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.

OUR ACCOUNTABILITY
We partner with parents and guardians, volunteers, strategic partners, and others in the community and hold ourselves accountable for each child in our program achieving:
- Educational success
- Avoidance of risky behaviors
- Higher aspirations, greater confidence, and better relationships

OUR AFFILIATION
Big Brothers Big Sisters of Metro Milwaukee is an affiliate of Big Brothers Big Sisters of America. For 110 years, Big Brothers Big Sisters of America has provided professionally-supported one-to-one youth mentoring services across the nation. Our affiliation with Big Brothers Big Sisters of America provides us with access to:
- Best practices shared by a nationwide network of nearly 300 mentoring agencies.
- Research supported by the nation’s leading youth mentoring experts to monitor national trends in youth development.
- Evaluation systems and technology to effectively implement programming and drive program improvement.
- Measurable outcomes and standards to evaluate success.
OUR MENTORING PROGRAM

Big Brothers Big Sisters of Metro Milwaukee has been the premier provider of youth mentoring services in Milwaukee and Waukesha Counties for almost 40 years. Our evidence-based one-to-one service delivery model was developed in partnership with leading youth mentoring researchers and is unique in the mentoring community. This model is youth-centered, built on a foundation of strong and close relationships, and includes:

- Careful recruitment and screening of volunteer mentors.
- Strong, personalized case management to every child, family, and mentor.
- Prioritization of educational success.
- Extensive and ongoing staff and mentor training.
- Strategic partnerships to expose youth to educationally-focused activities.
- Thorough evaluation to measure outcomes and impact, build on positive results, and use lessons learned to drive program performance and continuous improvement.

BIG BROTHERS BIG SISTERS OFFERS THREE MENTORING OPTIONS THAT UTILIZE OUR 1-TO-1 SERVICE DELIVERY MODEL:

Community-based mentoring: This option matches a child with a volunteer adult mentor who serves as a role model and friend. Children and mentors meet weekly for activities and outings that build confidence, encourage healthy choices, promote educational success, and lead to positive outcomes.

School-based mentoring: Volunteer mentors meet with children weekly during or after the school day at a partner school location for educationally-focused mentoring, including assistance with homework and enrichment activities that incorporate classroom concepts. Volunteer mentors provide role modeling, friendship, and guidance to increase measurable outcomes.

mentor2.0: In Fall 2013, Big Brothers Big Sisters was chosen as one of eight agencies to implement mentor2.0 as part of a nationwide pilot. Mentor2.0 specifically serves high school students and combines in-person mentoring with safe, secure online communication and a comprehensive weekly curriculum focused on college readiness. Mentor2.0 is the only college readiness program in Wisconsin taking this innovative approach to preparing at-risk youth for successful futures.

Big Brothers Big Sisters staff has worked diligently to plan and implement mentor2.0. In Fall of 2014, we partnered with Veritas High School in Milwaukee to offer this new mentoring option. Veritas freshmen are matched with college-educated, career-focused mentors. Similar to Community-based and School-based mentoring, staff provides on-going professional support for each mentoring relationship. The mentor2.0-Veritas High School partnership assures students have a comprehensive continuum of support that promotes true college readiness, including academic preparation, non-cognitive skill development, an increase in college knowledge, higher aspirations, and college attendance and completion.

Initial funding for the implementation of mentor2.0 was provided by the Greater Milwaukee Foundation’s Alma Smith Wright Fund, Dorothy Elizabeth Borchert Donohue and Milton Gideon Donohue Fund, Mae C. Petri Fund and the Lorraine Albright Flint Fund; Daniel M. Soref Charitable Trust; Stephens Family Foundation; and Wells Fargo.
THE CHILDREN WE SERVE

Big Brothers Big Sisters serves a targeted population of youth facing adversity. In 2014, we served 1,303 children.

73% from single-parent households
78% are eligible for free or reduced-price lunch
22% had an incarcerated parent

57% Girls
43% Boys

65% African-American
1% Asian
15% Caucasian
17% Latino or Latina
2% Multi-racial/Other

86% Milwaukee County
14% Waukesha County

22% 6-9 years old
39% 10-12 years old
29% 13-15 years old
10% 16-19 years old

OUR VOLUNTEERS

Big Brothers Big Sisters’ committed volunteer mentors ensure that the youth we serve receive support and guidance that leads to positive long-term outcomes. Our mentors:

- Are educationally and vocationally diverse. Over half of our mentors have a bachelor’s degree or higher, and mentors come from large corporations, small businesses, nonprofits, and government agencies. We also have mentors who are college students, homemakers, retirees, and couples.
- Are multi-generational, bringing many different life experiences and perspectives to our mentoring program.
- Are carefully screened, oriented, trained, and professionally supported through individual case management by Big Brothers Big Sisters staff for the duration of the mentoring relationship.
- Make a minimum two year commitment to mentor children facing adversity.

In 2014, Big Brothers Big Sisters’ volunteer mentors delivered over 100,000 hours of service for an estimated economic impact of $2.2 million, providing an excellent return on investment to our supporters.

65% Women
35% Men

9% African-American
4% Asian
80% Caucasian
5% Latino or Latina
2% Multi-racial/Other

20% 18-20 years old
45% 21-30 years old
17% 31-40 years old
9% 41-50 years old
9% 51+ years old
EVALUATION

Big Brothers Big Sisters uses a rigorous methodology that is unique in the mentoring community. For more than 15 years, we have utilized outcome evaluation tools created and developed by Big Brothers Big Sisters of America and leading youth development experts and researchers. Big Brothers Big Sisters measures outcomes for every child and every match relationship on an ongoing basis using the Outcomes Evaluation System. This measurement tool has three 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 children, 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 to discuss progress towards achieving goals, address specific needs, ensure child safety, and gain critical information to guide mentoring relationships. Match Support Specialists also record data on grades, graduation, post-secondary plans, and match successes such as six and 12 month retention milestones.

All data is carefully 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 Big Brothers Big Sisters to evaluate our program in real time, continuously learn, and drive program improvement. This system also provides access to a nationwide network of nearly 300 Big Brothers Big Sisters affiliates to share best practices and increase program efficiency.

IMPACT

Big Brothers Big Sisters focuses on strengthening relationships that endure and yield positive youth outcomes. Ultimately, we are successful when we empower children in our mentoring program to achieve brighter futures by improving educationally, avoiding risky behavior, and developing social and emotional skills.

In 2014, youth in our mentoring program achieved the following outcomes:

- 79% maintained or improved their educational expectations
- 70% maintained or improved in attitudes towards risky behavior
- 81% maintained or improved social and emotional skills leading to higher aspirations, greater confidence, and better relationships.

In 2014, Big Brothers Big Sisters received the “Quality Award” from Big Brothers Big Sisters of America. Winning agencies were recognized for outstanding performance, including high retention rates, high quality case management, and financial stability. This award identified the top 10% of all Big Brothers Big Sisters agencies nationwide.
Big Brothers Big Sisters implemented REACH in 2009. We developed REACH to increase youth exposure to educational and cultural enrichment opportunities; recruit more volunteer mentors; improve relationship support; increase child and volunteer retention; create longer, stronger mentoring relationships; and leverage community resources. REACH has been successful in achieving these goals for the past five years.

REACH is a curriculum-based program enhancement available to all mentoring matches that provides staff-planned and staff-supported activities in five areas critical to youth development: Recreation; Education and Career; Arts and Culture; Civic Engagement; and Health and Fitness. In each area, activities are designed to help children improve academic performance and make healthy choices for their futures. In 2013-2014, Big Brothers Big Sisters delivered over 80 REACH activities.

Since it began, we have evaluated measurable outcomes and seen that REACH is an effective tool to achieve longer and stronger mentoring relationships, which leads to positive outcomes for children.
STRATEGIC PARTNERSHIPS

Big Brothers Big Sisters builds strategic partnerships to provide comprehensive services that align with our mission and lead to educational success, avoidance of risky behaviors, and the development of social and emotional skills for the youth in our mentoring program.

Big Brothers Big Sisters has developed collaborations with community partners who contribute their time, resources, and programming. The knowledge, expertise, and efforts of educational institutions, community organizations, businesses, and others allow us to provide our youth with high-quality programming that exposes them to a broad range of educational opportunities and cultural experiences that have a long-term impact. Tapping into these existing resources reduces the duplication of services and allows Big Brothers Big Sisters to develop and provide quality programming at low or no cost.

Alverno College  
Arts@Large  
Blair Elementary School  
Briggs and Stratton  
Cass Street Elementary School  
Catholic East Elementary School  
City of Milwaukee  
Danceworks  
Discovery World  
Escuela Vieau Elementary School  
Feeding America  
First Stage  
Forest Home Avenue Elementary School  
GMR Marketing  
Habitat for Humanity of Waukesha County  
Hadfield Elementary School  
Hartford University School  
Huzinger Construction  
Imax-Milwaukee Public Museum  
Jacobson Rost  
Johnson Controls  
Keefe Avenue Elementary School  
Kohl’s  
MacDowell Montessori School  
Marquette University  
Mary McLeod Bethune Academy  
Maryland Avenue Montessori School  
Medical College of Wisconsin  
Milwaukee Admirals  
Milwaukee Art Museum  
Milwaukee Brewers  
Milwaukee Bucks  
Milwaukee College Preparatory Academy  
Milwaukee County Zoo  
Milwaukee Police Department  
Milwaukee Public Library  
Milwaukee Public Schools - Milwaukee Recreation  
Milwaukee Repertory Theater  
Molina Healthcare  
Muskie Inc.  
Next Act Theatre  
Orange Shoe Personal Fitness  
Penfield Children’s Center  
Pettit National Ice Center  
Pinstripe (Celio)  
Playworks  
Reinhart Boerner Van Duren s.c.  
Retzer Nature Center  
Skylight Theater  
South Shore Yacht Club  
STEM Academy-Randall Campus  
STEM Academy-Saratoga Campus  
The Gathering  
Thrive Foundation  
Townsend Street School  
United Performing Arts Fund  
Urban Ecology Center  
Whittier Elementary School  
Wisconsin Humane Society  
YMCA-Southshore  
Zoological Society of Milwaukee
SIGNATURE SPECIAL EVENTS

Thanks to the generosity of donors and sponsors, Big Brothers Big Sisters’ three signature events raised more than $500,000 in 2013-2014.

BOWL FOR KIDS’ SAKE

For the 12th consecutive year, Children’s Hospital of Wisconsin generously supported Bowl for Kids’ Sake as the event’s presenting sponsor. In 2014, more than 850 bowlers raised awareness for Big Brothers Big Sisters and the youth we serve. Bowl for Kids’ Sake raised $160,000 to help provide youth with the support and guidance they need to achieve long-term, successful outcomes.

23rd Annual BIG BROTHERS BIG SISTERS NFL ALUMNI GOLF CLASSIC

Big Brothers Big Sisters partnered with the NFL Alumni Association for the 23rd year to raise funding for youth in our mentoring program. Each participant in the NFL Alumni Golf Classic 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 $176,000.

BiG Gala A CELEBRATION OF MENTORING

The Big Gala: A Celebration of Mentoring, honored our Matches of the Year, the Martin F. Stein Memorial Scholarship recipient, and the Greater Milwaukee Foundation, which received the 2013 Martin F. Stein Champion for Children award. The Big Gala raised over $243,000 to support children in our mentoring program. The presenting sponsors for this event were Baird and BMO Harris Bank. The signature sponsors were Chadbourne & Parke LLP, Children’s Hospital of Wisconsin, and Rockwell Automation.
Big Brothers Big Sisters utilizes a balanced revenue portfolio strategy that includes an aggressive annual fundraising campaign focused on corporate, foundation, government, special event, and individual funding. This comprehensive approach positions us for sustainable growth and reduces risk.

Strong and consistent leadership play an important role in our success. Big Brothers Big Sisters’ Board of Directors is composed of community leaders who represent major employers in Metro Milwaukee. Their governance and support has assisted Big Brothers Big Sisters in balancing our budget for the past seven years.

### REVENUES

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<td>Special Events</td>
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<td>Government Grants</td>
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### Assets

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### Liabilities

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THANK YOU

Big Brothers Big Sisters is changing the lives of youth facing adversity in Metro Milwaukee. Our work would not be possible without our many caring and generous partners. Volunteers, parents, community partners, donors, and Board Members all contribute to our sustained success.

Every one of our partners allows Big Brothers Big Sisters’ dedicated staff to provide and support strong mentoring relationships that lead to positive long-term outcomes and bright futures.

Our gratitude is truly immeasurable. On behalf of those whose lives are enriched by your commitment and generosity—a BIG THANK YOU!

The generosity of our donors provides youth facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever.

The following list includes contributions made from July 1, 2013 to June 30, 2014.
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<tr>
<th>CIRCLE</th>
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<td>CHAIRMAN’S CIRCLE - $100,000+</td>
<td>Community Advocates, Inc. - Milwaukee Brighter Futures Initiative</td>
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MAGIC MAKERS - $5,000 - $9,999 (CONT.)
Richard and Ann Teerlink
United Way of Metropolitan Chicago
Vistelar Group
Weiss Family Foundation
Whyte Hirschboeck Dudek, S.C.

MATCH MAKERS - $1,000 - 4,999
Anonymous
Arvind and Namrata Ahuja
American Transmission Company, LLC
Assurant Health
AT&T Employee Giving Program
Audi Milwaukee
Axia Strategies, Inc.
Baker Tilly
Gary and Mithra Ballesteros
Bank of America-Merrill Lynch
Big Brothers Big Sisters of America
Ken Bonning
Steven and Melanie Booth
Kathryn and John Buono
CDW Corporation
CG Schmidt, Inc
Gregory and Sharon Charlesworth
Amy M. Chionchio
Cinthia Christensen and Todd Weir
Michael J. Cleary
Conejitos Place
CorVel Corporation
Theodore and Anne Crandall
Dalu Family Foundation
Darden Restaurants, Inc.
Deloitte
Ryan and Kristin Deneen
Doerr Foundation
Doug and Kimberly Eckrote
Albert J. and Flora H. Ellinger Foundation, Inc.
Herbert H. & Fern Elliott Family Fund
Harold and Patricia Emch
tenVision Business Consulting
Ernst & Young, LLP
Evolution Milwaukee Gastro Pong
Cindy Fischer
Fred and Kay Fischer
James and Kay Fleming
Foley & Lardner, LLP
Four Seasons Hotel Chicago/ Ritz-Carlton Chicago
Francis Investment Counsel LLC
The Gardner Foundation
The GE Foundation
GE Healthcare
Lyn and Scott Geboy
Brian and Julie Gilpin
Dudley and Constance Godfrey Foundation, Inc.
Golfsmith International
Greater Milwaukee Foundation's Bob and Pat Wille Fund
Habush Habush & Rottier S.C.
Douglas and Jane Hagerman
Hammes Company, LLC
Dave and Heidi Hanson
Harmony Living Centers
HealthDataInsights
HealthHelp
Evan & Marion Helfaer Foundation
Hilmot Corporation
Iron Horse Hotel
Jeffrey and Sarah Joerres
Annie Jansen Jurczyk and John Jansen
Matthew and Kathryn Kamm
Jane Kelley
Philip and Kate Kelliher
Ted and Mary Kellner
Bud and Laurie Keyes
Kevin and Angelique Klimara
Claudia Knowlton-Chike and Anthony Chike
Herbert H. Kohl Charities
Navjot S. Kohli
Larpen Metallurgical Service
LifeTrac Network
Roger W. and Mary C. Lyons Memorial Trust
Madison Medical
Marcus Hotels & Resorts
Marcus Theatres
Marlo Foundation, Ltd.
Marwood Group
Kellene L. Marzahl
Master Printwear
Master Wholesale & Vending Supply, Inc.
Kimberley S. Metcalf-Kupres and Steven Kupres
Michael Best & Friedrich LLP (continued)
“She’s a perfect Big Sister. She takes me out, helps me explore the world, and helps me see the things I always wanted to see and experience.”
–Little Sister

“When I think of my Big Brother, I think of a friend. I became a better person thanks to him.”
–Little Brother

“It’s been great. I signed up to have a different perspective of life outside of my own view, and this year has done wonders to that perspective. I have met a great family that will be a part of my life for a long time. It’s been very rewarding.”
–Big Brother

“We have reached many milestones together. I have seen my Little Sister achieve so many personal goals, while simultaneously handling some of life’s hardest challenges.”
–Big Sister

“Big Brothers Big Sisters is an amazing gift. Your child has someone in their life who’s just for them, someone who has their best interests at heart.”
–Parent
“When I was asked recently at my 10-year high school reunion for my biggest accomplishment to date, I knew without a doubt that being a Big surpassed everything else.”
– Big Sister

“It’s been amazing to see the difference that our student’s Big Sister has made in her life. Quite honestly, it’s night and day. She now walks through the hallways smiling, she seems excited, she has stories to share. Truly, I think that your program has been such a wonderful—and potentially life changing—experience for our student.”
– School Counselor

“When I’m sad or upset about something, I can just talk to my Big Brother and he’ll help me with my problem.”
– Little Brother

“We stress the profound impact that mentoring has on youth, but I know it’s changed me for the better too.”
– Big Brother

“She has grown into a strong young woman who I count as one of my dearest friends.”
– Big Sister
**MATCH MAKERS - $1,000 - 4,999 (CONT.)**

- Milliman IntelliScript
- Milwaukee Admirals
- R. Michael Molloy
- Eugene W. Monroe
- Mortensen Fine Art Photography
- George and Julie Mosher Family Foundation
- David and Julie Muth
- The National Radiology Network
- Christopher and Anne Noyes
- O’Neill Engineered Systems
- Orange Shoe Personal Fitness
- Bebe & Bob O’Toole Foundation
- Park Bank Foundation, Inc.
- Jay Peters
- Pettit National Ice Center
- The Pfister Hotel
- Warren and Ann Pierson
- Richard and Sharon Pircon
- Gene & Ruth Posner Foundation, Inc.
- Potawatomi Bingo Casino
- PPC Foundation
- Prince Telecom, LLC
- The PrivateBank
- Propeller
- Puelicher Foundation, Inc.
- Quarles & Brady LLP
- Quest Diagnostics
- R&R Insurance Services, Inc
- Robert and Tina Reilly
- Rexnord Foundation, Inc.
- Roehl Foundation, Inc.
- Stephen and Shelagh Roell
- Gregory L. Ryan
- Bill Schick
- Russell and Jacquelyn Schwei
- Silverman Family Foundation
- Don and Gretchen Simons
- John and Mary Splude
- Mary Ellen and Scott Stanek
- Bert L. & Patricia S. Steigleider Trust
- TC3 Health, Inc.
- Todd and Kim Teske
- J. Darrell Thomas
- The Ticket Experience, LLC
- Van Buren Management, Inc.
- Vilter Foundation, Inc.
- Dawn Vogelsang
- William and Kimberly Walbrun
- The Walmart Foundation
- Brian Ward
- Waterstone Bank
- Katie and Jason Weeks
- John and Sarah Weitzer
- Wells Fargo Private Bank
- Michael and Rebecca Wershay
- Weyco Group, Inc.
- Virginia and James Wheeler
- Wintrust Financial Corporation
- World Fuel Services
- Joseph and Kristi Wright
- Brian and Jessica Wroblewski

**CHAMPIONS - $500 - $999**

- Anonymous
- Accident Fund Holdings, Inc.
- Helmut V. and Sandy Ammon
- Anton’s Salon & M Spa
- Aspen Medical Aesthetics & Laser Clinic
- AXS Points, LLC
- Steven E. Bablitch and Elaine Kelch
- James D. and Jane Bell
- Anna Benton
- Duane & Dorothy Bluemke Foundation
- Bostik, Inc.
- The Boucher Group, Inc.
- Patrick and Sarah Brennan
- Bladen and Julia Burns
- Patty Cadorin
- Brian and Sandi Cadwallader
- Cargill
- Carroll Studios of Photography
- Charter Manufacturing Co. Foundation
- Cohen Fund Audit Services
- Columbia St. Mary’s
- Combined Federal Campaign of Greater Wisconsin
- Craig and Jill Cookle
- Jeffrey and Cynthia Davis
- Stephen Delahunt
- DeLuca & Tobin Cable Contractors LTD.
- John Dirkse
- William F. Doss

(continued)
Ted and Jordan Dunham
Steve and Michelle Etzel
Fiduciary Real Estate Development, Inc.
Enrique Figueroa, Ph.D.
John Florsheim and Lindy Yeager
Celeste and Michael Flynn
Andrew Fortenbery
Froedtert Health
Carol and William Gehl
Godfrey & Kahn, S.C.
Grand Geneva Resort & Spa
Glen and Claire Hackmann
Hammel, Green & Abrahamson (HGA) Inc.
Jerome Hardt
Hunzinger Construction Company
Arlene Iglar
Infinity Benefit Solutions, Inc.
J.K Lee Black Belt Academy
Keith A. Jacoby
J. Patrick and Christine Keyes
John and Nancy Kirtley
James and Jodi Kleinfeldt
Suzanne LaFleur and Daniel J. Sapiro
Jon and Nora Langenfeld
Kyle Ledbetter
Michael and Susi Leonardson
Gerri Lietz-Staffileno
Loaded Slate Bar & Grill
Keith Mardak
Ken Mater
Milwaukee Brewers Baseball Club
Mortenson Construction
Nucor Cold Finish Wisconsin, Inc.
Chad O’Brien
Patrick Farrell Studio
David P. Pelisek
Thomas C. and Meredith A. Pence
Bruce and Mary Ellen Pindyck
Leslie Ann Plaman
Playworks
PNC
Dennis and Lynn Potts
Thomas and Sheri Price
Jon and Lynn Riggs
Lee A. Riordan
The Ritz-Carlton, Washington D.C.
Thomas Schuster and Ann Gerlach-Schuster
Greg Siek
Sobelman’s Pub & Grill
Solid Partitions LLC
Southwest Airlines
State Farm Companies Foundation-Matching Gifts
Strauss Brands, Inc.
Surg Restaurant Group
Thomas E. Swift
Sybaris Pool Suites
David and Maureen Tarantino
Laura and Rob Timm
TOMS
Trade Press Media Group, Inc.
United Performings Arts Fund Inc.
United Way of West Central Connecticut, Inc.
Mark O. Vachalek
Tiffany Walisiewicz
Waukesha Rotary Club Charitable Fund
Wells Fargo Community Support Campaign
Women of AT&T (WOA)
Mary Lou and Harold Young
Nancy Zabriskie

Honor and Memorial Gifts
Aurora Health Care in Honor of Joseph Graboyes
Financial Human Resources Association in Honor of Kevin Kinney
Linda J. Gorens-Levey in Honor of Mary Lou Young’s 5 Year Anniversary at United Way of Greater Milwaukee
William Kussner in Honor of his grandson
Patricia M. Mueller in Honor of Bill Reitman and Theresa Reagan
Steven Ryan in Honor of John Weitzer
Leslie Schworm in Honor of Amy Chionchio
Eileen Sherman in Honor of Mark Mishefski’s birthday
Julie Webb and Michael Taitel in Honor of Annie Jurczyk
Ellen Winterburn in Honor of Daniel Skyrud
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