



Heartland  
Big Brothers Big Sisters

# 2008 - 2009 Report to the Community



## When adult Littles

**talk about the impact their Bigs have had in their lives, it always comes back to the simple things:** The simplicity of friendship, the uncomplicated act of someone believing in them and knowing their Big Brother or Big Sister will always be there.

During times of uncertainty, we are often reminded of the simple things in life and how important they are. Our program is based on the idea that "simple" things like

*Note from  
the Director:  
The Simple Things*

friendship, guidance and spending time together can lead to big magic in the future.

The simplicity of our program makes what we do both efficient and a good investment. At our core, we are about providing kids with positive role-models to help them reach their full potential.

We know what we do helps youth to achieve success in their lives. It has been this way for over 39 years and as we embark on our 40th anniversary, we have reaffirmed our commitment to helping youth succeed and overcome negative influences.



We will work to build new and innovative partnerships that help us to achieve more for kids. In addition to expanding our service area and matching more youth, we are dedicated to enhancing our program to create matches that stay together longer and build a stronger bond.

We know that by making these enhancements to our program we will create more long-term positive outcomes for youth. We are challenged by the need in our community to continue growing our program and enhancing our services.

With the support of our

dedicated volunteers, committed donors and caring corporate partners we know this is possible.

Because **empowering kids to be**

**their best is simply that important.**



*thanks for all you do for our kids... Julie Lewandoski-Johnson*

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**Our Mission:**  
To help children reach their full potential through professionally supported, one-to-one relationships with measurable impact.



**Heartland Big Brothers Big Sisters' Vision:**  
To provide successful mentoring relationships for all children who need and want them, contributing to better schools, brighter futures and stronger communities for all.

## From a Big's Perspective

I became a Big Brother six years ago, when I was in high school, so remembering my exact reason is tough—frankly, it might have been partially to impress girls! But I very quickly realized how rewarding being a Big Brother could be, as it allowed me to have a very real and noticeable impact on Robert merely by being a consistent and positive role model.

We enjoy doing anything where we can really interact. It does not need to always be an elaborate, planned activity—sometimes our best conversations happen when he is riding in my car. We have discussed everything from girls to music, and politics to English grammar! It is particularly exciting to see that he seems to have adopted my idea on what 'good' grades are—he recently completed a semester with no grades lower than a B+.



I grew up with several positive male role models in my life—most notably, my father and two older brothers—and they undoubtedly had a profound impact on who I am today.

**Being able to be such a role model for Robert means more than just volunteering; it means actually helping to shape the person he is to become.**

Really, it is difficult to overstate the effect Big Brothers and Big Sisters can have as consistent and positive role models for young people.

~ Cameron Guenzel,  
Big Brother

## Highlights from 2008 - 2009

- Donors and volunteers made it possible for 1,009 youth to be matched with a Big Brother or Big Sister in 2008.

- Heartland Big Brothers Big Sisters was named **Agency of the Year** by Big Brothers Big Sisters of America for sustained growth in the number of children served, quality programs and increased contributions and funding.

- The nation to earn this honor two years in a row.

- The agency reintroduced the **Teen Parent Program** to help youth develop life skills and adapt to the challenges of parenthood.

- In collaboration with Lincoln Public Schools, the agency is leading a ground breaking



- In early 2009, the organization expanded its **service area** to include four additional

- The agency earned the **Pinnacle Award** for Achievement from Big Brothers Big Sisters of America and was one of only two agencies in

- countries in the southeast corner of Nebraska: Johnson, Nemaha, Pawnee and Richardson Counties.

• C-B  
Nebraska  
Boiler hosted  
a third annual  
golf outing  
benefitting  
the agency.

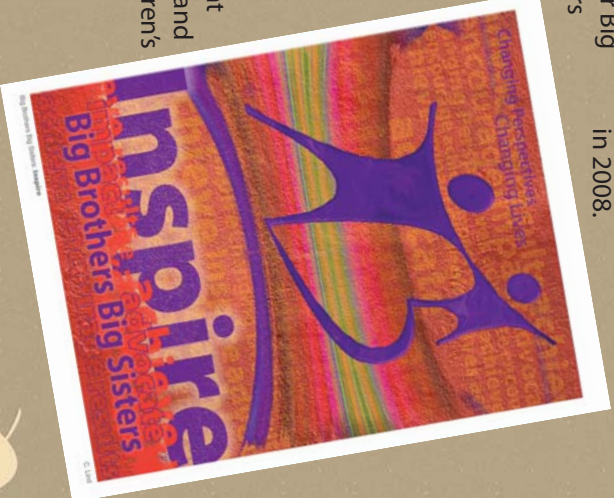


Boiler has  
raised just under  
\$200,000 through this  
event.

• More individuals, businesses  
and community groups  
made financial gifts to the  
organization than ever before,  
making it possible for a **record  
number of youth** to benefit  
from a Big Brother or Big Sister  
in 2008.

• Little Brothers and Little  
Sisters along with their Big  
Brothers and Big Sisters  
started the  
**Ambassadors** group  
that will represent  
the agency at events,  
in interviews and in  
publications.

• The agency renewed  
our commitment to  
creating **longer and  
stronger matches** that  
make a more positive and  
lasting impact in children's  
lives.



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## What Makes Us Different

It is our commitment to  
match the right volunteer  
with the right child at the  
right time.

We make these Big & Little  
matches with the utmost of  
care, because we know that  
matches that are built to last  
lead to more positive  
outcomes for kids.

in-depth training, as well  
as multi-faceted mentoring  
research and evaluation  
methods we are constantly  
striving to match more youth  
with quality programs. Most  
importantly, we provide on-  
going support to matches and  
families.



We are dedicated to expanding  
our outreach to the kids who

need us most,  
by reaching out  
to traditionally  
underserved  
communities  
with programs  
that address  
the challenges,  
they face every  
day. We have  
developed  
innovative site  
and community  
based mentoring  
programs for youth in rural  
communities, Title I schools  
and youth with an incarcerated  
parent.

Big Brothers Big Sisters is a  
nationally developed and  
tested mentoring program  
with standards and procedures  
set through over a 100 years  
of experience. With proven  
volunteer recruitment tools,

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Heartland Big Brothers Big Sisters





**Gina & Athena**

Big Sister Gina and Little Sister

Athena were matched when Athena was 7 years old. For the next ten years, Gina watched as Athena grew into a responsible and talented young woman. Although Gina moved to Omaha their bond remained strong and Gina helped Athena build confidence to explore new talents and take on different challenges. Recently, Athena celebrated her graduation with an art show and sold several pieces. Proceeds from her art are going to help pay for her college tuition. Athena was one of only fifteen students accepted into Southeast Community College's design program.

*HBBS has meant a lot to us through the years. I truly think my girls are turning out so great because of your program. (I'll take a little credit, but both Alex and Gina have really helped to shape them into such Fabulous girls). HBBS is like Family. I believe my girls are so Fabulous because of your program and the positive influence through the years. I especially like how you honored the graduates, Athena has worked so hard and she deserved it. Thanks again for taking the time to care.*

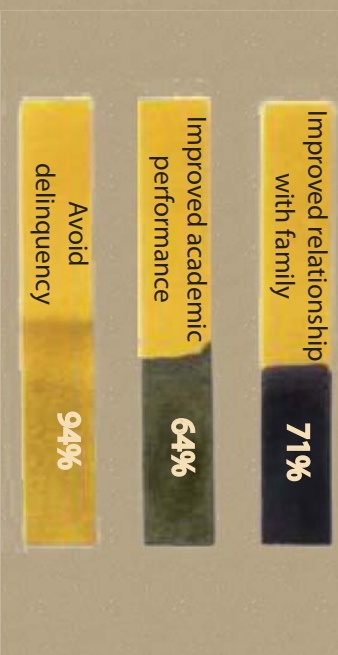
*~ Keri, Athena's Mom*

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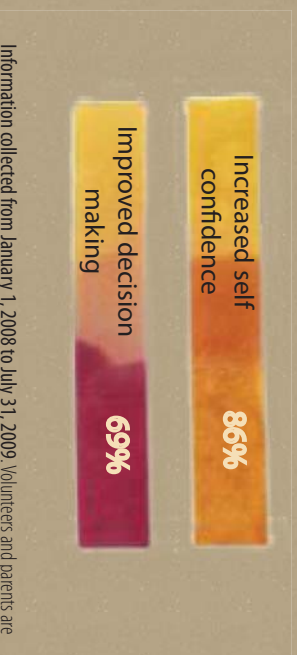
### Program Outcomes

The positive influences in kids' lives stay with them. We work hard to ensure our day-to-day work translates into meaningful results, not only for our kids but also for our community as a whole.

#### Parent's report on their child since being matched:



#### Big's report on their Little since being matched:



Information collected from January 1, 2008 to July 31, 2009. Volunteers and parents are regularly surveyed to measure program outcomes.



## 73% of our matches last for 9 months or longer.



The average length of a Community Based match is 18.4 months. The average length of a School Based match is 14.3 months.

Length of match is based upon average match length YTD as of July 2009.

### Of the 1009 youth matched in 2008:

- 68% were female, 32% were male
- 53% identified themselves as white, 47% non-white
- 6% were ages 5-7
- 33% ages 8-10
- 38% ages 11-13
- 19% ages 14-16
- 4% ages 17-21
- 17% of youth had an incarcerated parent
- 93% receive free/reduced school lunch

## Making Matches Possible



**Heartland Big Brothers Big Sisters is a donor and volunteer organization supported to put positive role models in the lives of youth who need them.** making and supporting matches. The remainder covers overall program administration and other general costs.

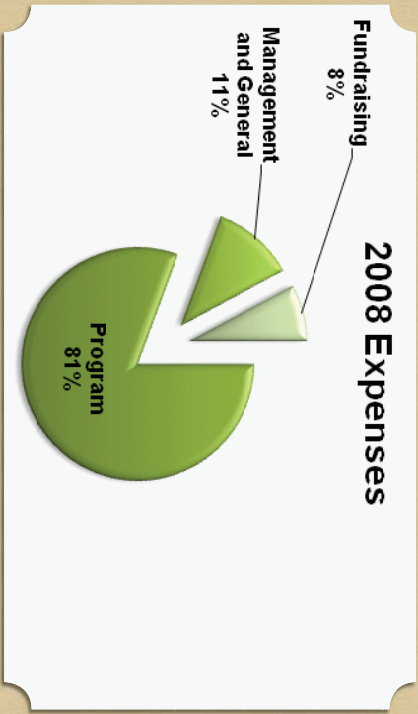
Without the support of donors, corporate partners and volunteers, our organization would not exist. The agency is fortunate to be part of the United Way of Lincoln and Lancaster County and receives grants from local foundations and government entities.

Eighty one percent of every donation goes directly to



## Financials

Revenue & Support	2007	2008
Government Grants	\$368,486	\$453,312
United Way	\$152,104	\$143,612
Bowl For Kids' Sake	\$90,385	\$102,978
Contributions	\$14,007	\$78,551
Foundation Grants	\$99,088	\$72,000
City/County Funding	\$44,756	\$57,506
Other Income	\$20,997	\$26,749
Big Magic Breakfast Pledges	\$10,390	\$14,065
Poinsetta Sales	\$3,118	\$5,809
Interest	\$989	\$29
<b>TOTAL</b>	<b>\$804,320</b>	<b>\$954,611</b>



## Heartland Big Brothers Big Sisters Foundation

In 2007, the Board of Directors launched the Heartland Big Brothers Big Sisters Foundation in honor of Executive Director Julie Cervantes-Salmons.

With a gift from an anonymous donor, the foundation was established to ensure the sustainability of our organization. Fundraising events and individual donors contribute to the foundation each year. Currently, the net assets of the foundation are \$79,776.

### Heartland Big Brothers Big Sisters Foundation Board

- Chad Melcher  
Union Bank & Trust
- Tom Lannin  
C-B Nebraska Boiler
- Lisa Moore  
Union Bank & Trust
- Tim Clare  
Rembolt Ludtke
- Georgia Glass  
Resort Lifestyle Communities
- Pete Ferguson  
Lincoln Public Schools

*Behind every match, there is a supporter who made that match possible. We are extremely grateful to our individual, corporate and Foundation donors for their dedication to helping kids and allowing us to match more youth with Big Brothers and Big Sisters each year.*

## Leadership Giving Circle

*Members of the Leadership Giving Circle gave financial gifts of \$1,000 or more in 2008.*

- |   |   |
|---|---|
| Arby's DRM                              | Nebraska Crime Commission                           |
| American Boiler                         | Nelnet  |
| Ameritas                                | Pegler Family Foundation                            |
| B & R Stores                            | Richardson, Nemaha, Pawnee and Johnson County Board |
| Big Brothers Big Sisters of America     | Runza National                                      |
| Marian Christensen                      | Sam's Club  |
| C-B Nebraska Boiler                     | Saline County Board                                 |
| Julie Cervantes-Salomons                | Greg Slack  |
| Continental Western Group               |   |
| Dillon Foundation                       |   |
| Doane College                           |   |
| Experian                                |   |
| Beki Ferguson                           |   |
| Char Fifer                              |   |
| Gallup                                  |   |
| GAP Foundation                          |   |
| Deryl Hamann                            |   |
| Gary Hamilton                           |   |
| Havelock Business Association           |   |
| John & Vicki Huff                       |   |
| M. Colleen Jones                        |   |
| Kimmel Foundation                       |   |
| Lancaster County Joint Budget Committee |   |
| Lancaster County Board                  |   |
| Lincoln Benefit Life                    |   |
| Lincoln Community Outreach Foundation   |   |
| John Losito                             |   |
| M & M Seacrest Family Foundation        |   |
| MENTOR/Care Giver's Choice              |   |
| Robert & Cynthia Milligan               |   |
| Natcom                                  |   |
| Nebraska Child Abuse Prevention Fund    |   |
|   | The Sowers Club of Lincoln                          |
|   | State Farm Insurance                                |
|   | Robert St-Denis                                     |
|   | Sun Valley Lanes                                    |
|   | Square D by Schneider Electric Foundation           |
|   | TierOne Bank  |
|   | Trabue Industrial System                            |
|   | Union Bank & Trust                                  |
|   | United Way of Lincoln and Lancaster County          |
|   | U.S. Department of Education                        |
|   | U.S. Department of Health and Human Services        |
|   | Wal-Mart  |



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Heartland Big Brothers Big Sisters  
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Lincoln, NE 68507

### 2008 - 2009 Board of Directors

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