



Big Brothers Big Sisters
of Metro Milwaukee



BIG IMPACT

2015-2016 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 provides “best in class” one-to-one youth mentoring services to children facing adversity in Milwaukee and Waukesha counties. Through strong one-to-one relationships with caring adult volunteer mentors, youth achieve:

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

OUR AFFILIATION

Big Brothers Big Sisters of Metro Milwaukee is an affiliate of Big Brothers Big Sisters of America, the nation’s oldest and largest youth mentoring agency. Big Brothers Big Sisters of America monitors and evaluates over 300 Big Brothers Big Sisters agencies monthly and annually and holds every affiliate accountable for meeting national program and agency standards. Big Brothers Big Sisters of America provides us with:

- National standards, policies, and procedures focused on child safety
- Research supported by the nation’s leading youth mentoring experts
- Evaluation systems and technology
- Nationwide best practices



On the Cover: Little Brother Kyrell is part of a couple’s match with his Big Brother Bryan and his Big Sister Rachel. The three of them love spending time together, and Bryan and Rachel are helping Kyrell achieve his goals.



In 2016, Big Brothers Big Sisters of Metro Milwaukee was one of only five agencies—of over 300 across the country—to be awarded the prestigious “Pinnacle Award” from the Nationwide Leadership Council of Big Brothers Big Sisters of America. This award is given to agencies whose performance, dedication, integrity, and leadership exemplify professional mastery in the non-profit service delivery area of one-to-one mentoring. The Pinnacle award identifies the top 2% of all affiliates nationwide and is the highest honor a Big Brothers Big Sisters agency can earn.



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.
- Thoughtful matching of volunteers and children based on each child's individual needs, shared interests, and personalities.
- Personalized and ongoing case management to every child, family, and mentor.
- Integration of educational success strategies into all mentoring services.
- Comprehensive mentor training to support healthy, outcomes-focused mentoring relationships.
- Parental engagement through case management and participation in activities.
- Strategic partnerships to provide youth with educational and cultural opportunities and activities.
- Thorough, scientific evaluation to measure outcomes and impact.

Big Brothers Big Sisters' mentoring program offers three one-to-one mentoring options that utilize our service delivery model. In each, volunteer mentors provide role modeling, friendship, and guidance to increase positive youth outcomes:

Community-based mentoring: Children and volunteer mentors meet weekly for activities and outings throughout Metro Milwaukee 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: High school youth who are low-income and first generation college 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 through their first year of college.

CHANGING LIVES, ONE CHILD AT A TIME

Little Brother Jay was matched with his Big Brother Matt in 2006. Over ten years together, Jay and Matt have remained a consistent presence in each other's lives. Matt appreciates the opportunity he's had to spend time with Jay and watch him grow, and he looks upon their relationship with fondness...



I met my Little Brother Jay when he was just eight years old. Jay was quiet. He answered most of my questions with one word answers. It's a good thing I like the sound of my own voice, because a lot of our first meetings were hour-long one-sided conversations. To be honest, I wasn't sure I was making a connection. But I kept showing up.

We started with video games. It was pretty much perfect. We just sat next to each other, silently eating snacks and occasionally taking down a zombie or capturing a base. No expectations on a shy eight year old or a nervous 25 year old. And then, suddenly, we start talking. Mostly friendly taunting at first. "You are so going down this round!" "Yeah right, are you even playing the same game I am?"

But eventually, our conversations began to evolve. My biggest concern for Jay was always his academics, and we began to talk about his future. I wanted him to understand that it was important for him to do well in school, and the choices he made then would impact his life for years. I also learned that sometimes Jay just needed someone to talk to in a safe, no-judgment setting.

I had put off becoming a Big Brother for years. I talked about it since college but didn't make it happen. I told myself I was waiting to get settled, but it was nothing but fear holding me back. What if I don't know what to say? What if he doesn't "click" with me? What if I say something wrong? What if I screw this kid up? I'm a planner. A researcher. I like to feel confident when I take something on. What I didn't realize was Big Brothers Big Sisters staff would be right there with me every step of the way.

So what was the secret of our 10 years together? I kept showing up.

Week after week. Month after month. When it was a lot of fun. When it wasn't. When he called me to come pick him up. When he didn't want to talk to me. When he couldn't wait to tell me about this girl, or this test score, or this new pair of kicks. When he cried. I kept showing up.

For a little while it felt like work. Until it didn't. I don't remember the exact moment, but at some point we made the subtle transition from a Little Brother matched with a Big Brother in a formal mentoring program to something more. I remember the first time he introduced me to one of his friends as his big brother... no capitalization. When my son was born, I couldn't wait to place him in the arms of his Uncle Jay.

This has been one of the most significant relationships in my life. And it still is. This year, Jay graduated from High School, and from the Big Brothers Big Sisters program. But he never stopped being my little brother.

The most incredible thing about my story is that it's not incredible at all. Across this organization, across this city, are example after example of powerful relationships that are transforming lives. There's no magic to it at all. They just show up.

— *Big Brother Matt, 2016*

THE CHILDREN WE SERVE

Big Brothers Big Sisters serves a targeted population of children facing adversity. In 2016, we served 1,376 youth.

69% are from single-parent households

82% are eligible for free or reduced-price lunch

15% have an incarcerated parent

59%	Girls	23%	6-9 years old
41%	Boys	36%	10-12 years old
58%	African-American	26%	13-15 years old
2%	Asian	15%	16-18 years old
14%	Caucasian	86%	Milwaukee County
23%	Hispanic/Latino	14%	Waukesha County
3%	Multi-racial/Other		



I love having a Little Sister and seeing her grow into such a thoughtful and sensitive young lady.

— Big Sister



OUR VOLUNTEERS

Big Brothers Big Sisters' dedicated volunteer mentors are our most important resource and add tremendous value to our agency and the services we provide to youth facing adversity. Our mentors help youth **experience, learn, and grow** by guiding them toward opportunities to reach their full potential.

In 2016, Big Brothers Big Sisters' volunteers delivered nearly **113,000 hours** of one-to-one mentoring for an estimated **economic impact of \$2.6 million**, providing an excellent return on investment to our supporters.

64%	Women	8%	African-American	17%	18-20 years old
36%	Men	5%	Asian	47%	21-30 years old
		80%	Caucasian	18%	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 every match relationship on an ongoing basis using the Outcomes Evaluation System, which has three key components:

- 1 • The Youth Outcome Survey** is a scientifically proven evaluation tool that measures the outcomes of each match by pre-testing youth entering our program and post-testing them each subsequent year.
- 2 • The Strength of Relationship Survey** measures the strength and quality of the bond between mentors and youth, allowing staff to offer resources and specific guidance to matches as needed.
- 3 • Professional case management** by Big Brothers Big Sisters Match Support Specialists who contact each child, parent or guardian, and mentor (monthly in the first year of a match and quarterly thereafter) 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 data capture system developed by Big Brothers Big Sisters of America and implemented nationwide. Data is compiled monthly and annually, measured against multiple metric goals, and reviewed regularly. AIM allows us to evaluate our program in real time, continuously learn, and drive program improvement.

MEASURABLE IMPACT

Big Brothers Big Sisters creates and fosters strong one-to-one mentoring relationships that endure and yield positive youth outcomes. Youth in our mentoring program achieved the following results in 2016:

- **80% maintained or improved educational expectations.** Big Brothers Big Sisters focuses on educational success by taking a youth-centered approach. We individualize our mentoring program by 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. This ensures youth receive individualized support that leads to grade promotion, high school graduation, and college readiness.
- **74% maintained or improved attitudes towards risky behavior.** Big Brothers Big Sisters utilizes a prevention model to ensure youth in our mentoring program make healthy choices and avoid the 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 with friends, parents, and other adults in their lives. Through Big Brothers Big Sisters' mentoring program, youth improve social acceptance, increase parental trust, and develop healthy relationships and support systems.

“

The opportunity to mentor a child and help him grow as a person is incredible, and quite frankly, it's a lot of fun for me too. I joined Big Brothers Big Sisters to be a positive role model for a child, what I didn't expect was how much of an impact my Little Brother would have on me!

— Big Brother

”





OUR COMMUNITY PARTNERSHIPS

REACH is Big Brothers Big Sisters' strategic collaboration that reduces duplication of efforts and services, maximizes donor contributions, and allows us to provide youth with educational, cultural, and community activities at low or no cost to our mentoring matches. REACH provides staff-planned and staff-supported activities in five areas critical to youth development:



RECREATION

EDUCATION AND CAREERS

ARTS AND CULTURE

CIVIC ENGAGEMENT

HEALTH AND FITNESS

Through REACH, Big Brothers Big Sisters has developed strategic collaborations with numerous community partners in Milwaukee and Waukesha counties who give their time, resources, and programming. Each year, Big Brothers Big Sisters delivers over 80 REACH activities.



Our students enjoy the time spent with their mentors so much that they return to their classes happy and satisfied with the time spent with them. This mentoring time builds their confidence, they tend to do better in their classes, and they are just flourishing, all because someone is paying attention to them.

— School Principal



SIGNATURE SPECIAL EVENTS

Big Brothers Big Sisters' three signature special events are successful because of our generous guests, sponsors, and donors. In 2015-2016, our events raised more than \$593,000 to support youth in our mentoring program.

BOWL FOR KIDS' SAKE



For the 14th straight year, Children's Hospital of Wisconsin was the 2016 Bowl for Kids' Sake Presenting Sponsor. Over 750 bowlers hit the lanes and helped raise \$144,000 to support children facing adversity in Milwaukee and Waukesha counties.



25th Annual BIG BROTHERS BIG SISTERS NFL ALUMNI GOLF CLASSIC



Big Brothers Big Sisters commemorated our 25th year partnering with the NFL Alumni Association to offer this unique event. Participants enjoyed a round of golf with a former NFL player followed by an awards dinner. For the fifth consecutive year, BMO Harris Bank was the Presenting Sponsor of the NFL Alumni Golf Classic and helped to raise over \$153,000 to provide youth with one-to-one mentoring services that lead to long-term positive outcomes.

BiG Gala A CELEBRATION OF MENTORING

Tamarack Petroleum Company, Inc.

Over 320 guests came together to celebrate the power of one-to-one mentoring and honor our Matches of the Year, the Martin F. Stein Memorial Scholarship recipient, and Veritas High School, who received the 2015 Martin F. Stein Champion for Children award. The Big Gala raised over \$296,000 to support children in our mentoring program. The presenting sponsor for the Big Gala was Tamarack Petroleum Company. The signature sponsors were BMO Harris Bank, Chadbourne & Parke LLP, Deloitte, GE Healthcare, and Time Warner Cable.





My Big Sister is so supportive and she always has something to say to me when I'm down or mad or just need someone to talk to.

— Little Sister

My daughter has really stayed focused in school, and that has a lot to do with her Big Sister being a role model. My daughter sees her Big going to college and realizes how important her own education is.

— Parent



FINANCIAL STABILITY

In 2015-2016, Big Brothers Big Sisters achieved a balanced budget for the ninth consecutive year.

REVENUES

Contributions	\$1,299,880
Special Events (net)	\$570,303
Government Grants	\$150,672
United Way Allocations	\$208,396
In-Kind Gifts	\$203,135
Total Revenue	\$2,432,386

EXPENSES

Mentoring Programs	\$1,556,679
Development	\$372,438
Administration	\$242,518
Total Expenses	\$2,171,635

Assets

Cash and Cash Equivalents	\$935,855
Receivables	\$441,492
Other Assets	\$77,739
Total Assets	\$1,455,086

Liabilities

Payables	\$114,903
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Net Assets

Unrestricted	\$660,382
Temporarily Restricted	\$679,801
Total Liabilities and Net Assets	\$1,455,086



THANK YOU FOR JOINING OUR VISION FOR ALL CHILDREN TO ACHIEVE SUCCESS IN LIFE!

Big Brothers Big Sisters is very fortunate to have so many generous supporters and partners. You make the work we do every day possible! Thank you for helping to ensure youth in our communities receive support, guidance, and one-to-one mentoring services that empower them to reach their full potential!

The following list includes contributions and in-kind gifts made from July 1, 2015 to June 30, 2016.

CHAIRMAN'S CIRCLE - \$100,000 +

Community Advocates, Inc. -
Milwaukee Brighter
Futures Initiative

Kohl's Corporation

Office of Juvenile Justice and
Delinquency Prevention

Daniel M. Soref Charitable Trust

United Way of Greater Milwaukee
& Waukesha County

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

Brewers Community Foundation

The Cudahy Foundation

The Harley-Davidson Foundation

Northwestern Mutual Foundation

U.S. Bank Foundation

Mary Pat and Dominick Zarcone

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

BMO Harris Bank

Briggs & Stratton Corporation

Greater Milwaukee Foundation's
George Bockl Fund

Henriette S. Neverman Fund

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Settlement Cook Book Fund

Herbert H. Kohl Charities

Johnson Controls Foundation

M&I Foundation

Milwaukee Bucks

Potawatomi Hotel & Casino

Rockwell Automation

Charitable Corporation

Stephens Family Foundation

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

A.O. Smith Foundation

David and Wendy Anderson

Anon Charitable Trust

Biking for Baseball

Andra Brooks

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Children's Hospital of Wisconsin
Emory T. Clark Family
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Charitable Foundation
We Energies Foundation

Wells Fargo
Andrew Ziegler and
Carlene Murphy Ziegler
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Family Foundation, Inc.

**MAGIC MAKERS -
\$5,000 - \$9,999**

Associated Bank
Baird Foundation
Alvin & Marion Birnschein
Foundation, Inc.
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Tom and Anne Metcalfe
Gregory and Rhonda Oberland
Payne & Dolan, Inc.
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Foundation, Inc.

Robert and Tina Reilly
Daniel and Nicole Renouard
Bill Reitman and Theresa Reagan
The ROS Foundation
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Richard and Ann Teerlink
Weiss Family Foundation

**MATCH MAKERS -
\$1,000 - 4,999**

88Nine Radio Milwaukee
ADAMM
American Packaging Corporation
American Transmission
Company, LLC
Aqua Foundation
Babboni Photography
Baker Tilly
Gary and Mithra Ballesteros
Mary Ellen and Goff Beach
Family Foundation
Benevity
Big Brothers Big Sisters
of America
Duane & Dorothy
Bluemke Foundation



My Big Brother always welcomes me into his home and into his family. He is always willing to try new things and most of the time, I'm right there with him. He also helps me with school. Sometimes he'll take me to the library where we can just study together. I feel that this relationship could go on forever.

— Little Brother



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

Steven and Melanie Booth
Bostik, Inc.

Brady Corporation
Foundation, Inc.

Brookfield Innovation Studio

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Christine M. Fenske-Eben and
Eric M. Eben

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Jaime Garcia

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“

I have truly enjoyed this year and getting to know my mentee. It's easy to go through life day by day and tackle the small problems, but we have spent some time this year thinking about the 'big picture' and how to think and be and get the most out of life. I have learned as much as my mentee. To me, that's what makes the world go around ... people interacting and supporting each other.

— mentor2.0 Mentor

”



“

I feel like I am blessed to have an opportunity to be a part of mentor2.0 because it helps me map out my future, and I can talk to someone who has experience and who I am comfortable with.

— mentor2.0 Student

”



The best part of being a Big is watching my Little Brother grow and develop as a student and citizen. We talk about school and how to become a good person and have learned how to make good decisions.

— Big Brother



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

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MEMORIAL GIFTS**

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Mary Jo Stremlow
Margaret Wenger
Jason Wessel

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MEMORIAL GIFTS
(CONT.)**

In Memory of Tom Ela

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Robert Wrocklage

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From his fellow retirees
and co-workers

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Julie Webb and Michael Taitel

In Honor of Danny Robb
Stephen and Sally Robb

In Honor of Mercedes Jackson
Ginny Finn

In Honor of Jane and Dennis Joyce
Pamela J. Polyak

In Honor of AJ Grulkowski
Eric Heidenreiter

In Honor of Amanda and
Seamus Holloway
Vanessa Williams

In Honor of the Wolf/Hall Wedding
Cameron and Alicia Hall

*For a complete list of gifts,
please visit our website at
bbbsmilwaukee.org.*



She has become my true little sister and a part of my family. I love listening to her stories and hearing of her accomplishments. I am proud to be her Big.

— Big Sister



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