



# 2025 ANNUAL REPORT

# FROM OUR LEADERSHIP

This past year was challenging for the nonprofit ecosystem. Like many other organizations, we faced financial uncertainty alongside growing community needs. **Yet the power of mentoring endured.**

Because of your generosity and belief in our mission, young people across Dane County continued to have mentors by their side when it mattered most.



In 2025, we created 151 new Match relationships, connecting young people with caring adults who **open doors to resources, opportunities, and supportive relationships**, which helps youth build confidence.

Through our site-based programming, mentoring reached 90 students across six elementary and middle schools. Additionally, 27 Littles were matched with High School Bigs from East and West Madison High Schools, bringing mentorship directly into the places where youth learn.



The impact of these relationships goes beyond numbers. **92% of Littles now identify their Big as a trusted adult they can turn to for advice and guidance.** We also helped young people explore future possibilities through 10 educational and social events, including a resume workshop and a career fair where Bigs shared insights into their professional paths.

Our spring recruitment campaign, The Big Draft, inspired 140 individuals to express interest in becoming Bigs for Littles awaiting matches last spring, an encouraging sign of our community's support of our program.



As we look ahead to 2026 and our 60th year of service, our focus remains the same: advancing our mission and **the life-changing power of mentoring.** We remain committed to ensuring every young person who needs a mentor has access to one and the support to thrive.

**Thank you for being an essential part of this work and for believing in the potential of every young person we serve.**



**SANDY MORALES**  
CEO



**ANA HOOKER**  
BOARD PRESIDENT



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DEVELOPMENT DIRECTOR



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PROGRAM DIRECTOR

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**Lyn-Marie Pilgrim**  
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**Ashley Rodriguez**  
*Carbon World Health*

**Bruce Rosen**  
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**Dave Seiler**  
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**Mike Solt**  
*Bank of Sun Prairie*

**Kevin Torrence**  
*Community Leader*

# 2025 BOARD OF DIRECTORS



“

My Little has taught me how to slow down and appreciate the little things in life that spark joy. ”

- Big Sister Isabella



# MENTORING IMPACT BY THE NUMBERS

At the start of each Match, BBBS staff gather baseline information about Littles' feelings, behaviors, and achievements using age-appropriate surveys. These surveys are re-administered annually and compared over time to track progress.

Measuring outcomes through data and statistics is essential to understanding the impact of mentoring relationships and ensuring our program is **effective, responsive, and continuously improving.**

## EDUCATIONAL SUCCESS • POSITIVE RELATIONSHIPS • EMOTIONAL WELL-BEING

→ **79%**

of Littles showed stable or improved **academic performance**

→ **92%**

of Littles described their Big as a **very important adult**

→ **85%**

of Littles maintained or improved their **emotional regulation skills**

→ **79%**

of Littles demonstrated a more **hopeful outlook** over time

**576**

Volunteer  
Mentors



**543**

Youth  
Served

**39.1**

months

Average  
Match  
Length



**151**

New  
Matches

# OUR PROGRAM EVENTS



Designed and led by our Match Support Manager and program team, educational, cultural, wellness, outdoor, and social events give Littles access to experiences they might not otherwise have.

These events **spark curiosity, build confidence, and foster personal growth** while taking the pressure and cost of planning off Bigs.

Most importantly, these gatherings bring Matches and BBBS staff together, strengthening relationships and offering **intentional, shared moments to connect.**

We're thankful for community partners like the Overture Center for the Arts, The Curious Crafter, and Forward Madison FC for helping create memorable, impactful experiences for our Matches!

23

Community Event Partners

40

Program Events Hosted

## • SIGNATURE PROGRAM EVENTS •

Graduation



Back-to-School



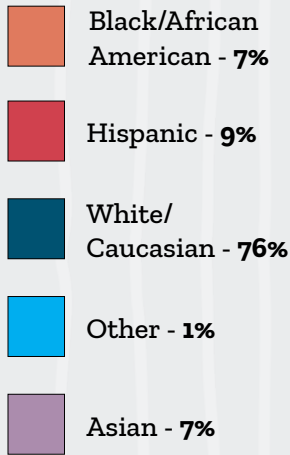
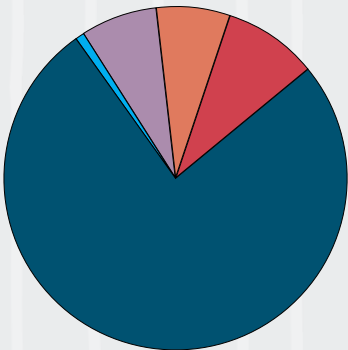
Holiday Party



Our biggest 2025 event was the Back-to-School Event, bringing together 165 Matches to get ready for a successful school year!

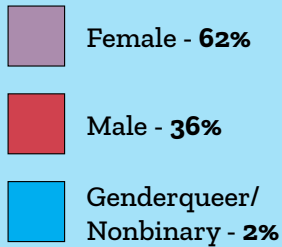
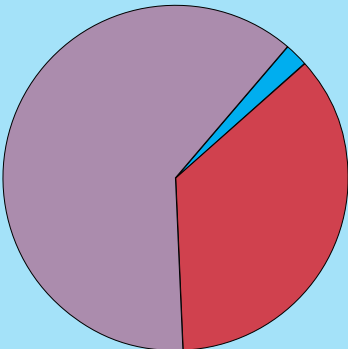
# MENTOR DEMOGRAPHICS

## • RACE/ETHNICITY •

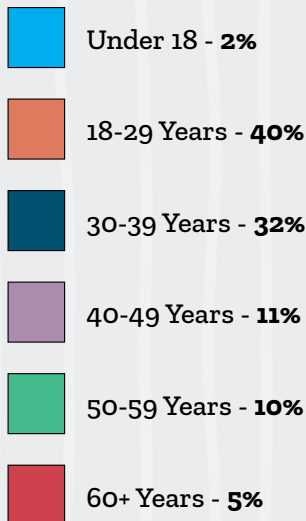
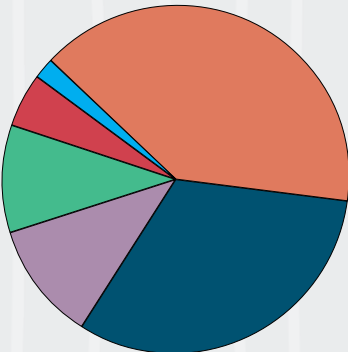


## • GENDER •

62% of Bigs are female, and the number of male Bigs has increased, with continued growth as a goal



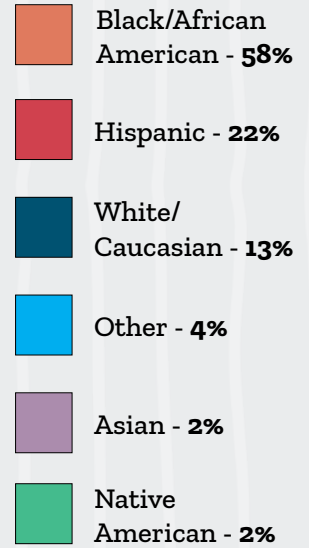
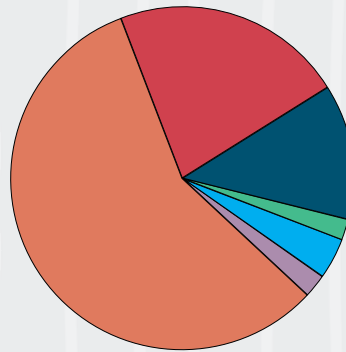
## • AGE •



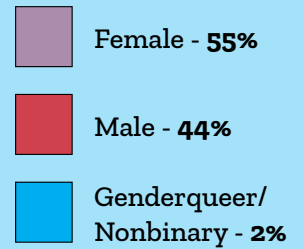
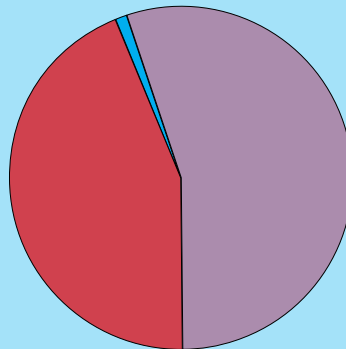
# YOUTH DEMOGRAPHICS

## • RACE/ETHNICITY •

Most youth served are Black/African American, followed by Hispanic, reflecting our focus on historically underserved communities

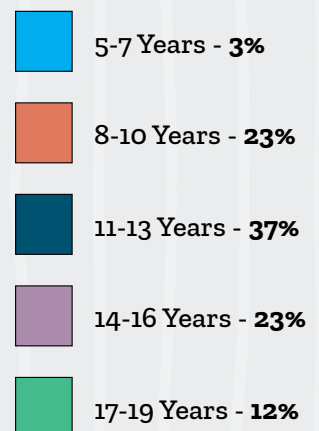
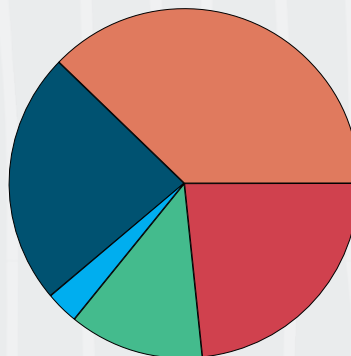


## • GENDER •



## • AGE •

Youth ages 11-13 make up the largest group served, a key stage for building confidence and social-emotional skills



# PARTNERSHIP SPOTLIGHT: TRUSTAGE

## • WHERE CORPORATE VALUES MEET COMMUNITY IMPACT •

**Strong partnerships help make mentoring possible**, and TruStage is one example of how corporate support translates into meaningful relationships for young people in our community.

Tyler, a TruStage team member, has been matched with his Little Brother King since 2021. Over the years, Tyler has become a consistent source of support for King, someone who shows up, follows through, and makes time.


Tyler's path to becoming a Big was rooted in his own experience with mentorship. Growing up, an English teacher invested in him, offering guidance not only in the classroom but also through major decisions like course selection and college applications. That example left a lasting impression and shaped Tyler's desire to one day pay it forward.



After settling into his full-time career, Tyler began looking for a meaningful way to give back, something that would create real, longterm impact. When he learned about BBBS through a workplace volunteer fair, he knew he had found the right fit.

Since their match began, Tyler and King have built a strong connection through both big adventures and everyday moments. They've found that it's often the lowkey conversations and shared routines that matter most.

**At TruStage, community involvement is part of the company culture.** Employees like Tyler have found meaningful ways to give back, forming a mentoring relationship with King that has grown over shared activities, conversations, and support. Through volunteer fairs, company initiatives, and flexible scheduling, Tyler has been able to dedicate consistent time to King, helping him build confidence, explore new interests, and navigate challenges. **Steady support not only strengthens mentoring bonds, but also demonstrates how TruStage's commitment to community creates lasting impact.**



In 2025, Terrance Williams, President and CEO of TruStage, was appointed to the Board of Directors of Big Brothers Big Sisters of America - a role that deepens TruStage's connection to youth mentoring at the national level.



I see firsthand the profound impact mentorship can have on lives – including my own. It's an honor to join the BBBSA board and help more young people reach their full potential.



- Terrance Williams



Our fundraising events play a vital role in **sustaining and growing our mentoring programs**. Through community-supported gatherings, we raise essential funds that directly support Match activities and program services.

Just as importantly, these events bring our supporters closer to the real impact of mentorship, connecting them to the stories, relationships, and moments that make our work possible.

**GREAT TIMES FOR A GREAT CAUSE**

## • BOWL FOR KIDS' SAKE •



- Signature Peer-to-Peer Bowling Event •
  - Team Spirit • Local Impact •
- 515 Bowlers • 18 Corporate Partners •
  - \$41,000 Raised •



## • DREAM BIG GALA •



- Annual Mentorship Celebration •
  - Fundraising Dinner & Auction •
  - Transformational Giving •
- 658 Tickets Sold • 200+ Auction Items •
  - \$301,000 Raised •



## • THE HUNT •



- Countywide Team-Based Scavenger Hunt •
- Local Discovery • Leaderboard Competition •
  - 253 Participants • 62 Teams •
  - \$44,000 Raised •



## • TRIVIA NIGHT •



- Community Trivia Competition & Fundraiser •
  - High-Energy Competition • Quick Thinking •
- 111 Players • 7 Sponsors •
  - \$8,600 Raised •



# OUR SUPPORTERS

## • THE PEOPLE WHO POWER OUR PROGRAM •

**Our donors make our work possible in tangible, measurable ways.** Their support funds background checks and training for new Bigs, ongoing match support from our program team, youth activities and events throughout the year, and direct financial assistance.

97

Monthly Donors

\$258

Average Gift

41%

Donor Retention Rate

768

New Donors

## • IMPACT CIRCLE •



**IMPACT CIRCLE**

The Impact Circle is a community of generous leaders whose annual gifts of \$5,000 or more help Big Brothers Big Sisters of Dane County unlock the potential of every child.

Their unrestricted support fuels critical work, including recruiting and supporting Bigs and Littles, expanding into new schools and neighborhoods, piloting innovative programs for youth with the greatest needs, and strengthening our organization for the future.

## • POWERING A MATCH •

**\$50** helps welcome a new mentor into our program.

**\$250** funds a home visit to enroll a child and parent, helping create a strong mentoring match.

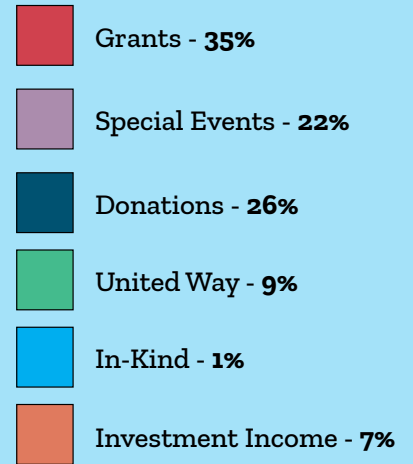
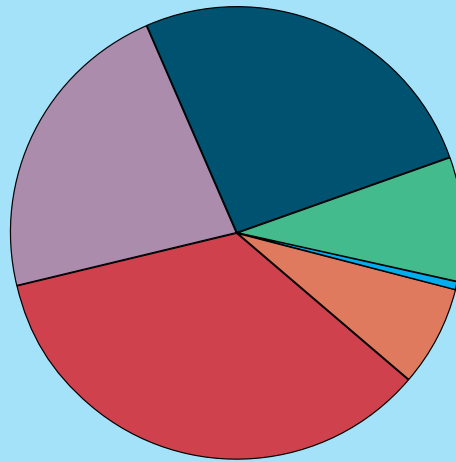
**\$500** provides a full year of activities and support for a Match.

**\$2,500** supports a child throughout a full year in the program, from enrollment to match support.

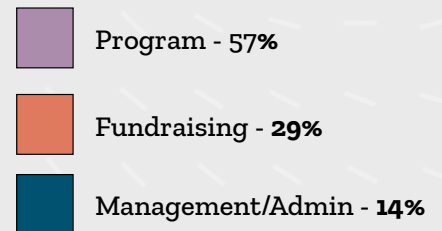
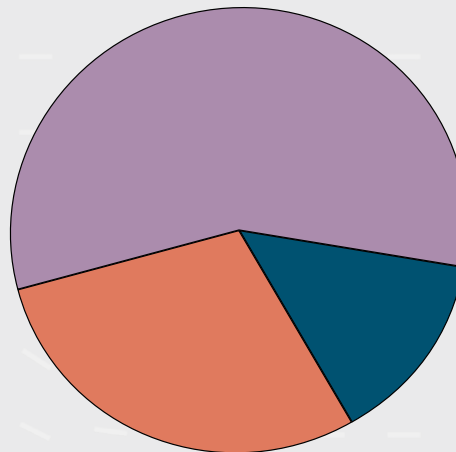


# FINANCIAL OVERVIEW

## • INCOME • \$2,017,398



## • EXPENSES • \$1,829,468



Being a Big is an amazing experience. If you are looking to feel more connected to your community and make an impact, become a Big. My Little isn't just someone I mentor; she has become a dear friend whom I genuinely enjoy hanging out with, and we love exploring Madison together.



- Big Sister Taylor





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

2059 Atwood Ave. #2, Madison, WI 53704  
[reception@bbbsmadison.org](mailto:reception@bbbsmadison.org) | 608.661.5437  
[www.bbbsmadison.org](http://www.bbbsmadison.org)

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Platinum  
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2025

**Candid.**