



Big Brothers  
Big Sisters®  
OF METRO MILWAUKEE

# EMPOWERING POTENTIAL

## 2020 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 youth with transformational one-to-one mentoring services that change their lives for the better.**

## OUR NATIONAL AFFILIATION

**Big Brothers Big Sisters of Metro Milwaukee** is an independent affiliate of Big Brothers Big Sisters of America, the oldest, largest, and most recognized youth mentoring organization in the United States. For more than 115 years, Big Brothers Big Sisters of America has delivered, developed, and perfected its unique, evidence-based professionally supported one-to-one mentoring model across the country.

As an affiliate, Big Brothers Big Sisters of Metro Milwaukee is able to leverage the infrastructure and expertise of the nation's premier mentoring organization. Big Brothers Big Sisters of America provides us with access to national standards, policies, and procedures focused on child safety; research and program development; technology; evaluation systems; and nationwide best practices shared by more than 250 affiliates across the country.

## NATIONALLY RECOGNIZED MENTORING

In 2020, **for the fifth consecutive year**, Big Brothers Big Sisters of Metro Milwaukee received the prestigious Pinnacle Award from Big Brothers Big Sisters of America. The Pinnacle Award is the highest honor a Big Brothers Big Sisters affiliate can earn 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 five years in a row.**



# EMPOWERING POTENTIAL

The youth Big Brothers Big Sisters serves in Milwaukee and Waukesha counties have enormous potential. They are smart, motivated, and strong, but they often face challenges in their lives. Many come from single parent households and live in low-income and high-crime neighborhoods. Many face pressure from their peers to participate in risky behavior.

Often, it takes just one additional caring adult to support youth and help them to achieve long-term success. For over 40 years Big Brothers Big Sisters' mentoring program has made a positive impact in the lives of youth by creating and supporting strong, long-lasting one-to-one relationships between children and volunteer adult mentors that consistently lead to positive youth outcomes.

Big Brothers Big Sisters' programming and our dedicated volunteer mentors empower youth 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 aspirations.

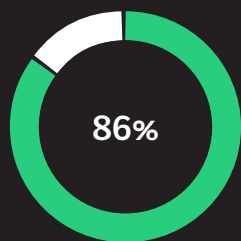
Big Brothers Big Sisters could not deliver life-changing mentoring services to children and families without the support of our generous and committed donors and partners. We are grateful to you for continuing to empower the potential of youth in our program.



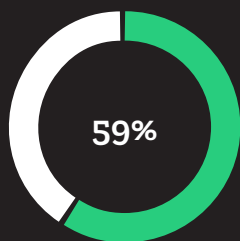
# THE CHILDREN WE SERVE

Big Brothers Big Sisters seeks to remove barriers to long-term success for young people by matching them with volunteer adult mentors, caring adults who will always be in their corner. Our staff identifies and enrolls youth in Milwaukee and Waukesha counties who will benefit from strong, long-term one-to-one relationships with professionally supported mentors. Since its beginning in 1975, Big Brothers Big Sisters has served tens of thousands of children facing adversity.

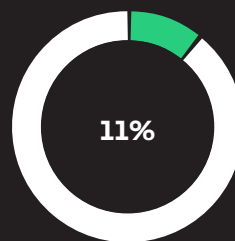
## In 2020, Big Brothers Big Sisters served 1,260 youth.



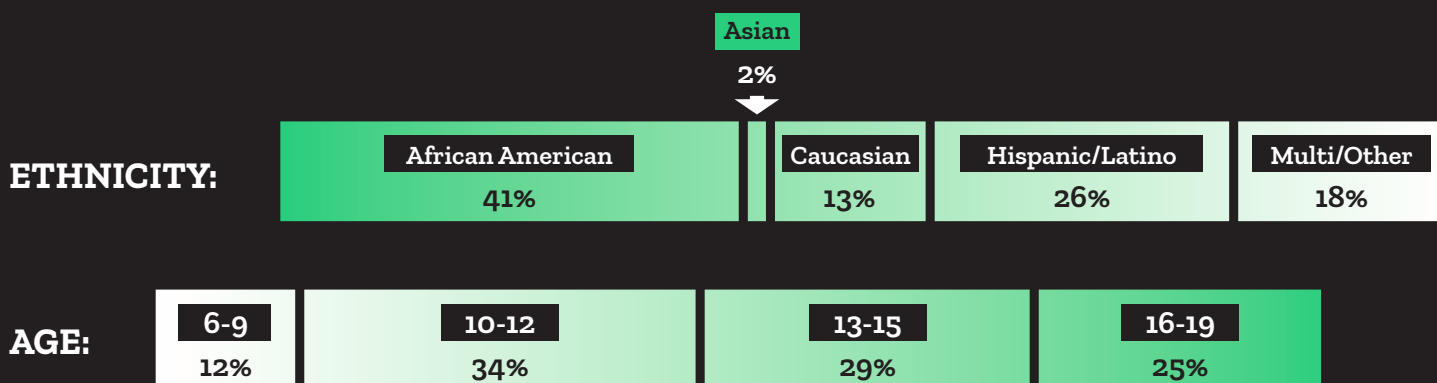
are eligible for free or reduced-price lunch



are from single parent households



have an incarcerated parent



**“What I enjoy most about being a Big Brother is that I get to have an impact on someone’s life while they also leave an impact on mine. It’s something that really puts a smile on my face when my Little Brother is having fun.”**

**- Big Brother**



# 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 and engage with their mentee 3-4 times per month. These mentoring options are:



**Community-based mentoring:** Youth engage weekly with volunteer mentors throughout the community and spend time together doing activities they choose based on mutual interest.



**mentor2.0:** Low-income and first generation college students at Big Brothers Big Sisters' partner high schools are matched with college educated mentors to promote high school graduation, post-secondary readiness, post-secondary enrollment, and post-secondary success. Mentor2.0 combines in-person mentoring with safe, secure online communication and a comprehensive weekly curriculum focused on college readiness.



**School-based mentoring:** Students engage 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.



## COMMUNITY PARTNERSHIPS

In partnership with more than 50 community organizations who give their professional expertise, resources, and programming, **REACH is a curriculum based program enhancement that provides mentoring matches with structured staff planned, staff-facilitated activities.** Utilizing existing community resources reduces duplication of services and allows Big Brothers Big Sisters to develop and provide quality programming at low or no cost to our mentoring matches.

**R** RECREATION  
**E** EDUCATION  
**A** ARTS & CULTURE  
**C** CIVIC ENGAGEMENT  
**H** HEALTH & FITNESS

# INNOVATION TECHNOLOGY-ENHANCED MENTORING

Strong relationships with their volunteer mentors are extremely important to the youth Big Brothers Big Sisters serves, particularly during challenging times. However, in our ever-changing world, it is not always possible for mentoring matches to meet in person.

The challenges of 2020 have presented a learning opportunity for Big Brothers Big Sisters that has reinforced the value of human connection. We realize that virtual connection, in addition to in-person connection, is an important option.

**In order to promote continuous relationship development and keep mentoring matches engaged, Big Brothers Big Sisters has implemented technology-enhanced mentoring in all of our mentoring programs.**

## TECHNOLOGY-ENHANCED MENTORING:

- Utilizes a one-to-one messaging platform for youth and mentors to communicate in a secure, staff-monitored virtual meeting space.
- Provides new opportunities for program staff to efficiently perform regular one-to-one case management with and provide information and resources to every youth, family, and volunteer mentor.
- Increases Big Brothers Big Sisters' ability to communicate and engage with parents and caregivers.
- Maintains the high child safety standards Big Brothers Big Sisters is known for.
- Increases flexibility for volunteers to mentor youth and provides opportunities for Big Brothers Big Sisters to engage more mentors and serve more children.

Big Brothers Big Sisters' new technology-enhanced approach is not a replacement for in-person mentoring. Rather, it is an improvement to our overall program that provides mentoring matches with additional opportunities to stay connected.

## IMPACT OF OUR EFFORTS

Big Brothers Big Sisters' technology-enhanced mentoring is working. During very difficult times, youth and their mentors are remaining engaged and continue to grow relationships that will lead to long-term positive outcomes. We have maintained high 12-month retention rates above national averages (mentoring matches remain together), which is an indicator of the strength of the bond between children and mentors. Big Brothers Big Sisters will continue to provide methods for mentoring matches to stay connected as they navigate life's challenges.

# OUR VOLUNTEERS

Dedicated volunteer mentors are Big Brothers Big Sister's most important resource and provide youth facing adversity with critical support, guidance, and experiences that change their lives for the better and lead them on the path to long-term success. We intentionally deliver all services to youth using volunteers, which is complemented by professional case management, ongoing mentor training, and structured activities to support mentors and drive measurable positive outcomes for youth.

Our volunteers bring a wide range of backgrounds and life experiences to their mentoring relationships. They are college students, professionals, homemakers, and retirees. But above all, they are compassionate individuals who choose to spend their time supporting youth and providing them with unique and valuable experiences they might not otherwise have. Through their consistent support and guidance, Big Brothers Big Sisters' volunteer mentors empower youth to achieve their full potential.

Big Brothers Big Sisters' mentors add tremendous value to our agency and the services we provide to youth facing adversity. Due to the donation of our volunteers' time, you are doubling your investment in the future of youth in our community.

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IN 2020, OUR VOLUNTEERS DELIVERED MORE THAN 110,000 HOURS OF SERVICE

FOR AN ESTIMATED ECONOMIC IMPACT OF \$2.8 MILLION PROVIDING AN EXCELLENT RETURN ON INVESTMENT TO OUR SUPPORTERS.





# YOUTH CENTERED PROGRAMMING

Big Brothers Big Sisters' mentoring program utilizes a proven, evidence-based prevention model to help youth make responsible decisions and keep them on track to achieve successful futures. Through our programming and the consistent support of their volunteer mentors, youth:

- Develop socially and emotionally.
- Associate with positive influences and resist peer pressure.
- Stay away from drugs and alcohol.
- Avoid juvenile justice system involvement.
- Avoid becoming pregnant or causing a pregnancy.
- Stay in and succeed in school.
- Graduate from high school on time.
- Go to college or transition into the workforce.

## HOW WE SUPPORT YOUTH IN OUR PROGRAM

Ensuring child safety through **extensive volunteer screening** and regular match support.

**Regular one-to-one case management** to every child, parent/guardian, and volunteer mentor to support relationship development.

**Compatibility matching of youth and volunteers** based on each youth's individual needs, shared interests, personalities, and goals.

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

**Comprehensive volunteer training** to ensure mentors are equipped to deal with challenges and support their mentees.

**Structured educational, cultural, and recreational activities** and experiences for youth and mentors.



# INTENTIONAL, LIFE-CHANGING IMPACT

## SCIENTIFIC EVALUATION

Big Brothers Big Sisters measures outcomes for every youth and every match relationship on an ongoing basis using the Outcomes Evaluation System. This unique measurement tool has three key components:

- **The Youth Outcomes 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.
- **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.
- **Professional case management by Big Brothers Big Sisters Match Support Specialists** who contact each youth, parent or guardian, and mentor (monthly in the first year of a mentoring match and quarterly thereafter) to discuss progress toward achieving goals, address specific needs, provide coaching, and ensure child safety.

## MEASURABLE OUTCOMES

Big Brothers Big Sisters' mentoring program promotes educational success, responsible behavior and decision-making, and healthy and positive relationships. In 2020, youth in Big Brothers Big Sisters' mentoring program achieved the following measurable results:

EDUCATION	PERSONAL BEHAVIOR	RELATIONSHIPS
87%	89%	93%
reported having a positive attitude towards school.	participated in positive activities outside of school (visiting a library, playing sports, volunteering, and participating in a club or organization).	maintained or improved parental trust and their connection to their parent(s).
89%	94%	94%
maintained or improved their grades.	did not use alcohol, drugs, or tobacco.	maintained or improved social acceptance and positive peer relationships.
97%	99%	94%
of seniors graduated from high school on time.	avoided involvement in the juvenile justice system.	indicated they have a very important adult in their life who they count on and who cares about what happens to them.
71%	100%	
of graduates enrolled in post-secondary education.	of girls avoided teen pregnancy.	



# BROTHER MATCH 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.



**// This three-year experience has given me renewed insights into what adolescents go through. My mentee has given me a current and authentic perception of the issues and challenges that he and many like him face. The program allows me a real outlet for that empathy. //**

**- mentor 2.0 Mentor**







## FINANCIAL STABILITY

Big Brothers Big Sisters achieved a balanced budget for the 13th consecutive year in fiscal year 2020 (7/1/2019-6/30/2020).

### REVENUES

Grants (Corporate, Foundation)	\$749,793
Special Events - Net	\$487,483
Contributions	\$405,316
In-Kind Gifts	\$149,287
Government Grants	\$352,868
United Way Allocations	\$160,689
<b>Total Revenue</b>	<b>\$2,305,436</b>

### EXPENSES

Mentoring Programs	\$1,571,327*
Development	\$450,257
Administration	\$337,063
<b>Total Expenses</b>	<b>\$2,358,647</b>

\* Amount does not include 110,252 hours of mentoring service delivered by volunteers, valued at \$2,803,708. If these hours were included, mentoring program expenses would be 85% of total expenses.

### ASSETS

Cash & Cash Equivalents	\$2,160,661
Receivables	\$299,346
Other Assets	\$263,459
<b>Total Assets</b>	<b>\$2,723,466</b>

### LIABILITIES

<b>Payables</b>	<b>\$377,863</b>
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### NET ASSETS

Unrestricted	
Undesignated	\$1,594,592
Board Designated	\$205,028
Donor Restricted	\$545,983
<b>Total Liabilities &amp; Net Assets</b>	<b>\$2,723,466</b>

// She makes me feel special, loved and happy all the time. //

- Little Sister

# OUR SUPPORTERS AND PARTNERS

YOU are the reason Big Brothers Big Sisters is able to provide nationally recognized, best-in-class mentoring services free of charge to Metro Milwaukee children and families. On behalf of our entire agency—board, staff, youth, families, and volunteer mentors—**THANK YOU FOR EMPOWERING THE POTENTIAL OF YOUTH IN OUR MENTORING PROGRAM.**

The following list includes contributions and in-kind gifts made from July 1, 2019 to June 30, 2020. For a complete list of gifts, please visit our website at [bbbsmilwaukee.org/support](http://bbbsmilwaukee.org/support).

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

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## \$25,000-\$49,999

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City of Milwaukee Community  
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**// I've enjoyed seeing him mature into a thoughtful and responsible young man, he's a good role model for his brothers. I feel very fortunate to be matched with him; we'll be friends for life. //**

**- Big Brother**

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#### **Gifts-in-Kind \$1,000+**

88Nine Radio Milwaukee  
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BMO Harris Bank  
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Bowlmor

**// Being a mentor has helped me grow as a person. I learn new things every time I interact with my mentee. This program brings together people from different backgrounds and I'm grateful to get to exchange thoughts and advice and experience other cultures. //**

**- mentor2.0 Mentor**



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Mary Pat and Nick Zarcone

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#### **In honor of Ann Tran and Mike Braun**

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Patti Steiner

#### **In honor of Cooper Haas**

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#### **In honor of Big Brother Nick Heger**

Paul Sterzinger

#### **In honor of Michael Hoefgen**

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**In honor of Kevin Kinney**  
Financial Human Resources  
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**In honor of Former Big Brother  
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Peter Stoddard and Sally  
Mrkvicka

**In honor of Nick Thomas and  
Caitlin O'Gara**  
Erin Rivard

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**In memory of John B. Werra**  
The Morales Family

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The Fred and Eleanor Wertz  
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**In honor of Big Sister Jessica Wolff**  
Pam and Gerald Schmiedicke

**In memory of Dan Wucherer**  
Nancy Woodford

**In honor of Jess Wunderlin**  
Kristine M. Clerkin







**// She is very in tune, it was so nice she reached out to her Little Sister after her grandmother passed away, she checks in. I truly, truly adore her. I love their match, her Big Sister is consistent, she's really good, she's been a really good addition to her Little Sister's life. //**

**- Parent of Little Sister**

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**Jeffrey Zeiler**  
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