

MISSION & BRAND TOOLKIT



**Big Brothers
Big Sisters**
TWIN CITIES



Mission

Create and support mentoring relationships that ignite the power and promise of youth.

Vision

All youth achieve their full potential.

Values

- Relationships
- Youth-Centered
- Belonging
- Continuous Learning & Improvement

Commitments

- Humility, Confidence, Integrity, Fun

Visit, Connect, Follow & Tag

BigsTwinCities.org

3110 Washington Ave. North

Minneapolis, MN 55411

thinkbig@bigstwincities.org

651.789.2400



@BigsTwinCities



Big Brothers Big Sisters
Twin Cities

Big Brothers Big Sisters Twin Cities

is the largest and oldest youth award-winning mentoring organization in the greater Twin Cities serving Hennepin, Ramsey, Anoka and parts of Dakota and Washington counties. Each year, we match up to 2,600 youth (Littles ages 8-13) and their families with caring adults (Bigs) who volunteer as mentors. Through a variety of community-based, school-based, and workplace-based mentoring programs, and together with our community, we want every youth to have a mentor, be affirmed in who they are, and explore who they want to be.

Be BIG, and let's ignite the power and promise of youth, right here in the Twin Cities!

Add Hashtags

- #BiggerTogether
- #DoSomethingBig
- #BigPride
- #BigBecause
- #TheBIGRecruit (Jan. - Feb.)
- #BeBig
- #LittleMoments
- #BigsMN
- #BigBrothersBigSisters

5 ways to join our mission for Twin Cities youth to have a mentor

- Volunteer as a mentor
- Help fundraise or donate
- Share and amplify our mission, stories, opportunities, news and events
- Sign up for our newsletter
- Partner to support youth, families and mentoring

