



# 2017 Annual Report



## Big Sister Kate & Little Sister Tyla



***"I appreciated how open Tyla was with me in terms of her feelings and opinions because I think it's important to have people in your life where you can communicate with such candor. It makes me happy to know that I exposed her to new things; whether it was a new type of cuisine, activities or even the life of a graduate student in Biology, my intention was that she would always know that there are options in this world."***

*Tyla's former Big Sister Lily*

Little Sister Tyla was 11 years old when she was matched with her Big Sister Lily in 2012. They accomplished many different activities together and even made a habit of going to Ha Long Bay restaurant to eat their favorite Thai foods. After being enrolled in a graduate program at UW-Madison, Lily met Kate and the two became very close friends. So close, that Kate often joined Lily and Tyla on their outings.

After two years of Lily and Tyla being matched, life happened and Lily had to move to Washington D.C.. Lily didn't want to disappoint Tyla and wanted to make sure Tyla had another Big Sister in her life. After Lily's friend Kate heard the news, she stepped right in to be Tyla's new Big Sister. When Tyla first became a Little Sister in our program, she never imagined that she would gain two Big Sisters.

Since the day Kate and Tyla were first matched, there has never been a dull moment. Over the three years since they've been matched, they have tried a variety of activities together from making their own sushi rolls to taking pottery classes.



They also spent time exploring Tyla's opportunities after high school, with college being the next big thing on her mind. Tyla enjoyed that she was able to talk about college with her Big Sister Kate. After getting accepted into multiple universities, Tyla decided to attend Tuskegee University in Alabama after graduating from Madison East High School. While attending Tuskegee University, she plans to major in Chemistry and minor in Psychology and Business.

Tyla is the oldest child in her family so having Kate as her Big Sister and having someone to hang out with has been very meaningful to her. "Having Kate as a role model in my life is very important to me," explained Tyla.

In turn, Kate shared that Tyla has helped her in ways she wasn't expecting but is extremely grateful for. Kate has gained another perspective on things in life with Tyla being a high school student. "It's pure enjoyment having Tyla in my life," says Kate.





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## CURRENT STAFF

**Sandy Morales**  
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### Office and Development Staff

**Bethany Ordaz**  
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### Program Staff

**Allegra Chell Lewis**  
**Amy Hoffman**  
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## Impact.

We are thankful to live in a giving community that donates and invests their time in a child, igniting their potential that can benefit the whole community. Our annual report highlights the partnership and community we build when we bring Bigs, Littles, and parents together.

You will see that mentoring is making a BIG impact for over 600 kids in Dane County. However, the need for mentoring continues as does the need for male, LGBTQ, African American, and Latino mentors. As our families face instability in their lives, they strive to find a consistent, adult role model who will defend their child's potential in the wake of barriers ranging from poverty to racism. With many of our Littles being the "Firsts" of their families, we know we are investing in children that need us the most.

In 2017, we began to implement our strategic plan that called for investment into our infrastructure and capacity, since every year we are faced with 250 to 300 children who are still waiting to be introduced to a mentor. Responding to these waiting Littles is a mighty task, and comes in addition to providing support for our current pool of 500+ matches, many of which have been together for three or more years!

Mentoring is necessary for ALL children and our work is powerful when we see our Littles achieve in school, in their personal relationships, and in making positive decisions. Thank you for your unimaginable support and for believing in our children's biggest possible futures.

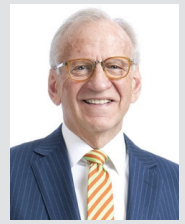
Sincerely,

Sandy Morales, CHIEF EXECUTIVE OFFICER  
*Big Brothers Big Sisters of Dane County*

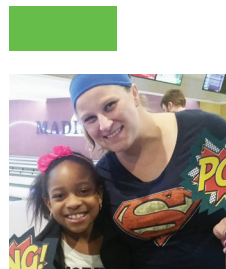
Bruce Rosen, BOARD CHAIR  
*Attorney, Murphy Desmond*



**Sandy Morales**  
CEO



**Bruce Rosen**  
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

**90%**

of Littles report  
an improvement  
in grades



**95%**

of Littles report feeling socially accepted

**92%**

of Littles aspire to seek education  
beyond High School

**92%**

of Littles agree that having adults who care  
and look out for them is very important to  
helping them achieve their goals

**683 Mentors**

=

**85,000  
Volunteer hours**

=

**\$2 million of time, talent,  
and energy invested back  
into Dane County**



**Big Brothers Big Sisters**  
of Dane County

608.661.5437

[bbbsmadison.org](http://bbbsmadison.org)

**Kids served: 609**

Average Match Length:

Community Based: **50 months**

School Based: **33 months**

Age of kids served:

**6–18**



### Demographics

Gender:

**52% Girls, 48% Boys**

Low Income:

**91%**

Ethnicity:

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

Household Profile:

**73% Single or no parent families**

**Mentors: 683**

Total Mentoring Hours:

**85,000**



Average Volunteer Age:

**38**



### Demographics

Gender:

**58% Women, 42% Men**

Education:

**44% Bachelor, 28% Advanced degree**

Ethnicity:

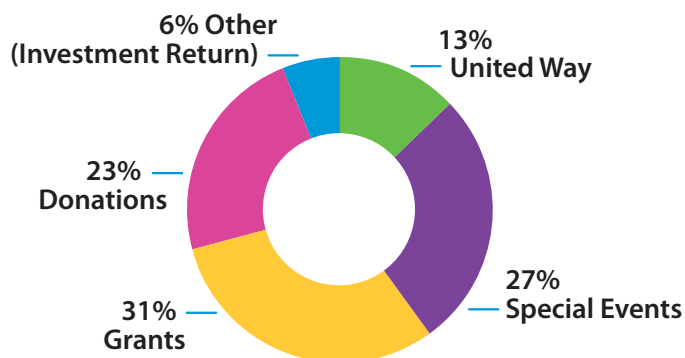
**16% non-White, 84% White**

Big Family/Couple Matches:

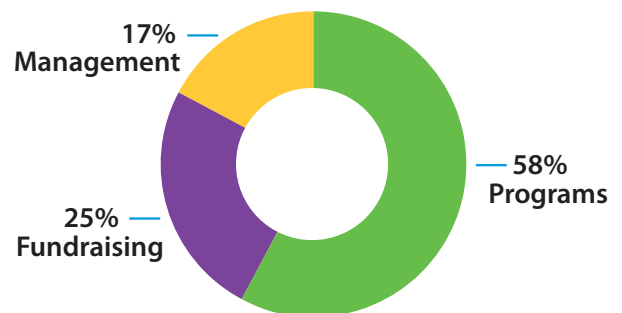
**12%**

## FINANCIALS

**Income – \$1,231,428**



**Expenses – \$942,705**



**Big Brothers Big Sisters**  
of Dane County

[bbbsmadison.org](http://bbbsmadison.org)

## Five ways you can make a BIG impact today:

1. Become a Big!
2. Make a Match—donate monthly
3. Form a Bowl for Kids' Sake team
4. Sponsor or attend our annual Gala
5. Recruit mentors by hosting a Lunch & Learn at your company/workplace

Proud Partner



FOLLOW US ON:



Give Big. Be a Big.



**SAVE THE DATE**  
**Match Maker Breakfast**  
**Tuesday, February 12, 2019**  
**AT THE MADISON CONOURSE HOTEL**  
 To attend, please contact Bethany Ordaz at  
 bordaz@bbbsmadison.org

- \$10** monthly supplies materials for Bigs orientation training
- \$25** monthly provides assessment interviews for Big/Little
- \$50** monthly supports the first Match meeting between Big/Little

TOGETHER, WE CREATE BIG FUTURES



## 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 relationships that your gift helps support.

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

To become a Match Maker today, please visit  
<http://www.bbbsmadison.org/about/become-match-maker/>  
 or call us at (608) 661-5437.