

Sharing Our Story



Reid and Xavier Matched October 2006



Sheena and Chanel Matched August 2008



Jeff and Tanner Matched March 2008



2009 ANNUAL REPORT

Big Brothers Big Sisters
of Metro Milwaukee

Big Brothers Big Sisters of Metro Milwaukee 2009 Annual Report

OUR MISSION

To help children reach their full potential through professionally supported, one-to-one mentoring relationships.

Programs

One-on-one mentoring between adult volunteers and children, ages 6-18, at 11 school sites (Site-based Program) and throughout the community (Community-based Program).

Service Area

Milwaukee and Waukesha counties, an area that is home to more than 56,000 “at-risk” youth.

OUR VOLUNTEERS

Our volunteer mentors, called “Bigs,” are at the center of what we do. Here is some information about the people who make our mission possible:

- 2,060 adults volunteered in 2009
- 1,542 were college-educated
- 152 had a master’s degree
- 55 had a doctorate

OUR MATCHES

Matches that last longer increase the positive impact for the child being mentored. In 2009 our longest match had been together since October 2000—more than nine years! Last year 186 matches had been together for at least three years, and 50 matches had been matched for five years or more.



Sandy and Jalisa, Sister Match of the Year Matched October 2000

2009

MENTORING PROGRAM NUMBERS

2,019 MATCHES

Little Brothers – 44%
Little Sisters – 56%

Location of Littles

Milwaukee County – 80%
Waukesha County – 20%

Ages of Littles

6-12 years – 66%
13-18 years – 34%

Ethnicity of Littles

African American – 56%
Caucasian – 17%
Hispanic – 16%
Multi-ethnic – 9%
Other Ethnicity – 2%



Erik and Toran, Brother Match of the Year Matched June 2004



Big Brothers Big Sisters of Metro Milwaukee



Susan Ela



Amy Chionchio

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THE STORY OF OUR YEAR

Every year we have the honor and responsibility to serve metro Milwaukee’s youth and help them reach their full potential. We could not be successful without our adult volunteer mentors—our “Bigs”—our board, our generous donors and our dedicated staff.

We are committed to providing a life-changing experience for the children and volunteers in our program. As you will read throughout this report, positive youth outcomes are our ongoing priority and include increased academic performance, higher self-confidence and improved relationships with adults and peers. We take our role seriously and remain dedicated to child safety.

A distinguishing feature of our one-to-one mentoring model is hands-on quality match support providing professional case management for the duration of the match. By doing so, we are able to create and develop long-lasting relationships and life-changing friendships.

One of our proudest accomplishments of last year was the launch of Project REACH. This new program—designed by Big Brothers Big Sisters of Metro Milwaukee staff—enhances our already successful mentoring program model by delivering structured, staff-supported activities in five focus areas critical to youth development: Recreation, Education & Careers, Arts & Culture, Civic Engagement and Health & Fitness.

The following stories bring our mentoring model to life. We hope you are inspired as you read them. We certainly were. It shows firsthand what can happen when an adult volunteer mentors a child. Together, we are making a difference one child at a time.

Thank you,

Susan Ela, Aurora Health Care
Big Brothers Big Sisters Board Chair, 2007-2009

Amy M. Chionchio, president and CEO
Big Brothers Big Sisters of Metro Milwaukee

Reyna and Morcine

67%

OF YOUTH IMPROVED ACADEMIC PERFORMANCE

Helping our children do better in school is a top priority for Big Brothers Big Sisters. We support mentors' efforts to help "Littles" with academics by providing education-oriented activities.

Partnerships with the Milwaukee School of Engineering and the Milwaukee Institute of Art and Design bring Littles to campus for workshops designed to help youth envision themselves at college.



Reyna and Morcine Matched January 2007

FROM MPS TO HOWARD UNIVERSITY

As a freshman at Rufus King High School in Milwaukee, Reyna talked of going to college to become a physician's assistant. Despite solid grades, Reyna faced the challenges of being a first generation college-bound student. Her mom contacted Big Brothers Big Sisters so Reyna could get the guidance and direction she needed.

Morcine was troubled by the tragic lives of so many inner-city Milwaukee girls. She wanted to keep one more girl from slipping through the cracks, and she chose Big Brothers Big Sisters to make a difference.

Morcine and Reyna's lives intersected in January 2007. From the start of their match, Morcine was dedicated to helping Reyna unlock her academic potential and get to college.

"I was saying I wanted to go to college but not doing anything about it," Reyna said. "Morcine helped me focus on grades and pushed me to do better. She motivated me to get out and find opportunities."

The two visited college campuses and investigated financial aid options. With Morcine's encouragement, Reyna enrolled in a week-long health education seminar at Mount Mary College, her first experience away from home. Later Reyna pursued an opportunity at the Medical College of Wisconsin and also participated in a two-month healthcare volunteer program in Paraguay. With each experience, her dream of college and a medical career became more real.

This fall, Reyna will attend Howard University in Washington, D.C., with plans to become a doctor. She credits Big Sister Morcine with helping her get there and wants to pay it forward by becoming a mentor later in life.

"Reyna is like a diamond being polished and refined," Morcine said. "She always had the raw capabilities; she just needed someone to help her develop them."

2009 Programs

COMMUNITY-BASED MENTORING

The Community-based Program is the foundation of what we do—match youth, ages 6-18 and often from low-income, single-parent homes, with carefully screened volunteer mentors. In the Community-based Program, “Bigs” and “Littles” meet three or four times a month at a time and place of their choosing to participate in activities together.

Every one-to-one relationship is professionally supported by a Big Brothers Big Sisters staff member to ensure safety, foster the relationship and measure youth development outcomes—a trademark of Big Brothers Big Sisters mentoring. Staff work closely with the parent, child and volunteer to develop goals for each match based on the child’s social, academic and emotional needs.

Mentoring Children of Prisoners

In 2009 our agency successfully completed a three-year federal grant to provide mentoring to children with one or both parents incarcerated. We are continuing our commitment to provide trusted adult role models to this vulnerable population.

Project REACH

Created in 2009 by Big Brothers Big Sisters of Metro Milwaukee staff, Project REACH enhances our one-to-one model by adding staff-organized group activities for mentors and mentees. Activities are designed to promote youth development in five areas—Recreation, Education & Careers, Arts & Culture, Civic Engagement and Health & Fitness—providing a well-rounded experience for our Little Brothers and Little Sisters.



Carl and Caleb Matched October 2006

SITE-BASED MENTORING

Our Site-based Mentoring Program brings community, corporate and collegiate volunteers into Milwaukee and Waukesha schools. “Bigs” and “Littles” meet once a week at the child’s school to do academic and recreational activities. On-site Big Brothers Big Sisters staff oversee the program, provide support and measure outcomes.

During the 2009-2010 school year, Big Brothers Big Sisters of Metro Milwaukee offered one-to-one mentoring at 11 locations:

- Blair Elementary, Waukesha
- Catholic East Elementary, Milwaukee
- Forest Home Elementary, Milwaukee
- Gaenslen School, Milwaukee
- Hartford Avenue Elementary, Milwaukee
- Mary McLeod Bethune Academy, Milw.
- MacDowell Montessori School, Milw.
- OW Holmes School, Milwaukee
- Saratoga Elementary, Waukesha
- United Community Center, Milwaukee
- Whittier Elementary, Waukesha



Kim and Jackie Matched October 2008

2009 Financials

Revenue

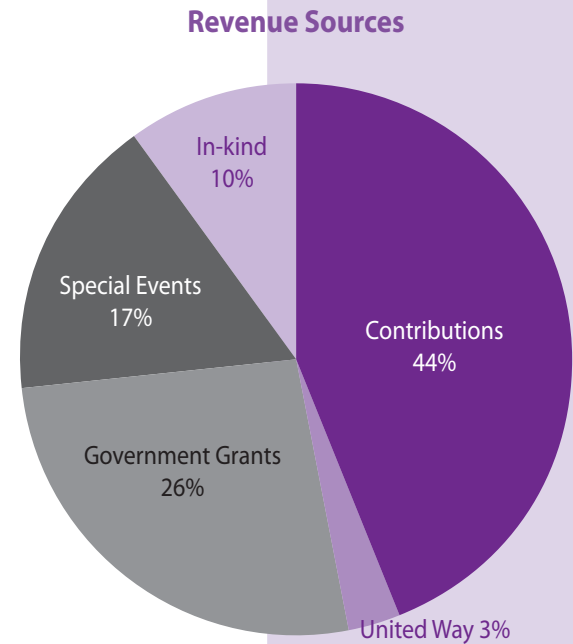
Contributions	\$1,112,520
United Way of Greater Milwaukee Allocation	42,690
United Way in Waukesha County Allocation	34,800
Government Grants	662,500
Special Events (Net)	424,154
In-kind	246,296
Total Revenue	\$2,522,960

Expenses

Mentoring Programs	\$1,723,962
Administration	195,600
Marketing and Development	501,963
Total Expenses	\$2,421,525

Current Assets

Cash and Cash Equivalents	\$152,217
Accounts and Grants Receivable	68,512
Pledges Receivable	262,104
Prepaid Expenses	39,085
Total Current Assets	521,918
Net Fixed Assets	30,072
Total Assets	\$551,990



Current Liabilities

Accounts Payable	\$9,918
Accrued Payroll Liabilities	75,036
Total Liabilities	\$84,954

Net Assets

Unrestricted	\$370,192
Temporarily Restricted	96,844
Total Liabilities and Net Assets	\$551,990

As of Dec. 31, 2009

Claire, Chris and Dominic

TWICE THE SUPPORT

Claire and Chris won't be parents until September, when their first child is due to arrive. But this couple has already spent a lot of time with a child, thanks to their Couples Match with eight-year-old Little Brother Dominic.

Claire had been a Big Sister when she and Chris were dating. When her Little Sister moved away, she suggested the idea of a couples match to Chris. "I know boys wait longer for a 'Big' than girls do," she explained.

At the same time Chris and Claire were applying to be a Big Couple, Dominic and his mom were praying each night that Dominic would be matched with a Big Brother. Their prayers were answered—two times over—when Dominic was matched with this busy professional couple.

"It's nice to have someone to talk to about things that bother me besides my mom," Dominic said.

The three have shared many memorable moments. Dominic even served as the ring bearer at Chris and Claire's wedding, complete with a tuxedo and "shiny black shoes."

In addition to recreational outings, the couple has focused on Dominic's reading skills and social development. The couple took Dominic on a tour of a police station, where he got to try an officer's walkie talkie and turn on the patrol car siren. The police tour was fun, but Dominic says he wants to be a fireman.

"I want him to finish high school, to stay out of trouble and be a kind, caring person," Claire said.

As part of their weekly outing, Chris and Claire make sure Dominic focuses on his homework and help him set personal goals. Next up: A train trip to Chicago and a visit to the Shedd Aquarium.



Claire, Chris and Dominic
Matched June 2008

79%

OF YOUTH HAD MORE SELF-CONFIDENCE

It's not easy being a kid these days. In our increasingly challenged communities, children need a caring adult—or two—who will be a committed friend, advocate and source of encouragement.

That's why we ask our volunteers to meet with their "Littles" three or four times a month for at least one year. Showing up consistently is critical for building a child's trust and self-esteem.

Elliot and Trevon

58%

OF YOUTH IMPROVED RELATIONSHIPS WITH ADULTS AND PEERS

Each week hundreds of volunteers from companies and colleges like Harley-Davidson Motor Co., Carroll University, Marquette University and the University of Wisconsin-Milwaukee go back to elementary school as part of our site-based program.

Whether it's games on the playground or math homework in the classroom, time with their "Bigs" helps "Littles" get excited about coming to school and encourages them to behave well in the classroom.



Trevon and Elliot Matched October 2006

A "RAWESOME" FRIENDSHIP

Twelve year-old Trevon describes his relationship with Big Brother Elliot as "rawesome," a word he made up that means "super great."

"We are a perfect match," Trevon said. "When I first met Elliot, he was younger than I thought. Once we got to know each other I found out he was a nice guy and pretty athletic."

Elliot mentored Trevon for four years at MacDowell Montessori School, beginning as a freshman at Marquette University. Their match is one of the longest in the Site-based Mentoring Program.

"I was on time and there every week," Elliot said. "Trevon needed to be able to rely on me, to know I would be there."

Trevon, a good student with an outgoing personality, sometimes struggled with appropriate classroom behavior. "Elliot has helped me have better habits and be more serious about my school work," Trevon said. "He talked to me about why I should not talk while the teacher is talking."

Over the years, Elliot received weekly reports from Trevon's teacher, and this has helped guide the mentoring hours.

"I'd share with Trevon when I was disappointed in him and we would talk through his need to think before acting," Elliot said, "Trevon has challenges everyday like any pre-teen boy. I've noticed he's more patient in his relationships with others and better at opening up."

Trevon thinks Elliot has also helped him become a better brother and more tolerant of his younger siblings.

"Our relationship has evolved, and we genuinely care about each other." Elliot said. For Trevon and Elliot, that may be the deeper meaning of "rawesome."

2009 Donors

THIS IS YOUR STORY, TOO

Your support makes all our stories possible. Our sincerest appreciation to the individuals, companies, foundations and community organizations who made financial or in-kind gifts to Big Brothers Big Sisters of Metro Milwaukee from January 1 through December 31, 2009.

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82

AGENCY-PROVIDED MATCH ACTIVITIES

More than 100 community collaborations make it possible for BBBS staff to organize a wide variety of activities and events for our "Bigs" and "Littles" through Project REACH.

Providing structured activities makes mentoring easier for our volunteers, improves the quality of the match and strengthens the bond between mentor and youth. In other words, Project REACH's goal is to keep Bigs and Littles together longer, resulting in more positive outcomes for our Little Brothers and Little Sisters.

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Darlana and Zakenzia Matched November 2007

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Naelis and Dan Matched October 2008

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Eric Koenigs

“ I don't think of my Big Brother as being part of a program. I just see him as my best friend who I hang out with all the time.”

Little Brother Michael

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“My life is better
since I met Jeff. My
life is more exciting
when I'm with him.”

Little Brother Tanner

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A NEW WAY TO MEASURE YOUTH OUTCOMES

Big Brothers Big Sisters of America introduced a new outcome evaluation system, called the Youth Outcome Survey (YOS). This new tool will better measure two long-term youth outcomes, academic achievement and avoidance of delinquency. The YOS will be given to all participating youth before their match and every year thereafter.

With YOS our agency will track scholastic competence, educational expectations, academic performance, social acceptance, parental trust and attitudes towards risk.

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“Before she was matched, Christina was very lonely and never talked, but now she is excited to see Anna and do things. Anna is her best friend!”

Little Sister Christina's mother about Big Sister Anna

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“I see things in a different way, things are brighter, and I see the positive in life.”

Little Brother Dustin
about Big Brother Gary

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