



**Big Brothers  
Big Sisters®**  
OF METRO MILWAUKEE

**DEFENDERS OF POTENTIAL**  
2018 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.



# DEFENDING POTENTIAL

Every child in our community, regardless of his or her circumstances, has **unlimited potential**. Big Brothers Big Sisters of Metro Milwaukee — working alongside caring families, dedicated volunteer mentors, committed schools and community partners, generous donors, and a passionate Board of Directors — **ignites that potential** and **defends that potential, empowering youth** to rise up in the face of adversity and achieve their brightest possible future.

Big Brothers Big Sisters' one-to-one mentoring program makes a profound impact in the lives of Metro Milwaukee youth by creating and supporting strong, long-lasting one-to-one relationships between children and caring volunteer adult mentors that consistently lead to positive youth outcomes. We hold ourselves accountable for each child we serve achieving:

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

# OUR AFFILIATION

Big Brothers Big Sisters is an independent affiliate of Big Brothers Big Sisters of America, the nation's oldest and largest youth mentoring organization. For more than 114 years, Big Brothers Big Sisters of America has implemented, developed, and perfected its unique, evidence-based professionally-supported one-to-one mentoring model across the country.

Big Brothers Big Sisters of America provides us with access to national standards, policies, and procedures focused on child safety; research and program development; evaluation systems and technology; and nationwide best practices shared by nearly 300 affiliates across the country.

# THREE-TIME PINNACLE AWARD RECIPIENT



Big Brothers Big Sisters of Metro Milwaukee is committed to maintaining a high level of success and providing “best-in-class” mentoring services to youth, families, and volunteers. In 2018, for the third consecutive year, Big Brothers Big Sisters of Metro Milwaukee received the prestigious Pinnacle Award from Big Brothers Big Sisters of America. This is the highest honor a Big Brothers Big Sisters affiliate can earn and is achieved by consistently delivering exceptional program metrics and outcomes, including high retention rates, quality case management, and fiscal stability. We were one of nine agencies — of nearly 300 — to receive the Pinnacle Award, and **the only Big Brothers Big Sisters agency in the nation to receive it three years in a row.**



## OUR UNIQUE MENTORING MODEL

Big Brothers Big Sisters' **evidence-based one-to-one service delivery model** is distinctive in the mentoring community and includes:

- ≡ Free service to youth, families, volunteer mentors, and schools.
- ≡ A comprehensive volunteer screening and enrollment process to ensure child safety and development.
- ≡ Thoughtful matching of children and volunteers based on each child's individual needs, shared interests, and personalities.
- ≡ Comprehensive mentor training.
- ≡ Ongoing case management for every child, family, and mentor.
- ≡ Integration of educational success strategies into all mentoring services.
- ≡ Incorporation of prevention as a core principle to help youth make responsible decisions.
- ≡ Parental engagement through case management and participation in activities.
- ≡ Strategic partnerships to provide youth with educational and cultural experiences and activities.
- ≡ Thorough, scientific evaluation to measure outcomes and impact.



Big Brothers Big Sisters' mentoring program offers three unique one-to-one options that utilize our service delivery model. In each, volunteers make a minimum two year commitment to mentoring youth, **engage with their mentee three to four times per month**, and provide **role modeling, friendship, and guidance** to increase positive youth outcomes. These three options include:



**Community-based mentoring:** Youth and volunteer mentors meet throughout the community and spend time together engaged in activities they choose based on mutual interest. Through Community-based mentoring, a child experiences a wide range of new, fun, and educational activities; builds confidence; and gains a new perspective.

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**School-based mentoring:** Students meet with volunteer mentors weekly during or after the school day at one of 11 partner elementary or middle schools for educationally-focused mentoring to promote academic success and grade promotion. Through the support of their mentors, youth develop positive attitudes toward school, achieve higher grades, become more confident, and improve relationships with adults and peers.

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**mentor2.0:** Combines in-person mentoring for high school aged youth with safe, secure online communication and a comprehensive weekly curriculum focused on college readiness. Mentoring relationships continue through students' first year of post-secondary education.

# MATCH HIGHLIGHT: JAMES AND A.J.

## EMPOWERING POTENTIAL

Little Brother James and his Big Brother A.J. have been matched in Big Brothers Big Sisters' mentoring program since 2011 when James was 10 years old. James' mother enrolled her son because she wanted him to have another positive male role model in his life. A.J. was looking for an opportunity to have a positive relationship with a child and to help him reach his potential.

James and A.J. quickly became close friends and have developed a special bond.

"I'm thankful for having A.J. in my life, because without him I wouldn't have a motivator to keep pushing me," said James when asked to talk about what his relationship with his Big Brother meant to him. "A.J. shows me better than anybody how to keep up with myself, so I'm thankful to him for that. I like having him around — I learn a lot from him!"

That sentiment on the meaning of their relationship is similarly felt by A.J.

"I'm thankful for having James in my life, because without him I wouldn't know perspective, I wouldn't know compassion, I wouldn't know how to laugh, and I wouldn't know how to see different adventures through the lens of a 10-year old, a 12-year old, a 15-year old, and a 17-year old," said A.J. "James makes my world better. We're definitely family."

A.J. credits 'just showing up' week after week through James' childhood and into high school, for their strong relationship.

"Getting outside of the house is the most important thing," said A.J. "It's not always, 'What are we doing?' but it's just me arriving and having that consistency that matters most. The adventure starts from there."



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definitely  
family."



From the beginning of their relationship, A.J. has taken an active role in James' education, motivating and encouraging him through challenging times. A.J. consistently helps James with homework and stresses the importance of school and what it means to James' future.

"Academics are the first thing we talk about," said James. Through A.J.'s support, James has become much more interested in his education. He has become a very good student who is focused on his future and is now looking at colleges.

A.J. is proud of James' progress.

"James has matured so much in the last eight years," said A.J. "He has had some amazing moments, some pretty high peaks this year that I think he's probably too humble to speak about. He has test scores that blew me away, blew his mother away."

With his Big Brother's consistent guidance, support, and friendship, James is well on his way to achieving a bright future!

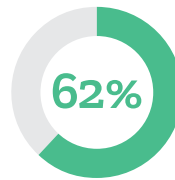
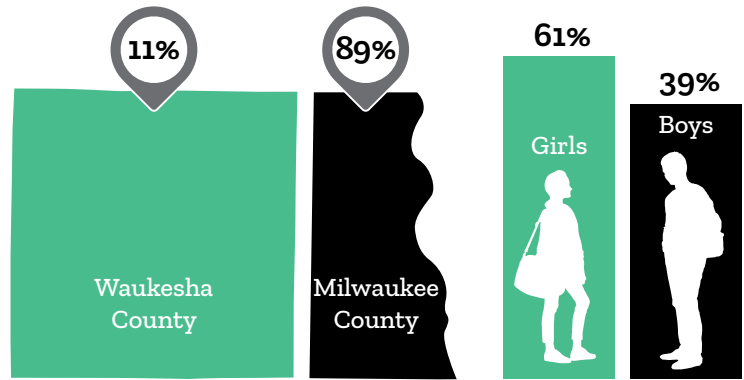
*Each year, Big Brothers Big Sisters celebrates the positive impact of one-to-one mentoring by recognizing an outstanding mentoring relationship. At the 2018 Gala, Big Brothers Big Sisters honored James and A.J. as the Brother Match of the Year. Upon learning of this, A.J. shared, "We are humbled and honored to be awarded the Brother Match of the Year. Actions always, always speak louder than words."*



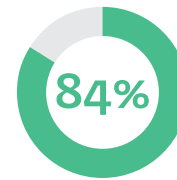
# THE CHILDREN WE SERVE

Big Brothers Big Sisters serves children facing adversity throughout Milwaukee and Waukesha counties. The youth we serve are resilient and overcome many challenges in their lives. Often, they need just one additional caring adult to guide them on the path to successful futures.

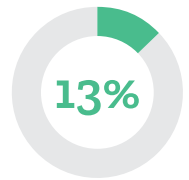
In 2018, Big Brothers Big Sisters served 1,401 youth.



are from single parent households



are eligible for free or reduced-price lunch



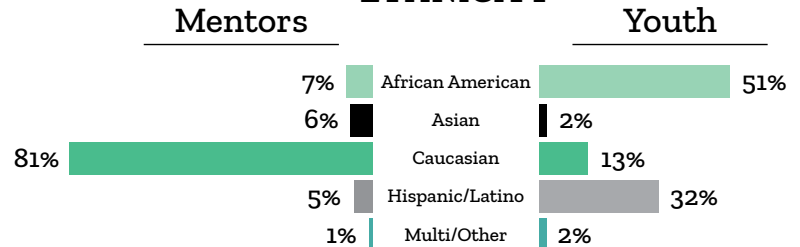
have an incarcerated parent

# OUR VOLUNTEERS

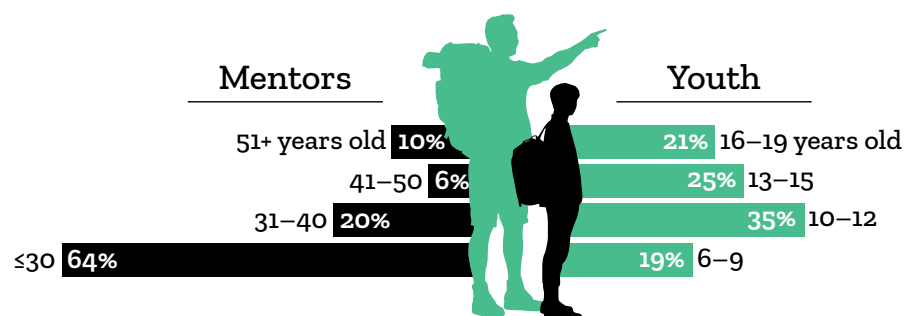
It is no accident that Big Brothers Big Sisters is named after our dedicated volunteer mentors — the amazing individuals who make our one-to-one mentoring program possible for Metro Milwaukee youth. Our mentors are committed to their mentees' wellbeing and defend their potential every day.

In 2018, **volunteers delivered more than 111,000 hours of direct one-to-one mentoring to youth for an estimated economic impact of \$2.7 million**, providing an excellent return on investment to our supporters.

## ETHNICITY



## AGE





# SCIENTIFIC EVALUATION

Big Brothers Big Sisters measures positive youth outcomes for every child and every match relationship on an ongoing basis using the Outcomes Evaluation System, a data-driven initiative developed and implemented by Big Brothers Big Sisters of America. The Outcomes Evaluation System utilizes a nationwide online platform to monitor, track, and evaluate every mentoring match served by nearly 300 Big Brothers Big Sisters affiliates across the country. This measurement tool has three key components:

1. **The Youth Outcome Survey** is a scientifically proven 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 and quality of the bond between mentors and youth, allowing staff to offer resources and guidance to mentoring matches as needed.
3. **Professional case management** by Match Support Specialists who contact each youth, parent or guardian, and mentor (monthly during the first year of a match and quarterly thereafter) to discuss progress toward achieving goals, address specific needs, ensure child safety, and gain critical information to guide mentoring relationships.

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# MEASURABLE OUTCOMES

Youth in Big Brothers Big Sisters' mentoring program achieved the following measurable results in 2018:

77%

**maintained or improved educational expectations**, which leads to grade promotion, high school graduation, and college readiness. For the class of 2018, 95% of Big Brothers Big Sisters seniors graduated from high school on time, and 76% of graduates enrolled in post-secondary education.

70%

**maintained or improved attitudes toward risky behavior**, including tobacco, drug, and alcohol use; skipping school and breaking school rules; crime; violence toward others; and other risky behaviors. In 2018, 99% of youth in our mentoring program avoided juvenile justice system involvement and 99% of girls avoided teen pregnancy.

72%

**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.





## OUR COMMUNITY PARTNERSHIPS

REACH is Big Brothers Big Sisters' curriculum-based program enhancement that provides mentoring matches with staff-planned and staff-supported activities. In partnership with a network of more than 50 organizations who offer their professional expertise, resources, and programming, REACH takes a whole-child approach to youth development by providing a full spectrum of unique experiences in five areas critical to youth development:



**Recreation** ≡ **Education and Careers** ≡ **Arts and Culture** ≡ **Civic Engagement** ≡ **Health and Fitness**

Tapping into existing community resources reduces duplication of services in the community and allows Big Brothers Big Sisters to develop and provide quality programming at low or no cost to our mentoring matches. **In 2018, Big Brothers Big Sisters delivered more than 80 REACH activities, which were attended by 1,431 total mentoring matches.**

# REACH HIGHLIGHT: DREAM BIG WITH THE MILWAUKEE BUCKS

In partnership with the Milwaukee Bucks, Dream Big is one of Big Brothers Big Sisters' most popular and most impactful REACH events. In 2018, youth and their mentors joined Bucks staff at Fiserv Forum and got an interactive, behind-the-scenes look at the many careers within the Milwaukee Bucks organization.

Milwaukee Bucks staff are always very welcoming, relatable, and excited to share information about their careers and the different paths they have taken to attain their dream jobs. Matches rotated through five stations and learned about operations, live programming and entertainment, scouting, player development, and digital communications. Throughout the evening, Bucks staff stressed the importance of education and hard work in attaining a career you love.

The Milwaukee Bucks are one of Big Brothers Big Sisters' closest community partners. Our multi-layered relationship adds tremendous value to our agency and the services we deliver to children and mentors. Big Brothers Big Sisters' longtime partnership with the Milwaukee Bucks includes:

- ⇒ Unique REACH activities annually for mentoring matches. This includes several events each year hosted by Bucks All-Star Khris Middleton, who truly cares about youth in our community and is a great ambassador for our mentoring program.
- ⇒ Ticket opportunities throughout the season for youth and their mentors to attend Milwaukee Bucks games.
- ⇒ Bucks employees who serve as volunteer mentors in our program.
- ⇒ The strong leadership of Alex Lasry on our Board of Directors.

"We believe mentors have the power to positively change the trajectory of a young person's life. That's why it's important for us to support mentoring organizations like Big Brothers Big Sisters of Metro Milwaukee," said Jack Snow of the Milwaukee Bucks. "Whether it be our 'Dream Big' nights, our annual basketball clinic, or our support through the Milwaukee Bucks Foundation, we're proud to use our platform to support and amplify the great work already being done by BBBS."



# SIGNATURE SPECIAL EVENTS

Big Brothers Big Sisters delivers three signature special events each year to support the children, families, and volunteer mentors we serve. Our generous guests, sponsors, and donors make these events possible and helped us raise more than **\$666,000 in 2017–18**.

## BIG BROTHERS BIG SISTERS NFL ALUMNI GOLF CLASSIC

Big Brothers Big Sisters has partnered with the NFL Alumni Association to hold the Big Brothers Big Sisters NFL Alumni Golf Classic for the past 27 years. For the seventh straight year, **BMO Harris Bank** was the Presenting Sponsor. During this unique golf outing, participants enjoyed a round of golf with a former NFL player followed by an awards dinner.



## THE BIG GALA: A CELEBRATION OF MENTORING

Big Brothers Big Sisters was joined by more than 420 guests for our Gala, where we celebrated the power of one-to-one mentoring. At the Gala, we honored our Mentoring Matches of the Year, the Martin F. Stein Memorial Scholarship recipient, and the Martin F. Stein Champion for Children. We are grateful to the **We Energies Foundation**, our Presenting Sponsor, Premium Sponsor **Tamarack Petroleum Company, Inc.**, and Signature Sponsors **Baird**, **BMO Harris Bank**, **GE Healthcare**, **Kohl's**, and **Norton Rose Fulbright**.



## BOWL FOR KIDS' SAKE

For the 16th consecutive year, **Children's Hospital of Wisconsin** was the Bowl for Kids' Sake Presenting Sponsor. From January to May, hundreds of bowlers hit the lanes for our longest-running special event, helping to raise funding to support children in Milwaukee and Waukesha counties.



# FINANCIAL STABILITY

Big Brothers Big Sisters achieved a balanced budget for the 11th consecutive year in fiscal year 2018 (7/1/2017–6/30/2018).

## REVENUES

Grants (Corporate, Foundation)	\$772,881
Special Events - Net	\$542,800
Contributions	\$479,412
In-Kind Donations	\$326,510
Government Grants	\$258,942
United Way Allocations	\$196,050

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**Total Revenue** **\$2,576,595**

## EXPENSES

Mentoring Programs	\$1,763,977
Development	\$380,833
Administration	\$250,759

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**Total Expenses** **\$2,395,569**

## ASSETS

Cash and Cash Equivalents	\$1,273,199
Receivables	\$269,026
Other Assets	\$329,072

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**Total Assets** **\$1,871,297**

## LIABILITIES

Payables	\$102,287
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## NET ASSETS

Unrestricted	
Undesignated	\$909,789
Board Designated	\$198,930
Temporarily Restricted	\$660,291

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**Total Liabilities and Net Assets** **\$1,871,297**



# THANK YOU FOR DEFENDING THE POTENTIAL OF YOUTH IN OUR COMMUNITY!

Big Brothers Big Sisters' many generous supporters and partners allow us to consistently provide nationally recognized mentoring at no charge to Metro Milwaukee youth and families.

The following list includes contributions and in-kind gifts made from made from July 1, 2017 to June 30, 2018.

## **Chairman's Circle \$100,000+**

Big Brothers Big Sisters of America  
— Office of Juvenile Justice  
and Delinquency Prevention  
Community Advocates, Inc.  
— Milwaukee Brighter Futures Initiative  
Anne and Tom Metcalfe  
Daniel M. Soref Charitable Trust  
United Way of Greater Milwaukee  
& Waukesha County  
We Energies Foundation

## **President's Circle \$50,000–\$99,999**

The Cudahy Foundation  
Herb Kohl Philanthropies  
Kohl's Corporation  
Northwestern Mutual Foundation  
U.S. Bank Foundation

## **Dream Makers \$25,000–\$49,999**

BMO Harris Bank  
Jane Bradley Pettit Foundation  
Briggs & Stratton Corporation  
Greater Milwaukee Foundation  
The Harley-Davidson Foundation  
Jewish Community Foundation  
— Anonymous Fund  
Potawatomi Hotel & Casino  
Rockwell Automation  
Stephens Family Foundation  
We Energies  
Mary Pat and Nick Zarcone

## **Friendship Makers \$10,000–\$24,999**

A.O. Smith Foundation  
Wendy and David Anderson

Anon Charitable Trust  
Anonymous  
Baird Foundation  
Brewers Community Foundation, Inc.  
Children's Hospital of Wisconsin  
Sue and Curt Culver  
Sallie and Don Davis  
GE Capital  
The GE Foundation  
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Arlene and Joel Lee  
Kathleen and John Miller  
Milwaukee Bucks Foundation  
Nicholas Family Foundation Trust  
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Nicole and Daniel Renouard  
The ROS Foundation  
Nancy and Guy Smith  
Tamarack Petroleum Co., Inc.  
Wells Fargo  
Joseph & Vera Zilber Family Foundation, Inc.

## **Magic Makers \$5,000–\$9,999**

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WEC Energy Group  
Weiss Family Foundation  
Wells Fargo Strategic Capital  
Rebecca and Michael Wershay  
Carlene Murphy Ziegler and Andrew Ziegler

## **Match Makers \$1,000–\$4,999**

ADAMM  
American Packaging Corporation  
American Transmission Company, LLC  
Anonymous  
Aras Promotions  
Badger Alloys  
Baker Tilly



Sara and Anthony Bartell  
 Colleen and Mike Baughn  
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Service Club of Milwaukee  
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Gretchen and Don Simons  
South Shore Yacht Club  
Mary and John Splude  
SunTrust Robinson Humphrey  
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Sherry and Jim Tolkan  
Dale and Robert Truding  
United Way of Metropolitan Chicago  
Donna and Robert Valdes  
Valdes Engineering Company  
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Mary Ann and Arthur Wigchers  
Elizabeth and James Wigdale  
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Zoological Society of Milwaukee County

### **Tributes**

*in honor of Mitchell Adam*

David W. Adam

*in honor of Mike Francis*

Brady Corporation Foundation, Inc.

*in honor of Kevin Kinney*

Financial Human Resources Association

*in honor of Matt & Carolyn Meuleners  
and family and Matt's Little Brother Jay*

Margaret N. Meuleners

*in honor of Chris and Pete*

Kaila Shore

*in honor of Theresa Reagan and Bill Reitman*

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*in honor of Emily Rabe and Nick Roedel*

Margaret Meiser

*in honor of Pat Roell*

Women of AT&T (WOA)

*in honor of Ann and Chris Swain*

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Cinthia Christensen and Todd Weir

*in honor of Kelly Ott and Mark Wershay's wedding*

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Jeff and Alicia Hoemann

Karen Igl

Kristen W. and Shawn Lundie

Jana and Matt Michaelis

Nada and Richard Moeller

Alicia Sandy

Danielle and Steven Thom

Kelly and Mark Wershay



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Anonymous

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Vincent Wucherer

**in memory of Sheila Zenner**

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Sara Jean Dostal

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Diane Wendelberger

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**Anthony W. Bartell**

BMO Harris Bank, N.A.

**Mike Baughn**

Kohl's Department Stores

**Kimberly K. Dodd**

Foley & Lardner LLP

**Deb Dunne**

Johnson Controls

**Michael J. Francis**

Francis Investment Counsel LLC

**Romona J. Henderson**

Charter Communications

**Smriti Khare, MD**

Children's Medical Group

**Alexander Lasry**

Milwaukee Bucks

**Laura Lange Lehmann**

Cramer-Krasselt

**Kate McDonald**

U.S. Bank

**Patrick B. Mehigan**

Deloitte Tax LLP

**Matthew Meuleners**

FOCUS Training, Inc.

**John M. Miller**

Rockwell Automation

**David Muth**

Quarles & Brady LLP

**Mary Reinke**

Medical College of Wisconsin

**Daniel Renouard**

Baird

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Northwestern Mutual

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Lilly Creek Capital Partners, LLC

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Harley-Davidson, Inc.

**Sherry Tolkan**

Veritas High School/Seeds of Health

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LKQ Corporation

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Briggs & Stratton Corporation

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Big Brothers Big Sisters  
of Metro Milwaukee



