



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

**TOGETHER,
WE IGNITE
POTENTIAL**



2019 Report to the Community

OUR MISSION

To create and support one-to-one mentoring relationships that ignite the power and promise of youth.

OUR VISION

All youth achieve their full potential.



Big Brothers Big Sisters of Metro Milwaukee is committed to providing “best-in-class” mentoring services to youth, families, and volunteers.

OUR NATIONAL AFFILIATION

Big Brothers Big Sisters of Metro Milwaukee is an independent affiliate of Big Brothers Big Sisters of America, the nation’s oldest and largest youth mentoring organization. For more than 115 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 more than 250 affiliates across the country.

CONTINUED NATIONAL RECOGNITION

Our agency is consistently recognized as one of the top youth mentoring organizations in the country. In 2019, **for the fourth consecutive year**, Big Brothers Big Sisters of America presented the prestigious Pinnacle Award to Big Brothers Big Sisters of Metro Milwaukee. This award is the highest honor a Big Brothers Big Sisters affiliate can attain and is achieved through delivering exceptional program metrics and outcomes, including high retention rates, quality case management, and fiscal stability.

We were the only agency in the nation — of more than 250 — to receive the Pinnacle Award four years in a row. This places our organization in the **top 1% of all Big Brothers Big Sisters agencies nationwide.**



IGNITING POTENTIAL

Many youth in Milwaukee and Waukesha counties need support to help them reach their full potential. Since 1975, Big Brothers Big Sisters of Metro Milwaukee has been creating and supporting long-term, professionally supported one-to-one relationships between youth facing adversity and caring volunteer adult mentors that consistently lead to positive outcomes.

Thanks to your support, we served **1,423 youth** in 2019 through our high-impact, evidence-based mentoring program.



Youth in Big Brothers Big Sisters' mentoring program often face numerous challenges. Many come from single parent households. They may have unstable family and home environments. They often live in low-income and high-crime neighborhoods. Some have experienced trauma in their lives. Many face pressure from their peers to participate in risky behavior. They often lack social and emotional support systems to help them deal with struggles they may face.

But above all, they are **resilient** and have **enormous potential**. The families we serve understand that a caring Big Brother or Big Sister may be one of the most valuable relationships their child will ever have.

Big Brothers Big Sisters' compassionate volunteer mentors are solely dedicated to their mentees' well-being and stand with them as they navigate the challenges of growing up. Through these close and transformational relationships, youth are introduced to new experiences and opportunities, build self-confidence, develop healthy relationships, make responsible choices, succeed in school, and achieve long-term prosperity.

Our work is only possible because of the consistent support of our donors, partners, and champions. We thank you for joining us as we ignite the potential of youth in our community.



OUR UNIQUE ONE-TO-ONE MENTORING PROGRAM

Big Brothers Big Sisters' mentoring program offers three one-to-one mentoring options. In each, volunteers make a minimum two-year commitment to mentoring youth and engage with their mentee 3–4 times per month. These mentoring options are:



COMMUNITY-BASED MENTORING: Youth and volunteer mentors meet weekly throughout the community and spend time together engaged in activities they choose based on mutual interest.



SCHOOL-BASED MENTORING: Students meet with volunteer mentors weekly during or after the school day at one of 10 partner elementary or middle school locations in Milwaukee and Waukesha counties for educationally-focused mentoring.



MENTOR2.0: High school youth who have limited exposure to a college-going culture are matched with college-educated mentors to promote high school graduation; post-secondary readiness, enrollment, and completion; and career readiness. Mentoring relationships continue through students' first year of post-secondary education.

REACH

- R** Recreation
- E** Education & Careers
- A** Arts & Culture
- C** Civic Engagement
- H** Health & Fitness

REACH is Big Brothers Big Sisters' curriculum-based program enhancement that provides mentoring matches with staff-planned and staff-delivered activities and experiences. In partnership with more than 50 community organizations who give their professional expertise, resources, and programming, REACH 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 2019, Big Brothers Big Sisters delivered 86 REACH activities, which were attended by more than 1,400 mentoring matches.

YOUR RETURN ON INVESTMENT

YOU are the reason Big Brothers Big Sisters is able to provide transformational mentoring services to youth and their families!

It costs approximately \$1,800 to match and support a mentoring relationship in Big Brothers Big Sisters' program for one year. Financial gifts from our generous supporters allow Big Brothers Big Sisters to deliver our unique evidence-based one-to-one mentoring program **free of charge** to youth, families, volunteers, and schools. Your support funds the following:

Extensive volunteer screening to ensure child safety, including criminal background checks, reference checks, and in-person interviews.

Comprehensive volunteer training, including mandatory training prior to being matched with a child and ongoing training opportunities throughout the mentoring relationship.

Intentional compatibility matching of youth and volunteers based on each youth's individual strengths and needs, shared interests, personalities, and goals.

Relationship support through regular one-to-one case management to every child, parent/guardian, and volunteer mentor to monitor, coach, and guide the mentoring match in order to ensure the safety of the child and promote positive, measurable youth outcomes.

Youth Outcomes Development Plans for each child that identify and assess the youth's strengths and needs, set realistic goals, and outline measurable steps needed to achieve them.

Activities for youth and mentors, including REACH events that provide mentoring matches with more than 80 educational, cultural, civic, and recreational activities and experiences annually.

Parent/caregiver engagement through case management and participation in activities to involve them in their children's mentoring relationships.

Scientific evaluation to measure outcomes for every match relationship, build on positive results, and use lessons learned to drive program performance and continuous improvement.



2019 MATCHES OF THE YEAR

JOSH & GEREMIAH

Following the example set by his stepfather, Big Brother Josh wanted to become the positive male role model that he had growing up. This is exactly what Little Brother Geremiah needed when he was matched with Josh in 2017, gaining a trusted friend and role model.

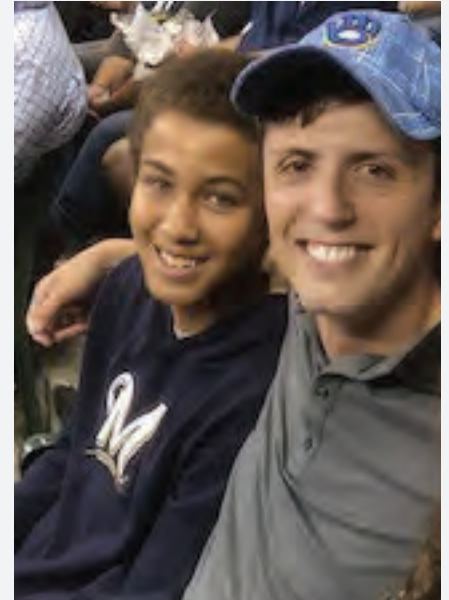
Throughout their time together, Geremiah and Josh have built a strong friendship, bonding over their mutual love of sports. From Packer games to ice fishing, the pair makes the most of their time together, enjoying their shared interests and taking time to have real conversations.

Now 17, Geremiah has grown from being shy and insecure to being a confident and mature young man who is excited to plan for his future. Josh is always there, answering questions about being an adult and helping Geremiah to set short term goals that will help him achieve his future long term plans.

Josh has gained just as much from his relationship with Geremiah, learning to see the world through the eyes of a teenager.



**"I am so grateful for this experience that I want to pay it forward and become a Big Brother myself when I am older."
- Geremiah**





**"Katie gives me the confidence that I need to achieve my goals."
- Sofia**



KATIE & SOFIA

Little Sister Sofia was 10 years old when she was matched with Big Sister Katie in 2014. Katie, a newcomer to Milwaukee, heard about Big Brothers Big Sisters of Metro Milwaukee's mentoring program from a friend and felt it would be a perfect opportunity for her to give back in her new community. Now, five years into their relationship, the pair has developed an incredible bond.

Sofia was excited to have someone older to spend time with, and Katie quickly became a trusted friend. From hiking to cooking, the two have a shared sense of adventure — making their time together all the more exciting.

Outside of their adventurous outings, Sofia's family has welcomed Katie with open arms, helping her make Milwaukee feel like home. The two families have developed a close relationship, frequently sharing meals, watching films, and playing games. Sofia was even a junior bridesmaid in Katie's wedding!

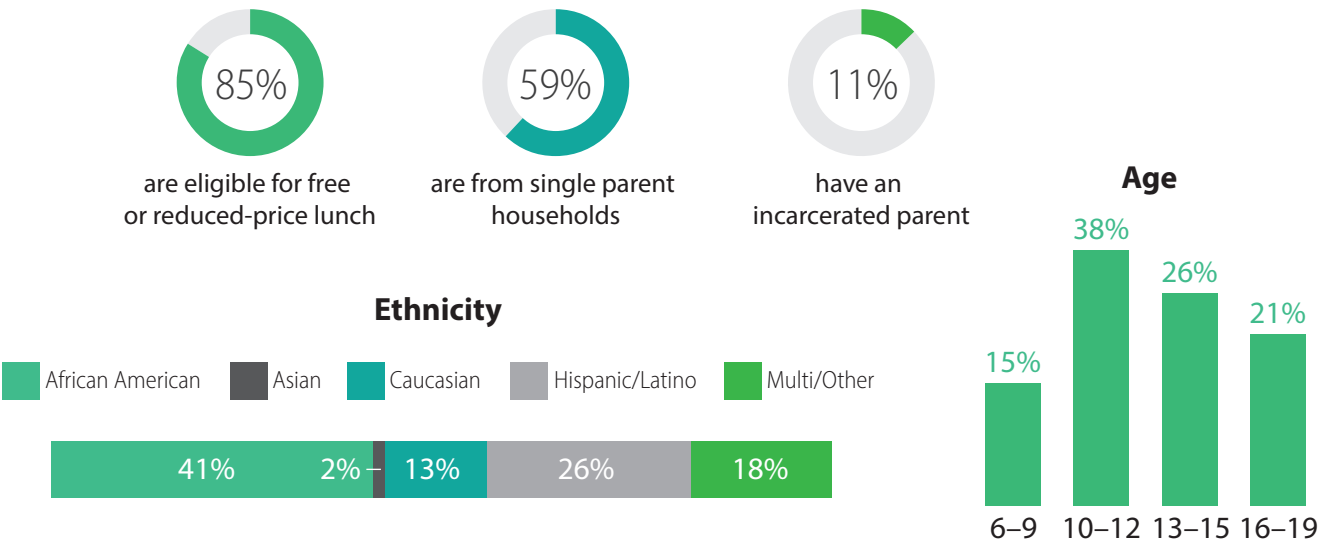
Through it all Katie has watched Sofia mature, excel academically, and become actively involved in extra-curricular activities. Today, Sofia has big plans for her future, including exploring her love of photography and one day working for National Geographic. Sofia knows that Katie is there to support her every step of the way.

For Katie, the best part of her relationship with Sofia is knowing that it won't end when she goes off to college. Her friendship with Sofia and her family will last a lifetime.

THE CHILDREN WE SERVE

Big Brothers Big Sisters intentionally serves youth facing adversity throughout Milwaukee and Waukesha counties who benefit from one-to-one relationships with adult mentors.

IN 2019, BIG BROTHERS BIG SISTERS SERVED 1,423 YOUTH.



INTENTIONAL, LIFE-CHANGING IMPACT

THOROUGH SCIENTIFIC EVALUATION

Big Brothers Big Sisters of Metro Milwaukee measures programming and outcomes using tools created and developed by Big Brothers Big Sisters of America and leading youth development experts and researchers. We measure outcomes for every child and every match relationship on an ongoing basis using the Outcomes Evaluation System. This measurement tool has three key components:

- 1) **The Youth Outcome Survey** is a scientifically proven evaluation tool that measures outcomes by pre-testing every youth who enters our program and post-testing them each subsequent year.
- 2) **The Strength of Relationship Survey** measures the strength and quality of the bond between youth and mentors, allowing staff to offer resources and guidance to mentoring matches as needed.
- 3) **Professional Case Management by Big Brothers Big Sisters Match Support Specialists** who contact each youth, parent or guardian, and volunteer mentor to discuss progress toward achieving goals, address specific needs, provide coaching, and ensure child safety.

OUR VOLUNTEERS

A unique quality of Big Brothers Big Sisters mentoring service delivery model is the utilization of volunteers. To ensure youth and families have access to our programming, we have never charged any fees for service. Because we intentionally deliver services to youth using volunteer mentors, we are able to provide our mentoring program free of charge with the support of our generous donors.

Big Brothers Big Sisters' dedicated volunteer mentors ignite the potential of youth every day. Our mentors come from all backgrounds, cultures, and ages. They have valuable life experiences that they share with their mentees to help them become successful adults.

In 2019, Big Brothers Big Sisters' volunteers delivered

MORE THAN 110,000 HOURS

of direct mentoring to youth for an estimated economic impact of

\$2.8 MILLION,

which provides a tremendous return on investment to our supporters.

MEASURABLE RESULTS

Education

77%

of youth report having a positive attitude towards school.

94%

of youth maintained or improved their academic grades.

100%

of seniors graduated from high school on time.

73%

of graduates enrolled in post-secondary education.

Relationships

90%

of youth maintained or improved parental trust and overall connectedness to their parent(s).

95%

of youth maintained or improved social acceptance and positive peer relationships.

93%

of youth indicate they have a very important adult in their life who they count on and who cares about what happens to them.

Personal Behavior

96%

of youth participated in positive activities outside of school (such as visiting a library or museum, volunteering in the community, and participating in a club or organization).

94%

of youth did not use alcohol, drugs, or tobacco.

99%

of youth avoided involvement in the juvenile justice system.

100%

of girls did not become pregnant.

SIGNATURE ANNUAL EVENTS

Big Brothers Big Sisters hosts three signature special events each year to support the children, families, and volunteer mentors we serve. Our generous sponsors, guests, and donors make these events possible and helped us raise a record **\$798,000** in 2019 to support one-to-one mentoring matches.

NFL ALUMNI GOLF CLASSIC

Each summer, Big Brothers Big Sisters is proud to partner with the NFL Alumni Association to hold the Big Brothers Big Sisters NFL Alumni Golf Classic. Long-time supporter BMO Harris Bank served as the Presenting Sponsor for the 28th Annual event held at North Hills Country Club. 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

More than 350 guests joined Big Brothers Big Sisters for a celebration of one-to-one mentoring at our signature event, the BIG Gala. The event raised more than \$388,000 to support our mission. We honored our Mentoring Matches of the Year and the Martin F. Stein Champion for Children. We are grateful to We Energies, our Presenting Sponsor, and our Signature sponsors Baird, BMO Harris Bank, GE Healthcare, Kohl's, and Norton Rose Fulbright.



BOWL FOR KIDS' SAKE

In 2019, more than 900 'SuperHero' bowlers hit the lanes for Bowl For Kids' Sake, our longest-running special event that helps to raise funds to support children in Milwaukee and Waukesha counties. Thanks to our Presenting Sponsor, Children's Wisconsin, and to Kohl's, our largest corporate partner for this event.



FINANCIAL STABILITY

Big Brothers Big Sisters achieved a balanced budget for the 12th consecutive year in fiscal year 2019 (7/1/2018–6/30/2019).

REVENUES

Grants (Corporate, Foundation)	\$758,182
Special Events - Net	\$1,158,928
Contributions	\$389,996
In-Kind Gifts	\$323,318
Government Grants	\$276,418
United Way Allocation	\$190,164
Total Revenue	\$3,097,006

EXPENSES

Mentoring Programs	\$1,813,408
Development	\$405,280
Administration	\$248,514
Total Expenses	\$2,467,202

ASSETS

Cash and Cash Equivalents	\$1,784,020
Receivables	\$372,339
Other Assets	\$355,378
Total Assets	\$2,511,737

LIABILITIES

Payables	\$112,923
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NET ASSETS

Unrestricted	
Undesignated	\$1,553,652
Designated	\$203,943
Temporarily Restricted	\$641,219
Total Liabilities and Net Assets	\$2,511,737



OUR SUPPORTERS AND PARTNERS

On behalf of our entire agency — board, staff, youth, families, and volunteer mentors — **THANK YOU FOR IGNITING THE POTENTIAL OF YOUTH IN OUR PROGRAM AND EMPOWERING THEM TO ACHIEVE THEIR BRIGHTEST POSSIBLE FUTURE.**

The following list includes contributions and in-kind gifts made from July 1, 2018 to June 30, 2019.

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

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
Kohl's Corporation
Daniel M. Soref Charitable Trust
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President's Circle \$50,000–\$99,999

The Cudahy Foundation
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\$25,000–\$49,999

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\$10,000–\$24,999

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Nancy and Guy Smith
Tavern League of Wisconsin
The Walmart Foundation
Wells Fargo
Wisconsin Bankers Association
The Wisconsin Credit Union League
Wisconsin Institute of Certified Public Accountants
Wisconsin Realtors Association, Inc.

\$5,000–\$9,999

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Delta Dental of Wisconsin
Kimberly and Andrew Dodd
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Carlene Murphy Ziegler and Andrew Ziegler

\$1,000–\$4,999

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