



**Big Brothers Big Sisters**  
of Metro Milwaukee

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Donor Impact:  
Building  
Futures for  
1,400 Children



Celebrating  
Our Sister  
Match of the  
Year



Donor Profile:  
Julie Webb and  
Michael Taitel



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**NEWSLETTER**

WINTER  
2017

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## DONOR PROFILE: JULIE WEBB AND MICHAEL TAITEL

IN 2013, JULIE'S FRIEND ASKED FOR A DONATION TO SUPPORT HER BOWL FOR KIDS' SAKE TEAM. JULIE AND HER HUSBAND MICHAEL DIDN'T KNOW MUCH ABOUT BIG BROTHERS BIG SISTERS, OR ITS ANNUAL BOWLING FUNDRAISER BUT SINCE THEIR FRIEND WAS ASKING, THEY WERE HAPPY TO PLEDGE THEIR SUPPORT.

Over the years, Julie and Michael have learned much more about our organization. "We know that unfortunately many children today are struggling. Sometimes having a caring adult to listen and guide them can make all the difference," Julie said.



Julie and Michael enjoy hearing about successful matches and following the latest news through Big Brothers Big Sisters' social media posts. Each December they consistently make an end-of-year gift. Julie believes in our mission: "We feel we are doing something that will really change a life for the better." Big Brothers Big Sisters relies on funding from generous donors to provide mentors to children on our waiting list and continue to help youth reach their full potential. With the support of donors like Julie and Michael, we are building futures in Metro Milwaukee, one child at a time.

# BUILDING FUTURES BASED ON POSITIVE YOUTH OUTCOMES

**What do you want to be when you grow up?**  
Like all children, youth in Big Brothers Big Sisters one-to-one mentoring program frequently answer this question. An NBA All-Star. A fisherman. A teacher. A veterinarian. Kids' dreams and expectations often grow and change as they do.

By the time youth reach high school, it is time to focus on strengths, work to overcome weaknesses, and set realistic goals for the future. All Big Brothers Big Sisters matches work toward achieving academic success. Our mentor2.0 program is one pathway to success for high school students.

After three years of delivering, evaluating, and enhancing mentor2.0, Big Brothers Big Sisters

has developed an effective mentoring model that is working for students, their families, and their volunteer mentors. We have built a solid partnership with Veritas High School where 200 mentor2.0 students receive comprehensive support that allows them to develop non-cognitive skills important for post-secondary success, increase college knowledge, and build life-long learning skills.

**Mentor2.0 students achieved the following during the 2016-2017 academic year:**

- **62%: B or Better Average**
- **3.05: Average Grade Point Average**
- **98%: Advanced to the Next Grade Level**

A critical precursor to a student being able to graduate from high school prepared for post-secondary success is to have a well-developed college aspiration. Our mentor2.0 students report the following, indicating they intend to pursue post-secondary education and understand the impact it will have on their lives:

- **94% expect to earn a post-secondary degree.**
- **90% believe they need a post-secondary degree to live the life they want.**

What do you want to be when you grow up? An engineer. A social worker. A neuropsychologist. A CEO. With hard work and the support of their mentors, we are confident these high school students will achieve their dreams!

*Pictured above: Mentors and students in Big Brothers Big Sisters' mentor2.0 program work together to achieve high school success and post-secondary and career readiness.*

## SPECIAL EVENTS



Thank you for a successful Gala! With the support of Presenting Sponsor **We Energies Foundation**, Premium Sponsor **Tamarack Petroleum Company**, our Signature Sponsors, and all our generous supporters, Big Brothers Big Sisters raised over \$395,000 to help build futures for children facing adversity. Save the date for next year's Gala: Saturday, November 3, 2018.



## BOWL FOR KIDS' SAKE

**Let's strike it BIG again in 2018!** At Big Brothers Big Sisters, we love bowling – not only is it a great way to spend a fun-filled evening with friends and family, but it raises important funding for the children we serve every day!

Keep an eye on our website at [bbbsmilwaukee.org/events](http://bbbsmilwaukee.org/events) where we will post all the latest bowling information, including dates, in early January.



**Share Your Heart!** Heart of Canal Street is Potawatomi Hotel & Casino's community program that raises funds for children's charities – and Big Brothers Big Sisters of Metro Milwaukee is a 2017 beneficiary.



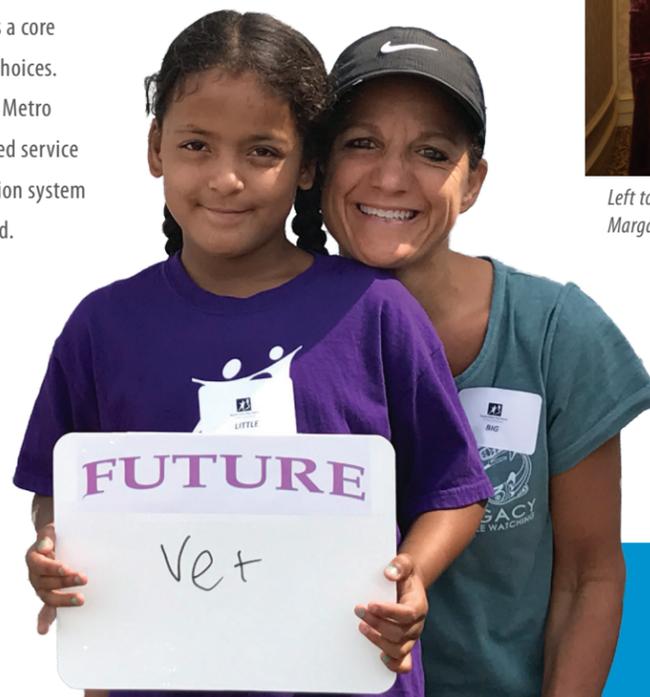
Big Brothers Big Sisters donors build futures for 1,400 children and teens each year.

## DONOR IMPACT: BUILDING FUTURES FOR 1,400 CHILDREN

SINCE 1975, BIG BROTHERS BIG SISTERS HAS BEEN THE PREMIER PROVIDER OF YOUTH MENTORING SERVICES IN WAUKESHA AND MILWAUKEE COUNTIES. OUR ONE-TO-ONE MENTORING PROGRAM ADDRESSES THE NEEDS OF CHILDREN FACING ADVERSITY BY CREATING, FOSTERING, AND SUPPORTING STRONG ONE-TO-ONE RELATIONSHIPS BETWEEN YOUTH AND CARING VOLUNTEER ADULT MENTORS. Our volunteers are carefully screened to ensure child safety and development and thoughtfully matched based on each child's individual needs, shared interests, and personalities.

Most significantly, our mentoring program is provided free to families and produces **measurable results that create generational change** for the children we serve. Big Brothers Big Sisters integrates educational success strategies into all mentoring services, and we incorporate prevention as a core principle to help youth make responsible choices. There are no other mentoring programs in Metro Milwaukee with this type of evidence-based service delivery model or with a scientific evaluation system to measure outcomes for every child served.

Thank you to all our donors who help us build futures for the children we serve. If you would like to help change the life of a child facing adversity today, please visit [bbbsmilwaukee.org/give](http://bbbsmilwaukee.org/give).



Little Sister Bethany has become a mature, polite, and confident young woman with support from Big Sister Margaret.



Left to right: Mom Vicki, Little Sister Bethany, Big Sister Margaret, and Margaret's husband Michael.

## CELEBRATING OUR SISTER MATCH OF THE YEAR

MARGARET IS A KIND, DOWN TO EARTH BUSINESS PROFESSIONAL WHO ENJOYS WORKING WITH YOUTH. EIGHT YEARS AGO SHE APPLIED TO BECOME A BIG SISTER. AT THE TIME, BETHANY WAS AN EIGHT-YEAR-OLD GIRL ATTENDING MILWAUKEE'S BETHUNE ACADEMY. HER MOM VICKI SIGNED HER UP FOR BIG BROTHERS BIG SISTERS' SCHOOL-BASED MENTORING PROGRAM. BOTH MOTHER AND DAUGHTER WERE EXCITED WHEN BIG BROTHERS BIG SISTERS MATCHED BETHANY WITH MARGARET.

Margaret and Bethany's relationship quickly evolved. Together they navigated the challenges of elementary and middle school. When Bethany changed schools, Margaret stayed in her Little Sister's life. They transitioned into a Community-based match, allowing visits outside of the classroom. Margaret was an incredible resource during the high school selection process, helping Bethany work through applications and supporting her while she worked out tuition and financial aid.

With Margaret's support, Bethany has blossomed into a confident and mature sophomore student who takes her education very seriously. Margaret makes it a point to focus on how Bethany is doing in school and talks about her goals for the future. Bethany appreciates having Margaret to talk to about "high school issues." They have thoughtful discussions about making smart choices with peers and in social situations.

Margaret and Bethany share many interests. In her sophomore year, Bethany joined her high school softball team at Margaret's encouragement to try a new extracurricular activity. Margaret has been very supportive of the decision, and Bethany has made new friends and is enjoying a new sport.

Bethany and her mom Vicki consider Margaret to be "part of the family." Margaret and Vicki touch base weekly, so that Vicki can report on Bethany's grades, projects, and activities.

Big Brothers Big Sisters of Metro Milwaukee recently recognized Margaret and Bethany as the Sister Match of the Year. Together we are building futures for youth like Bethany by matching them with caring mentors like Margaret.