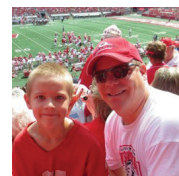


# 2015 Annual Report



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*Match Support Specialist and Enrollment and Matching Specialist*

### Rocio Morejon

*Match Support Specialist*

### Diane Herro

*Enrollment and Matching Specialist*

### Sam Rosenbloom

*Fund Development and Events Coordinator*

## Greetings!

Big Brothers Big Sisters of Dane County is joined in a community of relationships, engaged in a culture of mentoring. Since 1966 — 50 years! — we have been transforming lives and our community through one-to-one mentoring relationships. Those relationships provide children an opportunity to see what is possible. To dream big. To be changed forever.

Thanks to our donors, sponsors, mentors, parents, and community partners:

- 98% of our Littles have better relationships with peers, family, and teachers.
- 96% are less likely to engage in risky behaviors like doing drugs/alcohol or skipping school.
- 100% high school graduation rate from eligible Littles — we celebrated 13 graduates at a May graduation event at the State Capitol.
- We introduced 12 Littles to Kids to Careers, a six-month leadership program BBBS is piloting that has Matches working together to help Littles develop “career-ready” skills.
- We trained 30 Madison Police officer recruits on “Building Social Capital” as a way for police to build trust and connect with children and youth.

As the proven leader in one-to-one mentoring, Big Brothers Big Sisters is committed to creating beneficial, life-changing outcomes for kids and for Dane County. Imagine what our community and nation could look like if we provided caring mentors to all children regardless of income or race.



**Sandy Morales**  
CEO



**Phil Plourd**  
Board of Directors  
President

## OUR MISSION:

As the premier mentoring organization, Big Brothers Big Sisters of Dane County's mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one mentor relationships that change a child's life for the better, forever.

# OUR IMPACT

**100%**

graduation rate  
of eligible  
senior Littles



**96%**

of Littles report avoiding risky behaviors  
(like taking drugs or drinking alcohol)

**96%**

of Littles report feeling socially accepted

**87%**

of Littles report an improvement in grades

**717 Mentors**

=

**58,000+  
Volunteer hours**

=

**\$1.3 Million invested  
back into the community**



**Big Brothers Big Sisters**  
of Dane County

608.661.5437

[bbbs.org/danecounty](http://bbbs.org/danecounty)



# School Based Mentoring

An hour, by the clock, is not a lot of time. Measured in the life of an at-risk child? It's a game changer.

Littles at Wright Middle School get that hour each week from employees of Strand Associates, Inc., a Madison engineering firm.

Strand participates in School Friends, an after-school mentoring program bringing Bigs and Littles together once a week, at school.

BBBS carefully screens the Bigs, intentionally matches them with a Little and supports the match with professionally-trained staff. Through different activities – reading, shooting hoops, playing board games – Bigs and Littles develop positive relationships.

Strand employee and Big Brother Tom Lynch says that the program is the perfect way to get employees out in the community to volunteer and creates a positive work environment. "I think providing the flexibility to work with BBBS promotes a corporate ethos of community service," he said. "It positively influences the culture inside of the office."

Bigs also say that they enjoy the opportunity to focus on "other important things in life" beyond deadlines and tasks. Such as: seeing their Littles' confidence increase, developing appreciation for other cultures and backgrounds, and creating a sense of responsibility.

In 2015, BBBS Dane County supported 106 School Friends Matches.



# Community Based Mentoring

A couple looks to give back. A mother seeks a role model. Together, they find a new definition of family. That's the simple, but transformational, story of Dedrick and his Big Family—Craig and Kathy Steele and their children Brittany and Cooper.

Since the Match began five years ago, Big Brother Craig has noticed Little Brother Dedrick opening up more, and he's become a highly involved student. Today, Dedrick's a member of the UW – ITA program, the Youth Leadership program, the Black Student Union and the Track Team at his high school.



Dedrick's mom, Uniquea, certainly sees, and delights in, the growth. "My son has gained so much," she said. "He sees another way of being a family. He has had opportunities that I never had as a child and that is what I wanted for him."

The Steele Family has also gotten close with Dedrick's family. Dedrick, his mother and his two younger siblings join the Steele's for cookouts and to celebrate holidays.

Big Sister Kathy sums up the Big Family experience perfectly, "Our relationship has matured with every passing year," she said. "We started out as friends and became family."

Kids served: **647**

Average Match Length:  
**40 months**



Age of kids served:  
**6–18**



### Demographics

Gender:  
**52% Girls, 48% Boys**

Low Income:  
**86%**

Ethnicity:  
**86% non-White, 14% White**

Household Profile:  
**72% Single or no parent families**

Mentors: **717**

Total mentoring hours:  
**58,000+**



Average Volunteer Age:  
**37**



### Demographics

Gender:  
**59% Women, 41% Men**

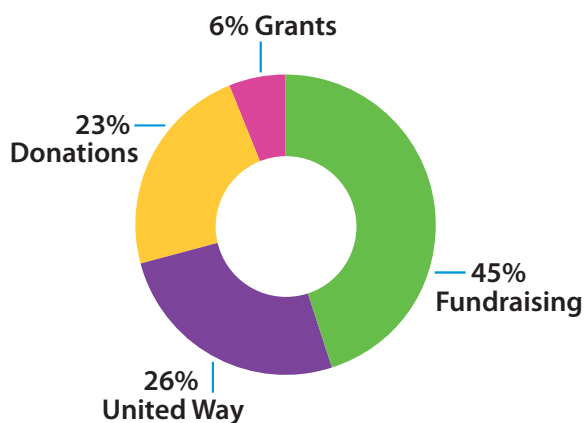
Education:  
**40% Bachelor, 21% Advanced degree**

Ethnicity:  
**14% non-White, 86% White**

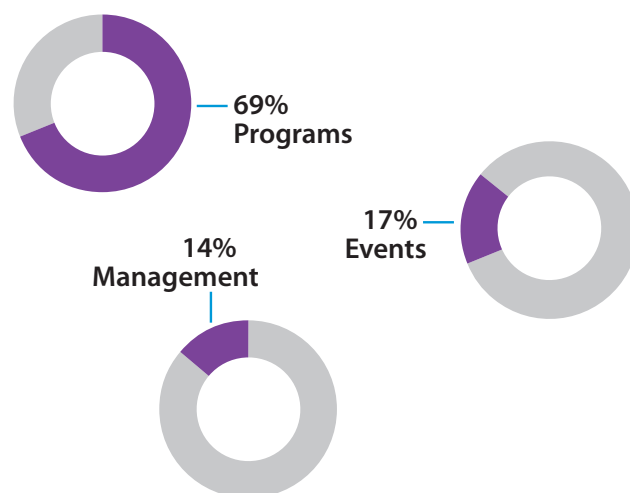
Big Couple Matches:  
**11%**

## FINANCIALS

Income – \$839,248



Expenses – \$841,098



**Big Brothers Big Sisters**  
of Dane County

[bbbs.org/danecounty](http://bbbs.org/danecounty)



**Big Brothers Big Sisters**  
of Dane County

2059 Atwood Ave #2 Madison, WI 53704

## BIG THANKS To Our Sponsors



FOLLOW US ON:



[bbbs.org/danecounty](http://bbbs.org/danecounty)

**Big Brothers Big Sisters**  
of Dane County



Start something™



## Be A Match Maker



As a Match Maker, you join an exclusive group of donors who make a monthly gift\* to introduce a Little on our wait list to a caring, adult mentor. Each month, you will receive an email about the life-changing mentor relationship that your gift introduced.

\*Monthly contributions will be automatically deducted from your debit or credit card.

To become a Match Maker today, please visit [bbbs.org/danecounty](http://bbbs.org/danecounty) and click on "Donate" or call us at (608) 661-5437.

## MAKE THE INTRODUCTION

**\$25** monthly funds background/reference checks for Big

**\$35** monthly supplies materials for Bigs orientation training

**\$50** monthly provides assessment interviews for Big/Little

**\$85** monthly supports the first Match meeting between Big/Little