



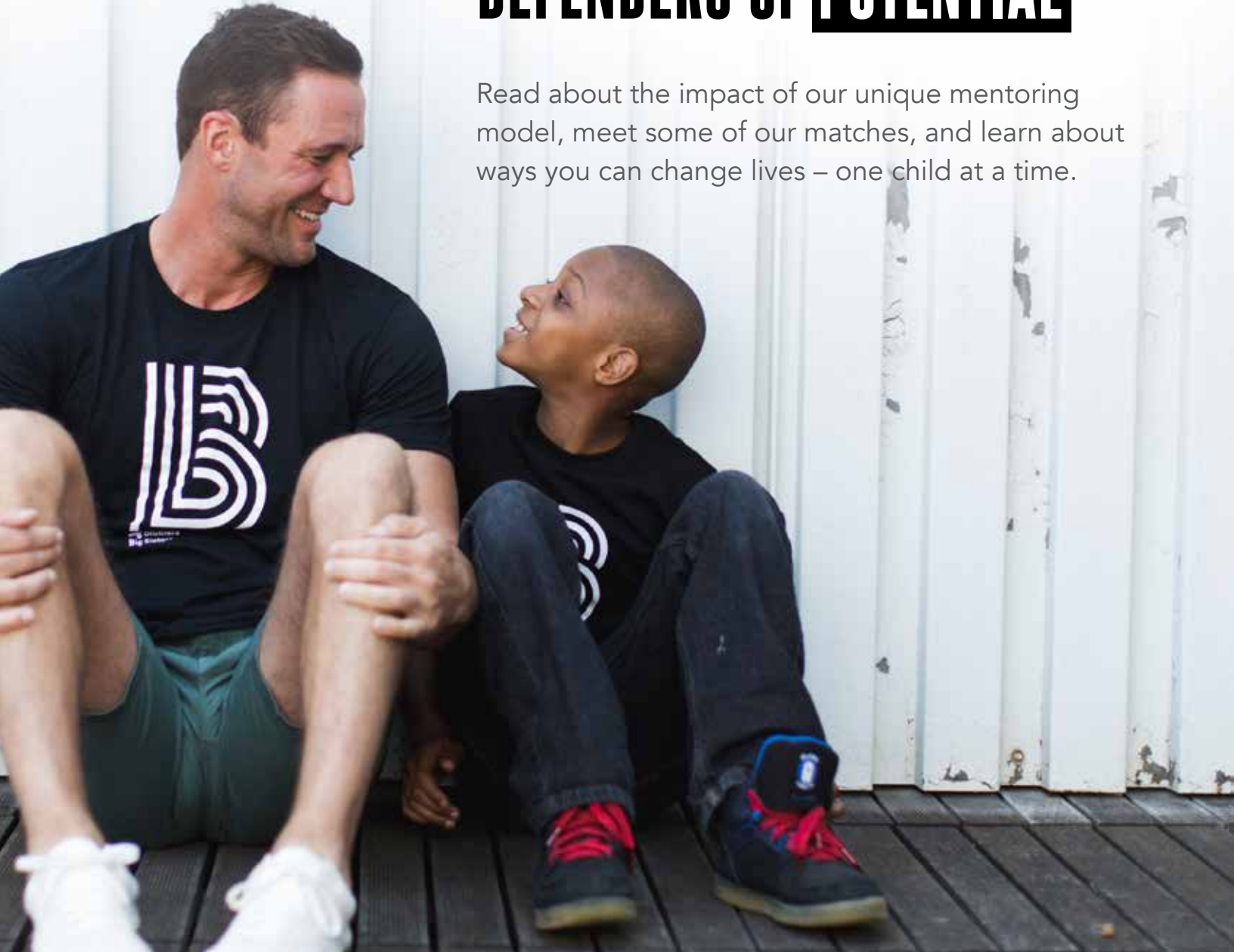
Big Brothers  
Big Sisters  
OF METRO MILWAUKEE

# BIG NEWS

SPRING/SUMMER 2019

## DEFENDERS OF POTENTIAL

Read about the impact of our unique mentoring model, meet some of our matches, and learn about ways you can change lives – one child at a time.



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# LEADERSHIP MESSAGE

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Dear Friends,

**You may have noticed Big Brothers Big Sisters has a new look!**

Big Brothers Big Sisters of Metro Milwaukee, along with more than 270 affiliates across the country, unveiled a new, modern look and brand repositioning this past fall. The goal of this bold new approach is to help address the national need for volunteer mentors. And while our look has changed, our mission remains the same, as does our core model of connecting one adult mentor with one child and supporting that match at every stage.

As our agency closed out 2018, we celebrated another year of growth and positive outcomes for the children we serve. Some highlights to share:

- Staff supported more than 1,400 one-to-one mentoring matches.
- Our dedicated volunteers delivered more than 111,000 hours of direct one-to-one mentoring to youth for an estimated economic impact of \$2.7 million.
- We expanded our program to serve matches up until age 19, understanding that the transitional time between high school graduation and post-secondary pursuit is a critical year in a young person's life where the support of a mentor can make a difference.
- Our staff delivered more than 80 curriculum-based REACH activities in partnership with numerous community partners. REACH provides our mentoring matches with staff-planned and staff-supported activities and experiences that directly align with measurable youth outcomes.



Our committed volunteer mentors provide their Little Brother or Little Sister with support, guidance, and friendship that empower them to reach their full potential by:

- Succeeding in school
- Making healthy and responsible choices
- Growing socially and emotionally
- Developing positive relationships
- Building confidence
- Cultivating interests and growing their aspirations

Of course, none of the work we do would be possible without you, our generous donors, community partners, and incredible volunteers. On behalf of the children in our program, thank you for making a difference in the lives of Milwaukee and Waukesha county youth.

**Together, we are Defenders of Potential.**

Sincerely,

Amy M. Chionchio, President & CEO

Tom Metcalfe, Board Chair

**NEW LOOK. URGENT MISSION: BIG BROTHERS BIG SISTERS REVEALS NEW BRAND**

Since 1975, Big Brothers Big Sisters of Metro Milwaukee's one-to-one mentoring program has been making a positive impact in the lives of at-risk youth (ages 6-19) living in Milwaukee and Waukesha County.

Our mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever. While that has remained our top priority, recently we took action on something that needed updating: our brand and the way we tell our story.

Late last fall, Big Brothers Big Sisters of America unveiled a new look for the organization, now in its 115th year. The new brand reflects a nationwide effort to sharpen our marketing focus, modernize how we look and talk, and create new, exciting ways to put the youth we serve front and center. This is all part of a strategic initiative to strengthen how we tell our story in efforts to secure more volunteers and funding for our mentoring program.

Potential lives within every child – and that is the center theme around our new brand. We inspire – we ignite – and we defend potential for thousands of children who need another caring adult in their corner.

**Our New Logo**



The capital "B" is a letterform that represents our identity as an organization that creates connections that matter. A lowercased "b" (pictured in white) represents the story of our Littles and their parents/guardians aligning with Big Brothers Big Sisters to build momentum toward reaching their full potential. The element of the lowercase "b" stands as a powerful symbol but it does not tell the complete story.

With the addition of Bigs – and the upper part of the capital "B" (pictured in green) – the two parts create a meaningful intersection. As the upper piece of the B is added, the relationship balances and becomes stronger and bigger.

Check out our new brand video by visiting YouTube: <https://bit.ly/31cVFOU>





# MATCH STORY

## Meet Jill and Sharmia

Sometimes a girl needs another adult in her life who can help guide her through the challenges of growing up. Sometimes a girl needs someone solely dedicated to her wellbeing, who cares for and looks out for her, who is always in her corner. Sometimes a girl needs a Big Sister.

Little Sister Sharmia was nine years old when she was matched with her Big Sister Jill in 2016. Sharmia lives with her mother and three brothers. Her mother enrolled her in Big Brothers Big Sisters' program because she wanted Sharmia to have another adult role model in her life who could assist with her school work, provide her with new experiences, and help her better express herself.

Jill signed up to be a Big Sister because she was looking to make a difference with children in the community. She was previously matched with a Little Sister in Big Brothers Big Sisters' mentoring program for more than five years.

*"My first match closed because my Little Sister moved out of state,"* said Jill. *"I thought about my experience and I missed the connection with a mentee, helping her meet goals and learn through fun activities, so I decided to sign up again."*

Over the next three years, Sharmia and Jill became close friends, and Jill supports her Little Sister in everything she does.

*"She's always there for me when I need her,"* said Sharmia.

Sharmia and Jill are an active match who enjoy sports, being outdoors, and volunteering in the community. Whether it's baking cookies, attending Sharmia's soccer and basketball games, or working on homework, they have gotten together nearly every week since being matched.

In addition to spending time on their own, Sharmia and Jill often take advantage of the many REACH events

Big Brothers Big Sisters provides each year where they participate in a variety of educational, cultural, civic, and recreational activities and experiences. Since being matched, Sharmia and Jill have attended more than 50 REACH events with other mentoring matches.

*"I'm a huge fan of REACH programs,"* shared Jill. *"They are well organized, fun, engaging events where Sharmia and I get to spend time together and meet other matches in the program."*

Sharmia and Jill particularly enjoy participating in REACH events that allow them to be active (like basketball clinics with the Milwaukee Bucks and Big Brothers Big Sisters' annual kickball game) and service-focused activities where they are able to give back to the community (like volunteering with Feeding America and assembling care packages to send to active service members). Whatever they do, they enjoy just spending time together.

*"She takes me fun places and I get to learn new things,"* said Sharmia. *"I appreciate Jill spending her free time with me. It makes me happy."*

Jill has always made it a point to focus on Sharmia's academics. Sharmia has ambitions to play basketball, but she knows that her education is important no matter what she decides to do.

*"I want to get good grades and go to college,"* Sharmia shared. *"Jill helps me with my homework and motivates me."*

And Jill is proud of Sharmia's growth in the classroom. *"Sharmia has gained confidence and her grades are more*



*consistent,"* said Jill. *"She excels in math and science and enjoys music and art. She has always had the goal to go to college to play basketball, but now she thinks she will pair that with studying math."*

There are many life lessons Jill has passed on to Sharmia in their short time together but a few in particular stand out.

*"Jill has taught me how to cook and bake and she helped me get over my fear of dogs,"* said Sharmia. *"And because of Jill I have become more confident."*

Jill believes she gets as much out their relationship as Sharmia.

*"Sharmia definitely keeps me moving! We share life experiences, so the learning goes both ways,"* Jill shared. *"We try to talk about problems that come up and find a solution together. It is a great gift to have the perspective of youth and being able to work together. Bottom line, no matter what we do, spending time with Sharmia just brings me joy."*



## STRONG RELATIONSHIPS, BIG IMPACT

### Bader Philanthropies Partners with Big Brothers Big Sisters of Metro Milwaukee

Big Brothers Big Sisters of Metro Milwaukee is proud to have the support of Bader Philanthropies, who believe in the transformative impact a mentor can make in a child's life.

Often, it takes just one additional caring adult to make a profound difference in the life of a child by guiding and nurturing him or her on the path to productive adulthood and long-term prosperity. Bader Philanthropies is helping to fund Community-based mentoring and REACH programs in 2019.

In the Community-based mentoring program, youth meet with their mentors three to four times per month and spend time engaged in activities they choose based on mutual interest. Activities include going to the library, working on homework, going to a movie or taking a walk in the park and talking. With the long-term support of their mentors, children experience a wide range of new and fun activities, build confidence, and grow their aspirations.

To provide mentoring matches with structured and planned activities for their weekly outings, Big Brothers Big Sisters designed and implemented REACH. Working alongside many community partners, REACH provides more than 80 unique activities and experiences each year in five areas critical to youth development:

- R**ecreation
- E**ducation and Careers
- A**rts and Culture
- C**ivic Engagement
- H**ealth and Fitness

In early 2019, matches attended a high-energy basketball clinic with Khris Middleton and the Milwaukee Bucks at the Froedtert & Medical College of Wisconsin Sports Science Center. As a foundation partner, Bridgett Gonzalez, Program Officer at Bader Philanthropies, joined Big Brothers Big Sisters at this REACH activity focused on health and fitness.

"Big Brothers Big Sisters of Metro Milwaukee creates enduring connections that expose people of all ages to new experiences. The connections transform the hearts, minds, and perspectives of everyone involved. Bader Philanthropies is proud to be among many partners in our community making a difference," said Bridgett Gonzalez, Bader Philanthropies.

The basketball clinic began with Middleton welcoming the attendees with warmup exercises led by Bucks staff. Mentoring matches then rotated through six stations, including ball handling, shooting, free throws, passing, defense, and rebounding. Middleton visited the stations and talked to each match. It was an active and fun evening that concluded with each attendee receiving Milwaukee Bucks gear and a Khris Middleton autograph.

Big Brothers Big Sisters of Metro Milwaukee currently has more than 400 youth facing adversity on its waiting list ready to be matched with a Big Brother or a Big Sister.

**To learn more about how you can help visit:**  
[bbbsmilwaukee.org](http://bbbsmilwaukee.org)

# PARTNER SPOTLIGHT



*"Our community partners help provide Metro Milwaukee youth with mentoring services that change their lives for the better,"* said Amy Chionchio, President & CEO of Big Brothers Big Sisters. *"We're grateful to Bader Philanthropies, the Milwaukee Bucks, and Khris Middleton for providing an amazing experience for children in our program."*



# BIG EVENTS

PULL ON YOUR CAPE. BUCKLE YOUR UTILITY BELT. **Our 2019 SuperHeroes Bowl for Kids' Sake SOARED!**



Our 2019 SuperHeroes Bowl for Kids' Sake event kicked off in late March with bowling dates extending through May. In total, more than 1,100 bowlers took part in the event this year, setting a new record raising more than \$255,000 to support our one-to-one mentoring matches!

A special thank you to our Presenting Sponsor Children's Hospital of Wisconsin and our Premium Sponsor, FedEx Ground. Money raised went directly to help support making new matches for the children on our waiting list.

As the largest and longest-running of our three signature special events, we are thankful to have many long-standing corporate partners and Bowl For Kids' Sake teams, including Johnson Controls and Kohl's.

The Johnson Controls employees organized special raffles, held onsite fundraisers, and recruited multiple bowling teams to raise more than \$22,000. Kohl's associates continue to be champions of our mission, and this year more than 900 associates volunteered their time to be a part of our 2019 Bowl for Kids' Sake events. Kohl's support alone will make more than 100 mentoring matches possible for Milwaukee and Waukesha area children!

**THANK YOU BOWLERS AND SPONSORS FOR HELPING TO DEFEND THE POTENTIAL OF CHILDREN IN OUR PROGRAM!**



Save the Date:



Presented by **BMO** **Harris Bank**



Presented by **we**

Third Party Events:

Thank you to the following organizations and friends of BBBS who are hosting fundraisers for our mission.

**June 5** Bud Pavilion's Wednesday Night Live  
budpavilion.com

**June 13** East Town Association – Jazz in the Park  
easttown.com

**July 18-21 & 25-27** Greendale Community Theater – Mama Mia Production  
greendaletheatre.org

**Sept. 1-30** Move Milwaukee  
motionconnected.lpages.co/move

To create a fundraiser to support mentoring matches, contact us at (414) 831-4580 or [info@bbbsmilwaukee.org](mailto:info@bbbsmilwaukee.org)

# BIG EVENTS

## NATIONAL MENTORING MONTH CELEBRATES AGENCY VOLUNTEERS

Earlier this year, we hosted our annual Volunteer Appreciation event celebrating National Mentoring Month at the Fiserv Forum. This unique opportunity was made possible thanks in large part to support from the Milwaukee Bucks, Fiserv Forum, and Levy Restaurants. In addition to getting to see the new arena, our volunteers were surprised with a special guest appearance from Khris Middleton of the Milwaukee Bucks. He spoke to our guests and took pictures with all in attendance. This event was the perfect opportunity to thank our current volunteer mentors, share our mission and 2018 impact, launch our new branding, and present an award to Khris for his incredible dedication to the youth in our program. It was sure a night to remember for all who attended!



## INTERESTED IN BECOMING A MENTOR?

Join us for an upcoming **Mix@Six** event:

**JULY 25 @ 6 p.m.**

Component Brewery  
2018 S 1st St #207, Milwaukee, WI 53207  
[componentbrewing.com](http://componentbrewing.com)

Can't make this event? Don't worry, we offer other opportunities to meet in-person.

Visit our website to learn more:  
[bbbsmilwaukee.org/volunteer](http://bbbsmilwaukee.org/volunteer)

To learn more, contact our Volunteer Recruitment & Engagement Coordinator, Jonathon Nesemeier, at (414) 831-4585 or [jnesemeier@bbbsmilwaukee.org](mailto:jnesemeier@bbbsmilwaukee.org).





**Big Brothers  
Big Sisters**  
OF METRO MILWAUKEE

788 N Jefferson St, Suite 600  
Milwaukee, WI 53202  
[bbbsmilwaukee.org](http://bbbsmilwaukee.org)

**STRONG RELATIONSHIPS, BIG IMPACT**

Big Brothers Big Sisters' evidence-based one-to-one service delivery model is youth-centered and built on a foundation of strong and close relationships. Thorough evaluation allows us to measure outcomes, build on positive results, and drive program performance and continuous improvement.

VOLUNTEERS DELIVERED MORE THAN

**111,000 HOURS**

of one-to-one of mentoring annually -

**AN ESTIMATED ECONOMIC VALUE OF: \$2.7 MILLION**



**IN 2018, CHILDREN WE SERVED ACHIEVED THE FOLLOWING RESULTS:**



**77%** improved or maintained  
**EDUCATIONAL EXPECTATIONS**

**95%**

of children served graduate from high school on time - compared to 67% graduation rate of Milwaukee Public Schools



**70%** improved or maintained  
**ATTITUDES TOWARDS RISKY BEHAVIOR**

**99%**

of children served avoid juvenile justice system involvement and 99% of children served do not become pregnant



**72%** improved or maintained  
**SOCIAL SKILLS**, leading to aspirations, greater confidence, and better relationships



**Big Brothers  
Big Sisters**  
OF METRO MILWAUKEE