



Big Brothers Big Sisters
of New Zealand

2023 Annual Report

Whakatakanga / Vision: Kia eke noa a Taiohi
All Taiohi/Young People realise their full potential.

Matawhaanui / Mission: Whakatau Tuakana whakakohe, Whakamana a Taiohi.
Enable life-changing mentoring relationships to ignite the power and potential of Taiohi/Young People.



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CHAIR'S REPORT

Two are better than one, because they have a good return for their labour. If either of them falls down, one can help the other up. But pity anyone who falls and has no one to help them up.

Ecclesiastes 4:9-10

Big Brothers, Big Sisters has had a successful 2023, we opened two new branches – Gisborne Tairāwhiti and Kapiti-Mana – during the year and grew total match numbers across our 13 branches to over 1100. Thank you to our CEO Drew Ewan and his team, it is their commitment and diligence to our cause that has made these results possible.

We hosted a successful Hui in Christchurch, our largest ever, in June with all regions attending, this is an opportunity for staff and regional board members to meet in person, share ideas and listen to expert speakers. I would encourage you all to attend our next Hui in Nelson in June 2024.

We have increased collaboration with other mentoring organisations and will continue this work in 2024; our view is that as a mentoring sector we are stronger working together. Collaboration also enhances child and mentor safety which is fundamental for BBBS.

2023 also saw the launch of the BBBS podcast series – featuring stories from prominent kiwis on important mentors in their lives. The objective was to increase BBBS's visibility and brand reach which resulted in 439,501 views on social media. Thank you to Be Seen More for their support in making this possible.

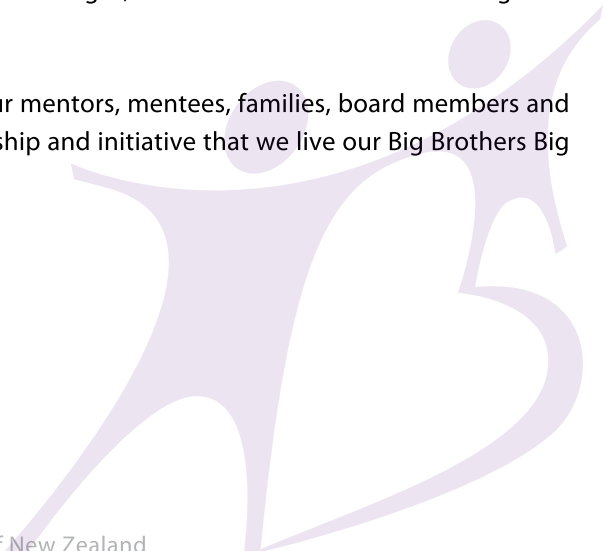
We have continued the focus on innovation with the planned roll out of an upgraded CRM and mentoring platform with AppHQ in 2025.

I recognise the support and endeavour of our trustees, Ross Lienert, Michael Woodward, Mike Smith, Kasey Pasene and Joe Graham. We also established a permanent position on our board for New Zealand Police in 2023, temporarily filled by Caroline Bailey, and now Craig Bates [Youth Partnerships Advisor] Thank you, Caroline and welcome Craig. This position reflects our strategic relationship with Police across the country.

I would like to thank our National partners Naylor Love, New Zealand Police, Lindsay Foundation, Pics Peanut Butter, the Lottery Grants Board, BigBoy, AppHQ, BeSeenMore, Mackay Bailey and Blue Light, we look forward to collaborating with you in 2024 to make a better tomorrow for our tamariki.

Finally, on behalf of the National Board, I would like to congratulate our mentors, mentees, families, board members and all other supporters for your ongoing service. It is through your leadership and initiative that we live our Big Brothers Big Sisters story in Aotearoa.

Paul Warren
National Board Chair
BBBSNZ





CEO'S REPORT

Kia ora Koutou,

2022/2023 was another big year as the BBBS team across the country strived to regain momentum and meet the ever increasing need for our programme after the covid restrictions were lifted earlier in 2022.

BBBS made 292 new matches, serving a total of 1,100 matches over the course of the year. These numbers reflect the dedicated work of the BBBS Team across our network of 13 branches together with our volunteer mentors whose commitment and kindness continue to positively impact the lives of the Littles on our programme.

The not-for-profit sector is facing increased challenges in a number of areas including a significant drop in volunteerism, and foundations reporting reduced funding being available for grants as the country recovers from the impact of covid. The fact that our match numbers continue to slowly increase in the face of these challenges is testament to the commitment of our teams across the BBBS network to continue to provide support to our young people in need. While we continue to grow, the demand for our programme exceeds our capacity to meet the need - we currently have over 400 young people waiting for a mentor.

The National team continued to focus on increasing our visibility to promote the great work being done in our communities and explore potential opportunities for growth. A number of significant objectives were met and projects completed during the year:

- A new branch commenced operations in Gisborne-Tairāwhiti in January 2023
- BBBS NZ assumed a management role to support the BBBS Auckland branch in January 2023
- The first BBBS Month fundraising campaign was carried out in September 2022 raising \$22,000
- The Taranaki Branch commenced a pilot programme in partnership with Fonterra and the local Farm Source team which saw farmers matched with young people in rural communities
- We produced a series of 8 podcasts in partnership with BeSeenMore which resulted in a reach of over 439,000 across the motu. We also saw 25% growth in traffic to our website, and traffic to LinkedIn was up 152%
- Partnerships were formed with mentoring organisations Big Buddy, Upside Mentoring and First Foundation. As a result, a formal Mentoring Collab partnership was formed and we are now co-located in the same office in the Parenting Place building in Greenlane. The Mentoring Collab will explore opportunities to strengthen the voice of mentoring and work together to provide more young people with mentoring support
- The 2023 National Hui took place in Christchurch in June which saw the largest attendance of staff and board members. Big thanks to the BBBS Christchurch Team for being wonderful hosts and creating a great environment for our teams to come together for a time of sharing and professional development
- Development work was carried out in partnership with NZ Police to bring BBBS to Kapiti-Mana. At the time of writing programme operations were commencing in Kapiti-Mana in partnership with four schools in Porirua
- 2023 also saw the 25th year that BBBS has been operating in Aotearoa



CEO'S REPORT CONTINUED

Thanks to our cornerstone sponsor Naylor Love who continued to provide invaluable support to BBBS NZ. In September 2022, the Naylor Love Team walked, ran and biked an amazing 19,724.91 km during the month of September to raise funds for BBBS. That's 12.3 times the length of New Zealand!!

My immense thanks to the National Team of Chelsea Routhan, Matt Button and Cushla Vass for their tireless commitment and dedication to the continued development and growth of Big Brothers Big Sisters across Aotearoa. The output and achievements of the National Team has been paramount to the sustainability and growth of the organisation as we navigate challenges and prepare for expansion in the future.

Thanks to the BBBS NZ Board for all their support throughout the year. To Paul Warren who provided support and worked alongside me over the last 12 months, and to Michael Woodward and the Mackay Bailey team who provide ongoing support.

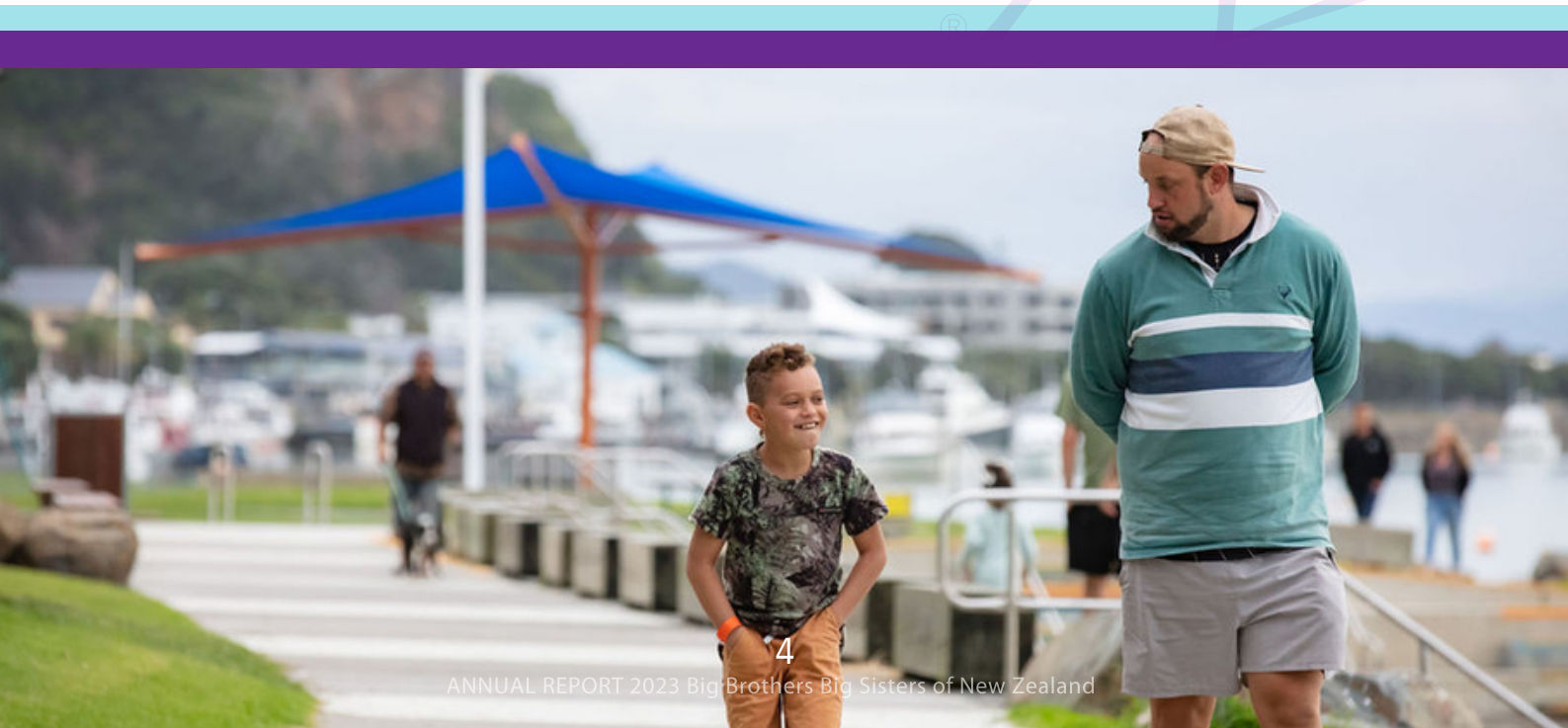
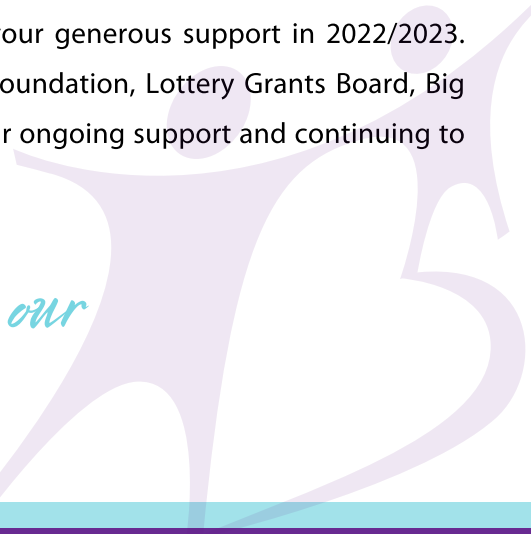
Finally, thank you to all our sponsors, funders, donors, and supporters for your generous support in 2022/2023. Specifically, huge appreciation to Naylor Love, Pic's Peanut Butter, Lindsay Foundation, Lottery Grants Board, Big Boy Digital Marketing, Mackay Bailey, Be Seen More and the NZ Police for their ongoing support and continuing to step up to be defenders of young people's potential.

Sincerely,

Drew Ewan

National CEO
BBBSNZ

*Igniting Potential in our
Rangatahi*





THE OUTCOMES OF BBBS NZ'S MAHI

1112

**MATCHES
SERVED**

298

**NEW
MATCHES**

2

**NEW
REGIONS**

25

**YEARS IN
AOTEAROA**

Research shows that young people who participate in BBBS have improvements in the following areas:

46%

**LESS LIKELY TO
BEGIN USING
ILLEGAL DRUGS**

85%

**MORE TRUSTING
OF ADULTS**

52%

**LESS LIKELY TO
SKIP SCHOOL**

85%

**IMPROVE THEIR
ACADEMIC
PERFORMANCE**





THE BBBS NATIONAL NETWORK



PARTNERSHIPS

**Working with farmers in rural communities
and giving tamariki who live remotely
opportunities for mentoring...**

Big Brother and Farmer - Adam Pearce:

'I thought I was going to spend time with my little for his gain and get him going again in terms of life, what I didn't expect was the mental health side for me. The hour off farm and the clarity it gives me for my business was great because often when you're bogged down in your business you don't look at it from the outside. It encourages me to take more breaks and it has changed my mindset from being solely on-farm.'



COLLABORATIVE
PARTNERSHIPS
DEVELOPED WITH:



**Big
Buddy.**

—
**FIRST
FOUNDATION**
—

upside youth
mentoring

Making sure that, as a team, we make
**mentoring available to all our rangatahi
and tamariki across Aotearoa**

OUR AMBASSADORS



Dr. Paul Wood - New Zealand motivational speaker, author, facilitator, and doctor of psychology



Jordan Scherer - Former Mentee turned Mentor, was matched 11 years with his Mentor, Tim Cross



Rico Gear - NZ Rugby Union player and former All Black. Ambassador for his home town, Gisborne -Tairāwhiti

DRIVING GROWTH AND EXPANSION ACROSS OUR EXISTING BRANCHES



Assumed governance and management of the Auckland branch to ensure the growth of the region



Supporting Wellington to expand, now with a 100% increase in matches from two years ago



BBBS NZ stepped in to manage and drive the Westland branch, to strengthen the programme across the region



TWO NEW BRANCHES

Gisborne - Tairāwhiti, now with 10 matches, even after the storms and flooding. Great work from our Programme Coordinator, Tiffany Zyp



Kāpiti-Mana commenced operations in November with four local schools participating. This branch was set up in conjunction with NZ Police who identified the need for BBBS programme in the region

2023 VIDEO PODCAST SERIES



Podcast
Big Brothers Big Sisters

RICK HERD 

SPONSORING BBBS

WITH CHELSEA ROUTHAN & DREW EWAN



Podcast
Big Brothers Big Sisters
of New Zealand
Taukaha Teina

RICO GEAR

**A SIT DOWN WITH DREW EWAN,
CEO OF BBBS**



Podcast
Big Brothers Big Sisters

BRAD SMEELE

**THE GOAL TO
HAPPINESS**

WITH CHELSEA ROUTHAN & DREW EWAN



Podcast
Big Brothers Big Sisters

ELI PAEWAI

**RISING TO
STARDOM**

WITH CHELSEA ROUTHAN & DREW EWAN



Podcast
Big Brothers Big Sisters

TANYA & ASHLEE

**MENTOR, MENTEE
SITDOWN!**

WITH CHELSEA ROUTHAN & DREW EWAN



Podcast
Big Brothers Big Sisters

PIC PICOT

**SUPPORTING
BIG BROTHERS**

WITH CHELSEA ROUTHAN & DREW EWAN



Podcast
Big Brothers Big Sisters

DR. PAUL WOOD

**UNLOCKING POTENTIAL:
A TEAM GAME**

WITH CHELSEA ROUTHAN & DREW EWAN



Podcast
Big Brothers Big Sisters

FRANCINE & GEORGIA

**MENTOR, MENTEE
SITDOWN!**

WITH CHELSEA ROUTHAN & DREW EWAN

2023 VIDEO PODCAST SUMMARY

BBBS Launched a podcast series in 2023, featuring Rick Herd, Dr Paul Wood, Brad Smeele, Eli Paewai from Six60, Pic Picot, Rico Gear, and Mentoring Matches. These are some of the results on social media (Facebook, Instagram, LinkedIn and YouTube).

We have shared over 60 videos across Facebook, Instagram, YouTube and LinkedIn and watched an impressive 490,000 times up and down the motu.

...increased traffic
to our website



Google Search

↑ 22%

Overall Traffic

↑ 23%

Linked from Facebook

↑ 27%

Linked from LinkedIn

152%

TOTAL REACH

439,501

TOTAL CLICKS

5,852

TOTAL ENGAGEMENT

172,980

TOTAL VIDEO WATCH

489,701

TOTAL REACTIONS

2,321

STATISTICS 2023

4494

MATCHES SERVED
IN 25 YEARS

786

AVG. MATCH
LENGTH IN DAYS

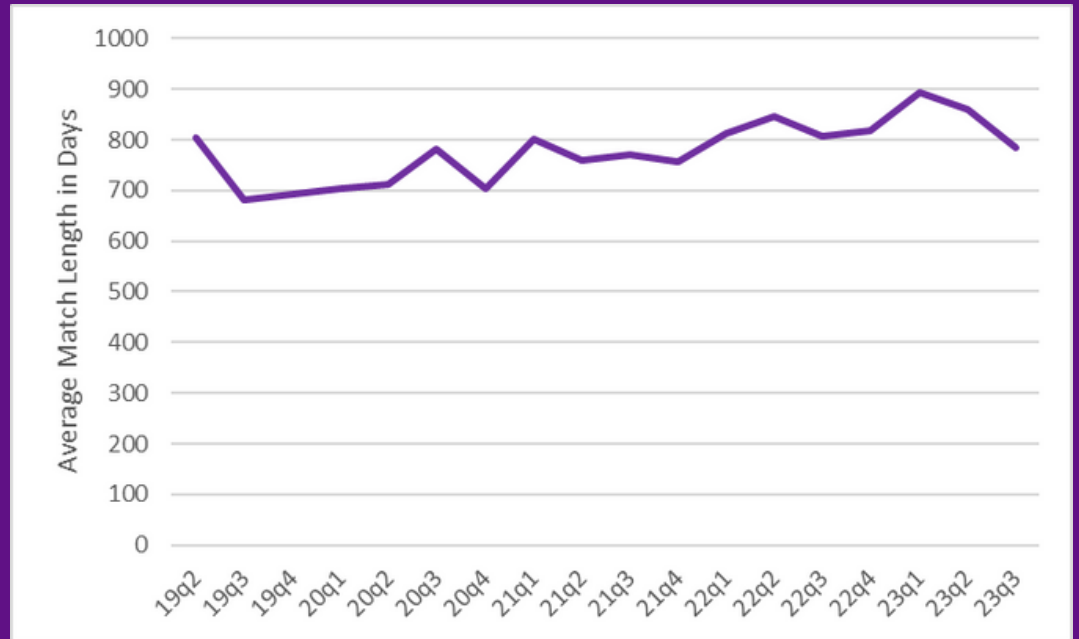
82%

AVG. ANNUAL
RETENTION RATE

298

NEW MATCHES
THIS YEAR

AVERAGE MATCH LENGTH



Average match lengths continues to be steady, at 2 years 2 months, well above the international average of 1 year 8 months.

MATCHES SERVED



THANK YOU TO OUR CORNERSTONE PARTNERS...



**Naylor
Love**



LINDSAY
FOUNDATION



Lottery Grants Board
Te Puna Tahua
LOTTO FUNDS FOR YOUR COMMUNITY

THANK YOU TO OUR NATIONAL OFFICE PARTNERS...



As a not-for-profit **COMMUNITY ORGANISATION** we couldn't do it without **YOU!**



“It’s an incredible feeling watching a little person you met on the first day, become exactly the person they are meant to be.”