

A CASE STUDY WITH:



**Big Brothers
Big Sisters**
OF CANADA

**"BUILDING THRIVING
COMMUNITIES BY
EMPOWERING THE
YOUTH"**

PREPARED BY:

THE LEADERSHIP AGENCY

ABOUT US, THE LEADERSHIP AGENCY

The Leadership Agency is North America's Executive & Board Recruitment Partner of Choice for Purpose-Driven Tech Startups and Non-Profit Organizations! With a mission to help build the most impressive companies of our generation, The Leadership Agency helps startups and non-profits find and hire the best-in-class talent. As industry disruptors with over 15 years of experience and award-winning services,

The Leadership Agency has truly become the one-stop-shop for Executive & Board Recruitment. The Leadership Agency reaches all lines of business, including C-level, sales, leadership, tech, finance, marketing, board, and more.

VISIT: WWW.LEADERSHIPAGENCY.COM FOR MORE INFORMATION.

CHECK US OUT ON:

LINKED IN: [/THELEADERSHIPAGENCY](https://www.linkedin.com/company/theleadershipagency)
INSTAGRAM: [@THELEADERSHIPAGENCY](https://www.instagram.com/theleadershipagency)
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MORE ABOUT BIG BROTHERS, BIG SISTERS

For over 100 years, Big Brothers Big Sisters has been championing the health and wellbeing of youth. They step in before it's too late, to help prevent the physical and mental effects of adverse childhood experiences. They ensure children as young as 7 are supported by caring adults as they overcome these adversities, helping them to do better in life – physically, mentally, socially, emotionally, and academically

MISSION & PURPOSE

TO SERVE CANADA'S COMMUNITIES

This year alone Big Brothers Big Sisters impacted over 41,000 youth in over 1,100 communities across Canada.

TO BE REPUTABLE AND ACCOUNTABLE

Providing life changing mentoring experiences since 1912, Big Brothers Big Sisters was named One of MoneySense Magazine's top 10 youth charities in 2019.

TO IMPROVE SOCIETY

Every \$1 invested in their programming returns between \$18-\$23 to society through taxes, higher incomes, volunteerism, and charitable donations.

HOW WE HELPED BIG BROTHERS, BIG SISTERS.

The Leadership Agency partnered with Big Brothers Big Sisters Toronto in their Youth Labs resume workshops to share expertise and better equip their youth for the working world. Big Brothers, Big Sisters (BBBST) is on a mission to build thriving communities by empowering youth through mentorship. With one-on-one community and in-school mentoring programs, in addition to their Youth Labs, BBBST provides a variety of resources to support the community

DISCOVERY WITH THE BIG BROTHERS, BIG SISTERS TEAM

In 2018, The Leadership Agency launched its first ever Lead to Change giveback initiative. The Leadership Agency provided value through shared expertise with youth, female-founded startups, and other marginalized groups. TLA was to host a resume + career building workshop with youth from the Big Brothers Big Sisters community.

THE PROCESS INCLUDED:

- Addressing the youth and making introductions
- Providing a brief overview of The Leadership Agency
- Doing an open discussion covering specific topics + Q&A from youth
- Resume building workshop where the youth got 1:1 access to TLA's recruitment team in editing, updating, and advising on resumes
- Providing post-workshop follow-up support from the TLA team

CLIENT FEEDBACK

“Great feedback from the team at Big Brothers Big Sisters! The youth really enjoyed the workshop – talking with some of the youth after the session, they mentioned they found the resume building portion very useful. They had nothing but wonderful things to say about The Leadership Agency. Thank you again everyone for your hard work.”

” - **MONICA KELLY (INTAKE SPECIALIST)**