



# Unbelievable Impact

2022  
ANNUAL  
REPORT





# Opportunity Changes Everything



**Rod Pacholzuk**  
President,  
Board of Directors



**Jeremy Welder**  
CEO

For BGC Okanagan, 2022 was defined by economic challenges, including ongoing labour and general supply shortages and increased costs from inflation. As a result, Clubs faced sharp increases in operating costs and significant staffing challenges.

Amid this climate of economic uncertainty, we were also dealing with the toll that the COVID-19 pandemic has taken on our children and youth. Issues of mental health and learning loss continue to dominate news headlines and remain a top priority at our Clubs. We anticipate the pandemic's long-term impacts - while unknown - will continue to be significant.

Despite all these challenges, BGC Okanagan has much to be proud of. Our brand awareness is growing. We introduced new programs and services throughout the Okanagan

## Strong Clubs

In 2022, BGC Canada launched our Learning & Impact Project aimed to prove and improve Club impact across Canada. This study helps us better tell the story of Club impact by gathering quantitative (survey) and qualitative (interviews) data from Clubs across Canada.

The qualitative work of the project is one of the largest studies of its kind in Canada and the data to date, points to the transformational impact a Club has on a young person's life. Our youth are more confident, more resilient, and make better choices because of a Club.

We were also focused on continuing to open new facilities to fill the need for child care that exists in communities up and down the valley. Our team worked hard to complete our new service locations in Vernon and Kelowna. We will continue in the coming year to open new facilities in West Kelowna, Kelowna and Summerland.

Additionally, we were also able to add new \$10 a day programs as we continue to apply to the province to make more of our locations accessible for our families. We are hoping that funding from the Provincial government will continue to be awarded to our locations over the next year

Additionally, BGC Okanagan generated healthy support from the Stober Foundation. We successfully increased awareness and funding from the community by accepting their invitation to be involved with the Tree of Hope campaign.

Along with partners Landmark District and TD Canada Trust, over \$1 million was raised and donated to BGC Okanagan and YMCA of the Southern Interior.

## Strong Voice

In 2022, BGC brand awareness continued to grow.

Our brand campaign, "Unbelievable Impact," leveraged the Learning & Impact results, using data to highlight how BGC positively impacts the lives of children and youth. Campaign elements were also customized for BGC Okanagan and handed out or displayed at awareness events such as Pink Shirt Day, McHappy Day and at the Acera Insurance Golf 4 Kids events.

In our second year as BGC Okanagan, we continued to champion our new identity including social media toolkits for local businesses to help us celebrate BGC Club Day, the continuation of changing over buildings and vehicles with the new branding and advertising on the radio and digitally with our new logo to amplify locally.

## Strong Communities

Reconciliation continues to be a focus area for BGC Okanagan.

Nationally, BGC is proud to sign a memorandum of understanding with the National Association of Friendship Centres to continue our commitment to creating opportunities for youth to come together to learn from each other. BGC also celebrated their first Indigenous Youth of the Year.

Equity, Diversity and Inclusion (EDI) training was made available to Clubs across the Okanagan. Our staff participated in a three-part series of Transformative Reconciliation training with Dr. Dustin Louie. These discussions and insights were truly enlightening as we look forward to carrying on the examination of

our organization and how we can go beyond acknowledging and contribute to acts of reconciliation within our work and personal lives.

Nationally, BGC strengthened the anti-racism and 2SLGBTQIA+ toolkits introduced at the end of 2021 by adding lessons to the BGC Canada e-learning site.

## Stronger Together

We were able have staff participate at the 2022 BGC Canada National Conference & Leadership Symposium in Saskatoon, the first in-person conference in three years. Reuniting after years apart due to COVID-19 was an important reminder of the strength of our movement.

Throughout the year, our team continued to provide strong support to Clubs. This teamwork was reflected in the staff survey, where among the things that staff said motivate them to come to work is the people, the difference being made in the community, the staff/team, and BGC Okanagan's vision, mission and values.

Our future lies in telling our story, growing our profile, and relentlessly advocating for the communities we serve. We are inspired by the critical work being done by our Clubs and those in communities across the country.

As we close out 2022, we would also like to thank our board of directors, all our volunteers and our amazing staff team. We are stronger as Clubs and as a movement because of your contributions



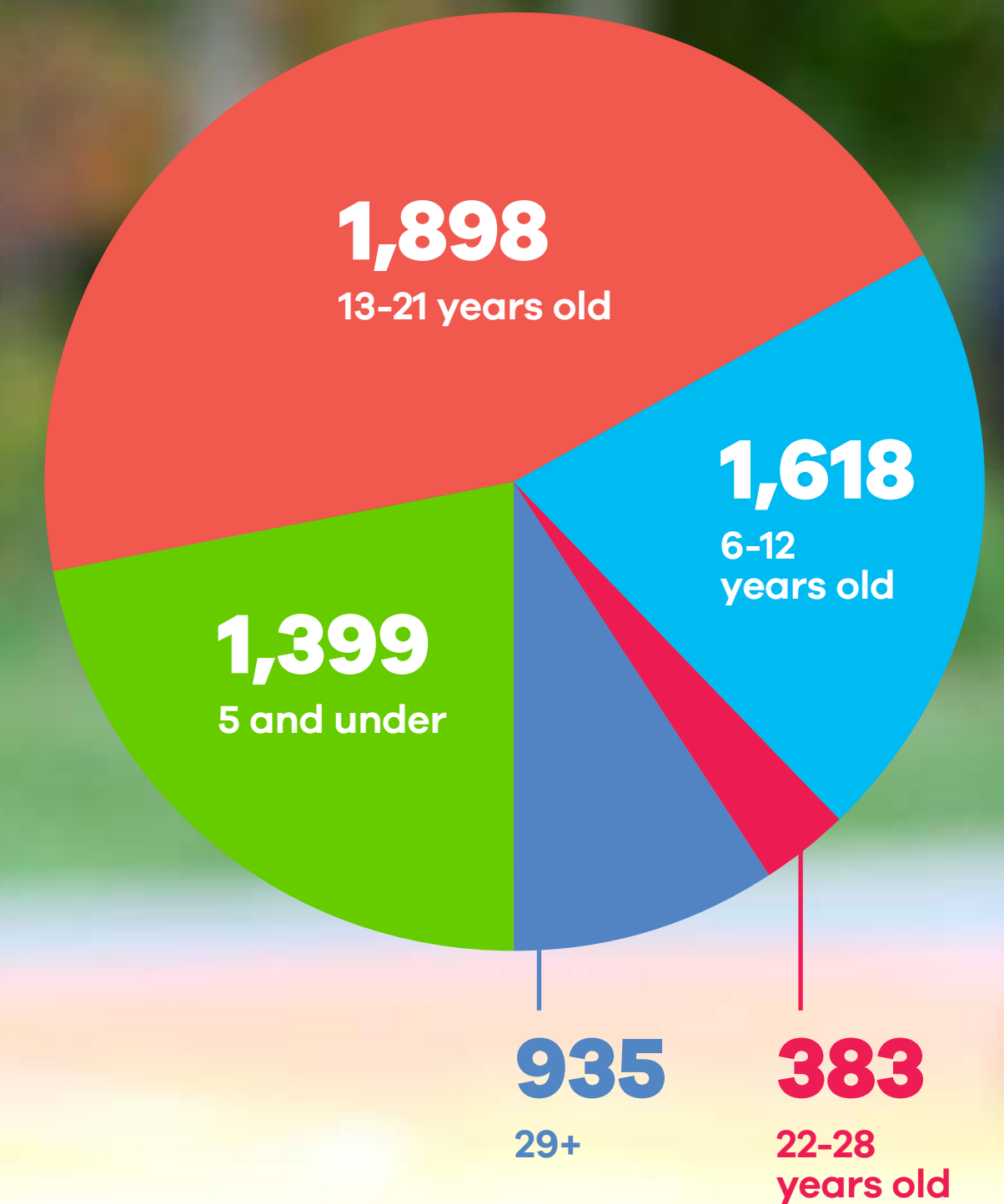


# Who we are

Since 1959, BGC Okanagan has engaged and empowered children and youth. We provide vital before and after school care, daycare, recreation, youth and family support programs.



# Who we serve







# Our mission

To provide safe, supportive places where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.

# Our vision

All children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.



# Our values



## belonging

We welcome everyone in a safe, accepting environment based on belonging and positive relationships.



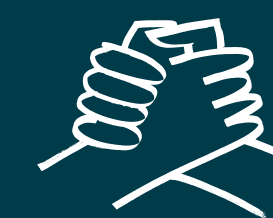
## respect

We ensure that everyone—children, youth, families, volunteers, staff—is heard, valued, and treated fairly.



## encouragement and support

We encourage and support every child and youth to play, learn, and grow to achieve their dreams.



## working together

We work together with young people, families, volunteers, our communities, and government.



## speaking out

We speak out for children, youth, and families so that we can make our world better.





**before and  
after school  
programs**



**digital  
literacy**  
**stem  
education**

**financial  
education**



**arts  
music  
dance  
theatre**



**homework  
help**



**virtual  
programming**



**scholarships**  
**job readiness**  
**indigenous  
initiatives  
& programs**  
**youth  
exchanges**  
**mentoring**  
**volunteering**  
**youth  
leadership**  
**civic  
engagement**



**What  
Clubs  
do**



**summer  
camps**

**physical  
fitness  
& sports**



**breakfast  
programs**



**mental  
health &  
wellness**

**healthy  
snacks  
& meals**

**nutrition  
& food  
education**

**gardening**

**parenting  
education  
& support**  
**substance  
use &  
prevention**  
**crime  
prevention**  
**teen  
dating  
violence  
prevention**  
**restorative  
justice**



**child care**



**transport**



**youth  
shelters  
& housing**



# Club locations

## NORTH OKANAGAN

### Armstrong

Armstrong Community Centre  
Armstrong Foodbank

### Coldstream

Lavington Elementary School

### Falkland

Falkland Elementary School

### Vernon

Alexis Park Elementary School  
Ellison Elementary School  
Harwood Elementary School  
Lakers Early Learning Centre  
Mission Hill Elementary School  
Teen Junction Youth Centre  
35th Ave. Early Learning Centre  
Vernon Club

## CENTRAL OKANAGAN

### Kelowna

Anne McClymont Elementary School  
A.S. Matheson Elementary School  
BGC Okanagan Support Centre  
Cameron Park Early Learning Centre  
Cedar Creek Club  
Jaycees Downtown Youth Centre  
Martin Ave. Club  
North Glenmore Elementary School  
Penny Lane Transition House  
Rutland Club  
South Rutland Elementary School

Spring Valley Elementary School

### Lake Country

Lake Country Club  
Oyama Elementary School  
Peter Greer Elementary School

### Peachland

Peachland Club  
Peachland Elementary School

### West Kelowna

Chief Tomat Elementary School  
Glenrosa Elementary School  
Helen Gorman Elementary School  
Hudson Road Elementary School  
Westside Early Years Centre  
Westside Youth Centre

## SOUTH OKANAGAN

### Naramata

Naramata Elementary School

### Okanagan Falls

Okanagan Falls Elementary School

### Oliver

Oliver Club  
Oliver Youth Centre at the Hangar

### Osoyoos

Sonora Recreation Centre

### Penticton

Penticton Club

### Summerland

Summerland Club  
Summerland Elementary School







43

Club locations

5,089

volunteer hours

175

volunteers

100,288

snacks served in our Clubs



347

Club staff



156,330

healthy meals and snacks served



# Tree of Hope

On the 25th Anniversary of Kelowna's iconic Tree of Hope, the Stober Foundation matched all funds raised up to \$500,000 directing them to the YMCA of Southern Interior BC and BGC Okanagan, for \$1 million donated in total.



BGC Okanagan also helped host Winter Fest during the Tree of Hope Campaign, bringing together families for a free event of fun, interactive games.

Other partners included the City of Kelowna (Parkinson Recreation Centre), and the YMCA of Southern Interior BC.

**The Landmark District** supported this event that brought the community together for a day of free-family activities.

**Hundreds of families participated.** and other community-minded organizations were involved.



**Stober Foundation** has been an amazing community partner for last few years supporting a variety of BGC Okanagan programs and services.

This spurred on the community (corporate and individual) to come together to **support children, youth and families** in the Okanagan.

Donations go to programs such as child care, leadership development for youth, **nourishment for children**, early-intervention programs and so much more.

This event also helped **raise awareness** about the BGC Okanagan brand and the services and we offer.





# New Clubs



We celebrated the opening of several new BGC Okanagan Clubs in Vernon and Kelowna, including partnerships with the City of Vernon, School District 22 and School District 23.

In partnership with the **City of Vernon** we began work on new Clubs including the 35th Ave. Club and the Lakers Club.

In partnership with **School District 23** in Kelowna construction started on The Clubs at Anne McClymont Elementary School and North Glenmore Elementary School.

In partnership with **School District 22** in Vernon Clubs at Alexis Park, Mission, Ellison and Harwood elementary school's started construction.

**Prime Minister Justin Trudeau** met with BGC Okanagan administration and toured the beautiful new facility at the **Lake Country Club** in the Multi-generational Activity Centre (MAC).








# The Learning & Impact Project



2022 was the first year of the Learning and Impact Project - BGC Canada's tool to prove and improve the impact of Clubs across Canada, individually and collectively, through evaluation. This project equips Clubs to collect quantitative (survey) and qualitative (interview) data from children and youth.

-  BGC Okanagan participated by deploying a national outcomes survey to Club children and youth ages eight and older.
-  A total of 338 children and youth at our Clubs were surveyed.
-  We followed this up with a qualitative in-depth look at multiple different Clubs.

The data from the Learning & Impact project points to the transformational impact a Club has in a young person's life. BGC Club youth are more confident, more resilient, and make better choices.



# Because of a Club...

**91%**

of kids say they are more connected to people they like

**89%**

of kids are better at helping out when it is needed

**83%**

of kids say they are more physically active

**87%**

of kids say they make better choices

**85%**

say they are more confident in their abilities

2022 National Participatory Evaluation, Dialogues in Action





# Equity, Diversity, Inclusion & Indigenous Engagement

BGC Okanagan's journey into equity, diversity and inclusion, as well as progress towards truth and reconciliation, have driven the transition from Okanagan Boys and Girls Club to BGC Okanagan, demonstrating to youth from across the Okanagan region that they are welcomed and valued at BGC Clubs, regardless of their identity, background or circumstances.





## Equity, Diversity, Inclusion & Indigenous Engagement

In recognition of the **National Day of Reconciliation (Orange Shirt Day)** staff from Clubs across the Okanagan wore orange

The statement for our Orange Shirt “**Every Child Matters**” is in the critically endangered language of Nsyilxcən, the language of the Syilx Okanagan Peoples.

BGC Okanagan celebrates **National Indigenous Peoples Day** by sharing resources and community events happening across the Okanagan valley.



In partnership with **Syilx Language House**, we **unveiled signage** to be placed at 12 Clubs across the Okanagan to engage and share knowledge of the traditional language of the Syilx Okanagan People.

The signage is part of an Okanagan valley-wide **language revitalization** project where signage in Nsyilxcən and English is both visually and auditorially available to our children, programs, membership and community members via QR code.

We have a **positive and ongoing relationship** and collaboration with many Indigenous organizations such as; Okanagan Indian Band, Westbank First Nation, Okanagan National Alliance, Splatshin First Nation, Friendship Centres, BC Métis Association, BC Aboriginal Child Care Society, Downie/ Wenjack and more.

Child care **programming integrates** the First Nations Principles of Learning, the B.C. Early Years Indigenous Cultural Safety Guide, the Indigenous Early Learning and Care Framework.





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