



**Big Brothers Big Sisters**  
of Greater Cleveland

# Big Brothers Big Sisters of Greater Cleveland

## 2009 Report to the Community



**Expanding horizons through the power of one-on-one mentoring**



## Letter to the Community

President Barack Obama's election unto itself has inspired the citizens of this great nation to have the hope and courage to believe that their dreams can be fulfilled. Even in the face of tremendous odds, we can make a better life for our families, especially our children. With his inauguration, we have taken a monumental step towards achieving a dream of true democracy that our forefathers had envisioned.

This extraordinary election has breathed new life into a society that has been desperate for leadership with a vision of hope. But, as President Obama has so eloquently declared, this is not just the responsibility of those who lead, but also of those who would be led. We must all come together as a country, as a community, as a family to make this a reality through service to the community.

President Obama has targeted youth mentoring among the initiatives as he has called upon all of Americans to serve the community. Participating in a print ad campaign in January 2008, President Obama's photograph is included with the headline "Be the change. Mentor a child." This comes on top of his request of the American people made in his July 2008 speech in Colorado, "We need your service, right now, in this moment – our moment – in history."

I am pleased to inform the community that the people of Greater Cleveland have begun to inter-

nalize this message and respond to the call for action. In 2008, our treasured volunteers made it possible for us to serve over 1,060 youth through one-on-one adult mentoring, four percent (4%) more than the previous year. The executive management team was fully staffed and developed the 3-year strategic business plan (2009-2011) that will take us into the next decade. Additionally, eight (8) corporate executives with great energy and vision joined the agency's board of directors. The business and foundation communities have also collaborated and partnered with us to enhance our outreach, safety and the quality of service.

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**You can be the change.  
You can build a legacy.  
You can make the  
difference.**

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Much has been achieved, but there's so much more to be done. We hold in our hands the power to make a difference and it cannot be wasted on inertia or indifference. We must rise up and reach out, particularly to the children of our community to give them a future that has been stolen from them by years of apathy, poverty and neglect. Who better to do this than a responsible adult volunteer mentor who devotes a mere four hours a month to a relationship with an at-risk youth? It's so simple yet so meaningful. And, if you are unable to volunteer, make a financial investment in our youth so others are able to do act.

When you serve a youth through Big Brothers Big Sisters, you serve our nation. You can be the change. You can build a legacy. You can make the difference.

Margaret A. Mitchell  
President and CEO

Belva Denmark Tibbs  
Board Chair



**The MISSION of Big Brothers Big Sisters of Greater Cleveland is to help children reach their potential through professionally supported one-to-one relationships with measureable impact.**

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**Our VISION is to provide successful mentoring relationship for all children who need and want them, contributing to better schools, stronger communities, and brighter futures.**

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### GUIDING PRINCIPLES

**SAFETY:** Commitment to the full protection of everyone who is involved in the agency and the safety of youth served is always the top priority.

**QUALITY:** Provide quality service, utilizing critical thinking skills and evidence-based practices in all areas.

**INTEGRITY:** Honest, consistent and open communication with parents, guardians, volunteers and children, ensuring all communication is clear and received as intended. Information is shared in a safe, mutually respected and non-threatening environment.

**DIVERSITY:** Foster cultural competency and inclusion among all agency stakeholders in order to embrace and understand individuals of all cultures, races, religions and ways of life.

**COLLABORATION:** Nurture innovation, collaboration, teamwork and develop strong relationships with all stakeholders.

**CUSTOMER SERVICE:** Stakeholders are served in a consistent, professional manner, delivering 100% customer satisfaction in all areas.

**TEAMWORK:** Foster an environment of teamwork that empowers individuals to make decisions with an openness to trying new things, recognizing successful outcomes.

**RESULTS:** Take initiative and be responsible and accountable for actions in order to accomplish the mission, creating value through teamwork and collaboration.

**FISCAL RESPONSIBILITY:** Wise and efficient use of resources with vigilant stewardship of donor contributions is valued. A long-term view of the financial needs of the organization ensures that new initiatives and ongoing operations have adequate funding.

**BALANCE:** Maintain a conscious balance between work and personal life to ensure optimal service to community stakeholders.



**TIM AND AUSTIN**

Tim McNamara has been a Big Brother for 6 years. He has been matched with his current Little Brother, 14-year-old Austin, for almost 4 years. Playing baseball, hiking outdoors or hanging out at the fire station where Tim is a firefighter – these are just some of the ways they find time to be in each other’s lives twice a month or more. “Big Brothers Big Sisters did a wonderful job matching us,” said Tim.

“Austin is such a positive and strong individual. I’m there to give him guidance and to be his friend – something many kids don’t have.” When Austin was asked, “What is the best thing about being matched to Tim?” he pointed to Tim and said, “Him!”

Although Austin’s parents are both hearing-impaired, Tim doesn’t let communication differences hinder their friendship. In fact, he has registered to take a sign language class so he can better relate to them.

“I consider Austin and his family to be a huge part of my life,” said Tim. “If I can improve our interaction and become even better friends with them simply by taking a sign language class, it’s worth it.”

Austin’s father considers Tim more than a friend. He’s part of the family. “His mother and I think it’s important for Austin to have a mentor from the ‘hearing world.’ Sometimes we have a difficult time explaining things about life to him. Tim teaches him about all these things and more. We are truly grateful to have Tim in our lives.” Yet Tim remains humble about the great impact he has had on the organization and on Austin. “I know that there are many great people doing the same thing as I am,” he said. “I do not feel like I do it better than any of them. BBBS is truly a great organization and I am extremely proud to be a part of it.”



**CARL AND NATHAN**

Newly matched Carl Kirkland and Nathan have hit it off very well. After only being a Big to Nathan, a 15-year old East Tech student, for 30 days, Carl has unofficially adopted Nathan into his family. They were matched through a program at Nathan’s school that matches at-risk youth with volunteers from the Cleveland Clinic. Carl explained that the two of them clicked instantly. They began to feel that meeting for an

hour on-site once a week was not sufficient, so Carl got the appropriate approval and began taking Nathan on other outings.

Carl was a Big when he attended Collinwood High School. He decided to rejoin the program as an adult because of his affiliation with Alpha Phi Alpha Fraternity Inc., which has adopted Big Brothers Big Sisters of America as their national non-profit organization. Coming from a single-parent household with two sisters, Carl graduated from high school, earned an undergraduate degree, and was in the first graduating class of MBAs from Myers College in 2002, where he is now teaching. He now has a family with two children of his own. When he was initially inspired to become a Big, his children were supportive and commended their father on his great kindness. These days, he includes Nathan in family events like going to dinner and attending sports events. Nathan, who comes from a troubled home, looks up to Carl as an inspiration. “He’s someone I can just open up to and I look up to him,” said Nathan.

Carl explains that, “Nathan calls me when he gets down and just wants to get away.” Carl is constantly trying to instill important values into Nathan. “As a man, you have to represent yourself as above and beyond,” Carl tells Nathan, “I look to you to be a role model for others.”



**BECKY AND MAKAYLA**

“My favorite part [of being a Little Sister] is playing with Becky,” said Makayla. “We love to color with the pens I got her for Christmas and do puzzles. We finished one in, like, five seconds!” Becky Balik began her mentoring relationship with Makayla a year and a half ago through a school-based Big Brothers Big Sisters program that paired up Kaiser employees with Littles at Hanna Elementary School. “I’m unable to have kids and had no kids in my life,” said Becky. “I wanted a chance to make a difference in a child’s life.”

Becky has no doubt turned Makayla’s life around. In just a year and a half, Becky has noticed that her Little is more talkative, excited, motivated and participates in more activities outside of the home. Makayla, an athlete, often comes over to Becky’s house to play basketball with her husband. Becky and Makayla also enjoy the Great Lakes Science Center exhibits, the zoo (where Makayla excitedly described her encounter with petting a sting-ray), attending sporting events and playing around with the bike Makayla received during the holidays compliments of a donation of 100 bikes from CVS.

The two meet every Monday at Hanna Elementary during lunch hour where they talk, eat and make plans for upcoming activities. The two are also active in the Community-Based Program, where they meet every other week outside of school and engage in different activities. “Being a Big is very meaningful,” said Becky. “Just watching Makayla grow is a lot of fun.”



**SHENA AND DE’JHA**

Shena Ellis has been a Big Sister for seven years, and has been matched with 16-year old De’Jha for five and a half of those years. She is helping De’Jha reach her full potential and is a role model for prospective Bigs. Shena says it has been rewarding to see the little girl blossom into a young lady. Now that De’Jha is a busy teen and Shena works and attends school, they see each other once or twice a month.

When it’s once a month, they spend the day together taking in a movie, going shopping, or bowling at the local lanes. “Sometimes it’s the simple things that are the most fun, like hanging out and eating chocolate,” says Shena. They call and text message each other, often daily, just to check in and see how the other is doing. De’Jha describes their match as “excellent.”

De’Jha is in the 11<sup>th</sup> grade now, and has grown into an honor roll student who tutors children in her spare time. She is exploring college options with an eye to teaching and is relying on her Big Sister for advice. Their relationship is a strong and stable one, built on a foundation of trust and openness and nourished by the support and cooperation of De’Jha’s mother. They are a huge part of each other’s lives. “Shena is just like a real sister and offers her wisdom,” De’Jha’s mother says. “This is a terrific match and just keeps getting stronger.”

De’Jha and Shena think of each other as real sisters. Shena is quite enthusiastic about her experience as a mentor, saying “this is the most perfect match and it’s everything I hoped for!”



## HISTORY

Big Brothers Big Sisters (BBBS) pioneered the youth mentoring movement in 1904 and remains the largest, oldest, and most well-respected youth mentoring organization in the country.

The organization was founded by a court clerk named Ernest Coulter from New York City. Mr. Coulter recognized the need for children to have a positive influence in their lives, so he called on his community members to volunteer their time as a friend to these children. He coined the name "Big Brother," in connection with this program, which would later evolve into Big Brothers Big Sisters of America. Today, over 250,000 children are served annually throughout the nation through the BBBS network.

Since 1956, the Cleveland Agency has expanded and enhanced programming under the original objective of providing an at-risk child with a caring adult volunteer. Throughout the 1990's the organization existed as Youth Visions, a decision that greatly diminished the profile of the agency.

At present, BBBS of Greater Cleveland (BBBS-GC) is the largest mentoring agency in Northeast Ohio. Volunteers have the opportunity to mentor a child in the community or at a site or school.

Either way, Littles benefit from the professionally supported mentoring relationship with carefully screened and trained Bigs.

The need for professional, evidence-based mentoring has never been greater than at this time in our history. As the leader in youth mentoring in Northeast Ohio, BBBS-GC is broadening its reach in Cuyahoga County to meet the community's call for effective solutions.

## MATCHING BIGS AND LITTLES

Volunteers apply to be "Bigs," (mentors) and families from the community or through their schools enroll children as "Littles," (mentees). Both parties complete and application and an interview. At the time of inquiry, Bigs and Littles choose to meet in their community or at a school/site. Their choice of match-type depends, for the most part, on how they were referred to the program. For example, children in a school-based match are most likely referred through their school

In addition to the application process, background checks and references are collected from potential volunteers to foster child safety. Furthermore, volunteers receive an orientation and mentor training prior to being matched. This can take place on an individual basis or in a group. Once matched, volunteers are supported on an ongoing basis by a Match Support Specialist. Families also benefit from the relationship with the Specialist through referrals to community resources for other needs or interests they may have.

The BBBS-GC Match Support Specialist monitors the safety of the child, talks through issues of the developing relationship, assesses areas of youth development identified during the intake and match support process, and solicits feedback on participants' satisfaction with the relationship. Regardless of their match type, Bigs generally meet with Littles four times per month to share time, experiences and activities that enrich both of their lives.

## SERVICES

### Community-Based Mentoring (CBM)

Community-based mentoring is the traditional Big Brothers Big Sisters relationship, where Bigs and Littles get together on their own to share in fun activities they both enjoy. Matches typically meet two or more times per month. It doesn't require a special occasion or expensive activity; all that is necessary is a few hours a month to share the simple things like shooting hoops, playing a board game, catching a movie or grabbing a pizza. Children who participate in a community-based match have been documented to demonstrate numerous benefits: they are 46% less likely to begin using drugs; 27% less likely to begin using alcohol; 52% less likely to skip school; 37% less likely to skip classes; and all CBM Littles have more confidence in their schoolwork and a better ability to interact positively with their families.

### Site-Based Mentoring (SBM)

Site-based mentoring is the fastest growing form of mentoring in America today. Kids enjoy it and parents know what a difference it makes. Some of the biggest proponents of SBM, however, are actually teachers. They see students come back from their one-hour-per-week mentoring sessions with confident smiles, ready to learn and succeed. SBM is not a classroom program, nor is it a form of tutoring; rather, it is one-to-one mentoring that takes place outside the classroom but in the comfort of a school setting. Of course, most Littles do talk with their SBM Bigs about class, and the match may work through homework or read together, but the relationship is primarily based on friendship and guidance. Children who participate in an SBM have been documented to improve academic performance and attendance, while reducing negative behavior at school. These same students have also developed higher expectations about their own future possibilities.

### Mentoring Children of Prisoners (Amachi)

Having a mother or father in prison can have a severely negative effect on a child's growth. In fact, a report commissioned by the U.S. Senate found that some 70% of children with at least one incarcerated parent will at some point themselves be incarcerated — unless they have positive adult intervention in their lives. This is why mentoring children of prisoners is a key component of Big Brothers Big Sisters' goal to reach more Littles, especially those who possess significant risk factors. "Amachi," a Nigerian word meaning "who knows what God has brought us through this child," is the name of an initiative that connects children of promise with mentors that are able to provide constant reassurance, listen, have fun and respect the parental bond.



## SUMMARY OF FINANCIALS

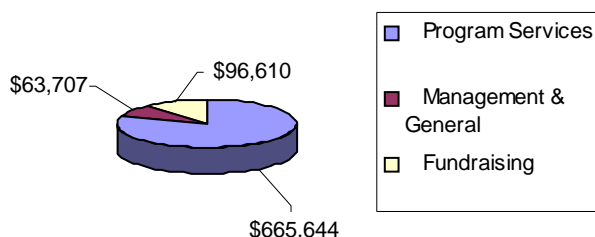
### Statements of Financial Position June 30, 2008 and 2007

ASSETS	2008	2007
Cash and Equivalents	\$273,859	\$257,174
Support Receivable	296,173	297,194
Prepaid Expenses	10,903	13,567
<b>TOTAL CURRENT ASSETS</b>	<b>580,935</b>	<b>567,935</b>
Property, Plant, Equipment, net of depreciation	4,467	7,950
Investments	180,133	207,458
Assets Held in Trust	711,761	781,739
Other Assets - Deposits	1,000	1,000
<b>TOTAL ASSETS</b>	<b>\$1,478,296</b>	<b>\$1,566,082</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts Payable	\$23,447	\$44,425
Accrued Expenses and Other Liabilities	7,803	7,418
Fiscal Agent Liability	32,753	57,553
<b>TOTAL CURRENT LIABILITIES</b>	<b>64,003</b>	<b>109,396</b>
<b>NET ASSETS</b>		
Unrestricted	97,952	113,291
Temporarily Restricted	673,972	657,137
Permanently Restricted	642,369	686,258
<b>TOTAL NET ASSETS</b>	<b>1,414,293</b>	<b>1,456,686</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,478,296</b>	<b>\$1,566,082</b>

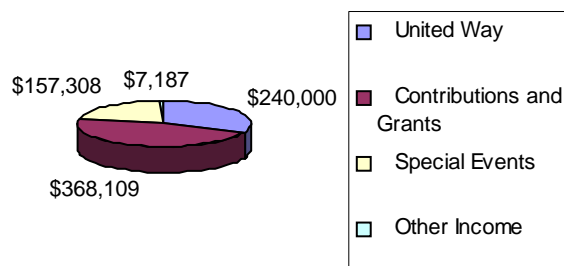
### Summarized Statements of Activities and Changes in Net Assets for the Years Ended June 30, 2008 and 2007

PUBLIC SUPPORT AND REVENUE	2008	2007
Public Support		
United Way	\$ 240,000	\$ 231,543
Contributions and Grants	368,109	408,599
Special Events, net of direct costs	157,308	211,477
Other Income	7,187	9,820
<b>TOTAL PUBLIC SUPPORT</b>	<b>772,604</b>	<b>861,439</b>
Revenues, Gains and Losses		
Fees and Contracts	67,404	18,290
Realized/Unrealized Gains on Investments	(30,476)	27,573
Loss on Uncollectible Pledges	-	(11,966)
Change in Value of Assets Held in Trust	(69,978)	81,728
Income from Trusts	30,027	29,399
Income from Investments	13,987	7,900
<b>TOTAL PUBLIC SUPPORT AND REVENUES</b>	<b>783,568</b>	<b>1,014,363</b>
<b>EXPENSES</b>		
Program Services	665,644	578,314
Management & General	63,707	51,504
Fundraising	96,610	91,804
<b>TOTAL EXPENSES</b>	<b>825,961</b>	<b>721,622</b>
Overall Change in Net Assets	(42,393)	292,741
Net Assets - Beginning of Year	1,456,686	1,163,945
Net Assets - End of Year	\$ 1,414,293	\$ 1,456,686

**Breakdown of Expenses,  
Year Ended June 30, 2008**



**Breakdown of Public Support,  
Year Ended June 30, 2008**



*The preceding are selected financial statements for Big Brothers Big Sisters of Greater Cleveland. The agency's annual audit was conducted by Dyer, Hughes, Roche & Wilson, Inc. For a complete set of the audited financial statements, please call the office at (216) 621-8223.*



Big Brothers Big Sisters  
of Greater Cleveland

## 2007-2008 LIST OF FOUNDATIONS AND CORPORATE DONORS

- The 250 Club
- Abe Glassman Memorial Fund
- Abington Foundation
- Aetna Foundation, Inc.
- ALD Group LLC
- Arby's Foundation, Inc.
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- Big Brothers Big Sisters of America
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- The Children's Guild
- Church of the Holy Angels
- Cleveland Foundation
- Cleveland Professional 20/30 Club
- Columbia Hills Country Club, Inc.
- Community Financial Services Association
- Continued Care Administrators, Inc.
- David and Inez Myers Foundation
- Deaconess Community Foundation
- Discount Drug Mart, Inc.
- Eva L. & Joseph M. Bruening Foundation
- Fedeli Family Charitable Foundation
- Florence Crittenton Services Fund
- Fraternal Order of Eagles #2436
- Gallo Displays
- Giant Eagle Foundation
- Greater Cleveland Community Shares
- The Harry K. Fox and Emma R. Fox Charitable Foundation
- Herbruck, Alder & Company
- Hitachi Medical Systems America, Inc.
- Jack Family Foundation
- Kaiser Foundation
- Keystone Threaded Products
- Kohl's Department Store
- The Lincoln Electric Company
- Lubrizol Foundation
- Medco Health Solutions
- Medical Mutual of Ohio
- National Black Caucus of States Institute
- Nestle Foundation
- Nestle USA
- Network for Good
- New York Life Foundation
- Ohio Boys Town, Inc.
- Ohio Concrete Resurfacing, Inc.
- Old Stone Church
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- The Plain Dealer
- Pro Bake, Inc.
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- Psi Omega
- Rent-A-Center
- S.K. Wellman Foundation
- Saint Luke's Foundation of Cleveland
- Scott Bader Commonwealth Limited
- Sisters of Charity Foundation of Cleveland
- South Euclid Hillcrest United Methodist
- Spangenburg, Shibley & Liber LLP
- Thomas H. White Foundation
- Todd E. Gardiner & Associates
- Tremco
- United Church of Christ
- United Health Group
- United Way of Allegheny County
- United Way of Greater Cleveland
- United Way of Summit County
- Wellman Products Group
- Western Reserve Association United Church of Christ

**We would like to thank all of our individual supporters and corporate donors that make our mission possible.**



**Big Brothers Big Sisters**  
of Greater Cleveland



**Big Brothers Big Sisters**  
*of Greater Cleveland*

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- **Monica Young**  
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**Big Brothers Big Sisters**  
of Greater Cleveland



# **Big Brothers Big Sisters** of Greater Cleveland

**Big Brothers Big Sisters of Greater Cleveland**

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**Community Partner**