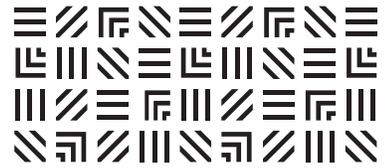




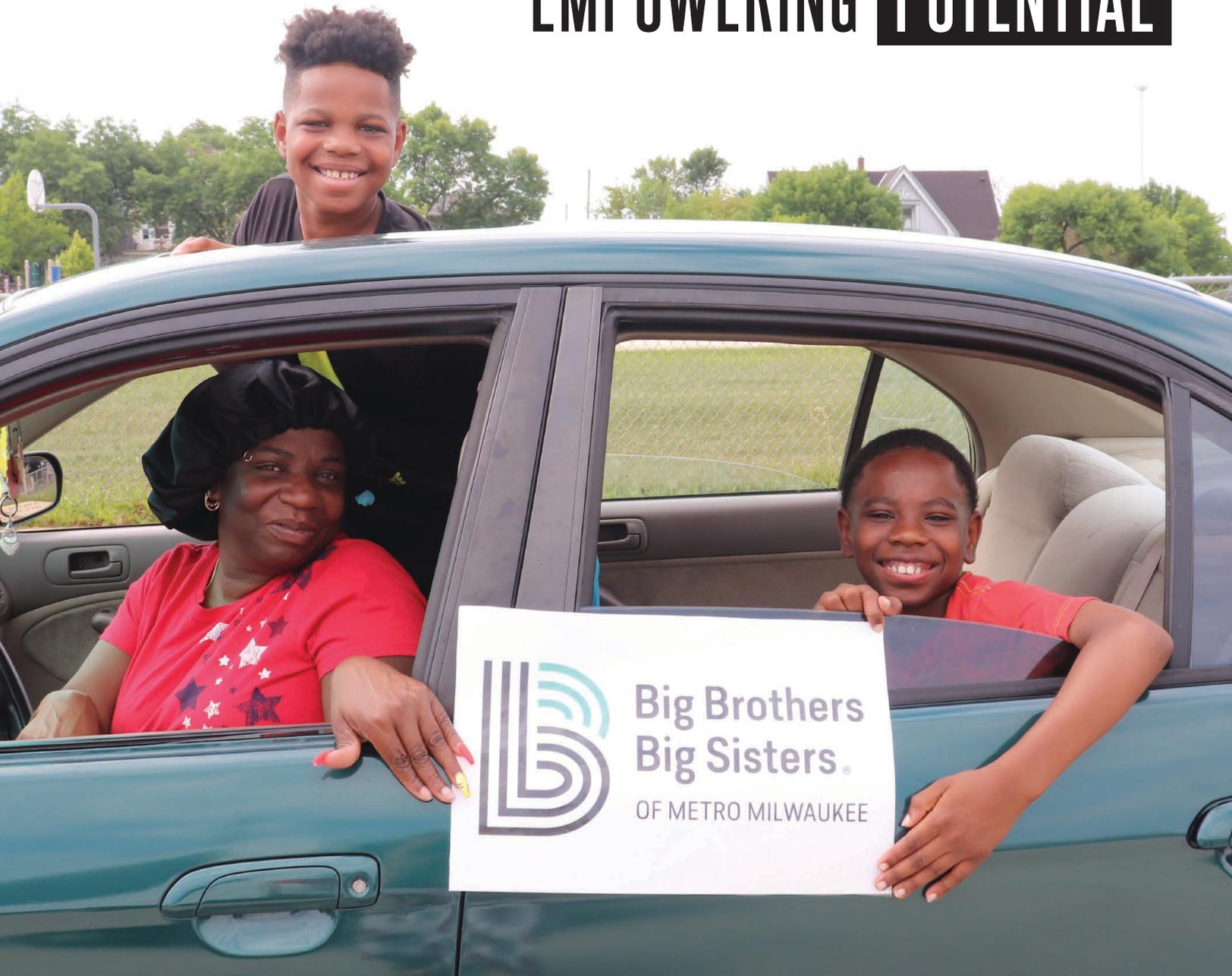
Big Brothers
Big Sisters.
OF METRO MILWAUKEE

BIG NEWS



FALL/WINTER 2020/21

EMPOWERING POTENTIAL



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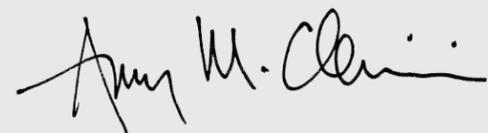
Dear Friends,

What a year this has been! Big Brothers Big Sisters of Metro Milwaukee has been serving youth for more than 45 years with one-to-one professionally supported mentoring, and we have never seen a year like 2020. As we head into the year's "home stretch" with so much uncertainty still on the horizon, our thoughts are with you—our community of partners and supporters, as well as with the children we serve, their families, and our volunteer mentors.

Now for the silver linings! In spite of the many challenges 2020 brought with it, our one-to-one mentoring model still survives – and even thrives! When life is at its darkest for the youth we serve, our mentors continue to show up day after day, shining a beacon of hope and encouragement and lighting the pathway to brighter futures. Our family of donors shows up again and again, providing a solid foundation for the professional services we offer. We have expanded our use of technology and tapped into wider audiences for recruitment, match support, and fund development. The lessons we have learned this year will continue to evolve into best practices as we look to 2021 and beyond.

This year has reminded all of us of the true need we have for human connection – the desire we have to be seen and feel like we belong. Until we can gather again safely, please know how much we appreciate your continued interest, participation, and support of Big Brothers Big Sisters.

Please stay safe and healthy!



Amy M. Chionchio, *President & CEO*



ONLINE COMMUNICATION PLATFORM



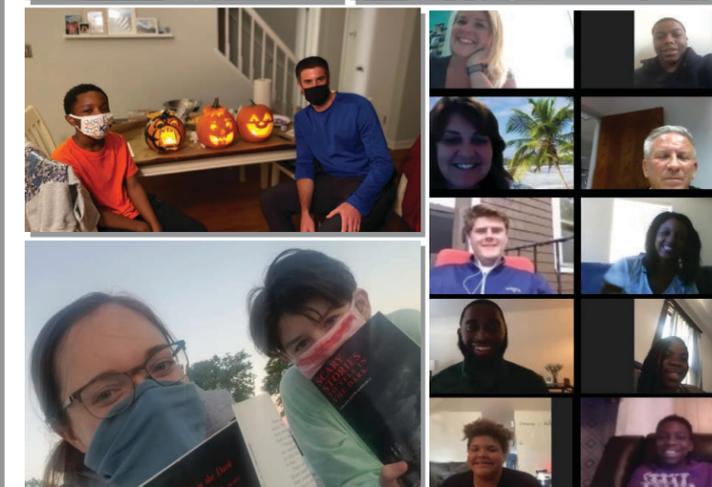
We have implemented technology-enhanced mentoring in all of our mentoring programs, keeping mentoring matches connected virtually with our new Online Communication Platform.

This new platform:

- Promotes continuous relationship development
- Provides a secure, staff-monitored place for matches to connect
- Increases program staff's ability to engage with parents, volunteers, and youth
- Allows us to provide a more flexible mentoring model to potential volunteers

REACH

Our REACH program continues to provide virtual events to help keep our matches connected! Including "On-the-Go" projects and activity kits, monthly contests, and virtual events with our community partners.



BIG BROTHERS BIG SISTERS OF METRO MILWAUKEE NAMED PINNACLE AGENCY



- 2016
- 2017
- 2018
- 2019
- 2020

In 2020, for the fifth consecutive year, Big Brothers Big Sisters of Metro Milwaukee was one of only five agencies in the nation—of more than 250—to be recognized as a 2020 Pinnacle Award winner by Big Brothers Big Sisters of America (BBBSA).

The Pinnacle Award recognizes the highest performing Big Brothers Big Sisters agencies in the country. This prestigious annual award is presented to affiliates who consistently deliver exceptional program metrics and outcomes. We are the only affiliate in the country to exceed national averages and receive the Pinnacle Award in each of the last five years, placing us in the top 0.5% of all Big Brothers Big Sisters agencies nationwide.

2020 MATCHES OF THE YEAR

BIG BROTHER AARON & LITTLE BROTHER XAVIER

Fourteen-year-old Little Brother Xavier was matched with his Big Brother Aaron in 2018. Xavier was looking for a mentor to help him with homework and to have someone to talk to about life. He and Aaron had an immediate connection and developed a close relationship. **"We are like minded, have a good connection, and we see each other as friends," said Aaron. "We never have an awkward interaction."**

Xavier and Aaron like to play basketball, visit the library, have dinner together, attend REACH activities, and just spend time together. **"He's cool and somebody I can talk to," said Xavier. "Even when we are in the middle of something fun, out of nowhere he will start talking about life lessons and real-world things."**

Aaron is a supportive role model to Xavier. In their two years together, Xavier has started participating in extracurricular activities and has greatly improved his grades in school. He has built his confidence and is becoming a well-rounded responsible young man. Xavier's mother has seen a change in her son since being matched with Aaron. **"I believe he came along at a time when Xavier really needed it most," she shared.**



"We are like minded, have a good connection, and we see each other as friends."

- Big Brother Aaron

BIG SISTER LISA & LITTLE SISTER ZOE

Little Sister Zoe was matched with her Big Sister Lisa in Big Brothers Big Sisters' program more than 10 years ago when she was seven years old. In their long-term mentoring match, Zoe and Lisa have developed a close bond. They enjoy being outside, participating in Big Brothers Big Sisters' REACH events, and spending time with each other's families. No matter what they do, they always have a good time together. **"She's been there for me since I was so little," said Zoe. "We've been through it all together."**

Lisa says she gets as much out of their relationship as Zoe. **"We have been through a lot. I push her and she pushes me. We are there for one another no matter what, no matter when," said Lisa.**

Now 17 and a high school senior, Zoe is a mature, confident, and independent young woman who is a very good student. She plans on going to college next year where she hopes to study psychology or social work.

With the support of her Big Sister Lisa, Zoe is well on her way to achieving her dreams.



OUR PROGRAMS



Matches connect weekly throughout the community and spend time together engaged in activities they choose based on mutual interest.



High school youth are matched with college educated mentors to promote high school graduation, college readiness, and college success.



Students at one of 10 partner schools connect with volunteer mentors weekly during or after the school day for educationally-focused mentoring.

Big Brothers Big Sisters' 2020 signature special events went virtual this year. While we missed seeing everyone in person, going virtual was the right decision for the health and safety of our guests, volunteers, staff, and vendors.



Our Virtual NFL Alumni Golf Classic, sponsored by BMO Harris Bank, teed off in August. More than 150 people participated by bidding in the mobile auction or by signing up to "Support a Match" with a donation. Our virtual golfers made this event a hole in one for children on our wait list: we are able to create and support 60 new one-to-one mentoring relationships thanks to funds raised through the Golf Classic.



The Virtual Big Gala: Empowering Potential was made possible by presenting sponsor Johnson Controls.

We were so excited to honor our Brother and Sister Matches of the Year: Aaron and Xavier, and Lisa and Zoe. (You can read more about them on pages 4-5).

Altogether, our supporters raised more than \$343,000 to empower the potential of local youth. We will be able to expand our mentor2.0 career and college readiness program to a third location—and to make possible more long-lasting friendships like Zoe and Lisa's and more life-changing relationships like Xavier and Aaron's—thanks to your generosity.

We are so grateful to all the sponsors and underwriters who very generously donated their sponsorships "back" to Big Brothers Big Sisters even though there was no in-person event.

SIGNATURE SPONSORS

BMO Harris Bank, CBRE, Ernst & Young, LLP, HCL America Inc., Kloeckner Metals, Lip Hing Metal Manufacturing (America) Inc., McKinsey & Company, and Oracle.

EVENT SPONSORS

American Transmission Company LLC, AT&T, Children's Wisconsin, Credit Suisse, The Cudahy Foundation, HSBC Bank USA, GE Healthcare, Generac, Grainger and Milwaukee Tool, Infosys Limited, Kohl's Corporation, Northwestern Mutual Foundation, Quarles & Brady LLP, Rite-Hite, The Schmid Smith Group Baird/Private Wealth Management, We Energies, Wells Fargo Strategic Capital, and Mary Pat and Nick Zarcone

And, thank you to the many table sponsors, underwriters, individual donors, and raffle and auction participants.

FAMILY UNITY NIGHT ON-THE-GO

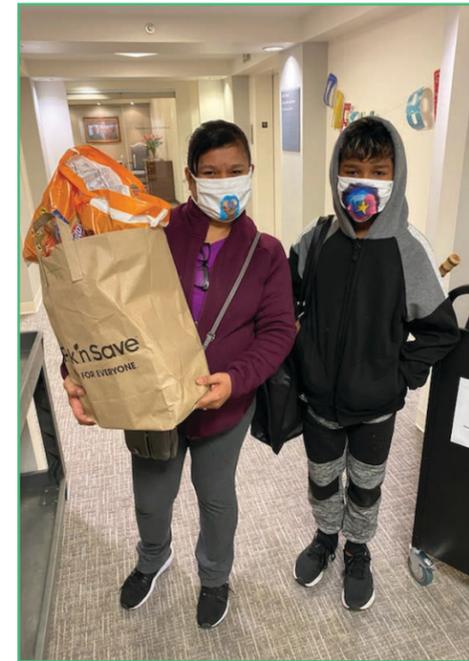
We often talk about our one-to-one mentoring model between one child and one volunteer, but there is a third critical partner in the mentoring relationship: the parent! Moms, dads, and guardians make the decision to enroll their child in our mentoring program. They interface with their child's Big Brother or Big Sister and provide important feedback about the match. Our mentoring model is most successful when parents are actively involved!

Our annual Family Unity Night offers a great chance to connect with the parents of children we serve. For more than five years, Big Brothers Big Sisters has invited families to sit down to a community meal together. Of course 2020 put a different spin on our plans. Instead of an in-person dinner, Big Brothers Big Sisters provided parents with "Family Unity Night On-the-Go."

Each family received a large grocery bag courtesy of Feeding America Eastern Wisconsin and a bag full of activities like a puzzle, craft supplies for a gratitude wreath, masks to decorate, and books to encourage reading; plus educational resources and voter registration information. Our match support professionals were able to strengthen relationships with parents while safely distributing a healthy meal and activities.

We are grateful for our strong partnership with Feeding America Eastern Wisconsin. The groceries they provided were able to support the basic needs of families. A recent New York Times article "It's Hard to Be a Quaranteen" discussed depression in teens during COVID. One study found that food insecurity was associated with the largest difference in depression in teens. Of teens who worried that their families would not have enough to eat 33% were depressed, versus 14% of teens who were not worried about having enough food. This research supports the work we are doing! We are also thankful to partners at New York Life who volunteered to assemble the grocery bags at Feeding America.

We know that "families that eat together succeed together." Nearly 100 families were able to enjoy Family Unity Night – social distancing style – thanks to Feeding America Eastern Wisconsin and volunteers from New York Life!





788 N Jefferson St, Suite 600
Milwaukee, WI 53202
www.bbbsmilwaukee.org



Greater Milwaukee
& Waukesha County

EMPOWER POTENTIAL

NATIONAL
MENTORING MONTH
JANUARY 2021

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#STRONGERTOGETHER