli Inc • Epic Investment Services • Gap Inc. • Halle Solomons  
Le Select Bistro • Liam Fraser • Litco Law • Loblaws • McCabe • MRI Software • NHL • Oppono Lending • P&G • Planet Fitness  
President's Choice Children's Charities • RAND Accessories • Soles 4 Souls • Starbucks Canada • Telus • Tim Hortons • University of Toronto





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

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

