This year was driven by our five-year strategic plan, Bigger Impact 2022. We are making BIG changes to the infrastructure supporting our network of agencies, focusing on improvements in technology, training, and branding.

Led by a task force of leaders from small, medium, and large agencies across the country and executed by our marketing and branding firm, Barkley, our Brand Transformation process started with intensive research. We launched the new brand internally in June 2018 at our National Conference and to the public in October 2018. The new brand has reinvigorated our message and our mission.
Guided by Research

In November 2017, our brand transformation began. The team from Barkley, led by the Affiliate Marketing Task Force and Michael Lawrence, CEO of BBBS of Kansas City, strategized and gathered data. Barkley conducted surveys, facilitated focus groups, and spent hours and hours interviewing our most important stakeholders: Bigs, Littles, parents, staff, and board members.

We learned a lot, and our new branding reflects our findings. But perhaps the most important insight that came out of our research was one we knew all along: You do not need to create potential, you just need to defend it. With research in hand and this powerful truth guiding our way, we converged around our new rallying cry: TOGETHER, WE ARE DEFENDERS OF POTENTIAL.

The Initial Reveal

Before sharing our new logo, colors, and messaging with the public, we revealed it at the National Conference in June 2018. When the logo was first unfurled on a black flag at the front of the stage, the Marching Falcons, a youth marching band from Kansas City, provided the suspenseful drum roll and fueled the celebration. With resounding approval and infectious excitement from agency representatives from across the country, we were ready to keep pushing in preparation for the nationwide launch.

Moving Forward as Defenders

On October 1, 2018, we shared our new look, colors, and messaging with the public, and we revealed it at the National Conference in June 2018. When the logo was first unfurled on a black flag at the front of the stage, the Marching Falcons, a youth marching band from Kansas City, provided the suspenseful drum roll and fueled the celebration. With resounding approval and infectious excitement from agency representatives from across the country, we were ready to keep pushing in preparation for the nationwide launch.

Agency leaders from around the country assembled for intensive branding workshops.

5 Months of digging deep into the data

80 Interviews with Bigs, Littles, match support specialists, board members, donors, and guardians

48 Potential lives within every child. Yet more than 8.5 million children in our country are still in need of someone who will stand in their corner. So we have sharpened our focus, reimagined how we do things, and modernized how we look and talk.

We are the new Big Brothers Big Sisters. We are here to defend every kid’s potential. We are ready to build the biggest possible future, together.

As we move into a new era for our organization, we feel confident that our new brand will help us recruit more Bigs and garner more financial support. We are ready to move effectively and powerfully stand up as Defenders of Potential.

The new Big Brothers Big Sisters logo reveal performance.

Previous logo

1993 – 2018

THE FUTURE LOOKS BIG

Potential lives within every child. Yet more than 8.5 million children in our country are still in need of someone who will stand in their corner. So we have sharpened our focus, reimagined how we do things, and modernized how we look and talk.

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IN REVIEW

150,438 MATCHES SUPPORTED THIS YEAR

OUR LITTLES

- 55% FEMALE
- 45% MALE
- AVERAGE AGE: 12.8 YEARS OLD

RACE/ETHNICITY

- 37% BLACK
- 31% WHITE
- 24% HISPANIC
- 2% ASIAN/NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
- 1% AMERICAN INDIAN OR ALASKA NATIVE
- 2% MULTI-RACE
- 3% OTHER

OUR BIGS

- 62% FEMALE
- 38% MALE
- AVERAGE AGE: 33.9 YEARS OLD

RACE/ETHNICITY

- 13% BLACK
- 66% WHITE
- 10% HISPANIC
- 4% ASIAN/NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
- 12% AMERICAN INDIAN OR ALASKA NATIVE
- 1% MULTI-RACE
- 4% OTHER

MATCH STATS

- COMMUNITY-BASED matches lasted an average of 30.5 MONTHS
- SITE-BASED matches lasted an average of 17.2 MONTHS

MATCH SUPPORT CONTACTS

- 1.3 MILLION MATCH SUPPORT CONTACTS
- Match Support Contacts are moments when professional staff check in with a Big, Little, or parent/guardian to strengthen the relationship.
Murray Miller became a Big Brother because he wanted to change one boy’s life. For 20 years, he spent hours each week volunteering with incarcerated men, helping them earn their GEDs, but he had a nagging feeling that he needed to do something focused on helping just one young man avoid the justice system entirely. He signed up to be a Big Brother and was matched with Little Brother Jolen. Six years later, Murray was named the 2018 Big Brother of the Year.

Little Brother Jolen’s mom signed him up to be a Little when Jolen was just 6 years old. Due to a shortage of male volunteers, Big Brothers Big Sisters Services, in Winston-Salem, North Carolina, had to keep him on a waiting list for three years before they were able to match him with a Big. Finding the right match was important, because Jolen’s mentor would have a big job ahead of him — help keep Jolen on the right path. Jolen’s father had been incarcerated since Jolen was an infant, and his mom wanted to be sure Jolen wouldn’t follow in his footsteps. “Mr. Miller has been that positive male role model that I’d hoped Jolen would have when I first decided to enroll him in Big Brothers Big Sisters,” Jolen’s mom says. “I wanted him to see and know men who were educated, weren’t committing crimes, and who cared about faith and community.”

Every chance he gets, Murray talks to Jolen about his future. He introduces him to members of his fraternity, Omega Psi Phi. He brings him to Wake Forest football games and events at college campuses, and as they walk the grounds or sit in the stands, he talks to Jolen about what it would take to succeed in college. “I said, ‘there’s nothing stopping you from going to a college like this,’” Murray says.

Now, Jolen is on the path to reaching his potential. He plays varsity football, loves checking out art museums with his Big Brother, and is certain that he is headed to college.

Jolen says he may even go into the military after he graduates college because he wants to follow in the footsteps of his Big Brother.
MYRA CAMINO first met her Little Sister, Saleen, when Saleen was just 6 years old and struggling to cope with the sudden loss of her father. Myra visited Saleen each week at school to play a game with her or help her with a project.

Myra and Saleen grew close right away, and Myra began to notice something troubling: Saleen had a bald spot. She was pulling out her hair, her eyebrows, her eyelashes. “I spoke to my match support specialist, and I knew I had to do something to help her,” Myra says. “I decided to help her create a memory book. I thought it would give her the opportunity to use her creativity to talk about her father and to relieve some of that stress.”

They did a lot of crying that first year of their match and they worked through a lot of feelings. Over time, Saleen began to cope in healthy ways. She stopped pulling out her hair. “With Myra by her side, my Saleen began to find her voice again and to build her confidence,” Saleen’s mom says.

A few years into their match, Myra was diagnosed with breast cancer. She dreaded having to tell Saleen. “This little girl had already experienced such a big loss in her life,” she says. “I didn’t want to contribute any more anxiety.” She and her match support specialist told Saleen together.

Myra went through months of treatments. She was vulnerable to infection, so there were stretches of time when she couldn’t see Saleen. Instead, they called each other and sent cards. “Myra was so committed and strong for my daughter at a time when she honestly didn’t have to be,” Saleen’s mom says.

Recently, Myra’s doctors pronounced her “NED,” or “No Evidence of Disease.” She is back to seeing Saleen regularly. As Big Brothers Big Sisters of America’s National Big Sister of the Year, Myra is looking forward to celebrating her five-year match anniversary with her Little Sister and continuing to teach her lessons that will inspire and empower her potential.

“WITH MYRA BY HER SIDE, MY SALEEN BEGAN TO FIND HER VOICE AGAIN AND TO BUILD HER CONFIDENCE.”

Saleen’s Mom
Big Brothers Big Sisters agencies across the country are constantly working on the goal of recruiting more male mentors. Nationwide, only 38% of our Bigs are male, even though 61% of the youth on our waiting lists are boys.

In 2000, BBBS of Colorado started an innovative program to recruit more male mentors: Sports Buddies. The idea was that Bigs and Littles would spend 2-4 hours two Saturdays a month doing a sports-related activity organized by BBBS of Colorado.

When Big Brother Kadir, a Salesforce system administrator, became a permanent resident of the United States, he decided right away that he wanted to give back to his community. He signed up for Sports Buddies, and, in 2009, he was matched with Little Brother Remy.

Remy’s mom wanted her son to have a Big because she knew that, with his dad living out of state, he needed a male role model nearby. “As a single mom, I can’t do all I need to do for Remy,” she says. “I knew he needed a mentor in his life that could show him what I couldn’t show him.”

For busy professionals, it can be challenging to make time for mentoring. To solve this problem and recruit more volunteers, BBBS of Miami invested in a program called School-to-Work. In 2006, they began working with companies to recruit employees to become Bigs and to create mentoring opportunities during the workday. Today, they have grown the number of companies participating in the Miami area to 59.

One of their most successful School-to-Work programs takes place at Greenberg Traurig, an international law firm. Through this program, Big Brother Matt, Senior Chairman of Greenberg Traurig, was matched with Little Brother Fritz, a friendly, open, young man who has a lot of ambition and has overcome a lot of challenges in life already.

“Fritz wanted to learn more about the world, not only the business side, but also travel and have experiences that he had not had,” Matt says. “His time at Greenberg Traurig opened up things that he had never experienced and really had never seen or known about. We spent a lot of time talking about how I grew up, got educated, traveled, and my business experience over the years. We also talked quite a lot about Fritz’s goals, his education, and what he needed to do to go to college.”

Fritz and Matt spent time together one-on-one for a half day once a month. Professional staff from BBBS of Miami arrange transportation, facilitate career workshops, and support the one-on-one relationships.

Matt feels confident that Fritz will reach his goals of working as a nurse or medical tech and getting involved in the real estate business, like his Big Brother. “I am very proud of his initiative in both regards,” Matt says. “He is currently enrolled in college and working two jobs on the side in pursuit of both goals.”

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Big Brothers Big Sisters of America manages federal grants from the Department of Justice’s Office of Juvenile Justice and Delinquency Prevention (OJJDP) and passes those funds through to 64 agencies across the country.

THOUSANDS OF MATCHES ARE CREATED WITH FEDERAL GRANT FUNDS

IN OUR MOST RECENT OJJDP GRANT REPORTING PERIOD, OUR AGENCIES SERVED:

- 4,688 YOUTH
- 89.4% of youth increased social competence
- 99.9% of youth who had been previously involved with the juvenile justice system did not commit another crime

BBBS OF TAMPA BAY was able to match Big Sister Jenny with Little Sister Nevaeh because of OJJDP grant funding. Nevaeh is 6 years old, and she lives in a busy house with four other kids – her two siblings and her caregiver’s two children. Her caregiver knew she needed individual attention, so she signed her up to become a Little Sister.

“Since there’s so many people in the house, it’s important for Nevaeh to have one-on-one time with someone, so she knows she’s important,” Nevaeh’s caregiver says.

To work on Nevaeh’s concentration and comprehension, Big Sister Jenny reads with Nevaeh at the library, and to encourage her to keep moving forward, she has taken her to the local rock-climbing gym.

At their first rock-climbing class, Little Sister Nevaeh wasn’t intimidated by the size of the wall or wary of the other climbers nearby. “She wouldn’t stop until she got to the top,” Big Sister Jenny says. As she grows older, Jenny will be there to ensure that attitude keeps her focused on her future.
Jennifer’s Big Sister was Michelle, who was patient and consistent. “I would stare out the window during our long car rides, lost in thought,” Jennifer says. “I struggled to come up with something that seemed worthy of being shared.” But Michelle never pushed. She asked questions about school, her home life, hobbies, likes and dislikes, and gave me all the time I needed to open up.”

Now, 18 years after they first became Big Sister and Little Sister, Jennifer and Michelle are still close. Michelle encouraged Jennifer to embrace all that college had to offer, coached her through the decision to study abroad in France, and attended her wedding as an honored guest. They consider one another family.

Over the past two years, Big Brothers Big Sisters of America has prioritized trauma-informed care training for Bigs and staff. In 2017, nearly 500 BBBS staff members participated in an in-person workshop on trauma-informed care. Working with the nonprofit organization Futures Without Violence and with funding from the S.D. Bechtel, Jr. Foundation, Big Brothers Big Sisters of America developed an interactive, online training for volunteer Bigs, which will be available through our learning management system. This training highlights the prevalence of childhood exposure to violence and trauma, and teaches how caring adults can help mitigate these effects and help youth develop resilience.

TRAI NTING OPPORTUNITIES FOR AGENCY LEADERS & STAFF

Big Brothers Big Sisters of America’s Strategic Plan, Bigger Impact 2023, prioritized training for agency leaders and staff, so during the last fiscal year, we launched dozens of new training opportunities. As part of the LGBTQ Youth Mentoring Enhancement Initiative funded by the Altria Group, we provided training to agency staff on topics related to LGBTQ awareness and inclusivity. Across 20 pilot sites, 544 staff completed an intensive training session on LGBTQ foundations/awareness, risks, issues, and best practices for creating inclusive programs. Pilot sites used this information to develop local trainings, resulting in 1,763 Bigs trained. Additionally, through in-person and online trainings, 195 agency staff from across the network participated in LGBTQ awareness training.

We also convened five in-person trainings, which brought more than 400 agency staff and leaders together in Salt Lake City, Buffalo, Dallas, Milwaukee, and Louisville. Another key strategy for providing more training was developing a new online learning management system, which was launched in April. This new learning platform, The Learning Exchange, was built on Cornerstone, a powerful learning management system, and brings more than 500 BBBS staff members to the network. The Learning Exchange includes over 350 courses, which will be available through our learning management system. This training highlights the prevalence of childhood exposure to violence and trauma, and teaches how caring adults can help mitigate these effects and help youth.

TRAI NING OPPORTUNITIES LAUNCHED SINCE APRIL 2018, INCLUDING:

- Introduction Trauma-Informed Care for Volunteers
- Introduction to Trauma-Informed Care for Professional Staff
- LGBTQ Awareness Course
- Introduction to the Standards of Practice*
- The Standards of Practice Training Series*
- Introduction to the Service Delivery Model*
- Cultural Competency in Mentoring
- New CEO Orientation
- New Volunteer Pre-Match Training
- New Fundamentals of Youth Protection

Most importantly, having a cutting-edge learning management system helps ensure that the knowledge gained throughout our network can be shared with colleagues around the country and used to create more supported, meaningful mentoring relationships.

The Learning Exchange’s webinars, weekly audio series, and skill-based trainings are mobile-friendly and will be fully compatible with our new match management system.

**Updated for New Standards adopted by the Network in 2018.

Funded by the FCA Foundation and the Fidelity Charitable Trusts’ Initiative.**
In St. Louis, Missouri, nearly 1,000 agency leaders, corporate and community partners, and mentoring experts came together to share knowledge, celebrate achievements, and learn new ways to serve America’s youth.

AGENCY & BOARD OF THE YEAR

There are 257 agencies in the Big Brothers Big Sisters Federation. These agencies go above and beyond to fulfill the mission of Big Brothers Big Sisters and meet the needs of their communities. Each year, we recognize agencies and Boards that have met key revenue and service goals.

Small-Mid Agency Alliance Agency of the Year
Big Brothers Big Sisters of Southern Minnesota

Mid-Large Agency Alliance Agency of the Year
Big Brothers Big Sisters of Central Indiana

Large Agency Alliance Agency of the Year
Big Brothers Big Sisters of Eastern Missouri

Small-Mid Agency Alliance Board of the Year
Big Brothers Big Sisters of Snohomish County

Mid-Large Agency Alliance Board of the Year
Big Brothers Big Sisters of the Midlands

Large Agency Alliance Board of the Year
Big Brothers Big Sisters of the Sun Coast

CORPORATE & INDIVIDUAL AWARDS

Each year, we honor the exceptional corporate and community partners and individuals who champion our mission and empower potential throughout the country.

President’s Award
S.D. Bechtel, Jr. Foundation

Community Impact Award
Federated Insurance

Charles G. Berwind Lifetime Achievement Award
Alan J. Bernon

Common Good Award
Gary Moore

2017 PINNACLE AWARD WINNERS

BBBS of Metro Milwaukee
3 Consecutive Pinnacle awards

BBBS of Northeast Iowa
2 Consecutive Pinnacle awards

BBBS of Utah
2 Consecutive Pinnacle awards

BBBS of the Midlands
2 Consecutive Pinnacle awards

BBBS of Central Indiana
2 Consecutive Pinnacle awards

BBBS of Southern Minnesota
2 Consecutive Pinnacle awards

PINNACLE AWARDS

Growing the number of Littles matched with Bigs and empowering those relationships requires training, strategic thinking, and dedication.

Agencies that meet or exceed specific criteria related to the length and quality of Big-Little matches and the financial growth of the agency for at least two consecutive years are honored with the Pinnacle Award.

In 2018, BBBS of Metro Milwaukee received its third consecutive Pinnacle Award. Their Technology-Enhanced Mentoring Program has given the agency more opportunities for funding and recruitment, and has provided the community a way to boost graduation rates and college and career readiness.
Thank you to the Centene Corporation for its in-kind gift of printing services for this annual report.
Little Brother Anawat
Throughout the past year, we worked with the Affiliate Marketing Task Force and the marketing firm Brickley on our brand transformation, which we revealed to the network at our National Conference in St. Louis. We are already seeing how this rebranding is reinvigorating our mission.

The third area of investment has been training. Through our new online learning management system, The Learning Exchange, and a host of regional and national trainings, we have provided better training to ensure all staff have the information and skills they need to effectively serve youth and create sustainable agencies. The National Board is committed to supporting our agencies throughout the country as they innovate, engage, strengthen, and grow. On behalf of the Board of Directors, I want to thank all who were embarking on a new era for Big Brothers Big Sisters, and the excitement from that day has continued. All of us see potential in every child. Many times, that potential is encouraged and ignited, but not always. Sometimes, a young person’s potential can become harder to realize as they navigate difficult circumstances and face obstacles. If a young person drops out of high school, becomes addicted to drugs, or enters the criminal justice system, their enthusiasm for the new look and language was apparent. We were aching in January 2019.

The second has been the exciting rollout of our rebranding. With Matchforce, which will replace our antiquated database, we can be best positioned for growth, both in the number of children served, and in the impact we have on every young person we serve. The new system has been built and is scheduled to go live in February 2019.

The first is the building of our new match management system, Matchforce, which will replace our antiquated database. With Matchforce, we will track every match across the country, providing invaluable data on outcomes and ensuring compliance with our high standards. The new system has been built and is scheduled to go live in February 2019.

During our National Conference in St. Louis this past June, a marching band from Kansas City came into the ballroom to announce the unveiling of our new logo and new brand. As the young people marched and danced to the drumbeat, I looked across the room at our agency leaders and staff. These are the people who work hard every day to make matches between Bigs and Littles and to carefully support each mentoring relationship for the best possible outcomes. Their enthusiasm for the new look and language was apparent. We were embarking on a new era for Big Brothers Big Sisters, and the excitement from that day has continued. All of us see potential in every child. Many times, that potential is encouraged and ignited, but not always. Sometimes, a young person’s potential can become harder to realize as they navigate difficult circumstances and face obstacles. If a young person drops out of high school, becomes addicted to drugs, or enters the criminal justice system, their enthusiasm for the new look and language was apparent. We were aching in January 2019.
of Littles report maintaining or improving their attitudes towards risky behaviors.

How a child feels about others their age engaging in certain risky behaviors such as using tobacco, skipping school, or hitting someone is associated with actual negative behaviors and violence.

of Littles maintained or improved their sense of belonging by peers or feeling socially accepted. Mentoring can help facilitate peer relationships and social acceptance, which have been linked to a range of positive outcomes, including school achievement, improved conduct, and a lower likelihood of dropping out.

of Littles report feeling they have a more understanding and respectful relationship with their parent or guardian. Strong parental relationships have been associated with improved grades and attendance and reduced substance use.

of Littles sustained or improved their grades. Higher grades are linked to high school graduation rates.

of Littles plan to graduate high school and college. Mentoring has been linked to higher educational and vocational aspirations, which have been shown to predict long-term school performance and standardized test scores.

of Littles report having a special adult in their lives, which is associated with improvements in school performance and mental health, as well as decreased delinquency.

of Littles report maintaining or improving their confidence in doing school work. Researchers often see increases in scholastic competence before improvements in grades.

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AFTER AT LEAST A YEAR OF MENTORING

In 2017, 100% of youth enrolled in our Community-Based programs showed improvement or maintenance in at least three outcomes areas after at least one year of mentoring. Collectively, youth enrolled in both our Community-Based and Site-Based programs improved in all seven outcome areas.

This data also helps Big Brothers Big Sisters agencies take a deep look at their programs and see the difference they are making for youth in their communities. In 2017, when we were crafting our five-year strategic plan, Bigger Impact 2022, agencies said they needed even more data. Our Research and Evaluation team worked with experts in the field to revise our tools and pilot a new Youth Outcomes Survey and Child Outcomes Survey (for younger Littles) in 2016-2018. In 2019, these updated tools will be in use throughout the network.

In addition to the existing constructs (shown in the stats to the left), the new Youth Outcomes Survey also measures:

- Bullying
- Life satisfaction (including mood, happiness, and depressive symptoms)
- Social-emotional learning concepts (including goal-setting and emotion regulation)
- Special interests and hobbies
- Presence of a special adult (including the role that person plays in the child’s life – a teacher, a Big, etc.)
- Risky behaviors and juvenile justice involvement (including actual behavior – previous YOS measured attitude about behavior)
- Future plans (including college, military, work)

Big Brothers Big Sisters’ mentoring programs have endured for over a century because our model of matching one adult with one youth and supporting that relationship creates positive change. We know it works because we see youth overcoming challenges and working to reach their potential. We know it works because we carefully track youth outcomes year after year.

At the start of every match, Big Brothers Big Sisters staff members survey Littles about their current beliefs, behaviors, and achievements. This tool is called the “Youth Outcomes Survey,” and it helps agencies understand what a Big and Little can work on over the next year. When staff re-administer the survey after a Little has been matched for a year, staff compare those results with the pre-match results to see what progress has been made.

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FUNDATION AND CORPORATE GRANTS

$1,000,000+
• Allen Group
  • Bristol-Myers Squibb Foundation
  • Citi Foundation

$500,000-$999,999
• Aftcara
  • Douglas J. Haidasz Foundation
  • The Hillman Group

$250,000-$499,999
• Mullinax Family Charitable Trust
  • Anheuser-Busch
  • Anheuser-Busch InBev

$100,000-$249,999
• Ashley Health Foundation
  • AstraZeneca
  • Avon Products

$50,000-$99,999
• Ashley Furniture
  • Aspirus
  • Atlantic Health Systems

$10,000-$49,999
• Ashley Asset Management
  • Ashley Homestore
  • Ashley-Contemporary Bedroom

$5,000-$9,999
• Ashley Furniture Industries
  • Ashley HomeStore
  • Ashley’s

$1,000-$4,999
• Ashley Furniture Industries
  • Ashley HomeStore
  • Ashley’s

$500-$999
• Ashley Furniture Industries
  • Ashley HomeStore
  • Ashley’s

$100-$499
• Ashley Furniture Industries
  • Ashley HomeStore
  • Ashley’s

Our Donors

IN KIND SUPPORT

We appreciate our in-kind gift donors for their dedication to our agencies and the National Office in public service as well as the Combined Federal Campaign and other state and private workplace programs.

Our Generous Supporters

For more information about our supporters, please visit our website at hillimpact.org/sponsors.
Our Foundation Partners

Our Foundation Partners

THE ALTRIA GROUP

For more than 20 years, Altria’s tobacco companies have invested in programs and overall capacity-building efforts that promote positive youth development and help prevent youth from engaging in risky behaviors, including underage tobacco use. We have been fortunate to work with Altria to support these mutual goals and have received close to $40 million over the past two decades to expand our one-to-one mentoring programs within their priority communities and beyond.

This year, Altria’s funding enabled us to continue participating in their SUCCESS® program, which encourages agencies to work with other local youth-serving organizations to address the needs of Little (and their families). Altria has also helped us to further develop our Technology-Enhanced Mentoring program, which is designed to help high school students prepare for postsecondary success, and helped us to expand our LGBTQ initiative, which helps agencies ensure their programs are inclusive.

THE COMCAST FOUNDATION

Each year, more than 400 Comcast NBCUniversal employees donate thousands of volunteer hours to mentor youth in the company’s largest workplace mentoring program: Beyond School Walls, which is now in its 10th year. More than 1,000 Littles have participated in the Comcast Beyond School Walls mentoring program, with an average match length of nearly two years. Littles meet at Comcast NBCUniversal offices regularly during the school year for one-to-one mentoring sessions with their Bigs, Comcast employees. Youth learn about digital inclusion, technology, career preparation, and the skills needed to be successful in the workplace.

Big Brothers Big Sisters of America has partnered with Comcast NBCUniversal since 2008, and Comcast NBCUniversal is the featured sponsor of the Big Brothers Big Sisters of America Rigs of the Year awards. This honor is given each year to a Big Brother and Big Sister who have made an extraordinary impact in the lives of their Littles. Comcast NBCUniversal has also involved many agencies in its national day of philanthropy, Comcast Cares Day, and the company’s donation of tens of millions of dollars’ worth of airtime for public service announcements has helped us reach even more people and encourage them to become mentors.

S.D. BECHTLER, JR. FOUNDATION

A primary funder of our year-long strategic planning process, the S.D. Bechtel, Jr. Foundation also became the first foundation to invest in the initiatives outlined in our strategic plan, Bigger Impact 2022. Their investment in our new learning management system (The Learning Exchange), our new match management system (MatchforceSM), enhanced agency and volunteer training, agency peer-to-peer coaching, agency sustainability, local board and fund development training, and trauma-informed care training has strengthened the Big Brothers Big Sisters network.

FIDELITY Charitable

Fidelity Charitable Trustees’ Initiative this year helped build our new learning management system, The Learning Exchange. More than 17,000 volunteers and staff members are now able to access trainings on the new system. Through The Learning Exchange, agencies can assign and share courses with staff and volunteers, run customized reports on course completion, and collaborate with their peers around specific topics in community groups. The Learning Exchange allows the entire Big Brothers Big Sisters network to share knowledge, build on best practices, and learn new skills in order to serve more youth with high-quality mentoring relationships.

FCA FOUNDATION

Our new partnership with the FCA Foundation, the charitable arm of North America automaker FCA US LLC, was instrumental in launching The Learning Exchange, our new online learning management system, and ensuring program staff and agency leaders across the country could access in-person learning opportunities. Twenty-four agencies received funds to send at least one staff member each to a 2017 Regional Training and the 2018 National Conference.

THRIVENT MUTUAL FUNDS

Thrivent Mutual Funds became a National Bowl For Kids’ Sake sponsor in 2018, supporting the largest peer-to-peer fundraising campaign of any youth serving organization. Thrivent Mutual Funds supported agencies in Birmingham, Alabama; Atlanta, Georgia; St. Paul, Minnesota; San Antonio, Texas; Albuquerque, New Mexico; and Tampa, Florida, and helped them raise over $830,000. Of the funds raised from Bowl For Kids’ Sake, 100% stays in local communities. Nationwide, Bowl For Kids’ Sake raised over $22,000,000 in 2018.

Our Foundation Partners
**2018 STATEMENT OF ACTIVITIES**

**Public Support and Revenue**

<table>
<thead>
<tr>
<th>Source</th>
<th>2018</th>
<th>2017</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public support</td>
<td>$20,824,555</td>
<td>$12,834,591</td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Government funding</td>
<td>$7,003,035</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$7,003,035</td>
</tr>
<tr>
<td>Revenues</td>
<td>$2018,035</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$2018,035</td>
</tr>
</tbody>
</table>

**Revenues**

- Memberships: $3,401,797
- Investment income: $(179,797)
- Other income: $628,970

**Total Public Support and Revenue**: $27,827,590

**Expenses**

- Program services: $8,364,186
- Agency support/services/technology: $15,430,766
- Child safety/standards/compliance: $1,306,986
- Support Services: $2,087,865

**Total Expenses**: $27,189,803

**Change in Net Assets**: $(41,187)

**Net Assets, end of year**: $10,602,157

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**STATEMENT OF FINANCIAL POSITION**

**Assets**

<table>
<thead>
<tr>
<th>Type</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 2,456,943</td>
<td>$ 5,447,055</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>316,471</td>
<td>366,271</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>5,642,525</td>
<td>4,345,688</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>103,787</td>
<td>126,428</td>
</tr>
<tr>
<td>Property and equipment</td>
<td>55,803</td>
<td>141,471</td>
</tr>
<tr>
<td>Investments</td>
<td>6,019,377</td>
<td>2,093,351</td>
</tr>
<tr>
<td>Beneficial interest in trust</td>
<td>69,773</td>
<td>8,316</td>
</tr>
<tr>
<td>Endowment investment</td>
<td>3,164,314</td>
<td>281,182</td>
</tr>
</tbody>
</table>

**Total Assets**: $17,877,279

**Liabilities**

- Notes payable: $–
- Grants payable to local agencies: $4,984,850
- Deferred revenue: 909,904
- Accounts payable & accrued expenses: $1,380,280

**Total Liabilities**: $7,275,122

**Net Assets**

- Unrestricted: $3,323,397
- Board designated: 100,000
- Temporarily restricted: 6,899,030
- Permanently restricted: 279,730

**Total Net Assets**: $10,602,157

**Total Liabilities and Net Assets**: $17,877,279

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**2018 STATEMENT OF ACTIVITIES**

**2018 STATEMENT OF ACTIVITIES**

**Unrestricted**

<table>
<thead>
<tr>
<th>Source</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public support</td>
<td>$26.1 MILLION</td>
<td></td>
</tr>
<tr>
<td>Affiliate Dues</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Corporate/ Foundation Grants</td>
<td></td>
<td>56%</td>
</tr>
<tr>
<td>Individual</td>
<td></td>
<td>34%</td>
</tr>
</tbody>
</table>

**Funding sources**

- Government Grants: 27%
- Corporate: 19%
- Affiliate Dues: 13%
- Individual: 19%
- Corporate/ Foundation Grants: 5%

**EXPENSES**

- Program Services (26%)
- Support Services (8%)
- Agency Support (5%)
- Program Implementation (31%)

**Our Finances**

- Fundraising: 4%
- Management and General: 4%
- Child Safety: 5%

**Our Finances**

**Funding given this fiscal year to agencies by the National Office through grants and partnerships**: $12.2 MILLION

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*The 2018 financial overview is a summary of the June 30, 2018, audit by Crowe Horwath, which represents the financial statements of Big Brothers Big Sisters of America in compliance with generally accepted accounting principles. Crowe Horwath issued an unqualified opinion on the financial statements for Fiscal Year 2018 (July 1, 2017-June 30, 2018). The full audit is available on our website.

*In-kind services included in expenses: $4.8M program services

†Funding sources do not include in-kind.
Thank you to the Centene Corporation for its in-kind gift of printing services for this annual report.