



**Big Brothers Big Sisters**  
of Metro Milwaukee



**BIG**

**IMPACT**

2014-2015 **REPORT TO THE COMMUNITY**

## OUR MISSION

To provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever.

## OUR VISION

All children achieve success in life.

## POSITIVE YOUTH OUTCOMES

Big Brothers Big Sisters' volunteer mentors support youth and help them **experience, learn, and grow** by guiding them toward opportunities to reach their full potential. Through strong one-to-one mentoring relationships, youth achieve:

- Educational success
- Avoidance of risky behavior
- Social and emotional development

## OUR AFFILIATION

As an affiliate of Big Brothers Big Sisters of America, Big Brothers Big Sisters of Metro Milwaukee has access to:

- Research supported by the nation's leading youth mentoring experts
- Evaluation systems and technology
- Nationwide best practices



Big Brothers Big Sisters

**GOLD STANDARD  
AGENCY**

In 2015, Big Brothers Big Sisters of Metro Milwaukee was awarded the prestigious "Gold Standard Award" from the Nationwide Leadership Council of Big Brothers Big Sisters of America. This award identifies the top 5% of all Big Brothers Big Sisters agencies. Winning agencies are recognized for outstanding performance, including high retention rates, high quality case management, and financial stability.



## OUR MENTORING PROGRAM

Big Brothers Big Sisters' evidence-based one-to-one service delivery model includes:

- A comprehensive volunteer recruitment, screening, and enrollment process to ensure child safety and development.
- Personalized and ongoing case management to every child, family, and mentor.
- Integration of educational success into all mentoring services.
- Comprehensive mentor training.
- Parental engagement through case management and participation in activities.
- Strategic partnerships to expose youth to educational and cultural opportunities.
- Thorough, scientific evaluation to measure outcomes and impact.

### BIG BROTHERS BIG SISTERS OFFERS THREE MENTORING OPTIONS THAT UTILIZE OUR SERVICE DELIVERY MODEL:

**Community-based mentoring:** Children and volunteer mentors meet weekly for activities and outings to build confidence, encourage healthy choices, and promote educational success.

**School-based mentoring:** Students meet with volunteer mentors weekly during or after the school day at one of 12 partner elementary or middle school locations for educationally-focused mentoring, including assistance with homework and enrichment activities that incorporate classroom concepts.

**mentor2.0:** First generation high school students are matched with college educated mentors to promote high school graduation, college readiness, college enrollment, and college success. Mentor2.0 combines in-person mentoring with safe, secure online communication and a comprehensive weekly curriculum focused on college readiness. Mentors work with students beginning their freshman year of high school and into their first year of college.

## CHANGING LIVES, ONE CHILD AT A TIME

At our Big Gala: A Celebration of Mentoring, Big Sister Denise and Little Sister Tamia, our Sister Match of the Year, and Tamia's mother LaQuanda were seated at a table with Jonathan West, the Pfister Hotel Narrator. He was so impressed with this mentoring match he decided to write a story about their journey...



As I take my seat next to thirteen-year-old Tamia, her mother LaQuanda, and Tamia's Big Sister Denise at the recent Big Gala held by Big Brothers Big Sisters at the Pfister Hotel, I notice the broad smile across Tamia's face. This doesn't seem like the mask of a troubled kid. But I discover in talking to this bright young girl and her caring mother and Big Sister that trouble had seemed to follow Tamia everywhere she went during her preteen years. All that began to change when her mom LaQuanda decided that she, as a single mom trying the best she could, could use some support. LaQuanda did what any loving mom would do—she reached out for help, and in doing so found a sister for Tamia; a Big Sister to be exact.

Denise has been Tamia's Big Sister going on some five years now. She and Tamia have a relationship that is now forged in steel, but according to Denise was once more like a pile of fresh clay ready to be shaped into a symbol of strength.

Denise remembers that when she first met her, Tamia was timid and scared, a young lady who hid behind her mother and barely spoke. I look across the table at Tamia who scans the ballroom with a gentle, open, honest, and inquisitive gaze. It's impossible to imagine that this poised and charming young woman was once a troubled kid.

Denise and Tamia are special honorees at this event, recognized as the Sister Match of the Year. They are shy about the honor, almost embarrassed whenever anyone offers them a nod of congratulations. They seem to realize that they're just lucky to have found each other, one of the many success stories from the 1,300 matches Big Brothers Big Sisters makes each year.

As Tamia and Denise get their moment in the spotlight, our table hoots the loudest. I watch LaQuanda standing in a crowded room taking pictures, and I think of my own thirteen-year-old daughter and how blessed I am to not be a single parent. I don't know if I would have been as smart as LaQuanda to reach out for help if I found that my daughter was headed down a rough road as a young girl, but I'm wise enough to know that LaQuanda deserves her own round of applause.

I catch Tamia and Denise bantering back and forth across the table about the food at the event, and they absolutely look like there's a blood bond between them with the obvious love they show one another. As our night winds down I pull Tamia aside and tell her, "You know, my daughter is thirteen-years-old, too, and she's ALMOST as nice as you." Tamia gives me a chuckle and flashes a smile to make your heart melt. Tamia is all winner, and thanks to a mother and Sister who have her back, she's ready to tackle any mountain that might get in her way.

*Adapted from a story written by Jonathan West, the Pfister Hotel Narrator.  
[blog.thepfisterhotel.com/2015/11/thirteen-going-on-winner](http://blog.thepfisterhotel.com/2015/11/thirteen-going-on-winner)*

## THE CHILDREN WE SERVE

Big Brothers Big Sisters serves a targeted population of children facing adversity. In 2015, we served 1,328 youth.

**72%** are from single-parent households

**80%** are eligible for free or reduced-price lunch

**18%** have an incarcerated parent

57%	Girls	87%	Milwaukee County
43%	Boys	13%	Waukesha County
62%	African-American	24%	6-9 years old
1%	Asian	37%	10-12 years old
15%	Caucasian	28%	13-15 years old
19%	Hispanic/Latino	11%	16-19 years old
3%	Multi-racial/Other		

I have seen what even the smallest involvement in a young person's life can do. The joy and fulfillment I get from watching my Little Brother grow to be an outstanding young man is very rewarding.

—Big Brother

## OUR VOLUNTEERS

Big Brothers Big Sisters' dedicated volunteer mentors ensure youth receive support and guidance that lead to positive long-term outcomes.

In 2015, our mentors delivered **over 110,000 hours** of mentoring service for an estimated economic impact of \$2.5 million, providing an excellent return on investment to our supporters.

64%	Women	8%	African-American	19%	18-20 years old
36%	Men	5%	Asian	46%	21-30 years old
		80%	Caucasian	17%	31-40 years old
		5%	Hispanic/Latino	8%	41-50 years old
		2%	Multi-racial/Other	10%	51+ years old

## THOROUGH EVALUATION

Big Brothers Big Sisters measures outcomes for every child and match relationship on an ongoing basis using the Outcomes Evaluation System, which has three key components:

- 1 • The Youth Outcome Survey** is a scientific evaluation tool that measures outcomes by pre-testing youth entering our program and post-testing them each subsequent year.
- 2 • The Strength of Relationship Survey** measures the strength of the bond between mentors and youth, allowing staff to offer resources and specific guidance as needed.
- 3 • Professional case management** by Match Support Specialists who contact each child, parent/guardian, and mentor monthly to discuss progress towards achieving goals, address specific needs, ensure child safety, and gain critical information to guide mentoring relationships.

Data is recorded in the Agency Information Management System (AIM), a unique web-based tracking tool. Data is compiled monthly, measured against multiple metric goals, and reviewed regularly. AIM allows us to evaluate our program in real time, continuously learn, and drive program improvement.

## IMPACT

Big Brothers Big Sisters focuses on strengthening relationships that endure and yield positive youth outcomes. In 2015, youth in our mentoring program achieved the following outcomes:

- **83% maintained or improved educational expectations.** Big Brothers Big Sisters focuses on educational success by individualizing our approach and working with children, families, and mentors to develop Youth Outcomes Development Plans for each child that incorporate education as a priority outcome, identify each child's unique needs, and guide case management.
- **74% maintained or improved attitudes towards risky behavior.** Big Brothers Big Sisters utilizes a prevention model to ensure youth avoid behaviors that lead to negative outcomes, including tobacco, drug, and alcohol use; skipping school and breaking school rules; crime; violence towards others; and risky sexual behaviors.
- **78% maintained or improved social and emotional skills,** leading to higher aspirations, greater confidence, and better relationships. Through Big Brothers Big Sisters' mentoring program, youth improve social acceptance, increase parental trust, and develop support systems in their lives.



“

She is able to see a different world view through my experiences. It is hard to picture yourself going to college if you do not know anyone who has had that experience and can share with you what it is like. It is pretty powerful to have this relationship and to know I may play a role in her making a better future for herself.

—mentor2.0 Mentor

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## COMMUNITY PARTNERS

Big Brothers Big Sisters has developed strategic collaborations with over 50 community partners who give their time, resources, and programming through REACH, a curriculum-based program enhancement available to all mentoring matches. Tapping into existing community resources reduces the duplication of services and allows Big Brothers Big Sisters to develop and provide quality programming at low or no cost.

REACH provides staff-planned and staff-supported activities in five areas critical to youth development:

- R** RECREATION
- E** EDUCATION AND CAREERS
- A** ARTS AND CULTURE
- C** CIVIC ENGAGEMENT
- H** HEALTH AND FITNESS

REACH increases youth exposure to educational, cultural, and community activities; allows us to recruit more volunteer mentors; improves relationship support; increases child and volunteer retention; creates longer, stronger mentoring relationships; and leverages the knowledge, expertise, and resources of community partners. Each year, Big Brothers Big Sisters delivers 80 REACH activities.

I've connected with my Little Brother in a way that I haven't with any other. He brings a perspective to the table that's so different than mine, and it's made me really think differently as a person.

—Big Brother

## SIGNATURE SPECIAL EVENTS

Thanks to the generosity of our donors, sponsors, and guests, Big Brothers Big Sisters' three signature events raised more than \$600,000 in 2014-2015.

### BOWL FOR KIDS' SAKE



Children's Hospital of Wisconsin was the presenting sponsor for Bowl for Kids' Sake for the 13th consecutive year. In 2015, 750 bowlers took to the lanes to raise funding for Big Brothers Big Sisters to support the children in our program. Bowl for Kids' Sake brought in \$165,000 and helped provide youth with the support and guidance they need to achieve long-term positive outcomes.



### 24<sup>th</sup> Annual BIG BROTHERS BIG SISTERS NFL ALUMNI GOLF CLASSIC



For the 24th year, Big Brothers Big Sisters partnered with the NFL Alumni Association to hold this unique event. NFL Alumni Golf Classic participants enjoyed a day of golf with a former NFL player and an awards dinner. BMO Harris Bank was the presenting sponsor for this event, which raised over \$156,000.

## BiG Gala A CELEBRATION OF MENTORING



Over 350 guests gathered to celebrate the power of one-to-one mentoring and honor our Matches of the Year, the Martin F. Stein Memorial Scholarship recipient, and Bill Bertha & US Bank, who received the 2014 Martin F. Stein Champion for Children award. The Big Gala raised over \$279,000 to support children in our mentoring program. The presenting sponsors for the Big Gala event were Baird and BMO Harris Bank. The signature sponsors were Chadbourne & Parke LLP and Deloitte.





## FINANCIAL STABILITY

In 2014-2015, Big Brothers Big Sisters achieved a balanced budget for the eighth consecutive year.

### REVENUES

Contributions.....	\$1,304,368
Special Events (net).....	\$546,269
Government Grants.....	\$155,004
United Way Allocations.....	\$208,396
In-Kind Gifts.....	\$329,803
<b>Total Revenue</b> .....	<b>\$2,543,840</b>

### EXPENSES

Mentoring Programs.....	\$1,669,533
Development.....	\$386,198
Administration.....	\$186,313
<b>Total Expenses</b> .....	<b>\$2,242,044</b>

### Assets

Cash and Cash Equivalents.....	\$778,333
Receivables.....	\$227,265
Other Assets.....	\$229,445
<b>Total Assets</b> .....	<b>\$1,235,043</b>

### Liabilities

Payables.....	\$155,611
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### Net Assets

Unrestricted.....	\$497,787
Temporarily Restricted.....	\$581,645
<b>Total Liabilities and Net Assets</b> .....	<b>\$1,235,043</b>

The best part of being a Big is knowing I'm having an impact on someone in a positive way. We have developed a strong trust and know we'll be there for one another.

–Big Brother



It is really important that I go to college, and my Big Sister is helping me make sure my grades are good so I can get scholarships.

–Little Sister



## THANK YOU, WE COULDN'T DO IT WITHOUT YOU!

Thanks to your generous support, Big Brothers Big Sisters has **never charged any fees** for the mentoring services we have provided in Metro Milwaukee for the past 40 years. Together we are making a BIG difference – one child at a time. Thank you for joining our vision for all children to achieve success in life!

*The following list includes contributions and in-kind gifts made from July 1, 2014 to June 30, 2015.*

### CHAIRMAN'S CIRCLE - \$100,000 +

Community Advocates, Inc. -  
Milwaukee Brighter Futures  
Initiative  
Daniel M. Soref Charitable Trust  
Kohl's Corporation  
United Way of Greater Milwaukee

### PRESIDENT'S CIRCLE - \$50,000 - \$99,999

AMF Bowlero  
Northwestern Mutual Foundation  
U.S. Bank Foundation

### DREAM MAKERS - \$25,000 - \$49,999

Baird Foundation  
BMO Harris Bank  
Briggs & Stratton Corporation  
Curt and Sue Culver  
Greater Milwaukee Foundation's  
Luedke-Smith Fund  
The Harley-Davidson Foundation  
Johnson Controls Foundation  
M&I Foundation  
Rockwell Automation  
Charitable Corporation  
Stephens Family Foundation  
United Way in Waukesha County  
Dominick and Mary Pat Zarcone

### FRIENDSHIP MAKERS - \$10,000 - \$24,999

Anonymous  
David and Wendy Anderson  
Anon Charitable Trust  
A. O. Smith Foundation  
Brewers Community Foundation  
Chadbourne & Parke LLP  
Children's Hospital of Wisconsin  
Don and Sallie Davis  
Deloitte  
Michael and Marcella Francis  
GE Healthcare  
Kimberley and Andre Goode  
Holz Family Foundation

iMentor  
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 Revocable Living Trust  
 Marcus Corporation  
 The Marcus Corporation  
 Foundation  
 Marcus Theatres  
 The Pfister Hotel  
 Grand Geneva Resort & Spa  
 InterContinental Milwaukee  
 Hilton Milwaukee City Center  
 Patrick and Piper Mehigan  
 MetLife Foundation  
 John and Kathleen Miller  
 Milwaukee Bucks  
 Nicholas Family Foundation Trust  
 Jane Bradley Pettit Foundation  
 David & Julia Uihlein  
 Charitable Foundation  
 We Energies Foundation  
 Wells Fargo Foundation  
 Andrew Ziegler and  
 Carlene Murphy Ziegler  
 Joseph & Vera Zilber  
 Family Foundation, Inc.

**MAGIC MAKERS -  
 \$5,000 - \$9,999**  
 Anonymous  
 David and Marie-Pierre Bechthold  
 Caterpillar, Inc.  
 Data Dimensions  
 Day & Zimmermann  
 Sue and Tom Ela  
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 Community Foundation  
 Weiss Family Foundation  
 Joseph and Kristi Wright

**MATCH MAKERS -  
 \$1,000 - 4,999**  
 Anonymous  
 Arvind and Namrata Ahuja  
 American Transmission  
 Company, LLC  
 Anthem Blue Cross  
 and Blue Shield  
 Amy and Robert Arzbaeher  
 Associated Bank  
 Baker Tilly  
 Gary and Mithra Ballesteros

“My Little Sister makes me a better person. She has consistently brought out the best in me and together, we work to share the same things.

—Big Sister

**MATCH MAKERS -  
\$1,000 - 4,999 (CONT.)**

Bank of America-Merrill Lynch  
Jeffrey and Jane Barth

James D. Bell

Big Brothers  
Big Sisters of America

Duane & Dorothy  
Bluemke Foundation

Steven and Melanie Booth  
Bostik, Inc.

Brady Corporation  
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Kathryn and John Buono

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International Corporation

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CG Schmidt

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ClearHealth Strategies

Michael J. Cleary

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Matthew Daley

Dalum Family Foundation

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DHI Corporation

Mary Martha & Emmett J. Doerr  
Charitable Trust

Doug and Kimberly Eckrote

Albert J. and Flora H. Ellinger  
Foundation, Inc.

Herbert H. & Fern Elliott  
Family Fund

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enVision Business Consulting

Ernst & Young, LLP

Brad and Ashley Evans

Evolution Milwaukee Gastro Pong  
F Street Investments, LLC

Fiduciary Real Estate  
Development, Inc.

James and Kay Fleming

Foley & Lardner, LLP

Four Seasons Hotel Chicago/  
Ritz-Carlton Chicago

David and Judy French

FunDeco, LLC

Jaime Garcia

Lyn and Scott Geboy

Brian and Julie Gilpin

Godfrey & Kahn, S.C.

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Children's Experiential  
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Greater Milwaukee Foundation's  
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Kimberley S. Metcalf-Kupres  
and Steven Kupres

MGIC Investment Corp.

Michael Best & Friedrich LLP

Krista L. Miller

Milliman IntelliScript

Milwaukee Brewers Baseball Club

Milwaukee Repertory Theater

Ministry Health Care

R. Michael Molloy

Mortensen Portrait & Design

George and Julie Mosher  
Family Foundation



We visit new places and try new things, and I like having a sister that I've never had before.

-Little Sister



My Little Sister is so much fun. She inspires me to be a better person and grow myself because I see her grow so much every day.

-Big Sister

“

I was a single mom with five kids. My son's father was not very involved in his life and he needed a positive male influence. I wanted something extra for my son, something special. We are so glad to be involved in the Big Brothers Big Sisters program, it is so great for him.

-Parent

”





MATCH MAKERS -  
\$1,000 - 4,999 (CONT.)

Donald and Barbara Mullett  
David and Julie Muth  
James and Elizabeth Neubauer  
Christopher and Anne Noyes  
O'Neill Engineered Systems  
Bebe & Bob O'Toole Foundation  
Michael E. Oxley  
Park Bank Foundation, Inc.  
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Persian Rug Gallery  
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Ideal Mechanical  
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World Fuel Services  
Scott and Jean Wrobbel  
Brian and Jessica Wroblewski  
Michael Wysong

HONOR AND  
MEMORIAL GIFTS

Brady Corporation Foundation, Inc.  
In Honor of Mike Francis  
Baird  
In Honor of Nick Zarcone

*For a complete list of gifts,  
please visit our website at  
[bbbsmilwaukee.org](http://bbbsmilwaukee.org).*



“

My Big Sister is always there for me when I need someone to talk to and she always puts a smile on my face when I'm having a bad day.

-Little Sister

”

**THANK YOU FOR HELPING US  
CHANGE CHILDREN'S LIVES  
IN OUR COMMUNITY!**



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& Waukesha County

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