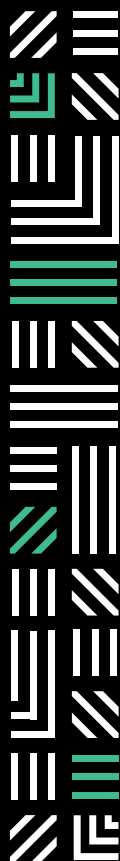


BIG BROTHERS BIG SISTERS OF DANE COUNTY



2018 ANNUAL REPORT



Big Brothers
Big Sisters.
OF DANE COUNTY



TOGETHER, WE ARE DEFENDERS OF POTENTIAL

Big Brothers Big Sisters has always been a humble group working together to quietly deliver powerful results. But in 2018, we decided to sharpen our focus as an organization. We will always be known for caring about our community and the relationships we create, but we are evolving our mission to go further, be louder, and live up to the **BIG** in our name.

Our new brand comes with a new look, logo, and messaging with the goal of making our mission more important and more urgent than ever. And although we proudly deliver quality mentoring programming to over 2,000 Bigs, Littles, and parents in Dane County, we consistently have about 250 kids annually that wait to be matched with a mentor. Some kids wait up to two years to be matched.

In late 2018, we took on the challenge to decrease the time a child waits to be matched with a mentor, and found a partner in American Family Insurance's Lean Consultants. With their help, we were able to identify root causes as well as find appropriate solutions to cut the wait time in half. The solutions we uncovered will allow us to be a more efficient organization and respond better to the needs of our community. In just a few short months, we are moving the needle and seeing results that will set us up for long-term impact.

Thank you for standing with us and in our Littles' corner. You bring our mission to life and are a part of the stories and outcomes in this annual report.

Potential is everywhere. We do not create it. We defend it.

Sincerely,

Sandy Morales
Chief Executive Officer

Bruce Rosen
2018 Board Chair





KIDS
SERVED: 642

AVERAGE MATCH
LENGTH: 39 MONTHS

SCHOOL BASED:
24 MONTHS

AGE OF KIDS
SERVED: 6-18

DEMOGRAPHICS: GENDER:
53% GIRLS,
47% BOYS

LOW INCOME:
91%
(determined by
using free and
reduced lunch)

ETHNICITY:
87% NON-WHITE,
13% WHITE

HOUSEHOLD PROFILE:
71% SINGLE OR
NO PARENT FAMILIES

MENTORS: 696

TOTAL
MENTORING
HOURS: 72,384

AVERAGE
VOLUNTEER
AGE: 36

DEMOGRAPHICS: GENDER:
58% WOMEN,
42% MEN

EDUCATION:
44% BACHELOR,
26% ADVANCED
DEGREE

ETHNICITY:
14% NON-WHITE,
86% WHITE

BIG FAMILY/
COUPLE MATCHES:
11%





BIG BROTHER JEROME AND LITTLE BROTHER KEANDRE

Navigating adolescence is a challenge for most people, as they seek to create their own identity and chart their course for the future. The importance of this phase isn't lost on Big Brother Jerome Flowers, who faced his own hurdles growing up in Madison. But he looks back now on those years, and the success he's achieved since, and gives much of the credit to the mentors he had. Jerome benefited from adults that invested in his potential, and it didn't take him long to decide he wanted to return the favor.

In 2007, Jerome paid it forward to KeAndre. At five years old, KeAndre understood the value of having a mentor after seeing his older sister enrolled in the program. He wanted his own mentor, friend, and Big Brother. And his mom Curtrice, as a single mother, wanted to give KeAndre a positive male role model to look up to.

On the first day they met, KeAndre remembered feeling nervous and worried that Jerome wouldn't like him. But those emotions quickly evaporated as the two sat down and bonded while playing with toy cars. Since then, their time together has been simple, filled with shared interests and long conversations. But over a decade, this time has turned into something truly transformative for both Jerome and KeAndre.

Through the ups and downs that KeAndre has gone through, he's been grateful to have a Big Brother who has walked a similar path and can share his perspective as a young black man growing up in Madison. Jerome is someone in KeAndre's life that has always been there for him no matter what, and KeAndre can already see the difference that this relationship has made on his future. In return, Jerome has gotten so much more from his Little than he anticipated. As the Dean of Students at his alma mater, Madison La Follette High School, Jerome reflects that "KeAndre has kept me young. If it wasn't for him, I wouldn't be able to communicate with or understand the high school students that I work with nor figure out half of the stuff on my smartphone."

Whether it's helping his Big Brother navigate new technology or cheering on his recreational basketball or volleyball teams, KeAndre has gone above and beyond to show Jerome that the love and support in their relationship goes both ways.



OUR IMPACT

EDUCATION

89%

of Littles maintained or improved their attitude toward school

80%

of Littles maintained or improved their grades

82%

of Littles had higher educational expectations for their future

COMMUNITY AND FAMILY

90%

of Littles get along better with their parents

90%

of Littles felt more self-confident

PERSONAL BEHAVIOR

93%

of Littles had positive peer relationships

89%

of Littles thought smoking, drinking, and using drugs would negatively impact their future

696

Mentors

=

72,384

Volunteer
hours

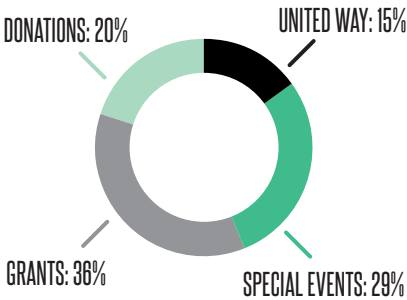
=

\$1,818,286

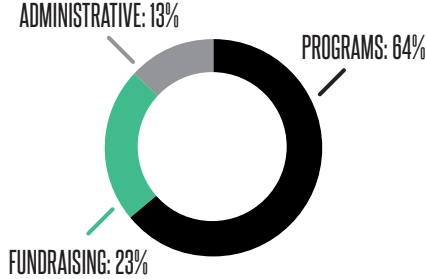
of time, talent, and energy
invested back into Dane County

FINANCIALS

INCOME—\$1,100,314



EXPENSES—\$1,121,415



PARTNERS



United Way
of Dane County

- 100 Men of Dane County
- Alliant Energy Foundation
- American Family Insurance Dreams Foundation
- Courtier Foundation
- CUNA Mutual Group Foundation
- Dan & Patti Rashke (TASC) Family Foundation
- Epic Systems
- Evjue Foundation
- Green Bay Packer Foundation
- Jennie H. Olson Foundation
- MG&E Foundation
- Milwaukee Bucks Foundation
- Madison Metropolitan School District
- Sonnentag Family Foundation
- Steve Stricker Foundation
- US Bank Foundation
- Wells Fargo Foundation



WHERE MONEY GOES



5% **Child Enrollment**
(review, interview, orientation, approval)

24% **Volunteer Recruitment & Enrollment**
(inquiry, background checks, reference checks, interview, home visit, orientation, approval)

3% **Making Introductions**
(Little meets Big)

48% **Supporting the Match**
(Bigs and Littles talk with Program Specialist, additional training)

20% **Operational Expenses**
(supplies, communication, activities, facilities, liability, insurance)

TOTAL
\$1,500 Annual Cost Per Match



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Mike Solt
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Kevin Torrence
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www.bbbsmadison.org

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