



Our Children – Our Future

SEASON'S GREETINGS!

Winter 2011
Volume 14, Issue 2

Thank you for your support!

We are continually blown away by the generous support we receive from individuals, businesses and community organizations. Page 2 gives an outline of some of the donations and grants we have recently received. Every single dollar makes a difference, and every donation we receive, whatever the size, confirms what we already know, that with the help of community-minded people like you, Victoria's youth have a bright future ahead of them.

There isn't room to mention every single gift in this newsletter, but you can go to our website at www.bgcvic.org to find a complete list of donors who have supported our work since our last newsletter in the summer. Look under 'Our Supporters' to download a pdf.

As you read through this newsletter, please remember that this is not just 'our work' but your work too. We couldn't do what we do for children, youth and families in Victoria without you. Thank you!

What's inside...

- News Bits p. 2
- Wild About Whales p. 3
- Central Saanich Club p. 5
- Third-party fundraising p. 6
- I am More p. 7

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CREATING A LASTING LEGACY

Over 50 years ago Colonel Roland R. Bull had a vision to create some sort of memorial for his son who was killed in action during the Second World War. That memorial turned out to be Boys & Girls Club Services of Greater Victoria and thanks to his vision, hard work and generosity, we are still going strong 51 years later.



He also had a larger vision for the community and it is largely due to that vision, as well as his commitment and again, his generosity, that our community is so vibrant today. For many years, he was a dedicated member of the Victoria Foundation's Board of Directors and included the Victoria

Foundation in his will. Col. Bull's legacy continues to this day through the Colonel R.O. Bull Fund. First established in 1974, the fund provides annual grants to the Boys and Girls Club Services of Greater Victoria, Brentwood College, the University of Victoria and, through the Victoria Fund, other programs and services in the community. In 2010, the fund distributed over \$21,000 to charitable organizations.

Do you have a vision? No matter how modest your means there are ways to create a legacy like the one Col. Bull did so many years ago. Creating a provision in your will or a designation to Boys & Girls Clubs as a beneficiary in your life insurance policy are two simple ways to accomplish this. If you would like more information please give me a call at 250.384.9133 local 115 or email me at kmansell@bgcvc.org.

Every day, our staff create a living legacy

through their work with children and youth. Your legacy gift can help us continue to do that. Here is a story that demonstrates what your vision can do!

Sara's Story

When Sara (not her real name) was 12 years old she wasn't what many considered 'leadership material'. On several occasions Sara's teachers had reported to her parents that while she demonstrated academic potential, her future success in school would suffer due to her reluctance to speak in class. What was more alarming to her parents however was Sara's severely low self-esteem and her difficulty developing relationships with her peers. She had very few close friends. To make matters worse, the summer before she entered grade 7 she began pulling away from her parents – a relationship that in the past had been very close. It was at this point that Sara's parents decided to take preventative action and enrolled her in the Boys & Girls Clubs Keystone youth leadership program.

Sara initially joined with some reluctance, but as the year went on Sara continued attending the weekly sessions and Linda began to see small changes in Sara's demeanour and attitude. Whereas before Sara gave one or two word responses, she would now talk her mom's ear off about that night's activities and about upcoming youth leadership events – most prominently, volunteering at the Boys & Girls Clubs Summer Camp.

Over the course of the summer, Sara's mom saw an even greater change in Sara. She came home each day with eventful stories about campers, leaders and the new activities that she had tried. She started hanging out with her fellow youth leaders outside of camp hours and would tie up the

Continued on page 4

NEWS BITS

Universal Children's Day

'We were all children once and we all share the desire for the well-being of our children.'

This year we celebrated Universal Children's Day (November 20th) through a fun, family friendly event at Langford Lanes. Staff, care families, board members and all their families came together to bowl and have fun while celebrating the work we do for the children in our own community. With a cake and a visit from the Sunshine Clowns, it wasn't long until we all felt like kids again!



GoodLife Grants

The GoodLife Kids Foundation provides tremendous support for programs that encourage kids to be active and healthy, all around the country. Since this is something we promote through all of our programs, we are delighted that they are supporting two of our programs this year, Rite of Me and Central Saanich Club's Adventure Program. Both programs share one of the Foundation's major goals – that kids develop lifelong healthy habits. We're grateful to GoodLife Kids for this generous grant. We also appreciate all that they do to advocate for and promote kids' physical activity.

Time to Explore

Another new funding partner this year is the North Face, who is funding adventure programming at our community clubs through The Explore Fund. This grant will enable us to take youth out into 'the wild' (or into climbing gyms when the weather doesn't cooperate!), fostering in them

a love for outdoor activity that will benefit them now and well into the future. We live in a beautiful part of the world. Thanks, North Face, for helping us introduce our kids to it!

West Shore Adventure Program

The new adventure program at our Millstream Community Club is made possible due to our nation-wide partnership with Sears. The Sears After-School Program Grant enables us to enhance and enrich what we offer to children in the West Shore each week night. We're looking forward to spring when the lighter evenings will mean we can get outside and get adventuring!

Santas Supports Literacy

When Santa is 'making that list', and 'checking it twice', he probably doesn't think to appreciate his skills in literacy and numeracy! These skills are something we often take for granted. Thankfully, C-FAX Santas Anonymous realizes the importance of helping kids gain these skills. Santas has donated \$7,500 to support literacy and numeracy programs at our Millstream Club. After her first session, 5 year old Alissa said, "that was awesome! When do I get to go back?"



Home Depot Paper Hammer

Another national partner, Home Depot, once again selected us as a beneficiary of their Paper Hammer campaign. This year the proceeds are contributing to our 'Club Days & Family Nights' at Millstream Club. Club Days will give kids the chance to focus on specific skills, which they will showcase at our final family night.

This program is intended to enhance the Millstream program and encourage members of the local community, especially families, to feel involved with the club.

Raise-a-Reader

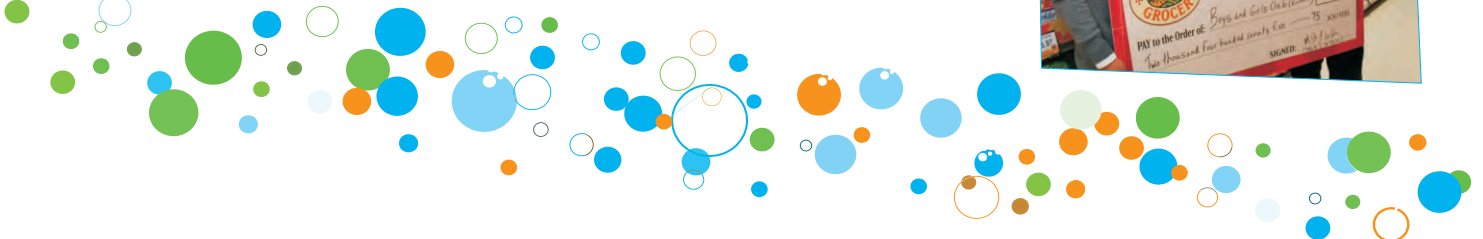
We are incorporating literacy and numeracy into more of our programs at Boys & Girls Clubs so it made sense for us to get behind the Times Colonist 'Raise a Reader' campaign this year and celebrate Literacy Day. A team of 10 volunteers sold the newspaper downtown to raise funds for the campaign. Later that day, every single staff member, participant and volunteer across all of our programs stopped what they were doing at 3:00 PM and took 10 minutes to read. Over \$9,000 from street contributions during Raise-a-Reader 2011 will support literacy projects in Victoria.

Lions Club Annual Donation

We are very fortunate to receive continuing support from Victoria Imperial Lions Club. Their gift this year will help fund the Girls Only and Boys Only programs at our Central Saanich Club, which need extra support this year to a substantial increase in numbers. This is great news for us and also for all the girls and boys who will benefit from the gender-specific activities and friendships they will experience at the program.

Doing some Good

Pepsico Canada and Country Grocer really did some good on the island this year by partnering to provide a promotion benefitting Boys & Girls Clubs. Here in Victoria we were thrilled to receive a cheque for \$2,475 which will support programs across our three community clubs.



WILD ABOUT WHALES 2012

Our first Wild About Whales Derby not only made a splash on the Gorge Waterway, it also caused ripples across the community. We raised \$21,000 to support Boys & Girls Club's programs for children and youth in Greater Victoria. We are planning the 2012 event and want to at least double that amount and make an even bigger splash!

Our work is founded on extensive research into youth development that shows experiences in an individual's formative years have a huge impact on their later life. Research also shows that money spent on prevention programs is far more cost effective than funding remedial or intervention programs. It is far better for the kids too!

So Wild About Whales is not only an important fundraiser for Boys & Girls Clubs, it also brings families together for a fun, activity filled day outdoors. We hope you will join us in supporting this event and help our young people become the best that they can be. Here are some of the ways you can help.

Sponsorship:

Presenting Sponsor - The Big Flipper - \$10,000

Pod Casters (media) - \$10,000 plus (in-kind)

Orca-straitors - \$5,000

Barnacle Bash (pre-event reception) - \$5,000

The Krill Spill (event concession) - \$3,500

Spouting Whales (Print) - \$3,000 in-kind



Spyhoppers - \$2,500

Little Flippers - \$1,000

Fin-tastic Friends - \$500

We encourage sponsors to get even more involved this year by challenging other sponsors and corporate teams to achieve the highest 'adoption' whale rates (aka sale of raffle tickets). On the day of the event we would like to hold a sponsors' canoe race across the Gorge and back. The race could include a few twists such as encouraging race teams to dress up in whale and ocean themed costumes. We are open to your ideas!

We will have a sponsor and VIP hospitality tent at the park providing non-alcoholic beverages and light snacks. Awards will be presented for fastest race time, most elaborate costumes and highest 'adoption' rates.

Race Prizes:

Great prizes for the whale race will entice people to 'adopt' some whales (aka whale raffle tickets) so we are looking for donations like those we had last year. In addition to a \$2,500 cash prize we also had two return WestJet tickets anywhere they fly in the world, a BBQ and accessories package worth \$1,000, a day sail on the HMCS Oriole which of course is priceless, two nights plus breakfast for two at the Long Beach Lodge, and an Xbox 360 and Kinect Bundle worth \$300.

Live Auction:

The pre-event reception will recognize our sponsors while building excitement around the whale race and raising funds through a live auction and some simple games (Chip-a-Whale, back by popular demand, Count the Whales in the Tub



and Whale Ring Toss). We are looking for:

- Electronics like iPads, Smart Phones, Kindles, Cameras, LCD TVs
- Trip vouchers that we can pair with hotel and restaurant gift certificates and spa packages
- Canoe or kayak
- Artwork by some of our very accomplished artists
- Fishing Trip
- Golf packages

Raffle Tickets

Of course we will also be promoting whale 'adoptions' in the form of raffle tickets. These will be available in February 2012. Whale raffle ticket prices are \$5 each and promo packs include:

The Pod Pack – 5 whales for \$20 (1 free)

The Leviathan Pack – 25 whales for \$100 (5 free)

Event Details:

Whale Derby – June 9th at Gorge Park from 11:00 am to 3:00 pm with the race taking place at 1:00 pm. The pre-event reception is being held at the Delta Victoria Ocean Pointe Resort & Spa on June 7th from 5:30 to 7:30 pm.

We look forward to seeing you cheer on your whales!

LEGACY CONTINUED FROM PAGE 1...

phone lines talking to her new friends on the phone. As her four week volunteer session came to an end, Sara begged her parents to postpone their vacation in order for her to volunteer at summer camp for just one more week, which in the end turned out to be two more weeks.

Three years later, Sara is now turning 15 and about to enter her 3rd year of the Keystone program. This past summer Sara completed the Boys & Girls Club Outdoor Leadership Level One course, where she received three certifications. These included leadership level one, canoeing level

one, and bronze medallion, which Sara identified as putting her on the right track to becoming a future Boys and Girls Club summer camp leader! Further to this, Sara was also selected as a co-captain for the junior girls volleyball team and most recently, was accepted into the athletic leadership program at her school, an endeavour that Sara sought out completely on her own accord.

I can think of no better way to end this story of Sara's amazing journey of self-discovery and development than this quote from her mother.

"The youth leadership program forever changed my daughter's life direction. I simply cannot believe the positive changes in her demeanour, her self-confidence and her self-esteem. The relationships she has developed with the staff and other youth within the program will shape so many aspects of her future. I feel so lucky and blessed each time Sara's glowing and smiling face returns from a Boys and Girls Club activity and I will be forever grateful to you for the lasting impact you have made in my little girl's life."

PINK SHIRT DAY 2012

Question 1: Which of these incidents is bullying?

- a) Rookies in a Midget hockey team being forced to drink beer until they pass out as part of a 'hazing' ritual
- b) Several girls in third grade leaving another girl out of a playground game
- c) A fourteen year old girl being kicked fourteen times at school on 'Kick a Ginger Day'.

You might answer 'all three', or you might decide just one, or none, of the examples can be classed as bullying. In fact, finding a universal definition of bullying is tricky. Stopbullying.gov, a US Department of Education website

set up to combat bullying provides one definition:

- **Imbalance of Power:** people who bully use their power to control or harm and the people being bullied may have a hard time defending themselves
- **Intent to Cause Harm:** actions done by accident are not bullying; the person bullying has a goal to cause harm
- **Repetition:** incidents of bullying happen to the same the person over and over by the same person or group.

It goes on to list the types of bullying:

- **Verbal:** name-calling, teasing
- **Social:** spreading rumors, leaving people out on purpose, breaking up friendships
- **Physical:** hitting, punching, shoving
- **Cyber bullying:** using the Internet, mobile phones or other digital technologies to harm others.

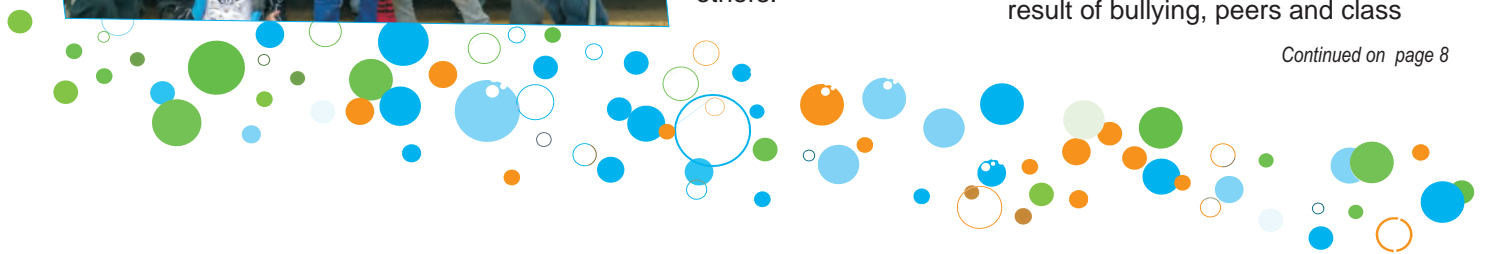


Without a common definition, it can be equally difficult for schools or other institutions to find ways to punish or prevent bullying. When should parents, educators or youth workers step in? What form of punitive action will lessen occurrences of bullying instead of perpetuating the issue? Despite these ambiguities, what we can all do in our circles is raise awareness and get young people thinking about their own power to prevent bullying.

After all, the majority of young people aren't playing the role of bully or victim, they are the bystanders.

Kids in this role might feel anxious or stressed. When something as tragic as a teen suicide takes place as a result of bullying, peers and class

Continued on page 8



SPOTLIGHT ON... CENTRAL SAANICH COMMUNITY CLUB

Our Central Saanich Club is one of three community clubs that provide out-of-school programs for children and youth ages 9 - 14. The club is in a small community with few services for youth and virtually none for First Nations youth. Many of our participants have limited means to pay the membership or program fees so we run the program on a modest budget.

Despite this, we are constantly finding new ways to grow and enhance the program. These initiatives are obviously working, because programs are rapidly increasing in popularity! Check out the latest statistics:

- Youth Drop-in numbers rose from an average of 9 a day at the end of last year to 13 a day this year.
- Keystone Youth Leadership Group has increased its membership by 60%
- Over 50% of the participants in each of our Boys Only and Girls Only Groups are new club members this year.
- Our Culinary program (Eat Around the World) had 55 youth apply for only 48 spaces. Approximately 90% of those who applied are new to Boys & Girls Clubs.

The 'Eat Around the World' program is a partnership with Bayside Middle School. Twice a week staff from Boys & Girls Club facilitate a culinary exploration of the world at the school. In addition to cooking international

foods, the students also learn a little bit about other cultures and share their experiences on blogs they have created.

Here's what some of the kids had to say on their blog (unedited!):

We loved the crepes! They were delicious and really fun to make and eat! We were surprised at how simple the recipe was and we are definitely going to make them at home. The fondue was yummy as well!

Some people hate tomato's and others love them. we all think that hummus is really easy to make and we learned how to say hello and goodbye.

One thing we thought was interesting about Japan is that before you eat, instead of saying "enjoy the meal" or "I hope you like the food I prepared for you" what they say actually translates as "I am sorry about the terrible food I have prepared" or "this food is not good enough for you, please forgive me". What we learned from our experience in making sushi is that you have to wet your fingers before touching the rice because it is extremely sticky.

The most interesting thing we learned about Italy is that if you throw spaghetti agenst the wall and it sticks it means it's ready and in 50 years time the Leaning Tower of Pisa may

fall over. the whole wheat spaghetti is a bit harder then the white spaghetti.

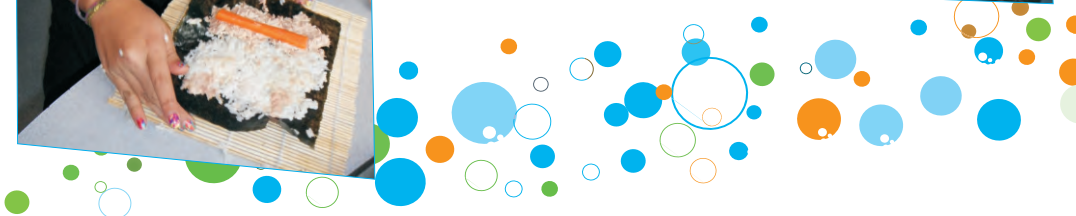
Our relationship with Bayside Middle School is mutually beneficial. It gives us a higher profile in the school and the wider community and introduces new youth to our programs, which leads to higher attendance at the club. The school benefits too.

Shirley Em, Principle of Bayside says:

"The hard work of the Club staff has lead to large, happy and diverse groups of students getting together to have fun and experience that sense of belonging they truly value during their middle school years. These groups include a cross-section of different students; giving them a chance to make new friends while enjoying activities with fun and resourceful leaders."

By coming to the school to deliver programs we help youth overcome some of the barriers they may experience about coming to the club while helping youth become familiar with the positive programming we offer. This is just one example of how Boys & Girls Clubs thinks innovatively about the best way to meet the needs of youth in the community.

Thanks to Talia Ingram and the team at Central Saanich Club for doing such a fantastic job.



FUNDRAISING YOUR WAY - THE ONLY LIMIT IS YOUR IMAGINATION!

One of the many ways to support Boys & Girls Clubs of Greater Victoria Foundation is by holding an event to raise funds for us. This kind of activity is called a "third-party" fundraiser, which is an event organized by an individual or external organization that coordinates and executes the event independent of the Boys & Girls Clubs (although we are available to lend support, advice, and assistance as needed). The net proceeds are donated to the Boys & Girls Clubs of Greater Victoria Foundation and directed to an agreed on program or project, or left to us to allocate to the area of greatest need.

A couple of recent examples of these types of event are a golf tournament organized by the Office Lounge which raised \$5,800 for us and the recent Odd Fellows Poker Tournament that raised close to \$17,000!

There are many perspectives on the value of fundraising events. From our point of view, they are a necessary part of our overall fundraising plan and contribute to

public awareness of our work which has great value in itself. However, agency organized events can eat up a lot of staff time and that is not always a cost-effective method of raising funds.

Third-party events like The Office Open and the Odd Fellows Poker Tournament are like gold to us! Volunteer leaders like Shelby Gramlich from the Office Lounge and Scotty Aitchison from the Odd Fellows take on these challenges as they want to make a difference in the community. In both cases, the funds raised were allocated to our Community Clubs to support our after-school programs – programs that are so crucial in giving kids ample opportunities to be active, outdoors, or engaged in some form of creative recreation that promotes curiosity and learning as well as physical health.

If you are interested in supporting us in this way, please visit our website to view our guide for Third-party Fundraisers (found at 'Ways to

donate'). This document outlines procedures, guidelines and tips so all participating parties are clear on their role and responsibilities. We hope this will help you organize your fundraiser and maximize your efforts. Also please feel free to call Kate Mansell at 250.384.9133 local 115 or email her at kmansell@bgcvc.org to discuss your ideas.



Shelby Gramlich with participants of The Office Open

THE CARE HOME PROGRAM NEEDS YOU!

Youth are part of our community and every youth needs adults in their lives to talk to, depend on and who can provide opportunities for learning and positive experiences. Kids that are hurting need homes that are safe and nurturing environments. We all need the sense of a safety net, someone to believe in us in order to make changes. Our Care Homes have provided that safety net for thousands of youth in our community. They made a difference. You can too.

Boys & Girls Club Services are looking for people in the community who will open their home to a youth who is in need of some stability and support in getting their life back on track. Currently, the Care Home

Program has 30 families in the community supporting youth with a variety of needs, but we need more.

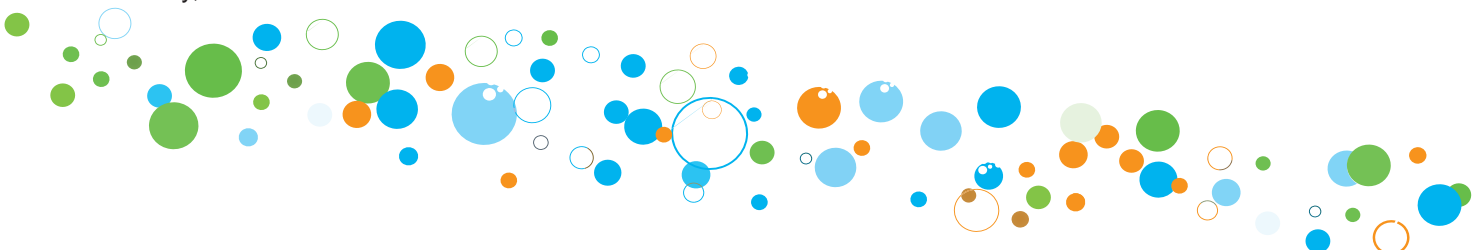
Becoming a Care Home and working with a team dedicated to supporting youth is an excellent way to create tax free extra income while helping a youth transition to the next stage in their lives. A Youth Support Worker assists the youth and there is 24 hour support. Homes receive a monthly retainer and a daily wage (tax free) while a youth is placed in the home.

This role can suit all kinds of families – single people and couples, with or without children. Four of our current families are seniors, two of whom have been with us since 1998. Our

senior families are often able to offer more time during the day for youth, a stable schedule and years of life experience. We have many young couples with young families too.

If you, or anyone you know, can provide a supportive, nurturing housing solution to a youth in need aged 13 to 19, for a period of 3 months to 1 year, we are excited to hear from you. Please get in touch with April Agate, Care Family Supervisor at 250.384.9133 ext. 227 or check out the information on our website under 'Youth Care Homes'.

You can support Boys & Girls Clubs, one youth at a time!



TOGETHER WE MAKE A DIFFERENCE!

Your support allows us to continue delivering quality programs that address the current needs of youth and their families. If you have not already supported us this year please take a moment to clip this page and send it along with your donation to Boys & Girls Clubs of Greater Victoria Foundation, 1240 Yates St., Victoria, BC V8V 3N3. Official receipts will be issued for income tax purposes. You can also donate securely online by going to: <http://www.bgcvic.org/get-involved/donate-online/> CRA # 89051-1975 RR0001.

Thank you for your support!

I wish to support Boys & Girls Clubs of Greater Victoria Foundation. Enclosed is my investment of: \$ _____

Or \$50 \$100 \$200 \$500 \$1,000

Please credit my donation to:

Operating Endowment Capital

Name: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____ Tel: _____

Email: _____

Method of payment: Cheque Visa MC AMEX

Card no: _____

Expiry: _____

Authorized Signature _____

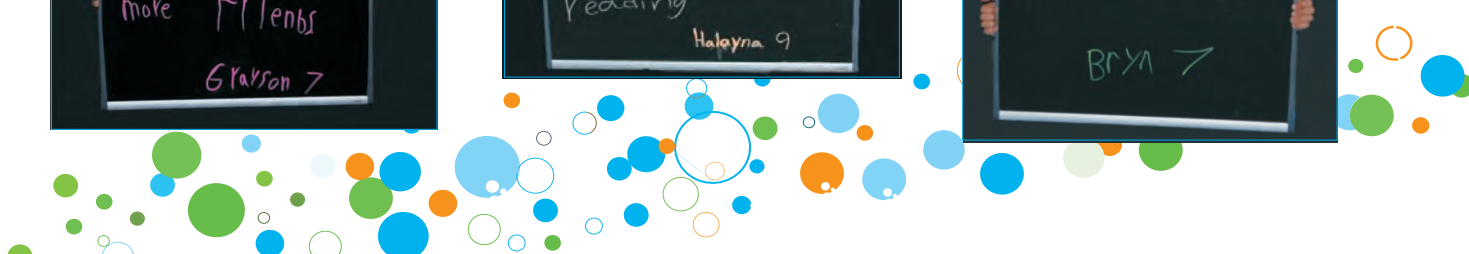
I/We wish to make monthly contributions using a Pre-Authorized Debit (PAD) on the first of each month. Please send me the necessary form to do this at the address above. Note: this form is on our website at http://www.bgcvic.org/upload/docs/PAD_Agreement_Form.pdf



I AM MORE

When you give to Boys & Girls Clubs do you really think about the impact your dollars have on the children, youth and families in our community? We certainly do! Sometimes this impact cannot be 'seen' until a child grows up and looks back on it. As alumni Clay Webb says, "I don't know where I'd be if the Boys and Girls Club hadn't impacted my life so heavily, but I do know I certainly wouldn't be where I am today without it."

Rather than struggle to describe this impact ourselves, we asked some of our participants what they gained from their involvement with Boys & Girls Clubs. These pictures tell a simple story and simple things, but together they form a picture of the many ways we help kids 'be more' through our programs and services. On behalf of all of these kids, and more, thank you for your support.





Questions? Call Kate Mansell at 250.478.3872
or email her at kmansell@bgcvc.org

PINK SHIRT DAY CONTINUED FROM PAGE 4...

mates often feel grief and dismay that they couldn't or didn't do more for the victim. The message we need to convey is that they are the ones with the power, not the bullies.

Pink Shirt Day is about encouraging young people to take a stand against bullying. 'Taking a stand' means not joining in, or watching, but it also means not just walking away. One Canadian report says that 25% of incidences of bullying stop as soon as a third party steps in.

Wearing pink shirts helps young people feel they are part of a movement that is stronger than the bully. This solidarity gives kids strength to intervene the next time they are in that role of bystander.

Intentional games, role playing and other activities can help children understand how quickly a situation can be diffused or resolved by stepping in, and realize how good they will feel about themselves if they take action like this.

It doesn't matter what your definition of bullying is, we must help young people feel strong enough to step in when they know something isn't right. That's how we help them become good citizens of our community.

Pink Shirt Day takes place on February 29th, 2012. What will you do to show your support?



Pink Shirts can be ordered through our website at www.bgcvc.org or by calling 250-384-9133

