



2021 REPORT TO
THE COMMUNITY
THE POWER OF ONE.



Big Brothers
Big Sisters®
OF METRO MILWAUKEE

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.

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 successful youth mentoring organization in the United States. Since 1904, 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.

Big Brothers Big Sisters of America provides:

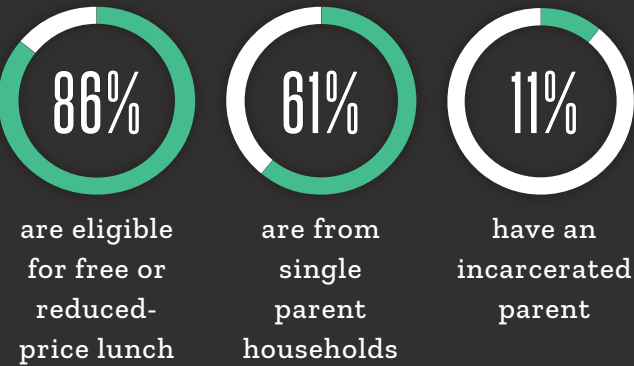
- Access to national standards, policies, and procedures focused on child safety
- Research and program development
- Technology and evaluation systems
- Nationwide best practices shared by more than 250 affiliates across the country



THE CHILDREN WE SERVE

An additional caring adult in the life of a child facing adversity can make a significant and positive impact by having someone to support and guide them through the challenges of growing up. Big Brothers Big Sisters identifies and enrolls youth in Milwaukee and Waukesha counties who will benefit from strong, long-term, and one-to-one relationships with professionally supported mentors.

In 2021, Big Brothers Big Sisters served **1,128 youth**.



Ethnicity	Age
African American 42%	6-9 12%
Asian 1%	10-12 31%
Caucasian 14%	13-15 29%
Hispanic/Latino 26%	16-19 28%
Multi/Other 17%	

OUR UNIQUE ONE-TO-ONE MENTORING PROGRAM

Big Brothers Big Sisters of Metro Milwaukee is committed to providing youth with transformational one-to-one mentoring services that empower them to achieve their full potential. Our mentoring program offers three one-to-one options. In each, volunteers make a minimum two-year commitment and engage with their mentee 2-4 times per month.



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



School-based mentoring: Students engage with volunteer mentors during or after the school day at one of 11 partner elementary or middle school locations in Milwaukee and Waukesha counties for educationally-focused mentoring.



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

HOW WE SUPPORT YOUTH IN OUR PROGRAM

- ⇒ **Extensive volunteer screening** and background checks to ensure child safety.
- ⇒ **Volunteer training** to support healthy, outcomes-focused mentoring relationships.
- ⇒ **Intentional compatibility matching of youth and volunteers** based on each youth's individual strengths and needs, shared interests, personalities, and goals.
- ⇒ **Regular one-to-one case management** to every child, parent/guardian, and volunteer mentor to support healthy relationship development and monitor child safety.
- ⇒ **Structured educational, cultural, and recreational activities** and experiences for youth and mentors.
- ⇒ **Parental engagement** through case management and participation in activities to involve parents/guardians in their children's mentoring relationships.

OUR VOLUNTEER MENTORS

Dedicated volunteer mentors are Big Brothers Big Sisters' most important resource. Week after week, year after year, our committed volunteers show up for their mentees. They are strong role models who provide consistent support, guidance, encouragement, and friendship. Big Brothers Big Sisters could not deliver our mentoring program without the selfless and substantial investment from our volunteers.



IN 2021, our mentors delivered more than 98,000 HOURS OF SERVICE for an estimated economic impact of \$2.8 MILLION providing an excellent return on investment to our partners and supporters.

INNOVATION: TECHNOLOGY-ENHANCED MENTORING

The challenges of the past two years have reinforced the value of human connection. Big Brothers Big Sisters recognizes that virtual connection, in addition to in-person connection, is an important option for every youth and volunteer mentor we serve.

Big Brothers Big Sisters has many years of experience in delivering technology-enhanced mentoring. Mentor2.0 has taken a technology-based approach since its beginning in 2014. In order to promote continuous relationship development and keep mentoring matches engaged, Big Brothers Big Sisters has implemented technology-enhanced mentoring across all of our mentoring options so that mentoring matches are able to stay connected virtually.

Big Brothers Big Sisters' 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. Moving forward, technology-enhanced mentoring will remain an important component of our mentoring program that will complement in-person mentoring.

SCIENTIFIC EVALUATION

Big Brothers Big Sisters uses unique outcome evaluation tools created and developed by Big Brothers Big Sisters of America and leading youth development experts and researchers. We measure outcomes for every youth and every match relationship on an ongoing basis using the Outcomes Evaluation System. **This 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 regularly contact every youth, parent or guardian, and mentor to ensure child safety, discuss progress towards achieving goals, address specific needs, coach mentors and youth through difficult situations, and connect them to educational and community resources.

MEASURABLE OUTCOMES

Big Brothers Big Sisters’ mentoring program promotes educational success, responsible behavior and decision-making, and healthy and positive relationships. **In 2021, youth in Big Brothers Big Sisters’ mentoring program achieved the following measurable results:**

EDUCATIONAL SUCCESS	PERSONAL BEHAVIOR	HEALTHY RELATIONSHIPS
78% had a positive attitude towards school.	97% did not use alcohol, drugs, or tobacco.	82% maintained or improved parental trust and their connectedness to their parent(s).
88% maintained or improved their grades.	99% avoided involvement in the juvenile justice system.	91% maintained or improved social acceptance and positive peer relationships.
94% of seniors graduated from high school on time.		93% indicated they have a very important adult in their life who they count on and who cares about what happens to them.
45% of graduates enrolled in post-secondary education.	99% of girls avoided teen pregnancy.	

FINANCIAL STABILITY

Big Brothers Big Sisters achieved a balanced budget for the 14th consecutive year in fiscal year 2021 (7/1/2020-6/30/2021).

REVENUES

Grants (Corporate, Foundation)	\$725,916
Special Events - Net	\$680,659
Contributions	\$577,997
In-Kind Gifts	\$258,309
Government Grants	\$542,406
United Way Allocations	\$141,406

Total Revenue	\$2,926,693
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EXPENSES

Mentoring Programs	\$1,577,315*
Development	\$344,727
Administration	\$326,317

Total Expenses	\$2,248,359
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*Amount does not include 98,673 hours of mentoring service delivered by volunteers, valued at \$2,817,326. If these hours were included, mentoring program expenses would be 87% of total expenses.

ASSETS

Cash and Cash Equivalents	\$2,568,722
Receivables	\$385,819
Other Assets	\$471,126

Total Assets	\$3,425,667
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LIABILITIES

Payables	\$401,730
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NET ASSETS

Unrestricted	
Undesignated	\$1,849,160
Board Designated	\$265,126
Donor Restricted	\$909,651

Total Liabilities and Net Assets	\$3,425,667
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OUR SUPPORTERS AND PARTNERS

Big Brothers Big Sisters could not deliver our life-changing mentoring program to youth and families without the support of our generous and committed donors and partners. **THANK YOU FOR EMPOWERING THE POTENTIAL OF YOUTH IN OUR MENTORING PROGRAM.**

The following list includes contributions and in-kind gifts made from made from July 1, 2020 to June 30, 2021. 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
Daniel M. Soref Charitable Trust
United Way of Greater Milwaukee &
Waukesha County

President’s Circle \$50,000-\$99,999

The Cudahy Foundation
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