



# ANNUAL REPORT 2022



**Big Brothers  
Big Sisters**  
OF DANE COUNTY

# 2022 BY THE NUMBERS

Through our Community-Based and MentorU programs, we created and supported more than 450 Matches while providing resources and support for our Littles and their families. Here's what we accomplished:

**467 Youth served**



New Matches Created **116**



Individualized Match Support Conversations **4,472**

**Volunteer Mentors 527**



Average Match Length (in months) **40**



Total number of volunteer hours **54,808**

**Reinvestment back in the community \$1,641,499**

## SUCCESS STORY: BARB AND ALICE



"When I was matched with my Little Sister, Alice, she had just turned 9 years old. That first summer, it became very clear that she was afraid of large bodies of water. When we were on an outing together she always asked if we would be driving past a lake, and if so, whether we could go a different route. With gradual exposure she became more comfortable and less afraid. This spring, at age 12, she sat on the shore of Lake Mendota taking photographs of a gorgeous sunset. Last night she joined me in a double kayak paddling around Lake Wingra. She is an amazing girl!" - Big Sister Barb

## OUR IMPACT

Our service delivery model helps children achieve success in school, avoid risky behaviors, improve their self-confidence, and aspire for the future. Using our Youth Outcomes Survey and other indicators of success, we hold ourselves accountable to our supporters by regularly measuring our impact:

### EDUCATION

**90%**

of Littles maintained or improved their academic performance

**79%**

of Littles have higher educational expectations for their future

### PERSONAL BEHAVIOR

**64%**

of Littles with depressive symptoms improved their outlook

**88%**

of Littles were better able to regulate their emotions

### COMMUNITY

**100%**

of Littles developed new interests

**91%**

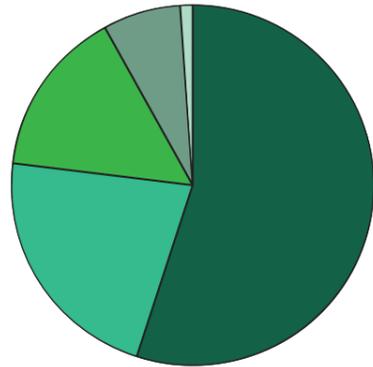
of Littles improved feelings of social competence

# OUR LITTLES IN 2022

# OUR BIGS IN 2022

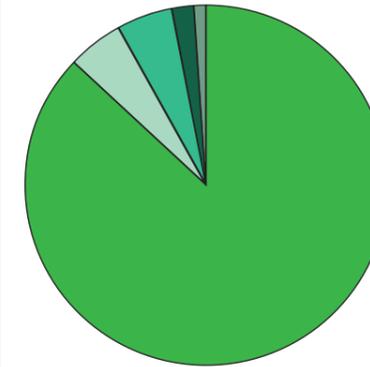


## RACE/ETHNICITY



- 55% Black or African American
- 22% Hispanic
- 15% White or Caucasian
- 7% Other
- 1% Asian

## RACE/ETHNICITY

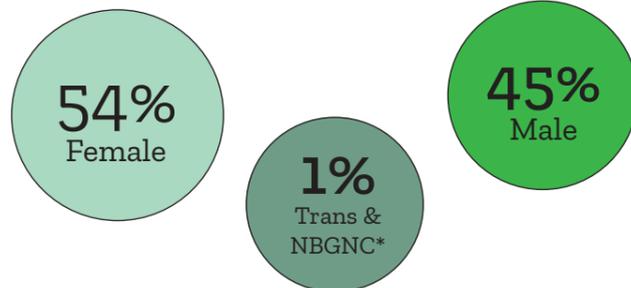


- 87% White or Caucasian
- 5% Asian
- 5% Hispanic
- 2% Black or African American
- 1% Other

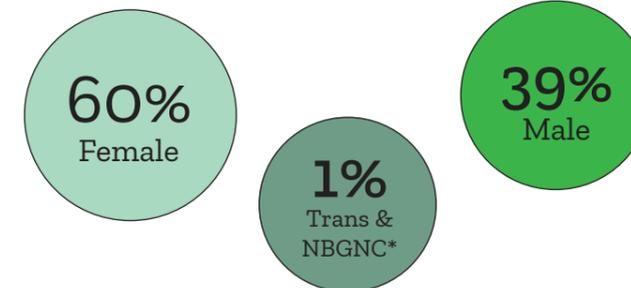
## LOCATION



## GENDER



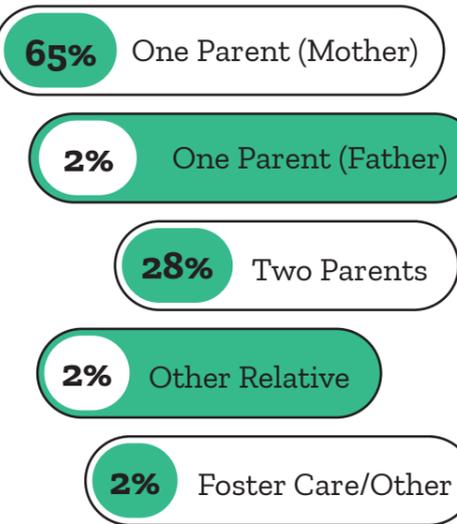
## GENDER



## LOCATION



## PRIMARY CARETAKERS



76% of Littles qualify for free or reduced-price lunch

The majority of Littles (58%) are 12-16 years old

While the ages of our Bigs range from 20 to 75, nearly half of our Bigs (47%) are 25-35 years old



## SUCCESS STORY: PARTNERSHIP WITH WCO



Community partnerships are an important part of our work. They enrich mentoring relationships by providing our Littles with access to new experiences. Wisconsin Chamber Orchestra (WCO) was one of our many partners in 2022, providing Littles with free violin lessons each week through their Super Strings program. While each participating Little cultivates a new talent and skill, the impact goes much further: they learn about **perseverance**, develop **problem-solving skills**, and build **confidence** in their ability to learn and grow.

WCO's partnership extends beyond Super Strings. By donating tickets to live performances throughout the year and hosting Matches at Concerts on the Square, WCO creates opportunities for Littles to engage with classical music in a meaningful way. As an enhancement to our mentoring relationships, these experiences **promote positive well-being and personal growth** for Littles in our program.



\* Transgender, Non-Binary, and Gender Non-Conforming

## SUCCESS STORY: MENTORU



In partnership with Marshall High School, we launched MentorU in Fall 2022. New to our agency, this **innovative program** provides one-to-one mentoring to high school youth with a focus on college readiness, career exploration, and social-emotional learning. **Blending technology with a structured curriculum**, MentorU is integrated into the school day and features staff support, class instruction, and both virtual and in-person mentoring. Our initial cohort of 13 sophomores will continue through high school graduation, and we'll grow the program as we add a new cohort each fall.

**A Case Study: MentorU is "Driving" Opportunity for All** - Partway through the school year, we discovered that many of the MentorU students were old enough to have a driver's license, but were going without; the cost to enroll in driver's ed was too high. Knowing that mobility impacts opportunity, we secured the funds to cover the fees and enrolled the class in a driver's ed course. Every student will have their license by the end of their sophomore year, which **opens new doors** to explore work, education, and interests outside of their local Marshall community. Programs like MentorU can help **eliminate barriers** and **increase opportunities** for students.

## OUR LEADERSHIP

### BOARD OF DIRECTORS

**Cedric Ellis**, *President*  
CUNA Mutual Group

**Kari Grasee**, *Vice President*  
American Family Insurance

**Jennifer Giemza**, *Treasurer*  
Wealthspire Advisors

**Kevin Torrence**, *Secretary*  
General Motors, Retired

**Kenneth Albridge III**  
Michael Best

**Tanika Apaloo**  
Wisconsin Historical Society

**Kiah Calmese Walker**  
UnityPoint Health Meriter

**Enzo Ciarletta**  
Exact Sciences

**Chris Eckstrom**  
Rock River Capital Partners, LLC

**Ana Hooker**  
Exact Sciences

**Rob Kane**  
Wipfli

**Bob Lang**  
Wisconsin Legislative Fiscal Bureau

**Casey Liakos**  
Carex Consulting Group

**Joseph McGonigle**  
NETGEAR Inc.

**Lyn-Marie Pilgrim**  
Exact Sciences

**Eric Quivers**  
Care Wisconsin

**Ashley Rodriguez**  
Carbon World Health

**Bruce Rosen**  
Murphy Desmond S.C.

**Dave Seiler**  
First Business Bank

**Mike Solt**  
Associated Bank



**Sandy Morales**, *CEO*

**Simon Gott**, *Program Director*

**Casey Kimmel**, *Director of Philanthropy*

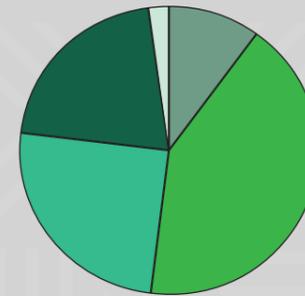
**Jill Wood**, *Director of Development*

### MANAGEMENT TEAM

## OUR FINANCIALS

### INCOME

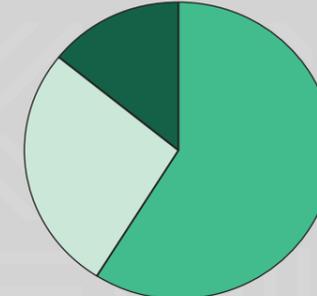
\$1,666,604



42% Grants  
25% Special Events  
21% Donations  
10% United Way  
2% In-Kind Donations

### EXPENSES

\$1,490,454



59% Program Expenses  
27% Fundraising  
14% Management

\* The 2022 revenue listed here excludes an investment loss of \$113,407

## A MESSAGE FROM OUR CEO AND BOARD PRESIDENT

**2022 was a year of growth, action, and opportunity.** The demand for youth mentoring services had grown over the last couple of years, and we knew we had to respond by aligning our resources to meet the need. But it wasn't easy to get started: we were facing rising operating costs, a tight job market, and a shortage of volunteers. Despite these obstacles, however, we knew we needed to build our capacity if we were going to fulfill our mission. So, we started strategizing. We started planning. We started investing.

**Investment in our Visibility:** Increasing awareness was essential to growing our volunteer and donor base, so we expanded our marketing functions, hired a Volunteer Recruiter, and explored new and innovative strategies to grow our audience. We're still getting started, but early results are promising—we're already seeing an 86% increase in volunteer inquiries.

**Investment in our Volunteers:** Effective enrollment of our volunteers is essential to increase our matching. By hiring new staff, redesigning our processes, and using data to drive our decisions, we're making major progress. In early 2022, 26% of our volunteer inquiries were converting into Bigs. Within 6 months, our conversion rate grew to 41%.

**Investment in our People:** The impact of our work relies on the quality of our staff as they create connection with a Little, trust with a parent, and possibility with a prospective Big. Our staff matter, and keeping them at our agency matters. In order to promote staff retention and stay competitive in hiring, we increased our wages across all positions at the agency.

As we step into 2023 with our largest-ever staff team, we're thrilled to be digging in, getting our hands dirty, and making a difference for those we serve. With greater capacity, we're ready to do more and be more, and we hope you'll join us for all that's ahead.

Sincerely,



*Sandy Morales*

**Sandy Morales**  
CEO



*Cedric Ellis*

**Cedric Ellis**  
2022 Board President



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

Proud Partner  
  
United Way  
of Dane County

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

