



**What we do:** Large scale, long-term one-to-one mentoring services

**What we achieve:** Help youth facing adversity achieve in school and succeed in life

**Why it matters:** Life-changing individual outcomes and community impact

**B**ig Brothers Big Sisters, the oldest, largest youth mentoring organization, has for more than 100 years served children and families facing adversity. We provide staff supported one-to-one youth mentoring services, carefully screening mentors and matching them with youth, and provide ongoing support for our volunteers, mentees, families, schools, businesses and community partners. Children in our programs improve in school, avoid risky and delinquent behaviors, and achieve higher self-esteem and aspirations. These outcomes are substantiated by the most rigorous independent evaluation methodology. In 2011, in over 5,000 communities nationwide, we served over 200,000 children, their families and the same number of volunteer “Bigs.”

## **Nationwide Strategic Direction**

Focusing on “What we achieve and why it matters”

We are on a journey to deepen our youth outcomes, to make our work even more relevant to the issues in our schools and communities, and to attract unprecedented volunteer and financial resources to this cause. Having achieved a scalable mentoring model, we must make these services more widely available to help create cycles of successful children, families and communities for generations to come. Current economic headwinds and government funding cutbacks present short-term challenges, but they also give us a greater sense of urgency to accelerate our progress on this journey.

In 2007, in collaboration with the Bridgespan Group, supported by the generosity of the Edna McConnell Clark Foundation, we developed a new nationwide strategic direction, including specific success measures. With the support of those same parties, we updated and strengthened our accountability in 2010 with our current three-year plan. Our strategic plan focuses on “what we achieve and why it matters.” We now define our success, at the individual child and family level, by **our youth outcomes**, and second, at the community impact level, by **our collective outcomes, scale and intentionality** (deliberately targeting the children, families and communities that face the greatest adversity).

# Impact at Scale

## January 2011 – January 2012 Update

### **Accountability fulfilled via the first-ever national outcomes report**

The 2011 Big Brothers Big Sisters Youth Outcomes Survey Report Shows positive academic, social-emotional and behavioral outcomes for youth who face adversity. The report is our first nationwide summary and analysis of outcomes as measured by our new research-based assessment technology. We will hold ourselves accountable to provide an annual report of our demonstrated outcomes for disadvantaged youth nationwide.

### **New evidence-based model for School-Based Mentoring**

The new Big Brothers Big Sisters Enhanced School-Based Mentoring pilot report finds the effective practices in our community-based programs are similarly effective in school-based programs. The enhanced School-Based model is successful in producing strong, longer-lasting match relationships that lead to our desired impact.

### **Raising the Bar for all Affiliates**

Through the passage of new Standards of Practice, all Big Brothers Big Sisters affiliates will be required to measure youth outcomes, report length and strength of every match relationship, and utilize evidence-based practices through a common service delivery technology system.

### **New talent to guide our education agenda**

Big Brothers Big Sisters of America hired Mary Ferguson, PhD. as our Director of Education. This new position will be instrumental in developing our education partnerships and help to address the educational challenges of our nations' youth.

### **New talent to guide our juvenile justice agenda**

Big Brothers Big Sisters of America hired Francis Mendez as our Director of Juvenile Justice. Francis is responsible for working cross-functionally with the different departments in the national office to support the juvenile justice work of agencies in the Big Brothers Big Sisters network and to establish partnerships at a national level to guide our work in the juvenile justice arena.



# **Intentionality and Innovative Partnerships**

## **Mentoring Brothers in Action**

In partnership with the nation's three largest African American fraternities — Alpha Phi Alpha, Kappa Alpha Psi, and Omega Psi Phi — Big Brothers Big Sisters launches Mentoring Brothers in Action to engage a large online community to reach many more volunteers and donors, particularly among men of color.

## **MetLife Hispanic Parental Engagement**

A parental engagement initiative that strengthens educational outcomes of over 7,000 Hispanic youth in 20 communities across the United States. The initiative seeks to partner with national and local community based organizations to provide educational activities for the match and the parents/guardians of the Littles. These planned activities will address gaps in language, critical educational-system knowledge, and the resources for preparing and sending youth to college.

# **Resource Development**

## **2011 Corporate Mentoring Challenge Update**

In 2011 our corporate partners stepped up to answer the call of First Lady Michelle Obama's challenge to U.S. corporations to support mentoring. The following lists our partners that renewed and/or increased their commitment to Big Brothers Big Sisters of America: Altria, American Eagle Outfitters, Bank of America, Cargill, CDW, Comcast, Edible Arrangements, Forever 21, Frito Lay, Great Wolf Resorts, Jack in the Box, MetLife, NIVEA, Pepsi and 7 Eleven. Additionally, 14 local companies have signed a pledge of support for Big Brothers Big Sisters.

## **Start Something Marketing Campaign**

2011 marked the launch of our new campaign. We are no longer seen only as an organization of volunteers. Our new campaign highlighted the fact that anyone can have a positive impact on the life of a child by getting engaged in our organization as a donor, advocate or volunteer. The impact of this campaign was an increase in critical engagement metrics (online donors, volunteer inquiries and child inquiries). Individuals and corporations throughout the country have answered the call to "Start Something" by getting involved.

## **Corporate Marketing Partnerships**

In 2011 we developed promotions to help raise awareness of our organization through marketing partnerships with supporting corporations. The advertising and marketing efforts with Comcast, Frito-Lay, American Eagle Outfitters, Forever, 21 and Edible Arrangements helped us to raise our brand profile and increase donor and volunteer participation.

# Recognition of Our Work and Impact



## Philanthropedia recognizes Big Brothers Big Sisters

Philanthropedia, a GuideStar company, recently named Big Brothers Big Sisters as the #1 high impact national nonprofit organization serving At-Risk Youth. Big Brothers Big Sisters was recognized by a panel of nationwide experts for the outcomes that they help achieve in youth development.



## The Bridgespan Group makes a compelling case for Big Brothers Big Sisters

The study entitled, "Growing Network Impact: How Nonprofit Networks are Raising the Bar on Results," illustrates how leading national organizations are working with their local chapters to create greater community and national impact. Big Brothers Big Sisters is highlighted as a network able to use systems and data to improve overall program performance.



## Recognition by the National Registry of Effective Program Practices (NREPP)

Following an arduous process of review, Big Brothers Big Sisters' community-based mentoring program received approval of NREPP's classification as a proven-effective prevention program, classification that recognizes leading evidence based programs.



**Big Brothers Big Sisters**

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