



2020

ANNUAL REPORT





We started 2020 with certain assumptions about the year ahead, all built on an understanding of how our agency worked. How our community worked. How the world worked. But in March, those assumptions dissolved, as did our charted course.

While we felt a significant impact to our agency, it paled in comparison to the impact felt by our families. A month into the pandemic, we learned that **44% of our parents were struggling to maintain their food supply, 56% were concerned about paying their bills, and a staggering 70% were laid off or working reduced hours.** Our families were disproportionately feeling the weight of the crisis, and we needed to act. So, we got to work doing what we always do: using one-to-one relationships to make a difference.

We increased our Match Support contacts with parents, focusing our conversations less on mentorship and more on basic needs. We connected them with vital resources, made food deliveries, provided direct financial relief to families in crisis, and distributed activities for Littles to use at home. But beyond this effort, we worked with Bigs to develop strategies for Matches to stay connected while apart, and reduce the devastating isolation thrust upon our Littles. **Our work paid off--84% of the Matches who were together at the start of the pandemic are still together in 2021.**

Despite the challenges we faced, we take pride in what our team has accomplished. We launched a Virtual School Friends program, which will be an asset to our agency moving forward. Our redesigned Community-Based program kept our Matches alive with online mentoring. And we're coming out of this year structurally and financially sound, positioned to grow and accelerate our work.

To our supporters--thanks for your loyalty, your service, your investment, and your eagerness to build community alongside us. Your generosity fuels our work today, and powers a brighter tomorrow.

Sincerely,



Sandy Morales

Sandy Morales
Chief Executive Officer



Cedric Ellis

Cedric Ellis
2020 Board President



MENTORING AND BEYOND: BUILDING COMMUNITY IN 2020

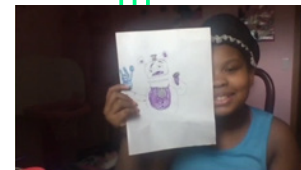


OUR AGENCY PROVIDED:

- 364 food pantry deliveries to families without transportation
- \$15,000 to 95 families to help with pressing financial needs
- 400+ backpacks and school supply kits to Littles in our program and on our waitlist
- 700 BBBS masks to Bigs and Littles
- Presents and gift cards to 150+ Littles and their families at the holidays

OUR ACHIEVEMENTS:

- 5,851 meaningful Match Support conversations with Bigs, Littles, and Parents
- 84% of Community-Based Matches stayed together through 2020
- Nearly 100 interviews conducted with future Bigs
- Piloted our new Virtual School Friends program with 16 Matches
- Created a Virtual Activity Toolkit to help Matches stay connected while apart

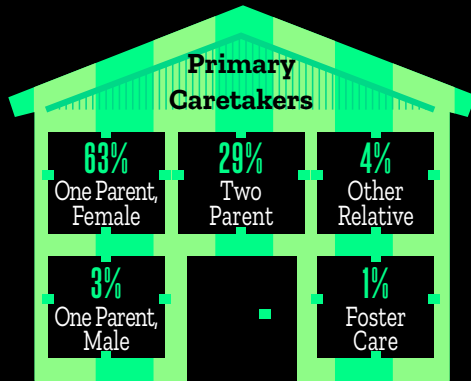
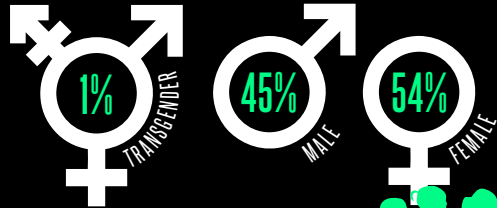
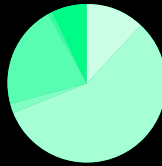


"The food deliveries have helped our family tremendously. We really appreciate the work and support from BBBS."

—Kristin Gilbertson,
parent to a Little

OUR LITTLES IN 2020

White - 12%
Black or African American - 57%
Asian - 2%
Hispanic or Latinx - 21%
American Indian or
Alaska Native - 1%
Other - 7%



75%

of our
Littles
live in
Madison

Average
Match Length

43
MONTHS

Community-Based Matches

Kids
Served

School
Friends:
123 Littles

Community-
Based:
429 Littles

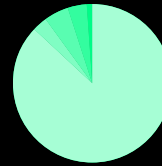
15
MONTHS

School Friends Matches



OUR BIGS IN 2020

White - 87%
Black or African American - 3%
Asian - 5%
Hispanic or Latinx - 4%
Other - 1%



10%

of our mentors are volunteering
with their families in Big Couple or Big Family Matches



70%

of our
Bigs live
in Madison

602

volunteers



\$1,702,937

reinvested
back into the
community



62,816

hours of
service



OUR IMPACT

EDUCATION:



83%

of Littles maintained or improved their grades

86%

of Littles had higher educational expectations for their future

COMMUNITY & FAMILY:



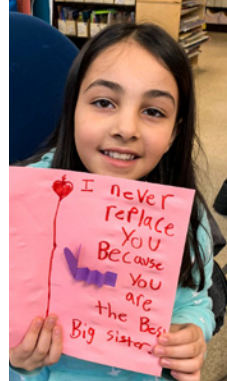
86%

of Littles got along better with their parents

88%

of Littles had an adult in their life beyond their parent/guardian that they can count on

PERSONAL BEHAVIOR:



88%

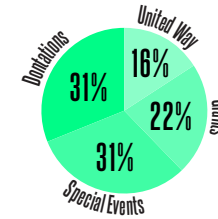
of Littles had positive peer relationships

96%

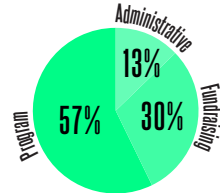
of Littles avoided risky behaviors involving school misbehavior and bullying

OUR FINANCIALS

INCOME:
\$1,208,360



EXPENSES:
\$1,159,159



OUR LEADERSHIP

BOARD OF DIRECTORS

Cedric Ellis, *President*
CUNA Mutual Group

Robert Lang, *Vice President*
Legislative Fiscal Bureau

Kari Grasee, *Treasurer*
American Family Insurance

Kenneth Albridge III, *Secretary*
Michael Best

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Tanika Apaloo
Wisconsin Historical Society

Kiah Calmese Walker
UW Health & UnityPoint Health Meriter

Enzo Ciarletta
Community Leader

Jeannie Cullen Schultz
JP Cullen

Chris Eckstrom
Rock River Capital Partners, LLC

Jennifer Gienza
Wealthspire

Ashley Greer
Carbon World Health

Ana Hooker
Exact Sciences

Rob Kane
Wipfli

Casey Liakos
Carex Consulting Group

Bruce Rosen
Murphy Desmond

Mike Solt
Associated Bank

Kevin Torrence
Community Leader

MANAGEMENT TEAM

Sandy Morales
Chief Executive Officer

Simon Gott
Match Support Manager

Joel Gove
Enrollment & Matching Manager

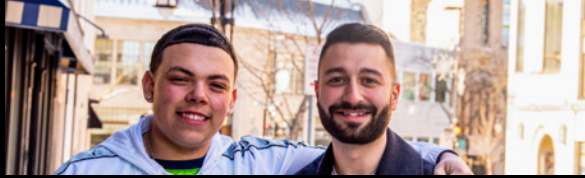
Casey Kimmel
Director of Philanthropy

Jill Wood
Director of Development

"I am so blessed to have Christy as a Big Sister. She has helped me from looking at my scholarship papers to helping me write my resume. She has always been there if I need help in any way. I know that if I call her at any time she will be there for me. I can't wait to see what the future has for our relationship."

—Little Sister Victoria





Think Big. Give Big. Be a Big.



BBBSMADISON.ORG



"Reette has become such an important part of my family. I have no doubt she will continue to be an integral part of my life for many years to come. I truly can't imagine where I would be today had I not been matched with Reette."

— Big Sister Elizabeth

