

2021

Annual Report



**BIGGER
TOGETHER**



**Big Brothers
Big Sisters®**
TWIN CITIES

NEW OPPORTUNITIES. NEW GROWTH.



We will remember 2021 as a year of opportunities – a new leader, a new home, new partnerships. Opportunities that renewed our faith in what is possible. Opportunities to reset and refresh. To approach the coming year with optimism, inspiration, and enthusiasm.

Our new home gives us a literal foundation to create and strengthen relationships for Littles, Bigs, families, and staff. New leadership brings fresh ideas, new connections, and renewed inspiration. Improved processes and practices result from deeper collaboration with our fellow BBBS agencies, both statewide and nationally, and valuable partnerships here in our own communities. Implementing our commitment to justice, equity, diversity, and inclusion (JEDI) makes us better allies to the diverse youth and communities we serve. After two years of uncertainty, pivoting, and adjusting, it's reenergizing to look forward to seeing opportunities instead of obstacles.

In our work, we see firsthand the feelings of isolation, fear, and uncertainty that young people are facing. These stressors impact their confidence, self-esteem, and sense of safety. Our kids need support now more than ever. Big Brothers Big Sisters Twin Cities provides that support, helping us elevate the resilience, promise, and potential that lives within all youth. Because when children thrive, our community thrives.

We're grateful for the critical role you played in bringing our mission to life.

Because of you, we are **Bigger Together!**

With gratitude,



Pat Sukhum
BBBS CEO



Rick Penn
BBBS Board Chair



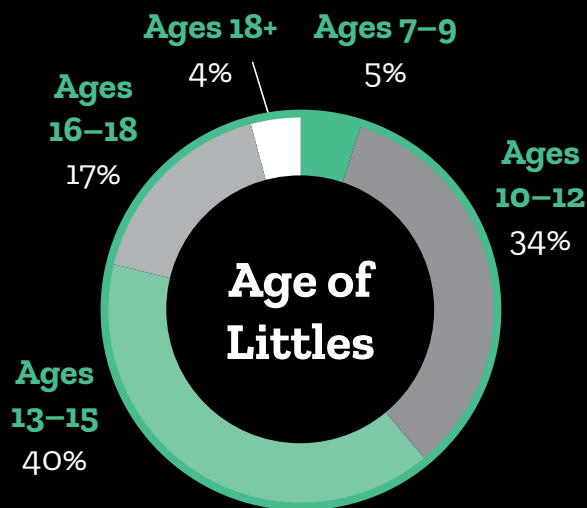
Jamie Hofberger
BBBS Board Vice Chair

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

// 2021 AT A GLANCE

2,920 YOUTH SERVED

1,994 VOLUNTEERS



53% Little Sisters 46% Little Brothers



93%

High school seniors graduating on time

91%

Kept or created plans for high school graduation and beyond

82%

Youth living with a non-two parent household

82%

Youth from low income households

SERVICE AREA BY COUNTY

56%

Hennepin

6%

Dakota

25%

Ramsey

4%

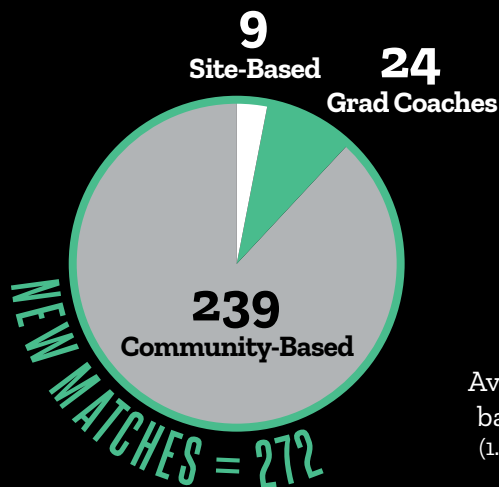
Washington

7%

Anoka

2%

Other



36.3 months

Average community-based match length (1.6 months longer than national average)

YOUTH DEMOGRAPHICS

53%

Black/African American

15%

Multiracial

14%

White

11%

Hispanic/Latinx

4%

Other/Prefer Not to Answer

2%

Asian

1%

American Indian/Alaska Native

Make a gift today at BigTwinCities.org/donate

BUILDING COMMUNITY



In January 2021, we turned off the lights at our St. Paul office and moved into our **new North Minneapolis home**. Having our own building afforded us several practical advantages over renting, but truly represented so much more. To us, having a place of our own was fundamental to being part of a larger community. Our new building opened doors to new experiences, new partnerships, and new areas of growth. Moving day was not the end of a long journey, but the **beginning of new opportunities**.

When we launched our capital campaign several years ago, we envisioned more than just a new building. Our dream was to **create a gathering place for our extended BBBS family**, a springboard to amplify our mission. Making our dream a reality required years of planning, fundraising, and renovating. Through this process, we quickly realized the **power of community** as individuals, corporations, and foundations generously donated in support of our “forever home.”

As the new kid on the block, we focused on **strengthening relationships with our neighbors** by collaborating and sharing ideas through community conversations. We also **offered resources in areas of need**, like our back-to-school backpack giveaway.

In October, we joined our friends from Northside Achievement Zone to host their annual Halloween “Trunk or Treat” event in our parking lot. The year culminated with us hosting one of our premier match events, the annual Winter Picnic. Community partners like the Timberwolves and Lynx, Girl Scouts River Valleys, and Storm Creek added special extra touches for Bigs and Littles.

While these events and opportunities may seem ordinary to some, to our matches they were meaningful, significant, and joyous. No one took for granted the ability to safely and easily gather together that our new home afforded us. Seeing our Bigs and Littles connecting, exploring, and enjoying themselves (in-person!) at match events made all the hard work worthwhile. Our pride was on full display every time we **utilized our building as a way to strengthen relationships and foster connection**. Our gratitude permeated from every corner of our new home.

Looking back on 2021, we celebrate all that we accomplished with your support. We invite you to walk alongside us as we continue moving forward in 2022.

Remember, we are Bigger Together!

/// JUSTICE, EQUITY, DIVERSITY & INCLUSION (JEDI)

Justice, equity, diversity, and inclusion (JEDI) are integral to our Big Brothers Big Sisters mission and values. We recognize and celebrate the youth, families, and volunteers in our programs who come from **diverse backgrounds, cultures, and life experiences**. JEDI work creates a safer space to honor what makes us unique.

Representation matters, especially to our youth. It's important that they feel able to fully express themselves. By diversifying our volunteer recruitment efforts and implementing JEDI values into our volunteer and staff training, we can better show up for youth. With the added realities of racial injustice and an ongoing pandemic, **today's youth need support now more than ever**.

We implemented an employee JEDI Committee in February 2021 with the goal of being **better partners to the diverse Twin Cities youth and communities we serve**. Fifteen employees representing each team in the agency are responsible, and held accountable, for applying JEDI practices into our daily work procedures and policies. Our Board of Directors took steps to centralize JEDI within board governance through intentional conversation and assessment.

Our commitment to JEDI has caused us to look deeply inward. What we have learned has enabled us to become **stronger allies to our youth, families, and the community**. From that place of strength, we are better equipped to invite more supporters to join us on this important journey. Together, we can provide youth with the confidence, skills, and resources to achieve their full potential.



ONE-TO-ONE MENTORING

One Child. One Adult. One Life-Changing Relationship.

Our one-to-one mentoring programs match caring adult volunteers with children to provide support, encouragement, and friendship. In our **community-based model**, matches develop a unique relationship based on their interests, hobbies, and values while spending time together in the community doing activities they both enjoy. In our **site-based model**, matches meet at the Little's school or the Big's workplace instead of out in the community. In our **Grad Coaches program**, volunteers support high school students in strengthening academic skills, improving study habits, and developing plans for a career or post-secondary education. In all three models, matches gain new perspectives, new experiences, and a new friend.

Community-Based Match Stories

Eric and Jaylen

Big Brother Eric and Little Brother Jaylen share a great love for mathematics, pizza, and most importantly, each other. During their time together, they enjoy going to museums, picking apples at orchards, and keeping a scorecard to rate each new pizza they try.

Jaylen is extremely gifted at math, but Eric noticed he was less comfortable with reading. To help Jaylen improve his academic skills, Eric reads along with him to encourage his confidence and make reading more fun.

When asked why he chose to become a Big, Eric reflected that it started with a question, "How can I contribute to positive change?" Remembering the impact mentors have had on his life, he realized he could pay it forward as a Big Brothers Big Sisters volunteer. Along the way, Eric has gained new perspectives and a new friend.



Little Brother Jaylen and Big Brother Eric

Renee and Ana

Big Sister Renee and Little Sister Ana have shared many life experiences during their nine years together. Each of them have an openness to exploring new things while also finding fun in typical day-to-day activities. They embrace their time together with enthusiasm and gratitude.

"When we were first matched," reflects Renee, "I didn't have a lot of extra money to spend on 'big activities,' so I tried to mix it up with just hanging out at my apartment. I quickly realized that Ana seemed to yearn for this simple time together when we'd play cards or learn to knit."

Together, Renee and Ana ran a 5K, played tennis, and went camping while learning more about themselves, building skills, and challenging each other to go outside their comfort zones. "Ana has shown me the most beautiful way of seeing the world," says Renee. "She sees the world for how it can be, questions it for why it's not, and is committed to being part of its possibility."



Little Sister Ana and Big Sister Renee

Site-Based Match Story

Maria and Alondra

Since their virtual match introduction in March 2021, Big Sister Maria and Little Sister Alondra have connected almost every week despite the challenges of the pandemic, busy school schedules, Maria's family trip to Columbia, and the difficulty developing a relationship over Zoom.

Maria, a student at the University of St. Thomas, and Alondra, a student at Four Seasons Elementary School in St. Paul, connected over their common interests of watching movies, doing craft projects, and speaking Spanish.

After five months of developing their relationship virtually, they were ready to meet in person. Alondra was shy at first but quickly opened up when they toured Maria's college campus and celebrated together with ice cream.

School resumed in September, but matches still met virtually while districts determined how to deal with the ongoing pandemic. Finally, in October, the girls met at Alondra's elementary school as is typical for site-based matches. They participated in structured activities and "choice time," including decorating bags for Meals on Wheels and a trust-building exercise. Maria also helped Alondra set and accomplish her goal to finish four paintings by the end of 2021.

This match's dedication to each other, despite incredible challenges like the pandemic and distance, demonstrates the powerful impact that youth mentoring has had on both young women.



Big Sister Maria and Little Sister Alondra

COLLEGE & CAREER READINESS

Preparing Twin Cities Youth for Future Success

The benefits of youth mentoring continue even after a Little becomes a teenager. Our college and career readiness programming equips young adults with the skills needed to **graduate from high school, prepare for a career or post-secondary education, and turn dreams into reality**. With the guidance of volunteer mentors, students learn how to build academic confidence, improve study skills, cultivate healthy peer relationships, and strengthen self-advocacy skills.

Match Story: Jenny and Karen

Big Sister Jenny and Little Sister Karen's relationship has evolved over their four years together, from doing activities a young teen would enjoy to preparing 17-year-old Karen for college. Completing the college essay requirement was at the top of Karen's list, but she struggled to find a meaningful topic.

Inspired by the movie *Moxie*'s themes of female empowerment and instigating positive change, Karen formed a new high school club for Latina students like her wanting to attend college. With guidance from Jenny, Karen wrote a proposal and got it approved by the school. She then channeled her passion for this project into a powerful college essay.

Jenny also helped Karen research and tour local colleges. "Karen is an intelligent, determined young woman," says Jenny. "I am so proud that she took the initiative in preparing for this process and applying to colleges."

With Jenny's support and encouragement, Karen applied to 30 universities and has already been accepted to 20. She clearly has a promising future ahead of her!



Big Sister Jenny and Little Sister Karen

FREE ARTS PROGRAM

Fostering Self-Discovery and Expression Through Art

Our Free Arts program leverages the power of mentoring by providing children with a safe place for artistic expression and self-discovery. Volunteers engage youth in art projects at partner sites throughout the Twin Cities. Through these supportive and consistent experiences, children build trusting and positive relationships that can have a life-changing impact.

Volunteer Spotlight: Danielle Pugliese

Free Arts volunteer Danielle Pugliese has been passionate about art since she was young.

Her friend Ann, who was a Big Sister, introduced her to Big Brothers Big Sisters. When Danielle learned that BBBS had a program specific to art, she knew she wanted to be involved.

"I want to encourage a lifelong interest in art, not just as a hobby or something you grow out of as a kid," explained Danielle. "I want to show kids that art is an integral part of our community and it can be very impactful."

As a Free Arts mentor, Danielle uses art to help kids freely express themselves and live in the moment. "It's so important for kids to experiment and not worry about the outcome, to feel they can color outside the lines," reflects Danielle. "It's so rewarding to see kids free from worrying that they're doing something wrong. I feed off their energy and joy — it makes me keep coming back to volunteer!"



Danielle, Free Arts Volunteer

/// BBBS EXPLORE STEM SERIES

Big Brothers Big Sisters strongly believes in introducing youth to career opportunities at an early age. That is why we created our Explore STEM Series. These events offer Littles in-depth exposure to the exciting world of science, technology, engineering, and math (STEM). Hands-on and engaging activities — such as flying drones, programming robots, coding video games, and building electronics — make learning fun! Littles also learn about classes they can take in high school to further their interests and career paths they can pursue to follow their dreams.

A special thanks to our Explore STEM Series Sponsors — Best Buy, Donaldson Company, and Polaris — for providing the funds to make these events possible.



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(as of 9/30/2021)

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Jamie Hofberger with her Little Brother, Cain

“As a previous teacher and now in business, my passion has always been helping children and our community. BBBS has proven that mentoring helps Littles reach their full potential and at the same time benefits Bigs too! Together, we are difference makers. I’m proud to be a Big, Board Member, and donor for this life-changing organization.”

> Jamie Hofberger, Donor, Board Member, Big Sister

REMEMBERING A DEFENDER OF OUR MISSION

Jeff Fetters, chairman of Federated Insurance, and his late wife, Marty, began co-hosting the Federated Challenge® in 2013. Since its inception in 2005, this two-day fundraising event hosted by Federated Insurance has raised more than \$44 million for Big Brothers Big Sisters youth mentoring programs throughout Minnesota.

Last year's Federated Challenge was virtual due to the pandemic, but that did not deter supporters from donating millions of dollars in support of youth mentoring. This year, Jeff, Marty, and Federated Insurance were determined to host an in-person event. Guests enthusiastically responded – a record 67 prominent businesses and more than 500 generous guests supported the gala. Topping last year's record, the 2021 event raised \$3,316,000. Every dollar went to Minnesota's three BBBS agencies – Twin Cities, Central Minnesota (St. Cloud), and Southern Minnesota (Owatonna) – and Big Brothers Big Sisters of America.

The Fetters' support of Big Brothers Big Sisters is not limited to fundraising; it's also personal. Jeff and Marty were a Big Couple to Little Sister Mackenzie for seven years. During that time, the three developed a deep relationship that continues today.

In the fall of 2020, Marty was diagnosed with cancer, but she did not let this get in the way of her commitment to the event. She continued giving her time and energy even while undergoing chemotherapy treatment.

After a 14-month battle with cancer, we were heartbroken to learn that Marty Fetters passed away on December 27, 2021.

Our gratitude to Federated Insurance is tinged with feelings of grief as we remember a beautiful life lost too soon. Marty's legacy carries on in the thousands of young people whose lives she touched and the critical funds she raised through the Federated Challenge.

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



Left to right: Big Brothers Big Sisters of Southern Minnesota Executive Director Michelle Redman, Big Brothers Big Sisters of Central Minnesota Executive Director Jackie Scholl Johnson, Big Brothers Big Sisters Twin Cities CEO Pat Sukhum, Big Brothers Big Sisters of America President and CEO Artis Stevens, and Federated Challenge Co-Chairs Marty and Jeff Fetters proudly display a check for \$3,316,000 raised during the 2021 Federated Challenge.

OUR PARTNERS

Thanks to the following organizations for distinguishing themselves through their generous support of Big Brothers Big Sisters Twin Cities.



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KATHERINE B.
ANDERSEN
FOUNDATION



F. R. BIGELOW FOUNDATION



THE BEIM
FOUNDATION

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Nonprofit Partner Spotlight



We're proud to partner with **Northside Achievement Zone (NAZ)**, a Black-led nonprofit whose mission is to close the opportunity gap in North Minneapolis. Together, our goal is to make 100 new mentoring relationships by connecting more Northside children, families, and NAZ scholars with our youth mentoring programs.

Not only are we partners with NAZ, we're also neighbors committed to supporting and uplifting the North Minneapolis community. By collaborating on several community events — like our September "Chat with Pat" featuring NAZ CEO Sondra Samuels, and October's "Trunk or Treat" event at our new North Minneapolis home — we're making deeper connections with more stakeholders in our community. **Thank you NAZ for joining us in being Bigger Together!**



NAZ CEO Sondra Samuels and Pat Sukhum

Partner with us today at BigSisters.org/partner

Thank You for Bringing Our Mission to Life

Big Brothers Big Sisters Twin Cities is deeply grateful to these businesses and foundations for their dedicated support to our Annual Fund.

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\$1,000,000+

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\$100,000 - \$499,999

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Mentoring is magic— it transforms lives, and generations of lives, forever. In my charitable giving, I always think of what the outcome of my donation will be. An unexpected outcome of donating to BBBS was that it transformed my life, as well as my “Little”. You can and should support BBBS. Where else can you be assured of your donation contributing to the magic of mentoring our kids?

> Jim Weinzel (with former Little Brother David); Donor, former Big Brother

Publishing an annual list of donors invites potential for both human and computer error. BBBS makes every effort to list donors accurately. Should an error occur in your listing, please contact Pam Kroyer at pkroyer@bigstwincities.org or 651-789-2411. Thank you!

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On behalf of the Richard M. Schulze Family Foundation, I'm honored to play a role in supporting Big Brothers Big Sisters. I believe young people are the most important asset we have in our community so there is no better investment than ensuring their well-being and continued successes, both big and small!

> Sheila Otto Phillips, Senior Program Officer, Richard M. Schultz Family Foundation

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A Lifetime Commitment to Helping Others

BBBS Receives a \$2.3M Legacy Gift

Pam Olson's passion for Big Brothers Big Sisters stemmed from an experience at age 12 when her parents divorced. Pam's mom raised her and her three siblings alone and did whatever she could to provide for her family. Mom became skilled at finding resources for low-income families and relied on the generosity of relatives and friends to give extra time and attention to her children.

Based on the influence others had on Pam's childhood, she understood the impact another caring adult could have on a child's development. She decided to be one of those caring adults and signed up to volunteer with Big Brothers Big Sisters. Over the years, Pam was a kind and caring mentor to many Little Sisters. She maintained strong relationships with all of them and their eventual families. One Little Sister even named her daughter after Pam. Lesley Ryder, the daughter of Pam's Little Sister Sharon, describes "aunt Pam" as someone who "lights up a room" and "always had a kind word for others."

On December 5, 2020, Pam Olson died at the age of 71. She left a generous bequest gift to Big Brothers Big Sisters Twin Cities as a final affirmation of her life of service. We grieve the loss of this extraordinary woman who enhanced the lives of so many, but are comforted in knowing her legacy will live on for decades to come.

Pam made her generous gift in the hope that it inspires others to give from their heart. To learn more about legacy gift planning, please contact Becky Machamer at bmachamer@bigstwincities.org or 651.789.2469.



Pam Olson



Doug and Pam Olson



Pam Olson and Lesley Ryder

Publishing an annual list of donors invites potential for both human and computer error. BBBS makes every effort to list donors accurately. Should an error occur in your listing, please contact Pam Kroyer at pkroyer@bigstwincities.org or 651-789-2411. Thank you!

Make a gift today at BigstwinCities.org/donate



Financial Statements*

Support and Revenue

	FY21	FY20
Individual Contributions	\$822,419	\$572,760
Bequests	\$2,375,278	\$1,800
Corporate and Foundation Support	\$3,869,974	\$3,668,571
Government Grants	\$319,471	\$228,846
Special Events	\$472,312	\$46,794
Other Income	\$195,209	\$334,777
Loan Forgiveness Income	\$595,000	\$0
TOTAL SUPPORT AND REVENUE	\$8,649,663	\$4,853,548

Expenses

	FY21	FY20
Program and Volunteer Recruitment	\$3,095,510	\$3,040,375
Management and General	\$679,859	\$1,071,049
Fundraising	\$972,325	\$803,470
TOTAL EXPENSES	\$4,747,694	\$4,914,894

Financial Position

	FY21	FY20
Total Assets	\$11,592,595	\$7,520,456
Total Liabilities	\$1,985,493	\$2,256,494
Net Assets	\$9,607,102	\$5,263,962
Change in Net Assets from Operations	\$3,901,969	(\$61,346)
Non-operating Change in Net Assets	\$441,171	\$81,512

*audited results

WE ARE BIGGER TOGETHER

Help us amplify the power and promise of Twin Cities youth.



Donate



Inspired by these stories? Your gift allows us to create and support more life-changing relationships at a time when kids need it most! Big Brothers Big Sisters relies on the generous support of individuals, corporations, and foundations to provide our services at no cost to families.

Visit bigstwincities.org/donate

Volunteer



We need caring adults like you to amplify the power and promise of Twin Cities youth. People who see the best in them, who support their dreams, who are there to listen and care. Through our rewarding volunteer opportunities, you'll gain new perspectives, new experiences, and a new friend!

Visit bigstwincities.org/volunteer

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TWIN CITIES

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