



**Big Brothers Big Sisters**  
Corporate Sponsorship Kit



**Our Mission:** Building a child's future through the friendship and guidance of mentoring.

**Our Vision:** That children have the opportunity to maximize their potential, have confidence in themselves, achieve a fulfilling lifestyle and grow into productive, contributing members of their community.

We have developed a variety of ways for businesses to support our work. You can **sponsor an event**, become an **In-School Mentoring partner**, or financially support a particular program, **scholarship fund**, or **match**. This comprehensive sponsorship package outlines the benefits such as media buys, on-site visibility, product sampling etc. that we are able to offer your company in exchange for your contribution.

Our agency has a Top-of-Mind public awareness and a **positive reputation** for delivering quality service to children. By supporting our work, you will be seen as a company that **contributes** to the community in a **meaningful** way.

Thank you to the following Corporate Sponsor of  
Big Brothers Big Sisters Abbotsford Mission Ridge Meadows:



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## Why become a Corporate Partner



- To make a difference in the lives of our communities' children / youth.
- To offer employees the opportunity to develop valuable leadership, mentoring and communication skills in a safe and rewarding environment.
- To benefit from increased employee loyalty, satisfaction, morale and productivity.
- As a means of actively demonstrating your commitment to corporate social responsibility.
- For the opportunity to leverage the goodwill generated among local communities and customers as a positive public relations activity.
- Your company will have opportunities for recognition via Big Brother Big Sisters newsletters, support materials, media releases, website and recognition awards.
- Allowing employees time off to volunteer in this program could be used by the employer as a reward / recognition for high achieving or high potential employees.
- Employees have found that mentoring can be energizing and enriching offering both psychological and physiological rewards.



## Quick Facts

Recent studies have clearly shown that one-to-one mentoring programs have significant positive effects on children. Of the children who participated in one such study, *Big Brothers Big Sisters School-Based Mentoring: An Evaluation Summary of Five Pilot Programs*:

- 64% developed more positive attitudes toward school
- 64% developed higher levels of self-confidence
- 62% were more likely to trust their teachers
- 60% improved relationships with adults
- 58% achieved higher grades in social sciences, languages and math
- 56% improved relationships with peers
- 55% were better able to express their feelings

- ▣ In the last year we have served over 400 children through a variety of mentoring programs.
- ▣ There are 70 children currently waiting for a Big Brother or Big Sister.
- ▣ Big Brothers and Big Sisters are matched with children aged seven to four teen and volunteer three to four hours a week for one year. Many of these friendships last beyond the one year commitment and the average length of a match is more than three years.
- ▣ Our In-School Mentoring Program is currently in 15 schools.
- ▣ We serve Abbotsford, Mission, Maple Ridge and Pitt Meadows  
– a population area of 250,000.

**Share a little magic!**

## Sponsorship Opportunities



**In-School Mentoring Partner:** Please see enclosed pamphlet

**Sponsor a Match:** Please see enclosed pamphlet

### Christmas Party

What better way for children to celebrate the holiday season than with the friends and family that they have grown to know and love over the past year. Every December Big Brothers Big Sisters and the Ramada host an afternoon full treats, games and turkey. This activity gives all who are involved with Big Brothers Big Sisters the opportunity to recognize how much their contribution makes to the children in the community. This invitation only event is open to Little Brothers and Sisters, Big Brothers and Sisters, Kids on the Waitlist and our Sponsors.

### Little Moments Big Magic Breakfast:

The goal of this event is to raise unrestricted funds for the mentoring programs of Big Brothers Big Sisters Abbotsford, Mission, Ridge Meadows and to spread our message in the community. The entire event takes place in the span of 1 hour, where you receive a wonderful breakfast with no requirement for you to give. As much as anything we want you to come and find out about the inspiring work we do for kids in the community. It will make you proud to be involved with us!



### **Bowl For Kids Sake: February/March**

Since 1989, Bowl for Kids Sake has grown in size and reputation. It is now one of the largest corporate events in the Valley. During February and March of 2005, over 1500 bowlers will participate in the campaign annually. Team Captains rally together to form teams of five, collect pledges and come out and bowl at one of 3 participating bowling centers in the communities of Abbotsford, Mission and Ridge Meadows.

From retail to banking, high-tech to brokerage, and every industry and organization in between; you'll find them all bowling for Big Brothers Big Sisters. The campaign offers a great opportunity for people to get together in a fun-filled social event and have the satisfaction of knowing they are supporting a worthwhile cause in their community.

### **Big Brothers Big Sisters Annual Mixed Slo-Pitch Tournament: August**

After 13 years, the Big Brothers Big Sisters Mixed Slo-Pitch Tournament has become a favourite in the Fraser Valley. Teams from Vancouver to the Okanogan venture to Abbotsford to take part in the 3 day event. In fact, the response has been so overwhelming that the tournament uses all of the major ball diamonds in Abbotsford, and with a maximum of 64 teams it fills up quite quickly. Complimentary to the tournament, we have, a dance, a beer garden, fastest throwing and homerun competitions, all to encourage players to stay around the fields.

### **Big Brothers Big Sisters Charity Golf Classic: Late August**

This tournament has become one of the premier charity golf tournaments in the Lower Mainland and Big Brothers Big Sisters' second largest fundraiser. With a shot gun start at 1PM, your afternoon of golf will be followed by a delicious Steak BBQ Dinner, incredible Silent and Live Auction, and fantastic prizes! This Texas Scramble tournament will feature hole-in-one prizes including a \$50,000 cash prize! Big Brothers Big Sisters will award prizes for the best team, the most honest team, Closest to the Pin and longest drive. Every golfer will receive a golf shirt and cooler bag filled with gifts!

**For more information, or to sponsor an event please contact:**

**Krystine Plunet**  
**Krystine@mentoringworks.ca**  
**604.852.3331**