



Big Brothers Big Sisters



Boys & Girls Club

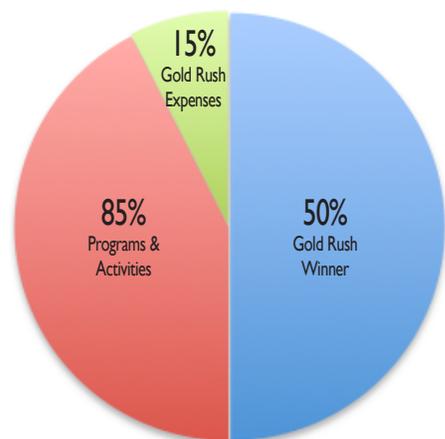
MIRAMICHI



What impact does your...  
**contribution**  
make?



# Gold Rush 50/50 - What Impact Does Your Contribution Make?



## A Toonie in Gold Rush

-  Expenses of Gold Rush 0.15
-  Winner of Gold Rush \$1
-  Programs & Activities 0.85

**Winner:** Receives 50% of the money in each Gold Rush 50/50 draw.

**Costs of Gold Rush:** Includes staffing (140 hours per week), collection of boxes, bank charges, marketing (radio, newspaper, web), office space and supplies.

*We are dedicated to providing the very best and most innovative programming to kids and youth within our community. Currently, we create and deliver over 27 programs and activities to over 600 kids and youth in the greater Miramichi area, including 10 seasonal programs. Gold Rush 50/50 is one of the fundraising initiatives that make it possible for us to continue doing that.*

The chart is a visual breakdown of how each Toonie you contribute is allocated within the organization. 50% goes directly to the winner each week; 43% goes directly to support the vital programs of Boys & Girls Club / Big Brothers Big Sisters; 7% is used to run the Gold Rush 50/50 fundraising initiative.

Programs and Activities: Please see the accompanying list. More info is available in our Annual Report (paper copy) and our 2014 audited Financial Statement located at [www.BBBSMiramichi.com](http://www.BBBSMiramichi.com)

This year, our Board executed on two major projects in addition to day-to-day operations: The first initiative was the Big Brothers Big Sisters / Boys & Girls Club home base. For 20 years, we occupied space at what used to be a chapel at the former CFB Chatham. In the beginning, this space was sufficient. Needless to say, we've outgrown it! This year, we completed an expansion to our building plus a complete renovation to our program wing. From curb to building to sewer, the whole facility has been upgraded, refreshed and positioned for the next twenty years.

The second project was sourced by thinking forward. All fundraising initiatives have a life span. Gold Rush 50/50 is no exception to this rule. While Gold Rush has been a great success, we simply cannot foresee when its viability will have run its course. With that in mind, we created a charitable Foundation. The Foundation for the Future Fund is our way of investing for the future. Because the life cycle of Gold Rush 50/50 is unknown, money that is raised above our current operating budget is allocated to the Foundation to continue operating the programs and activities that parents and kids in the community have to come to rely on.

Boys & Girls Club / Big Brothers Big Sisters is not a government funded organization. When you play Gold Rush 50/50, you are directly supporting the children and youth of our community because the money raised STAYS in our community.

Each week, we are privileged to hear stories from the winners of Gold Rush letting us know the impact of winning and what the extra money means to them. Local businesses are directly impacted due to the winners' decision to put their winnings right back into the community - from buying furniture and housewares to completing long overdue home repairs to purchasing hearing aids all the way to pre-paying for their funeral. Programs and activities are offered at our 115 Maher Street facility as well as inside 12

schools. We invite you to visit us anytime to see firsthand the work we do, the opportunities we provide and the impact we make each day.

As you look over the list of programs and activities below, we invite you to come see the program(s) in action and

consider directly supporting the ones that speak to you personally. You can contribute via our website at <http://www.BBBSMiramichi.com> or by contacting us directly at (506) 778-2444.

## Here are some of the programs that Gold Rush 50/50 makes available:

### Health and Hunger

The child poverty rate in our community is 25%, which is high. Every day we provide milk, vegetables, fruit and nutritious snacks for our kids at the Club. Purchasing, preparing and serving food are all part of this program.

### Wheels on the Bus Go Round

We own a 20-passenger bus and 15-passenger van to transport kids to our programs. Year round, most of our kids rely on the transportation we provide so they can participate in all that we offer. To keep the bus and van running requires fuel, ongoing repairs and maintenance as well as staffing.

### Mentoring - In-School, Traditional & Go Girls/Game On Group Mentoring

Sometimes the best place to help a child realize their potential is at school - both in the classroom and on the playground. Littles talk with their Bigs about class, complete homework, read together, shoot hoops in the gym or play on the playground. These relationships boost confidence, encourage ongoing learning and inspire these kids to reach their potential in life.

In addition, our mentoring goes beyond what we offer in schools. We offer traditional 1-on-1 mentoring and group mentoring for kids whose personal and/or economic circumstances leave them marginalized and unable to freely participate in what is available to most children. Kids who grow up in these circumstances often fail to acquire basic literacy and numeracy skills, can be highly disruptive in the classroom, may engage in bullying, or move on to open conflict with the law. Addressing their needs in a mentoring environment is in everyone's urgent long-term interest.

### Babysitter Training

This unique 7-hour training program equips boys and girls ages 12 and up with the knowledge and skills necessary to be responsible for children left in their care. Skills taught include feeding a baby, changing diapers, playing games with children of all ages, preparing simple meals, preventing injuries and handling emergencies.



### KidZone

KidZone is a series of FREE programming and activities that run throughout the year in the evenings and on Saturdays. Snacks are provided free of charge. We challenge and inspire kids to use their imaginations and think BIGGER with programs such as Paint and Play, Ultimate Survivor, Girl Power, Art Frenzy, Shipwrecked, Mythbusters and Who Dun It?

### Club Connect After School Program and Friday Connection

Our fully licensed after school program is designed for kids who are in grades K through 5. We offer various indoor and outdoor sports, indoor and outdoor games, imaginative craft activities and projects. Friday Connection offers a fun Friday night place to meet new friends and play fun games. Bus service and a daily snack is provided free of charge.

### FunZone

FunZone is a mobile unit that allows us to deliver fun FREE OF CHARGE to kids in all corners of Miramichi. Our mobile unit is equipped with a truck, a trailer and generators that supply power to five inflatable air castles and a splash slide.

## Day Camp, March Break Camp and Community Camps

Thought provoking and entertaining activities are delivered to kids of all ages in our day camps and our March Break Camp each year. Themes include Treasure Hunters, Sport & Splash, The Amazing Race, Ooey, Gooey Science and many more! We are particularly proud of our most popular Community Camps which include Junior Fire Camp and Kids & Kops! We are privileged to partner with the Miramichi Fire Dept. and the Miramichi Police Dept. to teach kids all about how firefighters and police officers serve our community. Camp is free to households in economic distress and extremely low cost to others within the community.

## Positive Impact Scholarships

We are thrilled to recognize and reward students in our community who demonstrate a passion for volunteering alongside maintaining a high level of academic achievement. Scholarships are awarded each year to high school graduates within the community who are pursuing college or university.

## Jumpstart

Jumpstart is more than just about getting kids active. It's about giving kids from families in financial need the same chance to participate as their neighbours, classmates and friends. Whether it's the chance to try a new sport or to continue with a favourite one, no kid should be left out. Jumpstart funding helps families that need a financial hand with registration and/or equipment. Canadian Tire Jumpstart has a phenomenal impact in kids' lives.

## Buddy Benches

This mission-based project revolves around a simple idea, which is to eliminate loneliness and foster friendships, inclusion and kindness on the playground. Colorful Buddy Benches were created for each local elementary school and here at the Club. Each Buddy Bench is built locally and installed securely on school property.

## Swim Lessons and Passes

Swimming is not free. To ensure our kids and teens have a chance to learn to swim and go swimming, we invest in 200 swim passes for families in need so their kids can enjoy swimming year round.



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## Sistema Miramichi

We are a proud financial sponsor of Sistema Miramichi, an initiative that delivers transformative social change through music and orchestra. This program is instrumental in the lives of children who would otherwise be left out. The Sistema spirit teaches that music is play; the objective is discipline, respect and achievement through work; and the goal is excellence, mutual support and success of the team.

## Seasonal Programs

Seasonal Programs including Santa's Workshop Series Every year we put our heads together to create, develop and deliver a series of hugely popular family friendly seasonal programs. Santa's Workshop Series is just one example and it is a sellout every year. Kids build toys and gadgets and play games during one of our many themed evenings and Saturdays including Santa's Toy Shop, Polar Express, Reindeer Games, Cooking Up Christmas, Frosty's Friends, All Wrapped Up, Welcome To Whoville and many more!

## Sneakers for Spring

Do you remember getting new sneakers when you were a kid? We remember it fondly! Because of that, we invest in sneakers for 150 of our kids. They get to pick out their favorite sneakers at SportsChek each Spring.

## Backpacks for School

We want our kids to be ready for the school year every fall, yet many of our kids cannot afford the cost of the necessary supplies. With that in mind, we supply 200 kids with a backpack and the school supplies they need for a great start to the school year.

## School Breakfast Program

We are thrilled to be the lead sponsor of School Breakfast Programs in 20 schools in the greater Miramichi area. This program delivers breakfast free of charge to all kids enrolled in participating schools, ensuring they attend school well nourished. The School Breakfast Program has the greatest reach and impact on the children and youth of Miramichi, giving them the best chance at success in life. Impact: 20 schools / 4750 children & youth

*Your continued support of Gold Rush 50/50 makes it possible for us to create and deliver the highest calibre programs to the children and youth in our community. Do you see a program that inspires you? If so, please consider directly supporting the programs that speak to you personally.*

You can contribute on our website at [www.BBBSMiramichi.com](http://www.BBBSMiramichi.com) or by contacting us directly at (506) 778-2444.