

ANNUAL REPORT 2023

 **Big Brothers Big Sisters.**
OF DANE COUNTY



Jerome & Malaki



OUR MISSION

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

OUR PURPOSE

To clear the path to a child's biggest possible future.

OUR VISION

All youth achieve their full potential.

WHY DO YOU MENTOR?

"...because I had adults care about me when I was younger, and I saw the difference they made in my life, especially during rough times. I wanted to make a long-term impact on a child, just like my mentors did for me."

- Big Sister Alyssa



Rich & Sir Zion

EMPOWERING YOUTH

We are honored to support young people all across Dane County!

Our agency fosters long-term, consistent mentoring relationships between volunteers (Bigs) and children (Littles), ages 6 through 18. Littles are referred from parents, school counselors, and various service providers who recognize the value and benefits of having an **additional adult ally** in their lives.

Through our mentors, events, and unique programming, our goal is to provide Littles with opportunities for learning and exploration, ultimately helping them become confident, capable, and resilient individuals.

COMMUNITY-BASED

Our Community-Based Mentoring Program takes place in-person, with Bigs and Littles meeting together 2-4 times a month. Whether a Match is grabbing ice cream, taking a walk, hitting up the library, or attending a Badger game, **the goal is to produce quality time that builds a strong and trusting relationship.**

SUCCESS STORY

Lauren became a Big because she was looking for a way to get involved in her community. She wanted to **experience new things** and challenge herself to spend time with others outside her circle of coworkers, family, and friends.

For Lauren and her Little Sister Amanda, it's less about the actual activities they do and more about simply **spending time together.** They love going to the library, going on walks to the park, cooking a meal, baking together, renting kayaks, and going to local shows.

Lauren loves watching Amanda grow up; she was 7 when they first met, and now she's in high school! They've known each other for so long now they can get together, hang out as friends, and talk about what's happening in their lives.



Diana & Sarah

440 youth engaged

WHY DO YOU MENTOR?

"The positive experiences and mentors in my childhood were able to set me up for a successful and happy adulthood. If I can be a positive influence in a child's life, then my hope is they will lead a happy and fulfilling life as well. Sometimes the smallest conversation, word of advice, or moment can make the most positive impact."

- Big Sister Kim

HOW OUR COMMUNITY-BASED PROGRAM WORKS

To qualify for our Community-Based Program, potential Bigs must be 18 years or older, live or work in Dane County, have a reliable car, complete an application, pass a background check, and commit to 1 year.

After enrolling in our Community-Based Mentoring Program, Bigs and Littles are thoughtfully matched by our Enrollment Team based on geography, preferences, and shared interests.

Our Match Support Specialists work with the mentor, the child, and the family throughout the course of the mentoring relationship to provide necessary training and support.

Some Bigs meet their Littles on the weekends and others get together with their Littles on weekday evenings. Each Match is unique and develops a schedule that works for them.

Our Program Team organizes monthly events for Matches to participate in, and secures discounts or free admission to establishments around Madison.



HIGH SCHOOL LEADERSHIP

Randall Elementary School, West High School

32 youth engaged*

The High School Leadership Program gives West High School students an opportunity to serve as mentors and positive role models for Randall Elementary School students. **This program fosters meaningful connections between students and gives high schoolers a space to share their experiences and knowledge.**

*including high school students who are mentors

MentorU is an innovative program that provides one-to-one mentoring to high school youth, blending technology with a structured focus on college readiness, workforce development, career exploration, and social-emotional learning.

MENTORU

Marshall High School
(10 minutes east of Sun Prairie)

SUCCESS STORY

Henry and Alastair were matched in our MentorU program in 2022 when it first launched at Marshall High School, and the two of them hit it off right away. From cracking jokes, sharing about their hobbies and interests, and discussing their hopes and

dreams, **they knew their relationship was special.**

So, when Henry decided to move to Pennsylvania to attend UPenn for veterinary school, it was a no-brainer to do whatever it took to preserve their bond and allow them to continue in the program, which meant making a switch to e-mentoring.

Maintaining a fully virtual relationship, as individuals with busy schedules in different time zones, through a new and evolving program doesn't come without challenges, but both **Henry and Alastair have made the best of it!** They've exhibited flexibility, understanding, and kindness as they've navigated through these changes with the support of our staff, and their relationship has persevered, and will continue to grow because of it.

SCHOOL FRIENDS

One City Schools, Wright Middle School

10 youth engaged

Our School Friends program invites volunteers to spend time with a child at their school once a week. **School Friends is about building relationships and forming friendships.** The program is not academically focused; Matches may play games, do crafts, catch up on homework, or simply hang out.

SUCCESS STORY

As a dedicated supporter of BBBS, Big Sister Heather was thrilled to discover our initiative to reintroduce School Friends to Wright Middle School.

Heather's **enthusiasm for mentoring** shines through her commitment to the program. She and her Little, Jazara, have already begun building a strong bond, **engaging in meaningful conversations** about Jazara's goals, enjoying friendly games of Connect Four, and sharing pizza.



28 youth engaged



Alastair & Henry

WHAT WE ACCOMPLISHED IN 2023



497

Youth Served



4,851

Match Support Calls



531

Volunteer Mentors



180

New Matches Created



55,224

Volunteer Hours



37.3

months
Average Match Length

OUR IMPACT

Youth Outcomes Surveys (YOS) and Child Outcomes Surveys (COS) are the primary tools for measuring the impact of BBBS programs. These surveys gather data about academic performance, goals, relationships with peers and adults, and more.

87%

of Littles improved or maintained academic performance

84%

of Littles with depressive symptoms improved their outlook

78%

of Littles improved or maintained their ability to regulate their emotions

92%

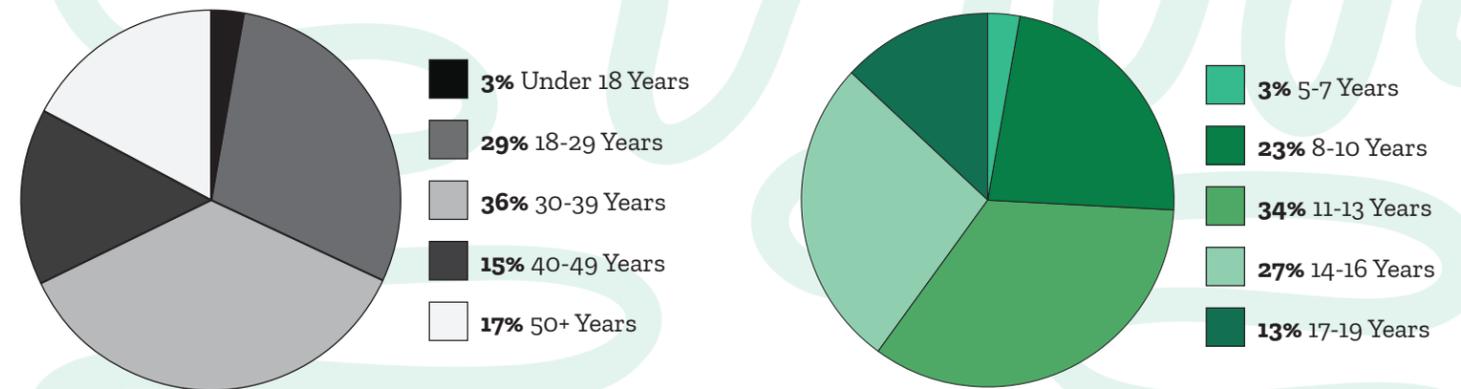
of Littles improved interpersonal skills and social intelligence

OUR BIGS & OUR LITTLES

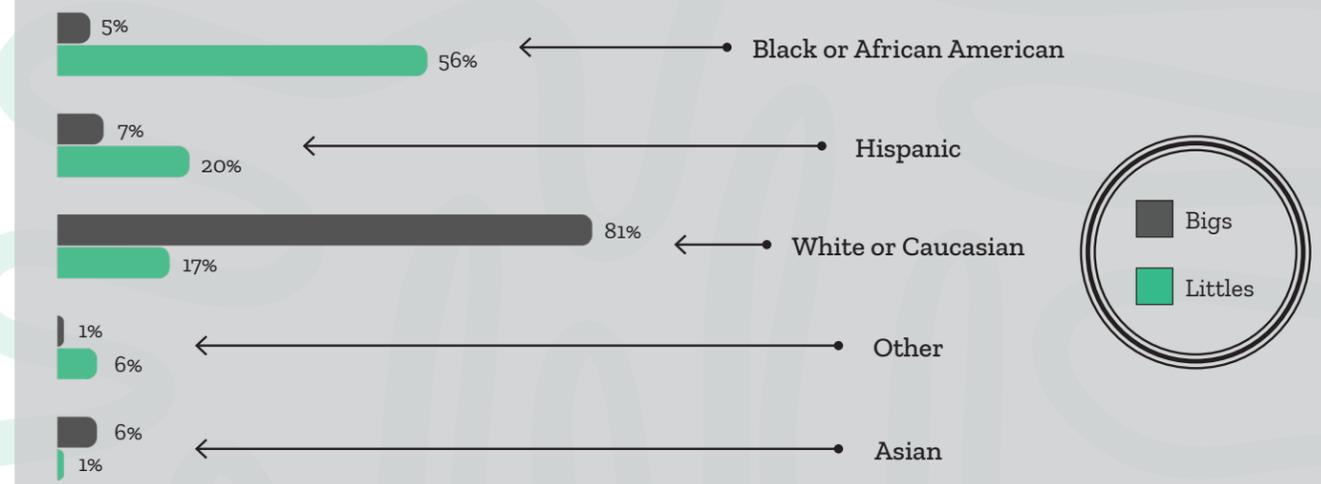
GENDER



AGE

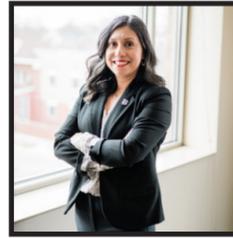


RACE / ETHNICITY



A MESSAGE FROM OUR CEO AND BOARD PRESIDENT

We started 2023 with the challenge to **do more and be more**. As we reflect on the past year, we are so proud of the remarkable strides we've made. Our Community-Based Program's expansion allowed us to reach more children. The School Friends Program was successfully re-launched at One City Schools and Wright Middle School. We established our inaugural High School Leadership Program at Randall Elementary School (in partnership with West High School) and added a second cohort to our MentorU program at Marshall High School. All of these achievements underscore the unwavering commitment of our dedicated team.



Sandy Morales
CEO

While we celebrate the successes of 2023, we know our journey is far from over. The lingering effects of the pandemic continue to impact children in our community in profound ways. **The need for mentorship remains as crucial as ever.** Mentors play a vital role in providing the support and guidance necessary for these children to overcome obstacles, fostering resilience, and instilling a sense of optimism for the future.



Kari Grasee
2023 Board President

By expanding our mentorship programs, we can make a tangible difference in the lives of children in Dane County. As we set our sights on 2024, we aim to serve more than 600 kids by making over 200 new Matches through continued growth in our Community-Based Program, establishing new partnerships, and opening new sites for School Friends and our High School Leadership Program.

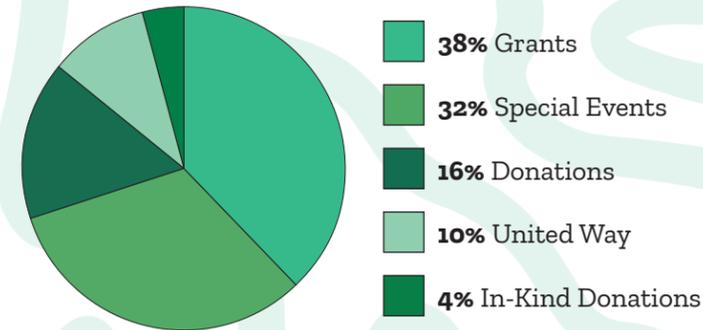
Our ability to serve more kids hinges on our continued volunteer recruitment efforts. In 2024, we are investing more resources into volunteer recruitment, including our comprehensive marketing and recruitment campaign **"It Takes Little to be Big."** We ask you to join us in our recruitment efforts and help spread the message that although mentoring sounds huge, all it takes is a little time, a little encouragement, and a laugh or two so that every child has what they need to achieve a BIG and brighter future.

Together, let's continue to move forward and work collaboratively to make a BIG impact in the lives of the children we serve. The journey continues, and we are excited to see what we can achieve.

OUR FINANCIALS

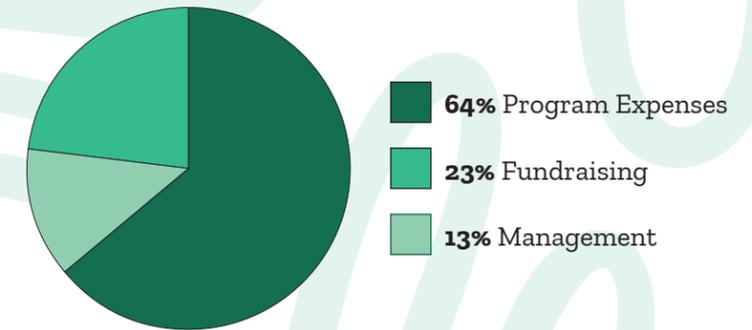
INCOME

\$1,534,094



EXPENSES

\$1,803,999



* The 2023 revenue listed here excludes \$104,638 in investment income.
** For the year ended 12/31/2023, BBBS resulted in a net loss of \$164,948 due to utilizing grants received in previous periods.

DONOR CONTRIBUTIONS

In 2023, the heartbeat of our agency was the support from our generous donors.

Their unwavering commitment to our mission has been nothing short of transformative, enabling us to create meaningful connections that have a **lasting impact** on the lives of young individuals throughout the community.

Whether through financial contributions, volunteerism, or advocacy, our donors have played a crucial role in the success stories that unfold within our organization. Their belief in the **power of mentorship** has allowed us to expand our programs, reach more children, and provide the support and guidance necessary for them to unlock their full potential.

Reflecting on the past year, we express our deepest gratitude to the 1,497 donors who have made a difference!

2023 BOARD OF DIRECTORS

Kenneth Albridge III - Illumina, Inc.
Tanika Apaloo - UW-Madison
Kiah Calmese Walker - UnityPoint Health - Meriter
Enzo Ciarletta - UW Credit Union
Cedric Ellis - TruStage
Chris Eckstrom - Rock River Capital Partners, LLC
Jennifer Giemza - Wealthspire Advisors
Kari Grasee - American Family Insurance
Ana Hooker - Exact Sciences
Rob Kane - Wipfli

Bob Lang - Wisconsin Legislative Fiscal Bureau
Casey Liakos - The QTI Group
Joseph McGonigle - NETGEAR Inc.
Lyn-Marie Pilgrim - Exact Sciences
Ashley Rodriguez - Carbon World Health
Bruce Rosen - Murphy Desmond S.C.
Dave Seiler - First Business Financial Services, Inc.
Mike Solt - Bank of Sun Prairie
Kevin Torrence - General Motors (Retired)

OUR 2023 DONORS



* The national average for donor retention is 45%, according to Charity Navigator.

GET INVOLVED

Become a Big

Volunteer as a mentor to a child in Dane County who could use a caring adult to defend and ignite their potential.

Become a Community Partner

We offer a variety of opportunities designed to highlight our supporters and foster connections that harness the transformative potential of mentoring.

Donate

With every dollar donated, you're investing in our Matches, enabling us to offer crucial support, conduct essential training, and organize impactful events.



JOIN US

THE HUNT (Scavenger Hunt)

Dane County

April 19 - May 12, 2024

Dream BIG Gala

Madison Marriott West

July 26, 2024



Proud Partner



United Way of Dane County

2059 Atwood Ave. # 2, Madison, WI 53704

www.bbbsmadison.org | 608.661.5437 | reception@bbbsmadison.org