

SUMMER CAMPS

2021 saw the return of our infamous Adventure Camps along with another successful year of action-packed Day Camps. Our Canteen Youth Hub opened for its first summer, engaging youth across Strathcona County.



- ✓ Over \$75,000 of summer subsidies provided by BGC for families in our community
- ✓ 792 kids camp spots offered and over 600 youth visits through summer programs
- ✓ New camp opportunities like Zoo to You, Foam Fighters, Rock Climbing and LongShotz Golf to heighten camper experiences
- ✓ Reintroduction of large scale field trips to Fort Edmonton Park, Edmonton Valley Zoo and Edmonton WaterPark
- ✓ ZERO reported Covid cases in children and youth throughout summer programs

- ✓ Joined by **Strathcona County Mental Health Capacity Builders**, providing programs and games to **learn some self-care and regulation coping strategies**
- ✓ Supported in part by **JaysCare Foundation** in means of funding, equipment, program materials and training
- ✓ FRN partnership enabled kids to be involved in a **community garden project** all summer



- ✓ Mental Health Capacity Builders run **Art Nights weekly** at the CanTeen
- ✓ **Practicum Student Success:** hired two students from practicum for youth program staff
- ✓ Cohesively accommodated serving **two camps from the CanTeen Youth Hub** to serve more families

MARKETING & COMMUNICATIONS


Our mission is to tell the real story of BGC in our community, so there is no misunderstanding... BGC supports every person in Strathcona County.

Complete website overhaul, prompted by rebrand to **better engage and inform** community

Data and communication **migration project**, moving all information to **Sharepoint, Google central learning, Outlook and Office**

Began **Learning & Impact Journey** for BGC Canada to implement child and youth surveys across clubs and analyze data




3,335 combined followers on all social media platforms


Updated **Crisis Response Plan** template for all programs

BGC staff seat on board's **Fundraising Committee**

Consistent relations with BGC Canada on club wide initiatives like Orange Shirt Day communications, Christmas corporate cards and National photobank resources


INSTAGRAM

BGC: engagement up 1,400% to 11,983
CanTeen reach to 13,618, up 3,000%

FACEBOOK

Reach up 69.1% to 8306
Site visits up 225.2% to 2104


TWITTER

Over 12,579 visits in 2021 with over 71,194 impressions

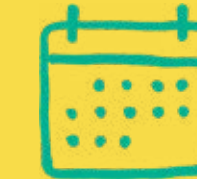


Took part in BGC Canada **Policy and Procedure Peer-edit** Pilot Program

Second seat on the **Social Framework Leadership Table** for Strathcona County



Non-Profit Canva teams with **developed cohesive brand packs** for each program department



Community Demographic Assessments to analyze **expansions** and long term presence

Joined Strathcona County **Child and Youth Coalition**

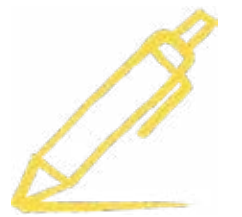


Completed **in-depth social media audit** and cleanse to streamline public communications



Partnered with **BGC Canada** to provide immunization education and resources to families

Job description project to **update and create accurate job descriptions**



Implementation of an accurate **Community Organization Relationship and Donations** database and tracking system for **increased long-term relationship building**

BGC BRAND LAUNCH

March 2021: Boys & Girls Clubs of Canada made the move to BGC, and consequentially BGC Strathcona County.

The goal of transitioning from Boys & Girls Club to BGC across the nation was to embrace all genders, but for BGC Strathcona County, it also highlights the varied age that our clubs support. Clubs across the country open their doors to kids and teens of all ages, backgrounds, and identities.

We launched the BGC brand with a new tagline that is a rallying cry for our Clubs and tells the world how we help young people overcome barriers.

Say it with us:

**Opportunity
Changes
Everything**

- ✓ Promotion of "**Meet BGC video**" for **brand launch**, with music donated by Canadian musician Joel Plaskett
- ✓ Participated in **National Town Hall** to celebrate BGC brand launch, plus conference presentations, meetings, and webinars
- ✓ **Rebranded national digital properties** and began rebrand of physical assets
- ✓ **Full brand packages for all departments**, reflected off guidelines from BGC Canada townhall and brand resources



- ✓ BGC Strathcona County **new Merch Mission** begins, to promote new logos, **logo in all staff hands initiative** buying all staff hoodies
- ✓ **Complete rebrand of website**, internal documentation, all electronic communications, and promotional materials
- ✓ **Community communications:** article in the Sherwood Park News, partner acknowledgements on social media platforms, government communications with MP, MLA's and County
- ✓ **Community collab** with Nitza's Pizza to **announce new brand on pizza boxes**

BGC BRAND LAUNCH



EQUITY, DIVERSITY, INCLUSION & INDIGENOUS ENGAGEMENT

Discovering residential school graves of the demographic BGC strives to protect --children-- means we took an intense look at what we were doing in our community to work towards a movement towards some serious Reconciliation.

BGC Strathcona County programs see a high number of those who identify as 2S & LGBTQIA+ in our members and staff, so providing a safe space for them is a priority.

BGC Strathcona's journey into equity, diversity and inclusion, as well as progress towards truth and reconciliation is work, as it should be. This is larger than BGC, this is essential to every community in Canada.



Officially named a space in the CanTeen Youth Hub the **Muskwa Room** by experiencing a **naming ceremony led by a local Indigenous Leader**. **Muskwa** means "**Courage**", and "**Bears**" in **Cree**, which signifies the purpose of the room being accessed by many groups



2S LGTBQAI+ GSA named **Gemstones** for youth in Strathcona County is strong and supported by organizations in Strathcona County: a space for **identity to be safely expressed** and discussed, and for allies to learn



Began a **Legacy School Partnership with the Gord Downie & Chanie Wenjack Fund** to integrate resources about Residential Schools into all programs



Active decision by BGC Strathcona County to be **closed in reflection for the first day of Truth and Reconciliation**, standing with our Indigenous families in solidarity



Toolkits and resources to help Club staff and youth participate in **Have a Heart Day, National Indigenous History Month, Orange Shirt Day, Pride Month**, and other advocacy and educational events



Began **Youth Leading Reconciliation Grant**, **engaging Indigenous and non-Indigenous youth** in cross-cultural dialogue, community-building, and collaboration with guests like **Bill Chippeway** telling youth about the **1967 Pan American Games**



Consulted with BGC Canada to contribute a **developed National 2S & LGBTQIA+ and Anti-Racism toolkit** with information and activities to **increase awareness and build inclusion across the BGC movement**

CONTRIBUTORS

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