

# 2019

Annual Report



# BIGGER TOGETHER



Big Brothers  
Big Sisters®  
TWIN CITIES

# BIGGER TOGETHER

You, our donors, together with our Bigs and volunteers, are changing the trajectory for youth facing adversity and helping them build bigger, better futures in our community. Together, we **defend**, **empower** and **ignite** potential.

***We create and support mentoring relationships that ignite the power and promise of youth.***

Our mission is urgent. In 2019, Big Brothers Big Sisters sharpened our focus to better meet the needs of our community. Nearly 90% of the kids we serve come from low-income households, and three-quarters are from non-two-parent households. Minnesota has one of the largest equity and opportunity gaps in the United States for youth of color. *It has never been clearer how vital it is to break the cycle of family poverty and to provide equal access to opportunities.*

Your generosity ensures Twin Cities kids have the skills and support to pursue a bright future. Through mentoring and other youth programs, we continue to tackle the societal issues that limit the potential in tens of thousands of youth in our



five-county area. Nearly all of the youth enrolled in BBBS in 2019 improved or maintained their grades, and 89% of the high school seniors graduated on time.

With the support of our caring Bigs and donors, dedicated staff and Board of Directors, and network of community partners, Big Brothers Big Sisters empowers youth. We inspire change. And we ignite potential.

***We are Bigger Together.*** Thank you for investing in the future of Twin Cities youth.

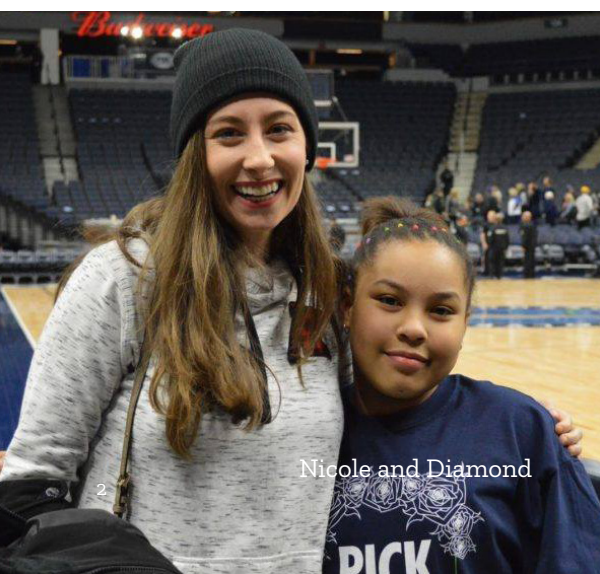
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## YOUR IMPACT

# 65,763

**volunteer hours  
serving youth**



Nicole and Diamond

*I became involved with Big Brothers Big Sisters after I was a Little in elementary school and my Big left the most lasting impression. I knew that I wanted to be a Big from the moment I had a mentor.*

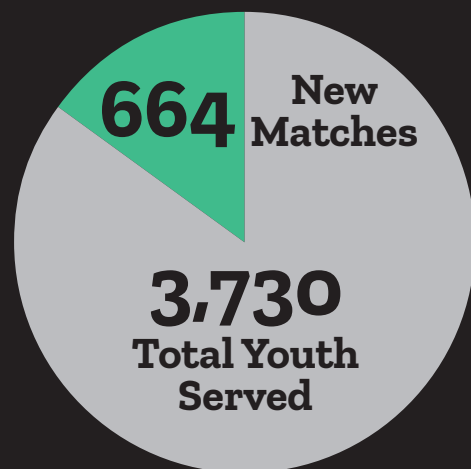
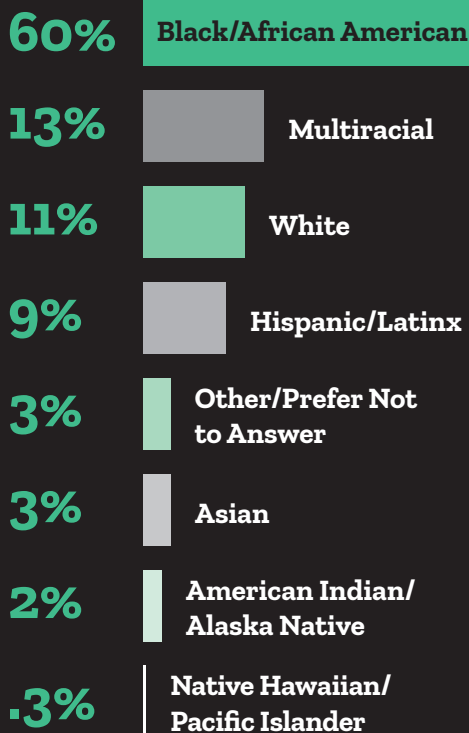
> Big Sister Nicole, matched since December 2018 to Little Sister Diamond (13)

# 2019 ACCOMPLISHMENTS

- **My Brother's Keeper Alliance**, launched by President Obama, named BBBS Twin Cities a "Community to Watch" in early 2019. The designation recognizes our strong track record of working to improve life outcomes for boys and young men of color in the community.
- In 2019, **we refocused our mission and modernized our look and how we talk about our work**. It's a bold move that is redefining our future.
- BBBS Twin Cities adopted a new teen programming framework that led to **increased college and career readiness among high school students**. The program included a new Graduation Coaches program with Minneapolis Public Schools.
- Our agency **launched a \$5 million capital campaign to buy and renovate our new headquarters in North Minneapolis** to meet the needs of our growing programs and the families we serve. The office will open in late 2020.
- **The Free Arts program**, in its second year with BBBS Twin Cities, increased from two teaching artists per year to nearly 20. The professional artists and volunteer mentors engaged more than 1,000 under-served youth in visual, applied and performance art at over 20 partner locations in the Twin Cities.

## AT A GLANCE

### Youth Demographics



**33.6 months** average match length  
(2.4 months longer than national average)

**87%** youth from low-income households

**76%** youth from non-two-parent households



## /// SITE-BASED PROGRAMS

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.

> **505 Youth Served**

### INSPIRING POTENTIAL

Bringing college and elementary students together creates a unique opportunity to inspire potential in both the Bigs and the Littles. "When St. Thomas mentors spend time with their Littles, they realize not everyone's childhood was the same as theirs," Stephen Eskro, School-Based Match Coordinator, said.

Nearly 400 youth are matched in BBBS' school-based programs that pair young adults and youth in one-to-one matches that meet weekly at elementary schools throughout the academic year. The Bigs model good social skills while guiding Littles through fun learning activities and discussions. One of the principals said, "The Bigs are like A-list celebrities of the school — the kids are just in awe of them!"

**You make this possible.**

Partnerships include the University of St. Thomas, the University of Minnesota, Augsburg College and Macalester College, and 13 elementary schools in the St. Paul and Minneapolis public school systems.

## YOUR IMPACT

# 91%

of Littles reported  
improved or  
maintained grades

## YOUR IMPACT

# 100%

free of cost to families  
we serve



The connection between St. Thomas Bigs and their Littles at Four Seasons Elementary School isn't about one activity or one event, it's the relationship. They enrich each other's lives and change their worldviews.

> Stephen Eskro, School-Based Match Coordinator

## COMMUNITY-BASED PROGRAMS

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.

> **749 Youth Served** (Ages 8–12)



Namue and ViShon,  
matched since July 2018

*Having someone not related to us that has the boys' backs and a Big they can each hang out with is huge for a little guy's self-esteem and growth.*

> Missi, mom to Little Brothers ViShon (10) and Hok (9)



## Federated Insurance Foundation Raises \$1.8 Million for Big Brothers Big Sisters Twin Cities

Federated Insurance has a longstanding relationship with Big Brothers Big Sisters agencies in the Twin Cities, St. Cloud and Owatonna, Minn. The company helps raise awareness and provide critical funding to help Big Brothers Big Sisters carry out its mission of providing children facing adversity with strong and enduring relationships.

The 15th Annual Federated Challenge Supporting Big Brothers Big Sisters — a two-day event featuring a golf outing and gala — raised more than \$3 million. Federated Insurance Foundation presented a \$1.8 million check to Big Brothers Big Sisters Twin Cities in December 2019.

"The 2019 Federated Challenge was an inspirational reminder about the significance of mentoring to young people in need," said Julie Rethemeier, Vice President, Director of Public Affairs and Advertising of Federated Insurance.

"Federated Insurance and the funds raised from the Federated Challenge play a significant role in helping the youth in our programs reach their potential," Michael Goar, CEO of Big Brothers Big Sisters Twin Cities, said.

**Thank you to Federated Insurance for their generosity and commitment to Big Brothers Big Sisters!**

Learn more at  
[www.federatedchallenge.org](http://www.federatedchallenge.org).





## TEEN & GRAD COACHES PROGRAMS



Teens and their Bigs learn about research and development during an EXPLORÉ Careers event at Dairy Queen's headquarters.

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 postsecondary education.

> **885 Youth Served** (Ages 13+)

## BIG BROTHERS BIG SISTERS TWIN CITIES TAKES ON GRADUATION COACHES MENTORING PROGRAM

Big Brothers Big Sisters Twin Cities assumed leadership of the AchieveMpls Graduation Coaches mentoring program in Minneapolis Public Schools beginning July 2, 2019. The program helps high school students stay on-track for graduation and prepare for their future.

"Big Brothers Big Sisters is thrilled to add the Graduation Coaches program to our organization," said BBBS CEO Michael Goar.

As part of the BBBS organization, the Graduation Coaches program helps more Twin Cities youth discover their career and college potential through the power of mentoring, skill building and planning, and complements the existing Teen programs. BBBS partnered with two MPS high schools and reached 41 students in its first year leading the Graduation Coaches program.

"We believe that transitioning this program into the expert care of BBBS will better allow it to grow, become more innovative and serve even more students into the future," Danielle Grant, AchieveMpls President and CEO, said.

**YOUR IMPACT**

**89%**

of high school seniors  
graduated on time

## Ecolab: Bowling Strikes for Twin Cities Kids for 16 Years

For 16 years Bowl for Kids' Sake fundraising events have supported Big Brothers Big Sisters Twin Cities' mission to provide youth with 1:1 mentoring relationships and youth development programs. And since 2004, Ecolab and its employees have been passionate supporters of the event.

On May 17, 2019, Ecolab employees — 87 in total — faced off at AMF Saxon Lanes in Little Canada for the annual event, which raised \$18,386. Ecolab's lifetime BFKS fundraising hit the \$211,000 mark. Speaking before the event, Joel Pasiuk, Ecolab's Vice President of Global Talent Solutions & BBBS Board Member said, "We're on our way this year to break \$200K and then on to a quarter million."

Those funds aren't just some impressive numbers to tout — they translate to matches between kids and mentors. "With those funds we've been able to sponsor about 140-plus matches," he said. That means that over 140 kids have seen the impact this event has, thanks to Ecolab alone. And that's why bowlers show up.

**Thank you to 3M, Ecolab, & Comcast for hosting Corporate Bowl For Kids' Sake events in 2019!**



## FREE ARTS PROGRAM



Kids from Northside Elementary School learn about the art of printmaking at Highpoint Center for Printmaking in Minneapolis.

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.

> 1,289 Youth Served

## ART OPENS DOORS: FREE ARTS PARTNERS WITH GALLERIA, ART OF EDINA

Galleria Edina shoppers, diners, and guests helped provide arts education and mentoring opportunities for kids simply by enjoying some unique and unexpected artwork displayed throughout the shopping center and posting photos about it.

"The goal of this campaign was to remind us all that a little art can go a long way in opening important, life-changing doors for youth in our communities," explains Rachel Oelke, Galleria's Marketing Director.

Galleria and Art of Edina commissioned popular, local artists and creatives to craft a series of 12 custom "little doors," displayed throughout Galleria from July 1 through August 31, 2019. The artwork wasn't easy to spot, however — guests were encouraged to keep in mind that 'big things start small.'

For every post on Instagram with the campaign hashtag #artopensdoors and tagged with @galleriaedina and @bigstwincities, the Galleria donated \$1 to Big Brothers Big Sisters Twin Cities.

# YOUR IMPACT

# 94%

reported less likelihood to engage in risky behavior, including drug or alcohol use

## Big Night Gala Shatters Previous Fundraising Records

The annual Big Night Gala, held Thursday, April 25, 2019, was attended by a sold-out crowd of 450 attendees. Our donors and sponsors helped us to shatter our previous fundraising record, raising over \$350,000 to support the nearly 4,000 Twin Cities kids served annually by the organization.

Kiya Edwards, reporter for KARE 11's Sunrise, inspired and energized Big Night guests as the evening's emcee. Edwards, who grew up in Minneapolis, invited current Little Brothers and Little Sisters to the stage before sharing her story as a former Little Sister.

"Big Night is both a celebration of the power of mentoring and a reminder of the potential within each and every child," Pat Cooper, BBBS Board Chair, said. "Today's youth and teens are our future and it's our responsibility to ensure they have the tools and support needed to reach their full potential."

**Thank you to Federated Insurance, our 2019 Big Night Presenting Sponsor.**



To make a gift today, visit [BigS TwinCities.org](https://BigS TwinCities.org).

# THANK YOU FROM MICHAEL & PAT



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



**Pat Cooper**  
Executive Vice  
President, Director of  
Communications and  
Corporate Support,  
Federated Insurance  
(Retired); Big Brothers Big  
Sisters Chairman, Board  
of Directors

We're thrilled to share Big Brothers Big Sisters' 2019 successes with you, the organization's closest supporters.

In 2019, we began to boldly redefine how our agency meets the growing needs of our community's youth and their families. We refocused our mission, created and updated programs, and modernized our look. With you, we laid the groundwork for our agency's second 100 years.

Minnesota has one of the largest equity and opportunity gaps in the United States for youth of color. Our agency is committed to changing the way the Twin Cities' most at-risk children view their futures. Together, we'll help all Twin Cities youth reach their greatest potential by matching them with caring, adult mentors and developing strong, meaningful programming.

**We are Bigger Together.** Thank you for being part of this mission!

Michael Goar and Pat Cooper

“Thanks to our donors, we’re empowering more youth than ever before and clearing a path for their long-term success.”

> Michael Goar, CEO of Big Brothers Big Sisters Twin Cities

Michael, his wife Beth and daughter Grace have been a “Big Family” to Little Brother Matthias (13) since July 2018.





# Thank You for Your Support

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

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**To make a gift today, visit [BigS TwinCities.org](http://BigS TwinCities.org).**

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## Donor Spotlight: Barry & Stephanie Whalen

Barry and Steph were looking for ways to give back and volunteer together. They found the perfect fit as a Big Couple. Being a Big Couple allows them to mentor together while also igniting potential in their Little Brother Derek.

When asked why it's important for them to give back both through volunteering and through financial gifts, the couple said, "The time we give through volunteering brings joy to us and brings positive experiences to our Little. Financial gifts help support all of the great activities and support that Big Brothers Big Sisters Twin Cities provides to us throughout the year."





**Christine Bell**

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## Donor Spotlight: Thomas McNamara, Slim and Trim Construction

Thomas McNamara is a small business owner and a Big Brother. And he hasn't stopped there. Thomas is also strengthening the future of his community by supporting Big Brothers Big Sisters Twin Cities through his business, Slim and Trim Construction.

"I strongly recommend Big Brothers Big Sisters Twin Cities to any individual or business looking to make a difference in their community. BBBS does amazing things for the community and they are phenomenal to work with from a business standpoint. I couldn't be more pleased with the partnership between Slim and Trim Construction and BBBS," Thomas said.





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## Gifts in Memory of

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Green text indicates a donor who  
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## 2019 Facebook Fundraisers

BIG thank you wishes to these thoughtful people who hosted Facebook Fundraisers to benefit BBBS:

BushdizzyBoi Berry  
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Mike Dibble  
Lindsey Gruszynski  
Annalise Heitz  
Mathew Jennissen  
Tyler Jenson  
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# Financial Statements

## Support and Revenue

	FY19	FY18
Individual Contributions	\$501,587	\$395,984
Corporate and Foundation Support	\$3,869,327	\$2,999,109
Government Grants	\$420,209	\$414,403
United Way Grants	\$9,366	\$380,500
Special Events (net)	\$316,498	\$320,563
Other Income	\$68,491	\$30,197
Better Futures Campaign Contributions	—	\$216,283
Clothing Transactions (net)	\$205,541	\$159,775
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$5,391,019</b>	<b>\$4,916,814</b>

## Expenses

	FY19	FY18
Program and Volunteer Recruitment	\$3,618,748	\$3,480,943
Management and General	\$1,062,704	\$904,593
Fundraising	\$836,087	\$686,868
<b>TOTAL EXPENSES</b>	<b>\$5,517,539</b>	<b>\$5,072,404</b>

## Financial Position

	FY19	FY18
Total Assets	<b>\$6,960,636</b>	<b>\$5,570,791</b>
Total Liabilities	\$1,716,840	\$312,290
Net Assets	\$5,243,796	\$5,258,501
Total Liabilities and Net Assets	<b>\$6,960,636</b>	<b>\$5,570,791</b>

## Change in Net Assets

	FY19	FY18
Beginning Net Assets	\$5,258,501	\$5,353,592
Change in Net Assets from Operations	(\$91,954)	(\$155,590)
Non-operating Change in Net Assets	\$77,249	\$60,499
Ending Net Assets	\$5,243,796	\$5,258,501

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