



BROTHERS WHO CARE



Strategic Planning for an Epic New Year

“A man who does not plan long ahead will find trouble at his door.” Confucius

According to research conducted by the Harvard Business Review, 85 percent of executive leadership teams spend less than one hour per month discussing strategy, and 50 percent spend no time at all. The research also revealed that 95 percent of an organization’s team don’t understand its strategy.

It is no wonder then that 90 percent of businesses fail to meet their strategic targets. Before an organization can reap the rewards of their work, they must ensure that their strategy remains agile and executable.

Brothers Who Care is stepping into our New Year with a structured and specific direction. We took the time to review our past year, and we want to share with you some of our process in the hopes that you will be inspired to JOIN US, to make 2022 one of our biggest years yet.

Your Feedback is so important?

We are committed to improving the work that we do, and in order to do so, we want to hear from you.

2022 will be focused on developing reciprocal relationships such that we can share valuable information, improve and develop competencies, and have those opportunities to connect with our communities near and far.

One way you can help is by signing up for our MONTHLY NEWSLETTER. Share your thoughts and ideas with us, and let us continue to find ways to grow together.

2022 NEWS, UPDATES, AND IDEAS

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- Members of the BwC Advisory Board

Members of the Mental Health & Wellness Advisory Board

Ryan Robinson, Head Financial Health and Growth Pillar

Don't forget to visit our website
<https://brotherswhocare.com/>



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Our Year in Review

It was a powerful, and impactful year for the team at Brothers Who Care. As we step into 2022, we would like to take this opportunity to extend a heartfelt thank you for all of your support, and we would like to share with you what your support allowed us to achieve in 2021:

- § Seed funding of \$5,000 from RBC
- § Cemented four pillar strategy and focus
- § The development of our Advisory Board
- § Complete redesign of our website
- § Launched: Mental Health Hour, I SEE ME Summer Camp, Career Campaign & Documentary
- § Donated \$4,200: Mental Health (TAIBU); STEM (StemHub)



- § Developed partnerships/relations with: OVOT - Charity Trustee & Program Delivery, Black Men of Excellence Walk, and Beloved Flowers
- § Solidified Sponsorships including: \$27,000 from CIBC Wood Gundy, and \$5,000 from LifeWorks
- § Grant: BIIC Capacity Building
- § Reached 100,000 Canadians

2022 Plans and Outlook

What do you have to look forward to with Brothers Who Care? Let's take a quick look:

Financial Health & Growth

- Financial Literacy Fundraiser
- Youth Investment Competition
- Career Campaign & Documentary
- Launch of I SEE ME Club

Mental Health & Wellness

- Mental Health Fundraiser
- Black Men of Excellence Walk
- Mental Health Symposium
- Expansion of Mental Health Hour

Leadership Development

- Leadership Development Fundraiser
- Men's Leadership Retreat
- Annual Golf Tournament
- E-Store & Membership Portal

Sustainability & Diversity, Equity & Inclusion

- Emphasize inclusion and diversity as critical to building a sustainable future
- Alignment with the United Nations Sustainable Development Goals: **Reduced Inequality; Sustainable Cities and Communities; Partnerships to achieve the Goal**

Organizational Growth

We are growing and expanding our reach everyday, and this has been a step-by-step process. Our team is committed to organizational growth, which means that the small day-to-day workings have to be analyzed, taken into consideration, and developed to create a growth-oriented atmosphere at Brothers Who Care.

WE NEED YOU! Yes, it starts with a strong team, and we are looking to fill positions that will allow us to fulfil our commitments to the community



Chief Operating Officer

The Chief Operating Officer is second in command to our President. This individual will build the annual strategy and activities for BwC; Communicate annual strategy and activities for BwC; provide monthly or quarterly updates on the status of BwC activities; provide status updates to the Advisory Board and President and; maintain future focus to determine any changes to the annual plan. Please inquire via info@brotherswhocare.com

VP Membership Experience

While we made significant strides in our platform offering in 2021, our focus in 2022 will be driving deep engagement among our community of brothers. The VP Member Experience will be responsible for creating an attractive, engaging and repeatable experience for the members of BwC. Please inquire via info@brotherswhocare.com

VP Community & Corporate Partnership

The Vice President for Community and Corporate Partnership will work with the community and corporations focusing on “Building opportunities that serve people and structure member benefits.” Please inquire via info@brotherswhocare.com

Making Impact Volunteers

We believe that at the heart of the human condition is a desire for connection, to feel valued and as Brené Brown famously wrote in Daring Greatly, “To be seen, valued and heard.” We are inviting you to become part of our community to share resources, knowledge and help each other grow. Please inquire via info@brotherswhocare.com

Welcome to 2022

Lessons we are taking with us into the New Year!

As we step into 2022, we want you to know that we appreciate the time and attention you have given to us. 2021 was often like walking a balance beam, and yes, it has had its challenges.

We have had to stay alert and flexible while trying to find the proper balance of virtual life and in-person interactions. It prompted us to look at things from different perspectives, it taught us new strategies and skills, and has given us an even deeper appreciation for the people in our lives.

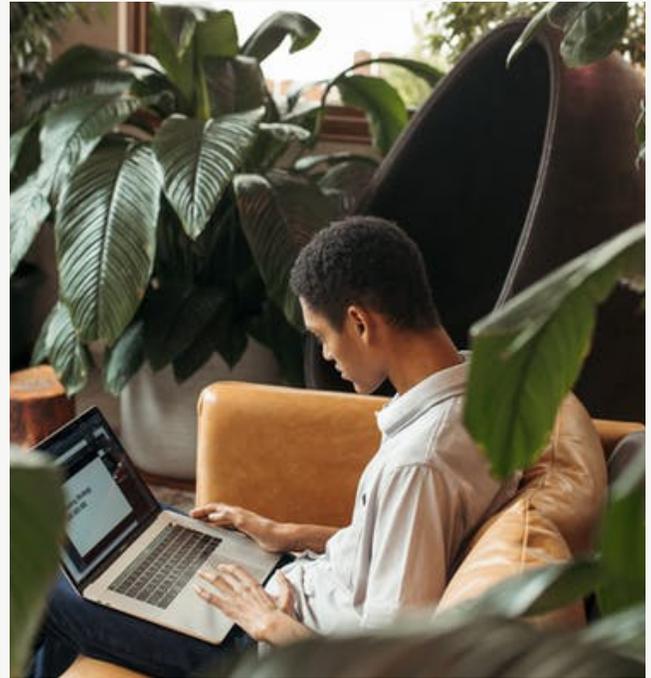
As we look back on the last twelve months, we share five lessons we're taking with us into the New Year:

Embrace Change

Life is constantly changing, and there's nothing we can do about it. The one thing we do have control over is how we choose to respond to it.

Never stop learning

Because life is constantly changing, we have committed ourselves to lifelong learning that will continually expand our minds. The more we grow, the easier it is to meet challenges and obstacles with poise.



It's okay to do something different

Things won't get better just by thinking about it. Anyone can think of different ways to improve a situation or reach a goal, but we recognize that it requires action to affect the change you want or to bring your goal into reality.

The importance of finding your tribe

Being part of an uplifting, supportive, success-oriented group has become more important than ever for our mental, emotional, and even financial health.

We have learned that having people to brainstorm and vent our worries, fears, and frustrations has helped positively impact our happiness, fulfillment, and success.

Showing appreciation is key

Being grateful helps every area of your life improve. We encourage you to put pen to paper and write down five to ten gifts that 2021 brought into your life. When you can see the gift(s) tucked inside of difficult times, it teaches you to always look for gifts when navigating any personal or professional challenge. Looking for that proverbial silver lining will help you thrive no matter what circumstances you face.



Spotlight Profile

Brothers Who Care

Spotlight: Members of the BwC Advisory Board

It is with great pleasure that we spotlight the members of the Brothers Who Care Advisory Board. These members have been hard at work directing and guiding the BwC leadership team that helped us achieve tremendous success in 2021. We are expecting great outcomes thanks to their continued support and guidance.

The team includes:

- § Michelle Agard
- § Roger Cogle
- § Nick Chambers
- § Stephen Haynes
- § Kevin Springer

Check out their profiles on our website:
<https://brotherswhocare.com/about/#our-team>

Spotlight: Members of the Mental Health & Wellness Advisory Board

We are excited to be kicking off 2022 with a new created Advisory Board focused on our Mental Health and Wellness Advisory Board Pillar. Help us welcome:

§ Paula Allen, Global Leader and SVP, Research and Total Wellbeing at LifeWorks

§ Simone Donaldson, Agapé Lens Consulting and Therapy

§ Odion Welch, Creating change through empowerment and connections

§ Rohan Thompson, Director of People and Equity- County of Dufferin

§ Asante Haughton, Program Manager, Motivational Speaker, Mental Health Advocate



“Now is the time to begin to visualize the things you may need in the New Year to ensure your health, goals and wellness are aligned.”

Imagination aids in the development of social, emotional, creative, physical, lingual, and problem-solving skills. Imagination gives confidence to be anything that you want

What do you imagine for the New Year?”

David Griffiths
President and Founder



Spotlight: Ryan Robinson, Head of Financial Health and Wellness Pillar

Financial Health and Wellness was a key focus for us in 2021. Our attention was directed towards early learning, with a focus on financial literacy and understanding the power of money.

As we move into 2022, our goal will be to expand and improve financial knowledge and skills in the digital age. Our hopes are to empower the community with the tools they need to improve their financial literacy, and then to pass on this knowledge to our younger generation. We are excited to announce that Ryan Robinson has taken on this leadership role, and we are expecting great things from him in 2022.