Our mission is to create and support mentoring relationships that ignite the power and promise of youth.

Our vision is for all youth achieve their full potential.
BBBS TWIN CITIES AT A GLANCE

YOUTH SERVED

2016 = 2,396
2017 = 2,663 (+11%)
2018 = 3,780 (+42%)

Ages 15–17: 14%
Ages 15–17: 14%
Ages 15–17: 14%

Ages 15–17: 7%
Ages 5–9: 15%
Ages 5–9: 15%

3,780 Youth served in 2018

Ages 10–14: 64%

Ages 10–14: 64%

Ages 10–14: 64%

Ages 18+: 7%

Ages 18+: 7%

Ages 18+: 7%

55% Little Sisters

45% Little Brothers

55% Little Sisters

45% Little Brothers

SERVICE AREA

56% Hennepin
27% Ramsey
7% Anoka

5% Dakota
4% Washington
1% Other

RACE

59% Black/African American
12% White
16% Asian/Pacific Islander
11% Latinx/Hispanic
2% American Indian/Alaska Native

Youth served in 2018

55% Little Sisters

45% Little Brothers

Youth from low income households

87%

Youth live with a single parent

73%

Youth are homeless or highly mobile at any given time

UP TO 15%

A TOP 10 largest BBBS agency in the nation
IGNITING POTENTIAL

Potential lives within all of us. And yet, more than 86,000 youth in the Twin Cities are in need of someone who will stand in their corner. Our mission is urgent and important. We’ve sharpened our focus. We’ve re-imagined how we do things. And it’s only just the beginning. We’re the new Big Brothers Big Sisters Twin Cities.

Consider what kids are facing. Minnesota has one of the highest opportunity gaps — and the lowest ratios of students to guidance counselors — in the nation. That translates to tens of thousands of kids who need mentors in their lives.

Big Brothers Big Sisters Twin Cities has a bold and ambitious goal to help more Twin Cities kids than ever before to ignite and harness their own potential.

**Today, nearly 500 youth are waiting to be matched in BBBS programs.**

But, we need your help. Volunteers, families, donors and community leaders need to unite to ensure the success of future generations. Join us today in defending the potential of today’s youth and our community’s future.

89% Youth graduated high school

COMMUNITY- AND SITE-BASED MENTORING

Community-based mentoring is Big Brothers Big Sisters’ traditional, one-to-one mentoring model. Caring adult mentors, often called “Bigs,” are matched with children, or “Littles,” between the ages of 8 and 12 who are frequently facing adversity. Site-based programs meet weekly at Littles’ schools or the Bigs’ workplaces, and participants spend time together in activities that are often guided by BBBS staff.
Big Brothers Big Sisters Twin Cities, a pioneer and leader in mentoring and youth development, will celebrate its 100-year anniversary in 2020. In order to meet the changing needs of the Twin Cities region, the organization has outlined five strategic priorities to guide its future growth and success:

**Goal 1: Impact more youth.**
BBBS Twin Cities will grow its mentoring and youth development programs by expanding beyond 1:1 relationships to include the variety of life skills young people need to overcome adversity, succeed academically and reach their full potentials.

**Goal 2: Help volunteers grow.**
By enhancing volunteer training and personal growth opportunities, BBBS Twin Cities will build a diverse network of mentors who are better prepared and proud to ignite the potential of Twin Cities youth.

**Goal 3: Demonstrate success, provide value.**
BBBS Twin Cities will continue to be the leader in mentoring and youth development through its positive impact on youth, families and community, and will also attract sufficient community investment to support additional growth.

**Goal 4: Create a model workplace.**
A healthy organizational culture, high staff morale and increased employee retention will strengthen BBBS Twin Cities’ overall impact on its stakeholders.

**Goal 5: Transform community.**
BBBS Twin Cities will leverage the power of mentoring to create a more just, equitable, connected and caring community.

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**FREE ARTS**

Big Brothers Big Sisters Twin Cities’ Free Arts program provides youth in challenging circumstances a safe place for expression and self-discovery. Adult BBBS volunteers work alongside youth while engaging in art projects at partner sites throughout the Twin Cities. Three 12-week sessions are held each year. Each term features artists from a variety of disciplines, including performance and visual art.

Youth maintained or improved avoidance of risk-taking behavior: 86%
COMMUNITY TO WATCH

Big Brothers Big Sisters Twin Cities was named a My Brother’s Keeper Alliance “Community to Watch” in early 2019.

The MBKA Community to Watch designation recognizes BBBS Twin Cities’ strong track record of working to improve life outcomes for boys and young men of color in the community, while building cross-sector coalitions focused on measurable progress and lasting, structural change.

President Barack Obama launched My Brother’s Keeper from the White House to address the persistent opportunity gaps faced by boys and young men of color, and to ensure all youth can reach their full potential.

Local MBKA Community to Watch partners include the Minnesota Alliance with Youth, MENTOR Minnesota and Minneapolis Public Schools’ Office of Black Male Student Achievement.

TEEN PROGRAMS & GRAD COACHES

The Teen Program empowers youth 13 and older to successfully complete high school and achieve success in post-secondary education, training and employment aligned with their interests. In addition, the Grad Coaches program provides school-based mentoring and support for high school students with a focus on building academic confidence and study skills, developing healthy peer relationships, strengthening self-advocacy skills, helping students feel more connected to school, and developing post-graduation plans for careers and post-secondary education.

Youth had a clearer understanding of their career options 85%
STAND WITH US TODAY

Help us build the biggest possible future for Twin Cities youth. Your partnership will provide life-changing mentoring and youth development programs for the kids who need it most.

Volunteer

Volunteers make a BIG difference in the life of a child. Individuals, companies of all sizes, employee groups and service organizations have a broad spectrum of volunteer options at BBBS:

- **Be a Mentor.** One-to-one and group mentoring opportunities in the community, at your business or in a school provide ample opportunities to help Twin Cities youth find and reach their full potential.

- **Host a volunteer recruitment event.** There are always kids waiting for a mentor. Help BBBS find new volunteers so that even more children’s lives can be changed through our successful programs.

- **Engage with your employer.** BBBS will work with your company to build upon its values as a corporate citizen and create a positive impact on the future of the Twin Cities, Minnesota and beyond.

Give

Big Brothers Big Sisters relies on the generous support of individuals, corporations and foundations. Donors can support BBBS Twin Cities through a variety of ways:

- **Give today!** Giving to the area of greatest need allows BBBS to carry out our mission by serving thousands of youth in the Twin Cities region.

- **Become a Match Maker.** Ongoing monthly gifts are an easy and convenient way to show a lasting commitment to mentoring and youth development.

- **Make a gift of stock.** A direct transfer of stock allows you to avoid capital gains tax while igniting potential.

- **Leave a legacy.** Making a gift through your will or retirement assets ensures BBBS remains sustainable for generations to come.

Partner

BBBS mentoring and youth development work is only possible because of our partnerships with companies, foundations and groups. Here are some ways you can help:

- **Connect us with grantors.** If you are connected with a foundation, grants are incredibly helpful in funding new and current programs.

- **Sponsor an event or program.** From summer picnics to career exploration opportunities, your support provides the opportunities for more youth and volunteers to benefit from life-changing experiences.

- **Host a fundraising event.** Choose to host one of our signature Bowl for Kids’ Sake events or partner with us to create your own event that benefits BBBS.

- **Support the Big Night Gala.** BBBS’ marquis fundraising event relies on sponsors and auction donations to fund our mission and reach more youth.