Welcome

My first two years as CEO of Big Brothers Big Sisters of America have been a journey I would best describe as historic, unprecedented, remarkable, emotional, and incredibly fulfilling. I have been inspired by many leaders who blazed a trail before me, and it became my ultimate goal to bring BBBSA to new heights with new programs, fundraising, and initiatives focusing on justice, equity, diversity, and inclusion (JEDI). I am honored and proud to be leading our mission to help empower all young people and provide the life-long diversity and inclusion (JEDI). I am committed to furthering our new programs, fundraising, and initiatives focusing on justice, equity, diversity, and inclusion (JEDI)

I am excited to build on our successes and look towards the future. We've built an incredible foundation that will allow us to build on our successes and take our organization to the next level.

I have a strong commitment to diversity, equity, and inclusion. I believe that every child deserves a safe and loving home, and that every child deserves the opportunity to reach their full potential.

I am committed to ensuring that our organization continues to grow and thrive. I believe that we are on the right track, and I am confident that we will continue to make progress.

I am looking forward to working with all of you to achieve our goals and make a positive impact in the lives of children and families.

Thank you for your support and your commitment to our mission. Together, we can make a difference in the lives of children and families.

Artie Stevens
President & CEO
Big Brothers Big Sisters of America
Outcomes: Each year a match has been active, these results are on year over year. When staff re-administer the survey, agencies understand what a Big and Little can work on together. These surveys help for Littles 10 and younger. These surveys help for Littles 11 and older and Child Outcomes Survey is done by using the Youth Outcomes Survey (YOS) current feelings, behaviors, and achievements. This measure is not a clinical assessment. Depression in childhood and adolescence can negatively impact interpersonal relationships and cognitive development. This measure is not a clinical assessment.

97% of Littles reported avoiding or reducing substance use. Risky behavior in childhood and adolescence is associated with negative physical and mental health outcomes later in life. When Littles cease or avoid altogether this risky behavior, they help set themselves up for future success.

96% of Littles reported having or making plans for graduating high school and pursuing college or a vocation. Mentoring has been linked to higher educational and vocational aspirations, which in turn are predictive of better performance in school.

90% of Littles reported having or gaining a sense of emotion regulation. Emotion regulation influences physical and mental health and is associated with great social competence, which in turn is predictive of better performance in school.

88% of Littles reported staying on track with or improving their school grades. Self-reported school performance, and positive wellbeing.

85% of Littles reported strong or increasing social competence. Mentoring can help facilitate peer relationships and social acceptance, which are linked to a range of positive outcomes including improved mental wellbeing, academic achievement, and a lower likelihood of dropping out of school.

84% of Littles reported avoiding or reducing substance use. Risky behavior in childhood and adolescence is associated with negative physical and mental health outcomes later in life. When Littles cease or avoid altogether this risky behavior, they help set themselves up for future success.

75% of Littles reported or making plans for graduating high school and pursuing college or a vocation. Mentoring has been linked to higher educational and vocational aspirations, which in turn are predictive of better performance in school.

As we set a course for the future, our why and our how are only as strong as what we do to bring them life.

It’s amazing to consider that for more than a century, we have established the model on delivering proven mentoring with evidence-based effectiveness, safety, affordability for our families and scalability to go where kids go.

Here are a few Agency Spotlights emphasizing the innovative ways our network is delivering results for their community.

Our What is deepening, growing and sustaining our impact so that more kids who need us experience the power of our mission. And that starts with a big and bold vision that unites us as a network.

For Big Brothers Big Sisters our vision is clear: To Empower Every Kid on the Path to Graduate with a Plan for their Future and a Mentor for their Lifetime. It’s a vision to empower ALL kids from ALL backgrounds through mentorship—so that they break down barriers, seize opportunities and follow their unique path in life.

FY22: FY 21: July 1, 2020 - June 30, 2021 • FY 22: July 1, 2021 - June 30, 2022

**FY 21:** July 1, 2020 - June 30, 2021 • **FY 22:** July 1, 2021 - June 30, 2022
OVER 380,000 BIGS & LITTLES SERVED

More than 1.3 MILLION Nationwide Match Support Contacts

MATCH STATS

2 ½ YEARS
Community-based average match length

Nearly
2 YEARS
Site-based average match length

More than 230 agencies in
over 5,000 communities in
50 states

NETWORK

OUR LITTLES

OUR BIGS

RACE

GENDER
In May 2022, Big Brothers Big Sisters of America and 38 agencies received a one-time gift of $122.6M from philanthropist MacKenzie Scott, to support the organization in furthering its mission to ensure every young person has access to powerful mentoring experiences that empower them for success in school, life and career.

This extraordinary gift demonstrates the importance of investing in mentorship to build and strengthen communities and society as a whole.

“This unprecedented investment is the largest donation from a single individual in the organization’s history and serves as a catalyst to create more innovative mentoring solutions for all kids from all backgrounds.

This gift was made possible due to the incredible work of this network – every BBBS professional, board member and our remarkable Bigs, Littles, volunteers, and donors who support our mission.

We hope that MacKenzie’s generosity and acknowledgement for the greater Big Brothers Big Sisters movement inspires more people to consider supporting our mission to impact kids with positive mentoring relationships.

Thank you!
STATEMENT OF FINANCIAL POSITION
JUNE 30, 2022 AND 2021

ASSETS

2022 2021
Cash and cash equivalents $ 42,920,751 $ 9,864,339
Accounts receivable from affiliated agencies (net of allowance for doubtful accounts of $75,000 in 2022 and 2021) 637,528 588,812
Contributions and government grants receivable 7,773,664 4,905,743
Prepaid expenses and other assets 1,729,103 1,326,615
Property and equipment 3,461,761 2,407,302
Investments 3,049,904 6,079,669
Beneficial interest in trust 2,723 2,723
Endowment investments 1,750,314 2,277,397
Total assets $ 57,197,424 $ 21,265,631

EXPENSES
Program Services 85%
Program Implementation 18%
Youth Protection 18%
Support Services 15%
Fundraising 15%
Management and General 15%

LIABILITIES AND NET ASSETS
Grants payable to local agencies 7,629,466 4,359,786
Deferred revenue 1,252,929 1,274,089
Accounts payable & accrued expenses 1,106,935 885,081
Loan payable 2,157,400 -
Total liabilities 9,989,330 8,676,356

Net Assets
Without Donor Restrictions 42,691,797 6,132,178
Board designated 100,250 100,250
Total net assets without donor restrictions 42,792,047 6,232,428
With Donor Restrictions 4,416,047 6,356,847
Total net assets 47,208,094 12,589,275

Total Liabilities and Net Assets $ 57,197,424 $ 21,265,631

STATEMENT OF ACTIVITIES
YEAR ENDED JUNE 30, 2022

PUBLIC SUPPORT AND REVENUE

Without donor restrictions With donor restrictions Total
Public Support Contributions and grants $ 47,054,645 $ 1,148,280 $ 48,202,925
Government funding 12,688,364 - 12,688,364
Corporations and foundations 4,781,276 - 4,781,276
Total $ 64,424,285 $ 1,148,280 $ 65,572,566

Revenues
Membership 5,454,463 - 5,454,463
Investment income (238,967) (527,083) (766,050)
Total 5,215,496 (527,083) 4,688,413

Total Public Support and Revenue 73,386,933 (1,940,800) 71,446,133

EXPENSES
Program services 85%
Program Implementation 18%
Youth Protection 18%
Support services 15%
Fundraising 15%
Management and General 15%

Total expenses 36,827,314 - 36,827,314

Change in Net Assets 36,559,619 (1,940,800) 34,618,819
Net assets, beginning of year 6,232,428 6,356,847 12,589,275
Net assets, end of year $ 42,792,047 $ 7,596,515 $ 47,208,094

*The 2022 financial overview is a summary of the July 1, 2021 - June 30, 2022 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 2022 (July 1, 2021 - June 30, 2022). The full audit is available on our website.

**The significant change in revenue was in part due to the generous gift from MacKenzie Scott, referenced on page 9.
# 2021 Statement of Activities

**Year Ended June 30, 2021**

## Public Support and Revenue

<table>
<thead>
<tr>
<th></th>
<th>Without donor restrictions</th>
<th>With donor restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Support</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions and grants</td>
<td>$7,223,818</td>
<td>$1,118,114</td>
<td>$8,341,932</td>
</tr>
<tr>
<td>Government funding</td>
<td>$9,514,494</td>
<td></td>
<td>$9,514,494</td>
</tr>
<tr>
<td>Contributions of nonfinancial assets</td>
<td>$2,136,498</td>
<td></td>
<td>$2,136,498</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$18,874,810</td>
<td>$1,118,114</td>
<td>$19,992,924</td>
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</table>

### Revenues

<table>
<thead>
<tr>
<th></th>
<th>Without donor restrictions</th>
<th>With donor restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memberships</td>
<td>$5,061,101</td>
<td></td>
<td>$5,061,101</td>
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<tr>
<td>Investment income</td>
<td>$55,888</td>
<td>$97,542</td>
<td>$153,430</td>
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<tr>
<td>Other income</td>
<td>$232,075</td>
<td></td>
<td>$232,075</td>
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<tr>
<td><strong>Net assets released from restrictions</strong></td>
<td>$2,455,334</td>
<td></td>
<td>$2,455,334</td>
</tr>
<tr>
<td><strong>Total Public Support and Revenue</strong></td>
<td>$26,624,198</td>
<td>(-1,239,668)</td>
<td>$25,384,530</td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th></th>
<th>Without donor restrictions</th>
<th>With donor restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program services</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program implementation</td>
<td>$7,471,752</td>
<td></td>
<td>$7,471,752</td>
</tr>
<tr>
<td>Agency services, support and development</td>
<td>$11,357,358</td>
<td></td>
<td>$11,357,358</td>
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<tr>
<td>Child safety, standards and compliance</td>
<td>$1,466,909</td>
<td></td>
<td>$1,466,909</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$20,296,019</td>
<td></td>
<td>$20,296,019</td>
</tr>
<tr>
<td><strong>Support services</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>$2,013,371</td>
<td></td>
<td>$2,013,371</td>
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<tr>
<td>Fundraising</td>
<td>$1,620,376</td>
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<td>$1,620,376</td>
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<tr>
<td><strong>Total supporting services</strong></td>
<td>$3,633,747</td>
<td></td>
<td>$3,633,747</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>$24,019,966</td>
<td></td>
<td>$24,019,966</td>
</tr>
</tbody>
</table>

## Change in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>Without donor restrictions</th>
<th>With donor restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets, beginning of year</td>
<td>$3,628,196</td>
<td>$7,596,513</td>
<td>$11,224,711</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td>$6,213,428</td>
<td>$6,356,847</td>
<td>$12,589,275</td>
</tr>
</tbody>
</table>

*The 2021 Financial Overview is a summary of the July 1, 2020 – June 30, 2021 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 2021 (July 1, 2020 – June 30, 2021). The full audit is available on our website.*
Big Brother Big Sister Kansas City

When 14-year-old Karma thinks of her twin sister, Lucian, they still have so much more to say to each other, and they’re always there to help her.

Karma was in a coma for 8 days, driver collided head on into the car while they were getting to know each other. And along with Karma’s aunt Kathy was always there to help her.

And Julie was there and has been, ever since. “I remember leaving the hospital and sitting in my car crying at just how proud of Karma I was thinking how strong this young girl is,” said Julie. “She’s resilient, she’s brave, she never complains.”

The most challenging time of their lives brought them closer together. From country music concerts to whipping up dessert masterpieces in the kitchen, the two haven’t missed a beat. Karma’s putting her creative side to use as the official glass designer for Julie’s wedding.

And the reason she wants to pursue a career in psychology is to help others, the same way it helped her. “My Sister Big has taught me how to be more open,” said Karma. “And I hope what Julie has learned from me is to keep fighting even when the odds look like they are against you.”

Eric has always been there for Jaylen and his family. He was there to learn and grow, too. Eric simply replied, he’s ‘my Big Brother’.

The conversations surrounding race aren’t as simple as when you’re in high school. In 2020, during Eric’s junior year, in addition to the normal stresses of classroom, Eric was coping with the pandemic, family members who died from COVID-19, the challenges of social distancing, and the racial unrest across the country. In fact, Eric witnessed several racial incidents at his school. Mark was there to listen, sometimes not knowing exactly what to say, but to offer support as an ally.

Eric’s goal is to become a math teacher. He’ll have more than basic math facts to share with his students. He wants to remind kids what his 10-year plus friendship—brotherhood—with Mark has taught him: “You don’t have to be able to be a great Big/Little Brother to bring to understand each other’s views can be a good thing and trust is the hurdle to get over, to make it work.”

Big Sister of America

Big Brother Big Sisters of Greater Pittsburgh (2022)

"My Big Brother Mark helped me redirect the sadness that I had after the loss of my dad. Mark turned the light back on in my heart.”

The most challenging time of Lucian’s life, but Big Sister Kathy was always there to help him. Lucian is grateful for Kathy’s example and trying new things.

Big Sister of America

Big Brother Big Sisters of Atlantic City (2020)

"LITTLE LUCIAN
BIG SISTER KATHY AND RIGHT BROTHER JEROME

Kathy still is the most stable thing I have in my life thus far, and I have been so for the past six years.”

Looking back on the past couple of years, Lucian remembers that 2016 was one of the hardest years of his life. In 2016, Lucian’s Big Brother Katelyn was always there to help support him as much as possible.

Throughout the last two years, Lucian struggled with identity and mental health throughout the pandemic. By having such a strong relationship, Lucian felt comfortable enough to talk to Katelyn about how he no longer considered himself a girl, as well as how he was feeling internally. Lucian not only has grown and learned from Kathy, but he has taught her how to be your most authentic self. “Lucky taught me that being honest with yourself was one of the most valuable things you could do. In two short hours, he taught me how to “think outside of the box.”

Lucian is grateful for Kathy for showing nothing but love and care through their relationship and for involving him into her family as if he was her own. He is grateful that his Big Brother does and is there for him.

Jaylen’s goal of providing his own great experience for a young man’s path to success.

With a common interest of sports, Jerome bought every sports ball he could find in an effort to make Jaylen feel comfortable for their first outing at a park. From that outing, their relationship has grown, and they have experienced amazing moments together including the Superbowl LVI in February 2022. Throughout Jerome and Jaylen’s experience together, they both have seen and experienced so many ways. Jerome realized through this mentorship that he wants to help many kids, by being an example and trying new things.

Big Brother Big Sisters of Greater Los Angeles (2022)

“MY Big Brother Jerome has shown me how to conduct myself in public, by being an example and trying new things. I also believe I taught him to take chances in helping others, that he would not normally do, like watching a scary movie or riding a rollercoaster.”

Jaylen is aware of all the hard work that Jerome does for his community and sees the impact that he makes for BBBSLA. Jerome is proud of all the work that his Big Brother does and is grateful for all of the experiences they have had over the past six years. He wants to let those who are entering the mentorship program to remember the following: “Embrace every experience that you and your Big may have together. Listen and learn by example.”

Jaylen is aware of all the hard work that Jerome does for his community and sees the impact that he makes for BBBSLA. Jerome is proud of all the work that his Big Brother does and is grateful for all of the experiences they have had over the past six years. He wants to let those who are entering the mentorship program to remember the following: “Embrace every experience that you and your Big may have together. Listen and learn by example.”
Thousands of matches are created and supported with federal grant funds. Big Brothers Big Sisters of America administers federal grant funding from the department of Justice’s Office of Juvenile Justice and Delinquency Prevention (OJJDP).

Across the country, those funds pass through to 90 AGENCIES.

In our most recent OJJDP grant reporting period, in total, our agencies served 5,536 YOUTH.

23.8% OF YOUTH increased social competence.

MEET BIG SHANE AND LITTLE LEE LAND

When 12-year-old Leeland’s grandmother and legal guardian reached out to Big Brothers Big Sisters she hoped to find a mentor that would help Leeland improve his social skills, become more independent, and try new things. As a child with autism who experienced bullying and significant childhood trauma, Leeland struggled to connect with others.

After two years on the waiting list, 12-year-old Leeland was finally matched with his Big Brother, Shane. From the beginning, Shane accepted Leeland and demonstrated that he was fully committed to being a present, reliable support and friend to him. In the first two months of their match they had already golfed, visited a pet store, gone to the movies, and made plans to visit the aquarium.

Leeland’s grandma quickly saw a change in Leeland and shares that she is glad they waited for the perfect Big Brother to mentor and bond with her grandson.
Thank you for one memorable, re-energizing experience. Without a doubt I am better at what I do because of it.

- MID-LARGE AGENCY FUND DEVELOPMENT STAFF

This was my first conference. It was a wonderful experience. The presenters on the Main Stage and in breakout sessions were fantastic. I felt like I learned a lot and am able to bring information back to my team.

- SMALL-MID AGENCY PROGRAM STAFF

Very well organized event! And I really appreciated the thoughtfulness and intentionality in facilitating DEEPER reflection, discussion, and learning at the conference! That was risky and took a lot of effort! And it was worth it! Thank you BBBSA!

- LARGE AGENCY PROGRAM STAFF

Thanks for the effort and hard work that everyone put into planning such a fantastic event. The BBBS affiliates are so fortunate to have such an engaged national office who put so much time into providing the best resources to the affiliates, while making it as fun as possible.

- SMALL-MID AGENCY MARKETING STAFF

Thank you for one memorable, re-energizing experience. Without a doubt I am better at what I do because of it.

- MID-LARGE AGENCY FUND DEVELOPMENT STAFF
CONGRATULATIONS TO THE WINNERS OF THE 2020 QUALITY, GOLD STANDARD, AND PINNACLE AWARDS

Agencies receiving the Quality Award met or exceeded the following goals in 2020:
✓ Served a minimum of 500 children and raised at least $200,000 in revenue
✓ Achieved a Community-Based/Site-Based FAS 12-month retention rate of 75.04% or higher
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 55.69% or higher

CONGRATULATIONS TO THE WINNERS OF THE 2020 QUALITY, GOLD STANDARD, AND PINNACLE AWARDS

Agencies receiving the Gold Standard Award or exceeded the following goals in 2020:
✓ Met the requirements for the Quality Award
✓ Achieved a Community-Based/Site-Based FAS 12-month retention rate of 73.02% or higher
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 54.93% or higher
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 76.54% or higher
✓ Served a minimum of 100 children
✓ Grew the number of End Active Matches
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 73.02% or higher
✓ Met the requirements for the Quality Award
✓ Achieved a Community-Based/Site-Based FAS 12-month retention rate of 75.04% or higher
✓ Served a minimum of 100 children
✓ Grew the number of End Active Matches
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 54.93% or higher

Agencies receiving the Pinnacle Award met all qualifications for the Gold Standard Award for two or more consecutive years:
BBBS of Miami (FL) – 3rd year in row
BBBS of North Central Indiana (IN) – 3rd year in row
BBBS of South Carolina (SC) – 3rd year in row
BBBS of the Capital Region (PA) – 3rd year in row
BBBS of the Greater Cleveland Area (OH) – 3rd year in row
BBBS of the Greater Las Vegas Area (NV) – 3rd year in row
BBBS of the Greater Washington Area (VA) – 3rd year in row
BBBS of the Lehigh Valley, Inc. (PA) – 3rd year in row
BBBS of the Licking and Perry Counties (OH) – 3rd year in row
BBBS of the Metropolitan Area of San Antonio, TX – 3rd year in row
BBBS of the Mid-Atlantic Region (MD) – 3rd year in row
BBBS of the Midwest (IL) – 3rd year in row
BBBS of the Northwest Region (MN) – 3rd year in row
BBBS of the Southeast (NC) – 3rd year in row
BBBS of the Upper Peninsula (MI) – 3rd year in row
BBBS of the Wisconsin Valley (WI) – 3rd year in row
BBBS of the Central Blue Ridge, Inc. (VA) – 3rd year in row
BBBS of the Central Blue Ridge, Inc. (VA) – 2nd year in row
BBBS of the Central Blue Ridge, Inc. (VA) – 1st year in row

Agencies receiving the Pinnacle Award met all qualifications for the Gold Standard Award:
BBBS of Miami (FL) – 3rd year in row
BBBS of South Texas (TX) – 3rd year in row
BBBS of the Greater Cleveland Area (OH) – 3rd year in row
BBBS of the Greater Washington Area (VA) – 3rd year in row
BBBS of the Licking and Perry Counties (OH) – 3rd year in row
BBBS of the Metropolitan Area of San Antonio, TX – 3rd year in row
BBBS of the Midwest (IL) – 3rd year in row
BBBS of the Northeast Region (CT) – 3rd year in row
BBBS of the Northwest Region (MN) – 3rd year in row
BBBS of the Upper Peninsula (MI) – 3rd year in row
BBBS of the Wisconsin Valley (WI) – 3rd year in row
BBBS of the Central Blue Ridge, Inc. (VA) – 3rd year in row
BBBS of the Central Blue Ridge, Inc. (VA) – 2nd year in row
BBBS of the Central Blue Ridge, Inc. (VA) – 1st year in row

Agencies receiving the Quality Award or exceeded the following goals in 2020:
✓ Met the requirements for the Quality Award
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 75.04% or higher
✓ Achieved a Community-Based/Site-Based FAS 12-month retention rate of 73.02% or higher
✓ Met the requirements for the Quality Award
✓ Achieved a Community-Based/Site-Based FAS 12-month retention rate of 75.04% or higher
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 54.93% or higher
✓ Met the requirements for the Quality Award
✓ Achieved a Community-Based/Site-Based FAS 12-month retention rate of 75.04% or higher
✓ Achieved a Site-Based/Site-Based Facilitated 12-month retention rate of 54.93% or higher

Agencies receiving the Pinnacle Award met all qualifications for the Gold Standard Award:
BBBS of Miami (FL) – 3rd year in row
BBBS of the Greater Cleveland Area (OH) – 3rd year in row
BBBS of the Greater Washington Area (VA) – 3rd year in row
BBBS of the Licking and Perry Counties (OH) – 3rd year in row
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BBBS of the Northwest Region (MN) – 3rd year in row
BBBS of the Upper Peninsula (MI) – 3rd year in row
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BBBS of the Central Blue Ridge, Inc. (VA) – 3rd year in row
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BBBS of the Central Blue Ridge, Inc. (VA) – 1st year in row

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BBBS of the Central Blue Ridge, Inc. (VA) – 2nd year in row
BBBS of the Central Blue Ridge, Inc. (VA) – 1st year in row

Big Brothers Big Sisters of America
Annual Report
One of our strongest and most dedicated partners, Centene, has helped to bring resources, connections and support to BBBS across our network. All aspects of our mission are impacted by the support of the Centene collaboration, from advocacy to the national conference, from our mental health and wellness initiatives to the engagement within their Strong Youth Strong Communities program. Their steadfast support has been critical to the organization’s sustainability.

In 2022, following the tragic event in Uvalde, Centene and their Texas subsidiary – Superior Health Plan – partnered with BBBSA and BBBS of South Texas to support the community in the days and months that followed. This included a new grant and hands-on engagement with the local team to establish the Big Brothers Big Sisters branch in Uvalde. Through our partnership, the local team has hired their first full time staff to begin creating mentoring matches that support the recovery and long-term resiliency of this critical community of survivors. BBBSA youth will have space in the community center (currently being built) which the Centene Foundation and Superior granted with more than $7 million in funding.

During the summer of 2022, Centene welcomed the survivors and families from Uvalde to a weekend of celebration and remembrance with the fans and racing family at Texas Motor Speedway. During this gathering, kids had the opportunity to find joy, share smiles and be surrounded by a stadium full of love and support. These types of moments are partnered with supportive resources for families, while elevating positive mentoring experience for youth, and are created in partnership with the local agency throughout the year. BBBSA is proud to stand with Centene, and BBBS of South Texas to be Uvalde Strong.

Since 2021, Express has raised over $1.6 million to support the Big Futures, career pathways and college readiness programs, by encouraging customers to donate with their purchase in-store, online, driving crowdfunding and through corporate contributions. In addition to fundraising efforts, Express also introduced a Dream Big, Dress Accordingly styling series with TV personality and style mentor Tan France starting in September 2021. This series, which will continue into 2023, documents BBBS Littles’ experiences with Tan as they prepare for life after high school, for college or career success, with special styling and mentorship moments that highlight the brand’s purpose of creating confidence and inspiring self-expression. Express also provided more than 600 gift cards to BBBS youth and invited them to shop for special outfitting needs.

“Through our partnership with Big Brothers Big Sisters of America, we have had unique and powerful opportunities to fulfill our brand purpose to create confidence and inspire self-expression by helping people find their style,” said Sara Tervo, Express’ Chief Marketing Officer. “With the support of our customers and associates, we surpassed our fundraising goal and are proud to extend our relationship into 2023 and help the incredible Big Futures program achieve national scale.”

The partnership also supported the Big Futures program through a variety of awareness and youth engagement initiatives including:

- Cheslie C. Kryst Fellowship: A paid scholarship program to provide a college-aged youth within the Big Brothers Big Sisters network the opportunity to develop leadership and work experience skills, honoring the legacy of Big Brothers Big Sisters spokesperson, board member and champion Cheslie Kryst, who served as the first Express Brand Ambassador for the partnership.
- The Graduation Gift Card Initiative: Gifted 57 BBBSA youth each a $500 shopping experience to help them dress with confidence for their high school graduation moments through a Big-nominated application process.
- Career Education Sessions: Hosted BBBSA Littles for in-person and virtual career education sessions curated and led by Express Marketing, Design, Real Estate & Store Construction, and Store Associates to help BBBSA youth take the first steps in their career journeys and understand roles in the retail and fashion industry.
Since 2019, the NFL Inspire Change initiative and BBBSA have been teaming up to advance social justice, racial equity & breakdown barriers through support of three BBBS programs in all 32 NFL communities: Mentoring for Children with Incarcerated Family Members, Sports Buddies & Bigs in Blue. These core programs allow for local agencies to serve the needs of their unique communities and support youth from underserved and underrepresented communities.

Additionally, NFL Inspire Change powers BBBSA’s largest, annual volunteer recruitment campaign, The Big Draft, which launches Super Bowl Week and runs through the NFL Draft. The Big Draft is centered on the idea that while the NFL is drafting its next generation of players, BBBSA will be drafting the next generation of mentors in communities nationwide.

Through our partnership, BBBSA has elevated the critical need for BIPOC mentors to support the more than 30,000 youth on our wait list, the majority boys of color. Thanks to this partnership, The Big Draft has engaged alumni players, staff, fans and draftees in sharing the power of mentorship. Through digital storytelling and engagement, mentor prospects around the nation have had the opportunity to sign up to be a mentor with the Big Brothers Big Sisters agency closest to them.

In 2022 the campaign kicked off at the Super Bowl in Los Angeles with Big and Little of the Year Jerome and Jaylen in attendance, sharing a message of mentorship and launching the season that generated 6k+ sign-ups to be a Big in just 60 days.

S t a r b u c k s F o u n d a t i o n

In conjunction with The Starbucks Foundation, BBBSA launched social justice incident response units known as, Relationship Responders. In the event of a crisis or situation involving community trauma, a trained group of individuals is deployed to provide support and help local mentoring and youth development organizations support their communities with critical resources addressing the short and long-term effects of trauma. For 2022, BBBSA ensured Responders were well-equipped and versed in the tools and resources necessary to support healing centered engagement strategies for communities and volunteers impacted by incidents, while building local capacity to continue providing necessary support in the long-term.

Participants in the program include 20 Relationship Responders who have been assigned a geographic region to help guide the response to incidents with participants serving in locations that includes, Richmond, VA; Portland, OR; Buffalo, NY; Seattle, WA; Minneapolis, MN; Orange County, CA; Atlanta, GA, and Coastal /Northern NJ. Akron, OH.

In 2022 our Relationship Responders provided support, engagement and resources for five traumatic incidents in the first year.

With the commitment of the Starbucks Foundation, agencies around the nation were also provided local grantees and support to host recruitment events, engage their community and utilize our networkwide curriculums to support diverse communities through inclusion and mentorship. This work helps to ensure BBBS attracts the mentors who reflect and support the youth who are awaiting a mentor today.

We know that surrounding our youth with a community of caring and responsive adults, mentors and collaborators can have a positive impact on the mental health and well-being of our youth and are grateful to grow our efforts in partnership with the Starbucks Foundation.

N F L I n s p i r e C h a n g e

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Leonard Bernstein
Russell and Anne Allegrette
The Terteling Foundation, Inc.
Rhonda Mims
Michael Kassan
Karma Culture LLC
Health Care Service Corporation
Bath & Body Works Foundation of The Columbus Foundation

$50,000–$99,999
Michael Carrel
$2,500–$4,999
Mike Schroeder
Jack Rothacher
Erin Rossum
Mountain Mama
Starbucks Coffee
Kruger Family
Alaska Airlines

$250,000–$499,999
Magaly Deleon
Simone and Henry Lundquist
Leonard Bauman
Patricia Terrell
Kristen Mariuzza
Nicole and Jeffrey Lewis-DeWeese
Natasha Lea

$1,000–$2,499
David Clark
Craig Philosophon Blackwood

$50,000–$99,999
Anonymous
Kenneth and Elisabeth Rudnick
Thomas O'Brien
Dusty Phillips
Brad & Mia Annwar
Garland & Mary Louise Kempp
The Spaulding Foundation

$250,000–$499,999
Anonymous
Big Brothers Big Sisters of America