

# 2017

Annual Report



GROWING  
TOGETHER



**Big Brothers Big Sisters**  
of the Greater Twin Cities



Richard

Damon



# Growing, together

Damon struggled with homework, not because he wasn't smart, he was a typical 13-year-old with myriad interests and distractions. His mom, Amy, knew his potential and was aware of the challenges of growing up in North Minneapolis. "Damon was a good kid, and I wanted him to have all the support he needed to stay on track," she said.

Amy enrolled Damon with BBBS in early 2012. As a single mom of 10 children, she — and Damon — hoped to find the right mentor to engage and be available through high school. "I do believe it takes a village," Amy said. Neither of them could know how beyond true their hopes would be realized.

Richard became a Big Brother to Damon the summer before Damon entered 7th grade. The pair connected easily, and Richard became a frequent, invaluable resource for Damon on homework and decision-making — there is an amazing array of choices facing junior high students, from sports to extra-curricular activities, even deciding which high school to choose can be overwhelming.

"The first time I met Richard was pretty crazy," recalls Damon. "My mom and I had just gotten home when Richard showed up, and someone had broken into our house!" Their next meet-up

was less dramatic but equally memorable for Damon. "I still have the canteen you bought me after we played tennis at Lake Harriet," grinned Damon, over breakfast at the Uptown Diner in Minneapolis. "It says, 'Free Refills' on it, and it meant a lot to me."

Early on, Richard made a "book club" with Damon, going together often to the bookstore where Damon would choose books that interested him which the two would later discuss, often over breakfast or lunch at the Uptown Diner. A retired English teacher, he enjoyed hearing Damon's take on the books, through which they could talk about his experiences and explore the world.

## One of the best relationships of your life

For Richard, becoming a Big Brother was an idea he'd warmed up to several years before his retirement when he learned his adult son had become a Big to a six-year-old boy in his Chicago community. Richard had also discovered that his sister, as a single mom, had enrolled her son in a mentoring program in Minneapolis.

"It's a big deal, making such a long-term commitment," said Richard. "The BBBS team made it easy for me, and for Damon." Richard went on to describe the ways he was supported as a Big — through the match process, training about what to expect and what was expected of him, events and opportunities for learning and doing new things (as a Big, or together with Damon), and opportunities to connect with other Bigs and Littles. Richard laughed and said, "Funny, I just got a letter from BBBS officially 'closing' our Big-Little enrollment, as Damon recently turned 18. It read, 'With great thanks and encouragement for your continued relationship.' That's funny, them thanking me!"

## Sweet success

This year Damon graduated from North High School in Minneapolis, with a solid array of extra-curricular experiences, community-based summer jobs, and an acceptance letter from Minneapolis Community and Technical College. He was a Northside Achievement Zone scholar and an intern with the Minneapolis Youth Congress engaging in discussion and advocacy about issues that impact youth.

Damon is spending the summer as a freelance photographer, a skill Richard has been encouraging and supporting over the years, and will major in art and business at MCTC in the fall. "I say this as a teacher for over forty years," wrote Richard in a recent letter of recommendation for Damon. "Damon Brown is one of the finest young men I have ever met. I have no doubt that given the opportunity to attend MCTC and then the U of M, Damon will fulfill his goals and dreams." Describing his faith in Damon's future, Richard's endearment for his mentee is tangible, "Without hesitation I support this honorable and deserving young man. Damon is a credit to his family, his school, his city, and himself."

*"It's a big deal, making such a long-term commitment," said Richard. "The BBBS team made it easy for me, and for Damon."*



*BBBS youth paired with a mentor during or before their freshman year and still matched at the beginning of their senior year,*



# WELCOME



**Michael Goar**  
*Chief Executive Officer,  
 Big Brothers Big Sisters*



**Ray Eby**  
*Vice President, Automotive  
 Electrification, 3M;  
 Big Brothers Big Sisters  
 Chairman, Board of  
 Directors*

### Valued friend,

We're thrilled to share Big Brothers Big Sisters' 2017 successes with you, the organization's closest supporters. Without you, the kids you read about within these pages would not have the mentors who guided them toward their fullest potential.

This year was a strategic planning year. Over the next five years, you'll hear a lot about our strategic goals to deepen our impact and mentor more youth, create a measurable impact for Bigs, strengthen our organizational sustainability and impact, create a model workplace, and transform our community.

The future is bright for Big Brothers Big Sisters, and for the youth we serve. Thank you for being a part of this mission!

*Michael Goar and Ray Eby*

# LITTLES

- 90%** ▶ improved or maintained their scholastic competence
- 83%** ▶ have higher education expectations
- 86%** ▶ are less likely to engage in risky behavior
- 88%** ▶ improved or maintained grades in school





# PROGRAM HIGHLIGHTS

## Community-based Program Provides Lasting Match Relationships

2017 was an exciting year for Big Brothers Big Sisters of the Greater Twin Cities. “We set the bar high for 2017 and, with great thanks to our donors, we soared right over it!” According to Corinne Castro, Director of Enrollment and Matching, “We surpassed our match-making and match retention goals, while focusing on relationship-building experiences for the youth, their parents and guardians, and the mentors.”

Why are these goals so important? Because when caring adult mentors (“Bigs”) are successfully matched with children (“Littles”) who are facing adversity, the ongoing relationship and close connection between them can be the key to positive outcomes through adulthood. Bigs provide social support, relational stability, help with academics and extracurricular activities, and other opportunities that are otherwise not available to BBBS Littles.

Once a match is made, Bigs and Littles spend time getting to know each other through activities they both enjoy. Bike riding, museum visits, board games, gardening, preparing healthy meals together — each pair decides how and where they’d most like to spend their time. Bigs can also help their Littles with homework, with personal growth and development skills, and whatever their Little needs most from a mentor. Each match is unique and develops a schedule that works for them.

BBBS donors make it possible to provide support, training and

guidance that help Big Brothers and Big Sisters nurture healthy, lasting relationships with their Littles.

## Teen Program Helps Littles Pursue Their Dreams

College access, career exploration and readiness, and healthy lifestyles and leadership — BBBS provides teen “Littles” so many critical keys to success — and dozens of confidence-building adventures and other events.

The Teen Program makes it possible for BBBS Littles ages 12+ to explore post-secondary options. College tours, parent-child retreats, community-based outings, monthly “Let’s Talk!” conversations about healthy lifestyles and relationships, and the EXPLORE career series with area businesses are all designed to plant and nurture seeds of future success within each Little.

Individually tailored, one-to-one assistance helps Littles successfully learn about their options and pursue their dreams.

## School-Based Programs Connect Partners and Community

Thanks to the commitment and generosity of BBBS corporate partners and donors, nearly 600 students are partnered with volunteer mentors each year through the School-Based and Beyond School Walls programs. As in the BBBS Community-Based

program, mentors engage youth in social emotional learning strategies focused on developing personal competencies — self-awareness, self-management, social awareness, relationship skills, and responsible decision-making — while having fun with arts and crafts, reading, helping with homework, playing games, or just having conversations in the classroom or corporate sponsor workplaces.

**BBBS elementary school programs** continue to draw volunteer mentors from a growing pool of organizations, colleges, and universities (such as Macalester College and the University of Minnesota) to pair up with children in 18 area schools. Bigs and Littles meet one-to-one throughout the school year, spending time together doing activities that enrich the school experience. “My Little knows when we’re coming and is waiting. When she sees me, she comes running to hug me,” said Gus (Augusta), a Macalester College mentor for the past two years. “It’s really rewarding to be that person who my Little can depend on, and it’s great fun being together each week. We both love drawing fruit, and she’s a wiz with science — she wonders why I can’t answer all of her questions!”

This year BBBS piloted **two new programs with high school youth** as “Littles” in North Minneapolis and Columbia Heights. The North High School program is a partnership with Medtronic through which volunteer mentors meet with 9th grade students twice a week to support their Littles with homework challenges, discuss career exploration and aspirations, and encourage them to “follow their spark,” what they love to do and their personal values. “My mentor, she makes me set goals for myself. She checks in with me every week. This is good because it makes me want to get stuff done,” commented one of the North High students on a recent survey. “She holds me accountable.”

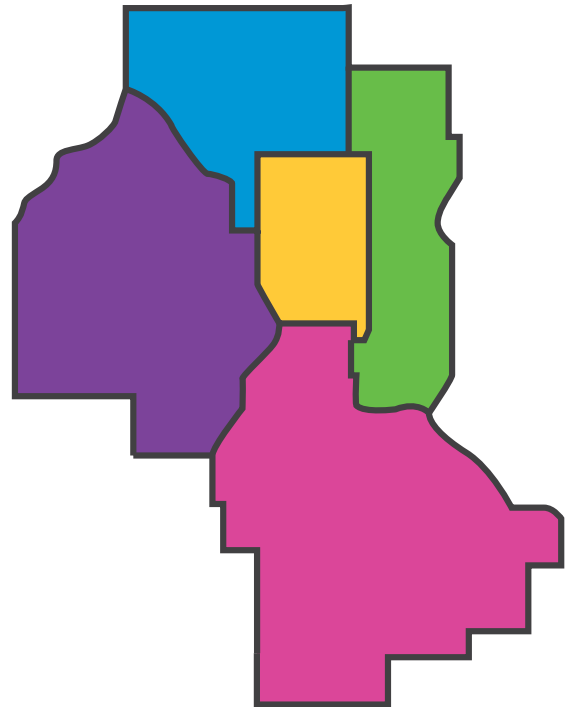
The Columbia Heights High School mentoring program is a partnership with Columbia Heights Police Department. Officer volunteers meet weekly with young men on the basketball team to talk with them about personal values and community standards, community policing, and what it’s like to be a police officer — then they play basketball. This has become an enduring program that makes it possible for youth who were slipping through the cracks to form supportive relationships with mentors, making real connections that impact each other’s lives in profoundly meaningful ways.

Through BBBS’s **Beyond School Walls** program, corporate partners host elementary and middle school Littles in the workplace twice monthly for lunch, fun and learning. Mentors and Littles are matched one-to-one for the school year and spend their time together in career explorations, arts and crafts, games, and guided conversations. The Littles get a window into a business environment that expands their imaginations to a variety of careers while developing a supportive bond with a caring adult. Corporate mentors report a higher sense of job satisfaction, a greater likelihood of sticking with their current employer longer, and nearly all say that spending time with their Little makes them a better person.

Corporate partners in Beyond School Walls combine their philanthropy and employee engagement efforts in one meaningful program — underwriting program costs, recruiting a cadre of employee mentors, encouraging their employees to dedicate time to their Little, and providing space for the Bigs and Littles to meet. In 2017, Cargill, Carlson Companies, Comcast, and General Mills hosted Littles in their workplaces.

## Five-County Service Area

**2,663**  
**Youth Served**





# Financial Statements

## Support and Revenue

	FY17	FY16
Individual Contributions	\$456,041	\$426,153
Corporate and Foundation Support	\$2,527,156	\$2,375,016
Government Grants	\$407,438	\$404,308
United Way Grants	\$380,000	\$475,000
Special Events (net)	\$183,978	\$246,950
Other Income	\$56,380	\$55,134
Donated Clothing (net)	\$152,523	\$132,728
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$4,163,516</b>	<b>\$4,115,289</b>

Better Futures Campaign Contributions	\$266,411	\$642,224
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## Expenses

	FY17	FY16
Program and Volunteer Recruitment	\$3,338,977	\$3,157,677
Management and General	\$986,556	\$869,668
Fundraising	\$615,808	\$737,133
<b>TOTAL EXPENSES</b>	<b>\$4,941,341</b>	<b>\$4,764,478</b>

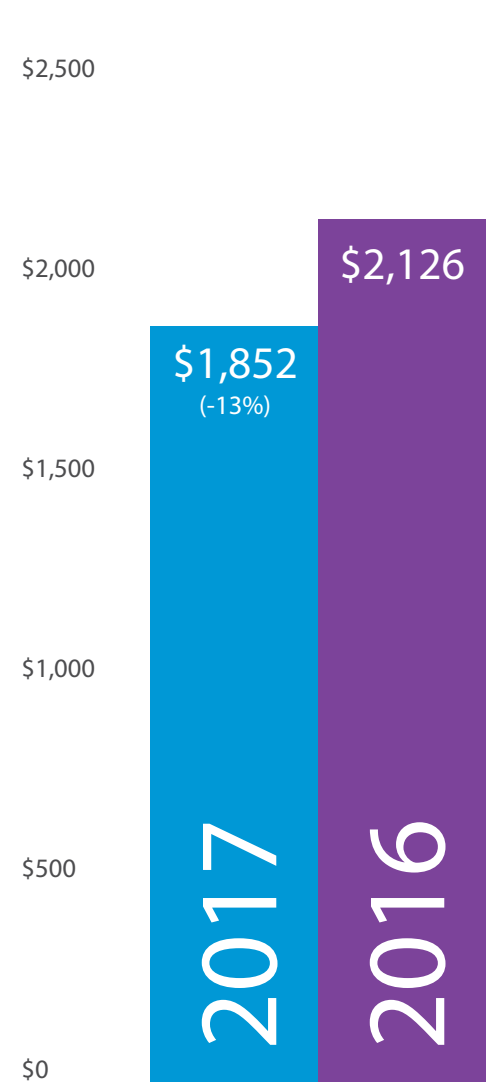
## Financial Position

	FY17	FY16
Total Assets	<b>\$5,667,732</b>	<b>\$6,013,265</b>
Total Liabilities	\$314,140	\$303,372
Net Assets	\$5,353,592	\$5,709,893
Total Liabilities and Net Assets	<b>\$5,667,732</b>	<b>\$6,013,265</b>

## Change in Net Assets

	FY17	FY16
Beginning Net Assets	\$5,709,893	\$5,600,096
Change in Net Assets from Operations	(\$511,414)	(\$6,965)
Non-operating Change in Net Assets	\$155,113	\$116,762
Ending Net Assets	\$5,353,592	\$5,709,893

## Cost Per Match





# Thank You for Your Support

Big Brothers Big Sisters of the Greater Twin Cities is deeply grateful to these generous donors for their dedicated support of our mission.

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Purple text indicates a donor who has volunteered as a Big.

**2017 Big Night**

The 2017 Big Night fundraising gala raised over \$200,000 to build life-changing relationships for Twin Cities youth. In addition the live and silent auctions, the crowd heard inspiring remarks from Scott Nadeau, Columbia Heights Chief of Police and Big Brother of the Year.



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**22nd Annual St. Paul Saints Game**

Matches enjoyed a festive night at the St. Paul Saints with a picnic and ballgame for Bigs and Littles. The evening is made possible by donations and support from Ed Christie, St. Paul Saints, Culver's, Sysco Foods, Burger King, Coca-Cola Bottling, Old Dutch and Minnesota Roller Girls.



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## 2017 Winter Picnic

Comcast sponsored Big Brothers Big Sisters' annual Winter Picnic at Holidazzle in Minneapolis' Loring Park. Over 300 Bigs, Littles and their families were greeted by the BBBS match support team and enjoyed ice skating, art projects and a photo scavenger hunt.

It was an unusually warm December day for Matches to explore the winter festival, visit food and gift booths and take a few funny winter photos! Attendees were given vouchers to enjoy the local Holidazzle delights — from buttery pierogis to cheese curds, there was an array of delicious food from local vendors.



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