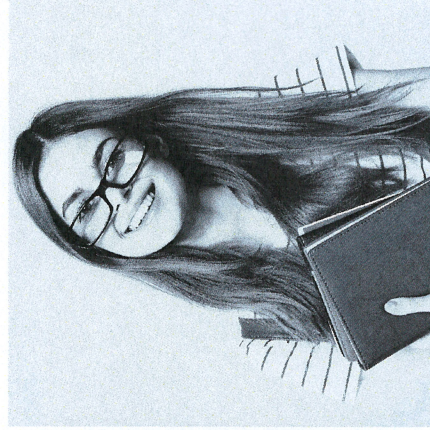




COMMUNITY INVESTMENT GUIDE

Corporate Sponsorship 2024

Serving: Grande Prairie and the Peace Region of Northwestern Alberta



Our programs continue to be provided at no-cost to youth and their families because of people like you!



We believe all young people deserve access to personalized and supportive mentorship-based programs and services.

HELP GIVE EVERY CHILD A CHANGE TO REACH THEIR FULL POTENTIAL.

Our roots go deep in the Grande Prairie and Northwest Alberta region. Big Brothers of Grande Prairie began in 1970, followed by Big Sisters of Grande Prairie in 1982 until the two agencies amalgamated and formed Big Brothers Big Sisters Association of Grande Prairie & Area in 1994.

As a mentorship organization, we believe in investing in the potential of all young people, and have witnessed our mentorship programs do just that. By matching youth faced with adversities with a caring, adult mentor, or a 'Big', we are able to connect youth with a lifeline to help them develop essential coping, life, and relationship skills. Through our community-based programs, we are able to foster community and by supporting families, we are able to empower our communities.

With growing program needs and a waitlist of nearly 40 youth, we look to our community partners to help us invest in local youth. Help us to ensure that we continue to have the ability to support our youngest community members by joining us as an integral community partner or valued in-kind sponsor.

Receive full recognition and meaningful acknowledgement all while helping us to support local families. By considering sponsorship, and joining our BBBSGP community, you too can help us ensure that every child in need, has a hand up.

With gratitude,

Peter Bolger
Board President

Joanne Cousins
Executive Director

IMPACT

"Michael's Big Brother has had an amazing impact on his life. They're still going strong after 10 years and I couldn't be happier for them."



Our 3 Grandchildren's dad passed away, and we took custody of them shortly thereafter. Big Brothers Big Sisters and the kids' mentors have helped us so much on this journey. From opening doors to acquire beds and other needed items for the kids, to making sure the kids always have a safe space to go in the agency and with their mentors, the people and the program have made all the difference in our lives. We would recommend this program over and over again to anyone whose kids need an extra hand up. Everyone involved in the program is just so warm and caring, and are always here to help."

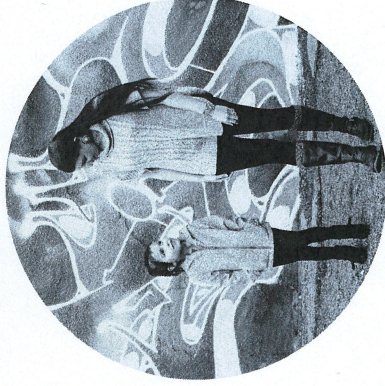
I grew up in a single parent household, just my mom and I. When I was matched in the Big Brothers program, I wasn't really sure what to expect - but I became quick friends with my mentor. I was happy to be with Frank, doing anything. I think when you're a teenager, you're looking for examples, and in the absence of them, you will seek out whatever example you can; negative or not. Lucky for me, I had a wonderful example in what a man is and what a man can be. I wanted to emulate that. I wanted to BE that. I very much looked up to Frank. Not having a positive role model in my life, I didn't really appreciate that it was missing until I had it; until I saw it. All these years later, Frank and I are still in each other's lives and have remained close friends and he is like family. I can't overstate the impact of having a positive role model in a young man's life. It's irreplaceable. I'm very appreciate of the whole program - I'm forever grateful to Big Brothers and to Frank.



"I'm grateful to have been a stable part of Tammy's life, as I know she's been through a lot. We'll stay in touch for a long time to come, and I look forward to being there for her as she grows into an adult."

"Kimberly's Big Sister is perfect. She has a lot of energy, is a very active person, and has been an incredibly positive influence."

"Earlier this year I was doing some self-reflection and I realized that when I volunteered at various community events, I felt awesome afterward. I made a conscious decision that I wanted to continue to look for opportunities to volunteer and give some time because plain and simple, it felt good to do it. I heard an advertisement on a local radio station about Big Brothers Big Sisters, and that there was a shortage of mentors for youth in our area. I thought about how lucky I had been having some really great role models naturally appear in my life growing up, and how they helped shape me to be a strong, independent, and happy adult. I decided to learn more about the BBBBS program. I had the capacity - a couple hours a week (the way I saw it, if I could Netflix and Chill then I could make the time to do something so much more meaningful with my time), and I had the interest to give back (like I said, volunteering makes me feel great). I went through the training and was matched with my Little Sister in the spring. The coordinator really did an awesome job of matching our personalities, and joining this program is the best decision I made all year. Because of my Little, I have done things I normally wouldn't (walks in parks I usually drive by, making bracelets, baking new recipes, walks through museums and art galleries, laser tag, to name a few), and I got to do it all with a really rad Little Human Being. We laugh together, we talk, we just hang out. I know I am making an impact on my Little and my community, and I am always looking forward to the next hang out."



1:1 Community Mentoring Program

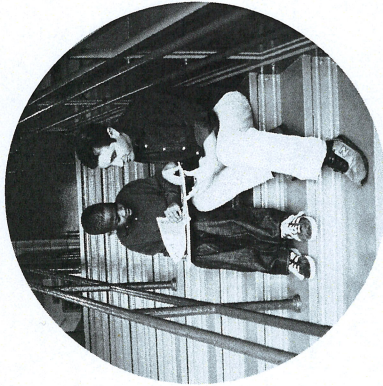


The 1:1 Community Mentoring Program is the 'traditional' BBBS program which matches a youth (Little) with a caring, supportive adult mentor (Big) in the community. Bigs and Littles spend time together, attend BBBSGP group programs and build developmental relationships which express care, challenge growth,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



Big Bunch Program

Big Bunch is a bi-monthly event for all program participants to come together and have some fun. These group activities initially started to ensure Littles on the waitlist felt supported and had some fun while waiting to be matched with a caring Big.

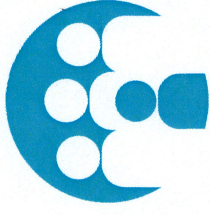


Group Mentoring

We are in the development phases of launching multiple group programs as we move into 2024. These include our GameOn! and GoGirl! programs, in-school mentoring, and a pilot Outdoor Wellness program we are currently working to develop.

WHAT IS THE IMPACT?

Youth graduate our programs with measurable outcomes:



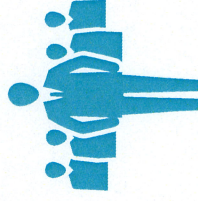
87%
HAVE STRONG
SOCIAL NETWORKS

SOCIAL EMOTIONAL COMPETENCE



80%
PURSUE HEALTHY
LIFESTYLES

MENTAL HEALTH & WELLBEING



47%
HOLD SENIOR
LEADERSHIP
POSITIONS

EDUCATIONAL ENGAGEMENT &
EMPLOYMENT READINESS

2024 COMMUNITY SPONSOR

\$20,000
(AVAILABLE)

- Ultimate Escape Fundraising Presenting Sponsor
- VIP Table for 8 to Ultimate Escape, with 24 drink tickets included
- Team entry & hole sponsor at 2024 Golf Tournament
- 3-minute speech at 2024 Ultimate Escape - tell our community your 'why'
- Video of a company representative talking about their business and why they choose to support BBBSGP
- Mention in all voice and other ads as 2024 Ultimate Escape Presenting Sponsor
- 2 complimentary uses of our HUB space for parties, staff appreciation, etc.
- GameOn! and GoGirl! sponsor for one of our 2024 program dates
- Seat on 2024 Fundraising Committee
- Prominent signage at Ultimate Escape event
- 2024 Big Brothers Big Sisters of Grande Prairie & area Community Sponsor
- Prominent visibility in all agency correspondence as well as our website and social media as 2024 BBBSGP Community Sponsor
- Visibility on 2024 Ultimate Escape and Golf Tournament Slideshows
- Plaque of appreciation
- Invite to attend BBBSGP Community Events throughout the year of 2024

2024 COMMUNITY CHAMPION

\$15,000
(AVAILABLE)

- Golf Tournament Presenting Sponsor
- Team entry & hole sponsor at 2024 Golf Tournament
- VIP Table at 2024 Ultimate Escape
- 3-minute speech at 2024 Golf Tournament - tell our community your 'why'
- Video of a company representative talking about why they choose to support BBBSGP
- Mention in all voice and other ads as 2024 Golf Tournament Presenting Sponsor
- GameOn! and GoGirl! sponsor for one of our 2024 program dates
- Seat on 2024 Fundraising Committee
- Prominent signage at Golf Tournament
- Prominent visibility on our website and social media
- Visibility on 2024 Ultimate Escape and Golf Tournament Slideshows
- Plaque of appreciation
- Invite to attend BBBSGP Community Events throughout the year of 2024

2024 COMMUNITY SUPPORTER

\$10,000
(AVAILABLE)

- Group Programming Sponsor for 2024 (in-school and other group programs)
- VIP Table at 2024 Ultimate Escape
- Hole Sponsor at 2024 Golf Tournament
- High visibility in agency advertisements for all group programming in 2024
- Highlight in 2024 Ultimate Escape and 2024 Golf Tournament Slideshows
- Plaque of Appreciation
- Invite to attend BBBSGP Community Events throughout 2024

2024 COMMUNITY FRIEND

\$5,000

- Support 3 matches for 1 calendar year
- 4 tickets to 2024 Ultimate Escape
- Mention in 2024 Ultimate Escape and 2024 Golf Tournament Slideshows
- Certificate of Appreciation
- Quarterly updates about matches you support
- Invite to attend BBBSGP Community Events throughout 2024

EVENT SPONSORSHIP

VARIES
(BY EVENT)

We currently host two major fundraising events each calendar year, with plenty of sponsorship opportunities available for each one. Each event has its own sponsorship prospectus created based on the needs of the event that year.

If you are interested in sponsoring any of our 2024 events in any capacity, we would love to speak with you!

Please contact our Executive Director:
Joanne Cousins
780-532-0620

BIG BROTHERS BIG SISTERS OF GRANDE PRAIRIE & AREA

We are always open to your input and sponsorship levels can be flexible and customizable to meet the needs of your company, and to embrace your ideas.

At Big Brothers Big Sisters Association of Grande Prairie & Area, we believe that every child who needs a mentor will have one. People are wired for human connection, and positive relationships are necessary for our survival. Young people are especially vulnerable if they do not have a healthy support system, and the youth we see in our programs are often missing this for a wide variety of reasons. This missing connectedness can spill over into other aspects of their lives and have negative impacts on our society as a whole, for years to come. Every program we run attempts to bridge these gaps by introducing at-risk youth to positive, healthy relationships and helping to reduce the negative effects that disconnection can have on their young lives.

Our goals for 2024 are:

- Continue the growth of our 1:1 Community Mentoring Program
- Implement In-School Mentoring programs in at least 2 schools by the end of 2024
- Develop our Indigenous Mentoring program prior to April 2024
- Re-introduce GameOn! and GoGirl! Programming to support group mentoring activities
- Find a mentor or appropriate group mentoring program for all youth on our waitlist
- Continue to foster relationships and partnerships in our community
- Ensure we begin to move programming into our rural areas so all youth in the region have the opportunity to access positive mentoring programs.

However, we cannot do any of this without the support of our community.

We are always happy to facilitate presentations to your staff or leadership teams to better explain our programs and the effects they have on the lives of young people and families alike, in our community. Please do not hesitate to reach out to our Executive Director, Joanne Cousins.



For more information or to book a meeting/presentation please contact: joanne.cousins@bigbrothersbigsisters.ca