



EMPOWER RESILIENCE



Big Brothers
Big Sisters.
OF METRO ATLANTA





Empowering Resilience

Resilience is defined as the ability of a person to adjust to or recover from adversity or of an organization to respond to or recover readily from a crisis. In 2020, so many people came together to help our children and our agency become more resilient.

We stayed focused on our mission of creating and supporting one-to-one mentoring relationships that ignite the power and promise of youth. This was a tough year for our kids and families, a time when it was more important than ever for children to have positive adults in their lives to help them overcome social isolation.

We adapted to the restrictions brought on by the COVID pandemic, moving very quickly to a virtual service model so that we could continue to not only support mentoring relationships, but also provide referrals to much-needed services.

And we continued to plan for the future. In these pages you will see an overview of our new strategic plan, which calls for us to utilize the sale of our building to expand and deepen our services, establish meaningful partnerships and bring our community together for hope and healing.

Heartfelt thanks to our families, donors, volunteers, board members, staff and partners for their steadfast support. Thank you for investing in the resilience of Atlanta's children.

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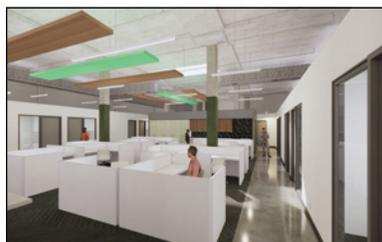
Capacity-Building Campaign

With the sale of our building at 1382 Peachtree, Big Brothers Big Sisters of Metro Atlanta has a unique opportunity to ensure the long-term financial security of the agency while investing in key projects that will move our mission forward as outlined in our strategic plan. In support of these projects, we have launched a \$2.3 million Capacity-Building Campaign.

Projects Include:

- Buildout of our new headquarters office at The Met in West End, which will allow us to be closer to more of the families we serve while reducing our footprint and creating a space that fits our needs.
- Testing a new service delivery model that will allow us to improve customer service, build stronger relationships with volunteers and families and more meaningful connections to the communities we serve.
- Creating a training department to provide more trainings for our volunteers and families, with a focus on diversity, equity and inclusion, as well as trauma-informed care and the needs of specialized populations.
- Making investments in our fundraising and marketing, to build our individual giving and corporate support and use digital marketing to recruit more volunteers.

Coming September 2021: Our New Headquarters in West End



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150 YOUTH SERVED

571 male | 579 female

these are our kids

87%

considered low-income

79%

qualify for free or reduced lunch

69%

live in single-parent households

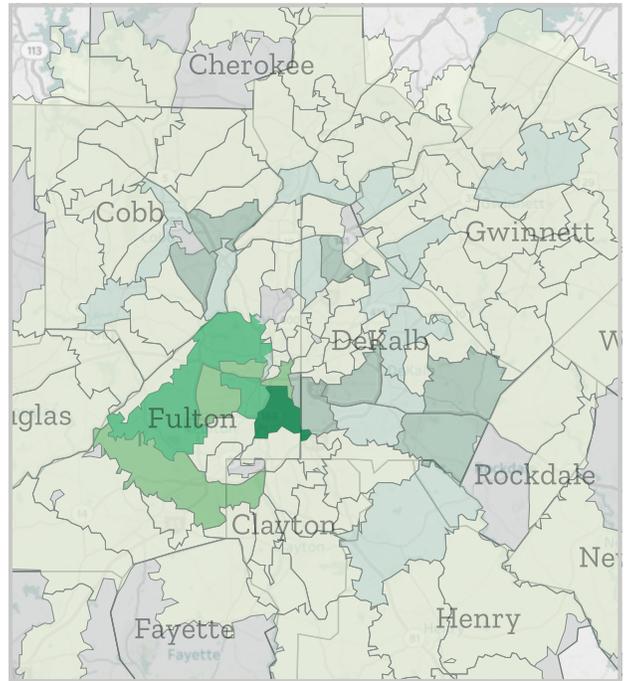
39%

have one or more parents who have been incarcerated

WE SERVE AGES 8-18

Location by Zip Code

60+ 50-60 40-50 30-40 20-30 10-20



32.9 months—average length of a match

ethnicity and grade levels

- 82% Black
- 9% Hispanic
- 5% Multi-Racial
- 2% White
- 1% Asian
- <1% other
- 25% high
- 49% middle
- 26% elementary

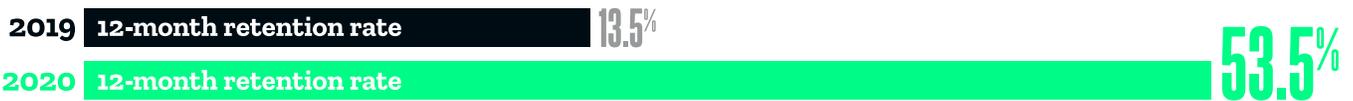


promoting success

- 99% were promoted to the next grade on time
- 99% did not become involved in the juvenile justice system
- 90% of high school seniors graduated on time
- 95% of graduating seniors reported plans to pursue post-secondary education or military service

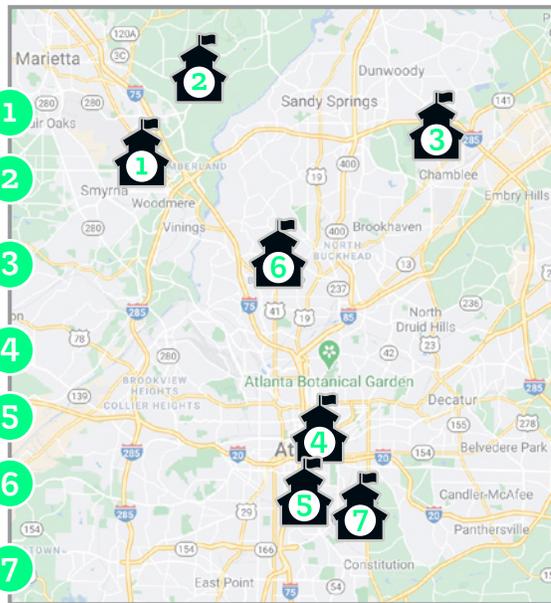
SITE BASED STATISTICS

School-Based: **Weekly** social-emotional learning activity and discussion engagement
 Beyond School Walls: 18 hours x 30 matches = **540 hours of mentoring sessions**



seven sites

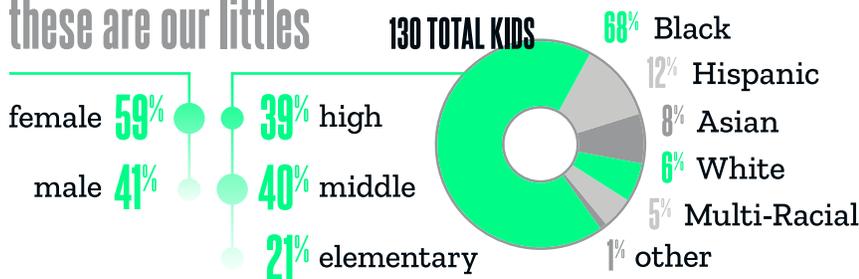
- 1 Argyle Elementary
- 2 Brumby Elementary
- 3 Chamblee Charter High
- 4 M.L. King, Jr. Middle
- 5 Luther J. Price Middle
- 6 Sutton Middle
- 7 Thomasville Heights Elementary



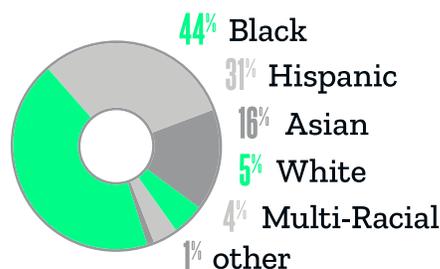
nine partners



these are our littles



ethnicity of bigs



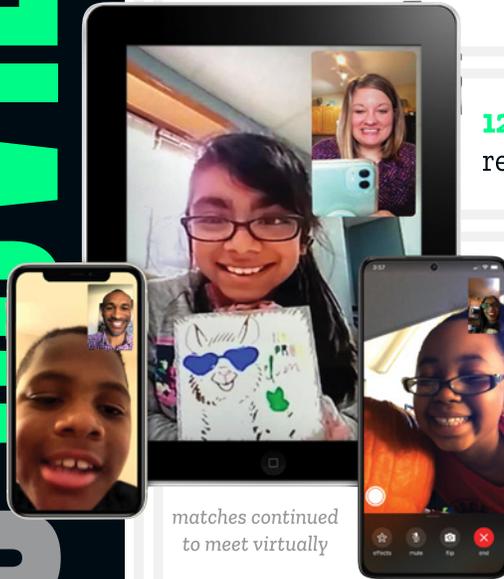
site based success

- 100%** did not become involved in the juvenile justice system
- 100%** of high school seniors graduated on time
- 100%** of graduating seniors reported plans to pursue post-secondary education or the military

RESPONSE TO COVID-19

“2020 was the most challenging year in recent memory for our community, and for the families we served. Children continue to face many challenges during this time of social isolation due to the COVID-19 pandemic, economic stress and social unrest. **Regular and consistent contact with an adult friend can help children become more resilient** by providing reassurance and encouragement. I am very proud of the way our team has been able to pivot to continue meeting the needs of the families we serve.”

—Kwame Johnson, President and CEO



matches continued to meet virtually



Back 2 School Backpack Drive

12,000 contacts by Match Support team, providing referrals and coaching for families and volunteers

embracing virtual

-  Moved enrollment process to virtual —**orientation, pre-match training, interviews, match meetings**
-  Launched **new volunteer portal**, allowing prospective volunteers to track their progress
-  **Graduation Celebration, Back 2 School Backpack Drive** and **Halloween** programs/events all became virtual or drive-thru
-  Hosted virtual discussions around **racial injustice**, and workshops with **Synchronicity Theatre, Outward Bound, Q Parker, Emory University Admissions Office**, and others
-  **Site Based program** moved to virtual platform with **adapted curriculum**

32.9 months average length of a match
(from the previous **29.9 months**)

12-month retention rate increased to 74.7% for Community-based matches. Percentage of matches closed **decreased to 28%**

financial

- Received the first PPP loan in Georgia **\$538,000**
- Hybrid Legacy Awards (in-person/virtual) netted **\$450,000**
- Revenue exceeded expenses by **\$62,000**

Staff Resilience



"In March 2020, daycares across the country closed, forcing parents to work from home with their children. Our two-person Marketing team maintained business as usual with an almost-one-year-old and a one and three-year-old, respectively, causing midday interruptions for lunch and outside time, Zoom meeting pop-ins, and lots of laughs for our colleagues. But in the end, we had one of our best years yet, with results exceeding our annual goals across the board."

—Kelci Sleeper, Senior Marketing & Communications Manager

"2020 presented an opportunity for the Match Support team to get creative in the way we support our Bigs, Littles, and their families. The staff have worked within the nuances of individual matches to help them identify the importance of a mentorship relationship during a time of social isolation. Littles are looking for connection, so we're encouraging matches to find creative ways to stay in touch. Parents and Bigs experience a heightened need for self-care, so we're sure to affirm any intensified needs. This often looks like providing additional resources to families and affirming Bigs that virtual meeting is satisfying a need for connection expressed by their Little. Overall, the Match Support team has identified an increase in empathy from match participants who are cherishing the moments they have with each other and in their families because of known or observed loss due to the COVID-19 virus."

—Rachael Kurtz, Match Support Program Manager & Head of Program Training



"While some of our special events were cancelled in 2020, we were able to hold a few, including our annual Bigs Swing Fore Littles golf tournament and the Legacy Awards Live. For the gala, we decided to use a hybrid format, combining small, in-person parties hosted across the city with a virtual program at The St. Regis Atlanta. This event netted \$450,000 and was a huge success given the circumstances. I'm proud of my team for getting creative with the management of this and other events, allowing us to raise money for the agency in a way that is safe for our sponsors and donors."

—Veronica Oladeji, Senior Director of Special Events

The **2021 Bigs and Littles of the Year** were chosen from over 1,100 Big and Little matches across 12 metro counties in recognition of their extraordinary commitment to one another and the mission of BBBS. Bigs and Littles (along with their parent or guardian) nominate one another for the honor and BBBSMA staff select a male and female winner.



Big Sister and Little Sister of the Year **Gloria & Aniyah**

Gloria Kilanko has been matched with her Little Sister Aniyah since September 2014. Both will share that they've grown from the relationship and love spending time together. Gloria claims that Aniyah reminds her of a younger version of herself and she strives to be a better person because she has someone looking up to her.

"I remember Aniyah calling me one day telling me that a girl was picking on her at school," Gloria shared. "As soon as I got off work, I drove straight to her and we spent the evening talking."

When they were first matched, Aniyah was a nine-year-old who struggled with confidence, but with support and encouragement from her family and Big Sister, she's come out of her shell. Her mother, Katrina, says that Aniyah has learned "how to unapologetically be herself."

Gloria and Aniyah share many interests, including being passionate about volunteering.

"Gloria took my family and I with her to volunteer," said Aniyah. "It taught me how to care for others and to always be grateful for what I have. It also opened my eyes to how I should look out for the less fortunate."



Big Brother and Little Brother of the Year **Jonathan & Trevon**

Jonathan Wortham and Little Brother Trevon have been matched since March 2016.

At the start of their relationship, Trevon struggled with academics and bullies; Jonathan assured Trevon that he was bigger than what the bullies said about him and that he could succeed if he applied himself. Today, Trevon is a confident, well-adjusted high school junior who makes the Honor Roll and has future goals.

Trevon's mother, Chandra, shared about the difference she noticed in her son soon after he was matched: "Trevon began to ask his teachers more questions and started sitting up front in most of his classes...it was like a 360 turn. Words cannot express how blessed we are to have Jonathan as a Big."

But Trevon isn't the only one who has benefitted from the pairing. "Becoming a Big has taught me more about myself," said Jonathan. "My initial interview encouraged self-reflection on important topics that I had never considered, such as how I show and receive appreciation to family and friends...[and] prepared me for the potential of meeting a Little with a different worldview."

Jonathan, who works for the Centers for Disease Control and Prevention here in Atlanta, and Trevon were able to adapt their relationship when the COVID-19 pandemic began, texting, video chatting, and having socially-distant visits on Trevon's porch.



Big Futures, Big Resources

Through our Big Futures program, we provide core college and career activities and resources to lead youth through an exploration process to ignite their potential. This program serves approximately 350 high school aged youth each year to equip them for their future in the following ways: one-to-one mentoring, college readiness, career development, and life and leadership skills. The program is designed with enhanced resources for grades 8-12 including a dedicated website, access to college scholarships, and connecting youth with career professionals. Big Futures focuses on African-American and Latino students who are first generation college students.

We further support students in our program by connecting them with external partners:

- **Emory University Financial Aid Office:** A financial aid workshop that helps students understand the FAFSA process, scholarships, grants, and loans
- **Posse Foundation:** Posse identifies, recruits and trains individuals with extraordinary leadership potential and offers full-tuition leadership scholarships to partner colleges and universities.
- **Year Up:** We are excited to connect our youth to unique "earn while you learn" programs like Year Up. This program features hands-on training and a six-month internship for young adults 18-26.

Research shows that mentoring has a profound and proven impact on the trajectory of a young person's life. Young adults who face an opportunity gap but have a mentor are 55% more likely to be enrolled in college than those who did not have a mentor (*The Mentoring Effect, 2014*).



Little Sister Aimee, graduating with the class of 2021, was named a Posse Scholarship winner. She will receive a full tuition scholarship to the College of Wooster in Ohio. Each year, the Posse Foundation awards a few select students scholarships to attend a partner college or university. Aimee has been matched with her Big Sister Katie for seven years.

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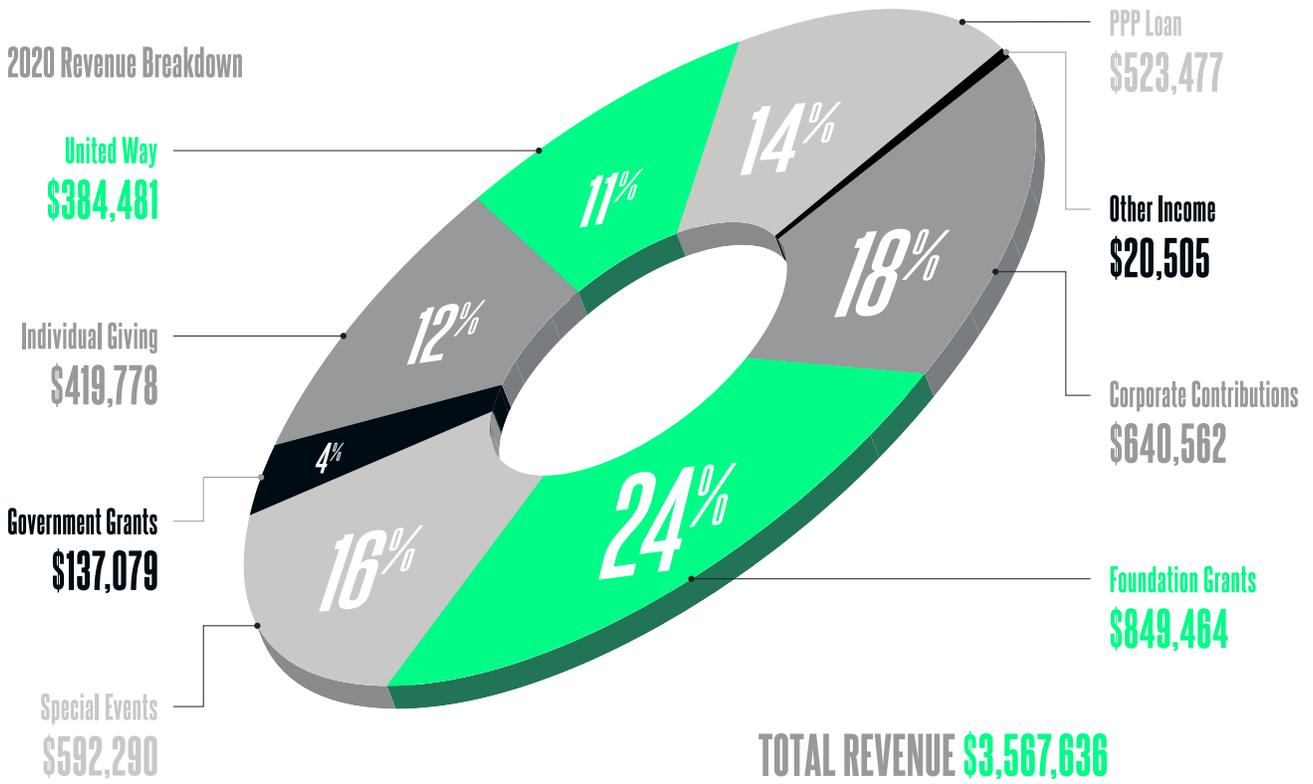
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FINANCIALS

2020 Revenue Breakdown



2020 Expense Breakdown

Programs **\$2,411,172** | Fundraising **\$660,554** | Management/Administration **\$433,702**



TOTAL EXPENSES \$3,505,428

60th Anniversary Sponsors





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EMPOWER RESILIENCE



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