

Abrill and Sarah



BOLD PATH TO A BIG FUTURE



Big Brothers Big Sisters.  
OF METRO ATLANTA

2022 IMPACT REPORT



Brandon and Amir



Big Brothers Big Sisters of Metro Atlanta works with volunteers, parents and families to create mentoring relationships that **defend, inspire** and **empower** the potential that lives within every kid.

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## Young Leaders Council

The mission of the Young Leaders Council (YLC) is to unite, engage, and elevate the Big Brothers Big Sisters of Metro Atlanta community. The YLC elevates the BBBS brand by creating meaningful mentor connections, strategic recruitment efforts, and brand-elevating events.

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# message from our ceo



2022 was a year of growth and opportunity for Big Brothers Big Sisters of Metro Atlanta (BBBSMA). Building on the strong foundation created by our building sale and capacity-building campaign in 2021, we were able to increase the number of youth served by 27%, strengthen our fundraising and marketing, and launch a new pilot program to better serve middle school students.

In September of 2022 we launched the **Level Up** Program. This program brings future-focused, in-school mentoring to students at three Atlanta Public Schools—Jean Childs Young and Luther J. Price Middle Schools and H.J. Russell West End Academy. The program was created in response to the needs expressed by middle school principals, counselors and administrators for trained positive adult role models to provide consistent and direct mentoring for students. By using paid Lead Mentors and offering both 1:1 and group mentoring, we have created an innovative program that allows us to scale our services and serve more youth in a school building than we ever have. In our first semester of programming, we served 292 students through Level Up.

Level Up was not our only program success. Sixty-three seniors graduated from high school and our programs in 2022. Overall, **98% of the seniors in our program graduated from high school on time** and 76% had plans to pursue post-secondary education or the military following graduation. We also launched a pilot program in Cobb and surrounding counties to test a new service delivery model for our community-based program. We increased the number of Beyond School Walls workplace mentoring programs and increased the one-year retention rate in our Site-Based program to 82%.

Finally, we were incredibly grateful to receive a game-changing grant from donor MacKenzie Scott. This support, along with so many other generous donors, allowed us to launch the Level Up program and will help us to continue to innovate and grow for years to come.

Heartfelt thanks to our families, donors, volunteers, board members, staff and partners for their steadfast support. Your investment ignites the promise and potential of Atlanta's next generation of leaders.

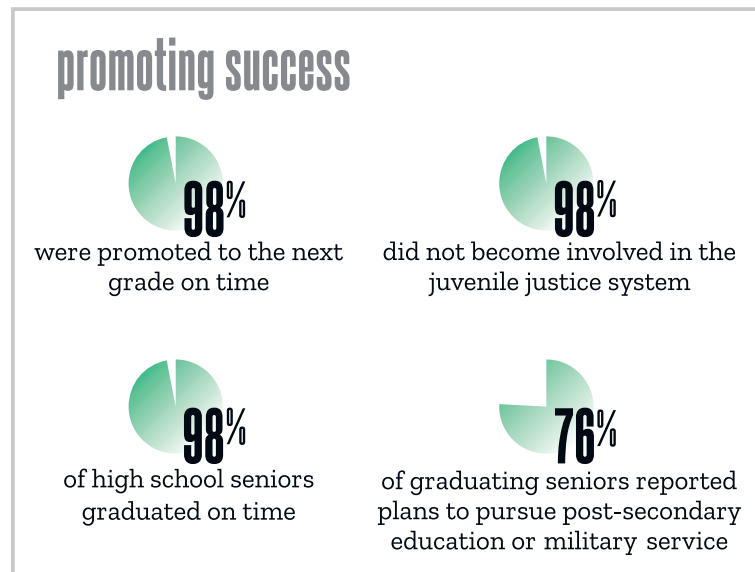
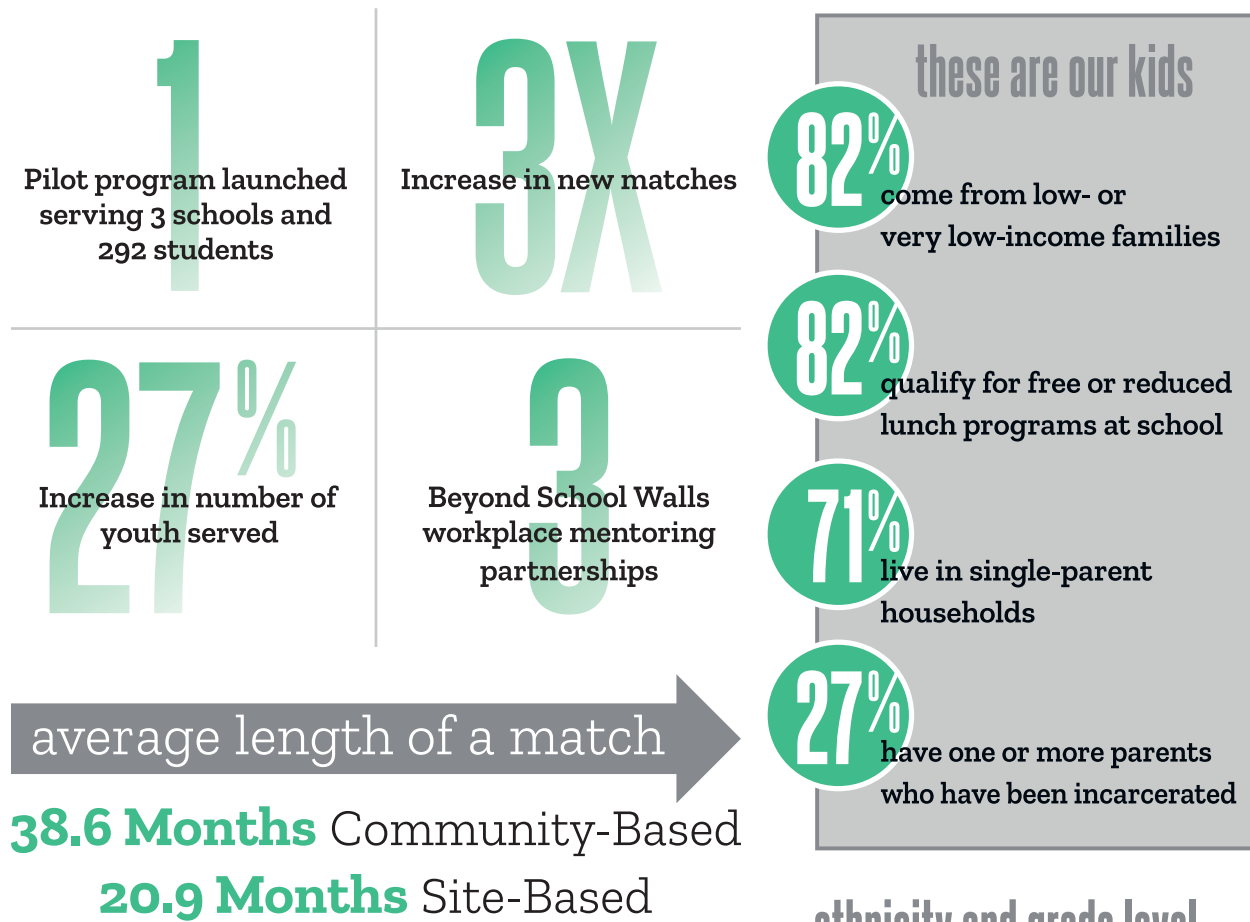
**Kwame Johnson**

President and CEO

# YOUTH SERVED 1338

643 male | 695 female

## embracing innovation



Our vision is to provide every young person who needs a mentor with a caring adult Big who can guide and support them to reach their full potential. We've been providing life-changing mentoring relationships to children since 1960—serving 1338 kids in 2022. However, our goal is to scale our program to serve more families and more youth in metro Atlanta than ever before.

In 2022, Big Brothers Big Sisters of Metro Atlanta envisioned and implemented a bold vision for a big future. This Impact Report highlights our growth as an agency and the innovation of our mentoring program service delivery model.

Over the past year, we have embraced innovation—expanding upon our keystone 1-to-1 mentoring program in the community—to meet more kids and communities where they are.

Today, we are proud to offer a range of diverse mentoring initiatives, each designed to provide unique opportunities for positive impact.

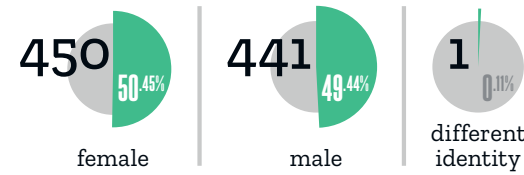
In addition to our Community Based program, we'll showcase our Site Based programs including Beyond School Walls. We'll also report on the success of our new middle school mentoring program Level Up.

Throughout this Impact Report, you will discover the inspiring stories of the youth we serve, the dedicated mentors who guide them, and the positive outcomes we have achieved together. We celebrate the milestones and successes we have witnessed, and we express our gratitude to the funders, volunteers and supporters who have made it all possible.





# TOTAL YOUTH SERVED

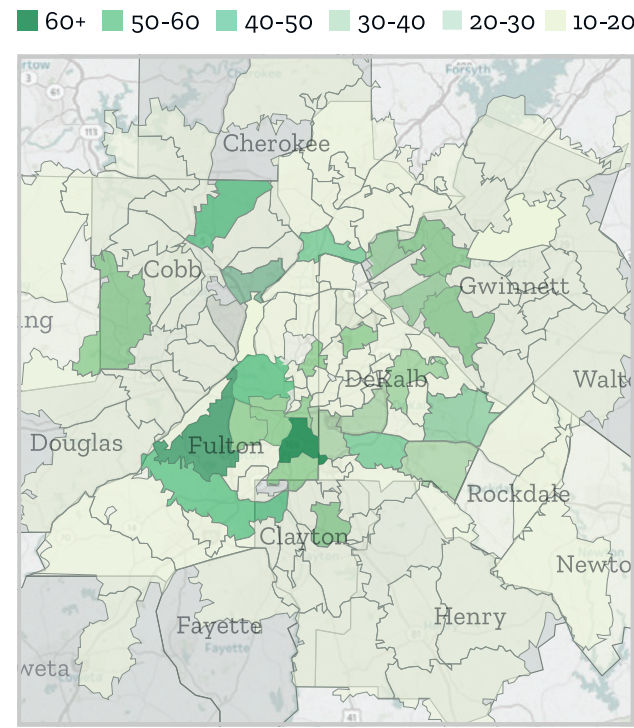


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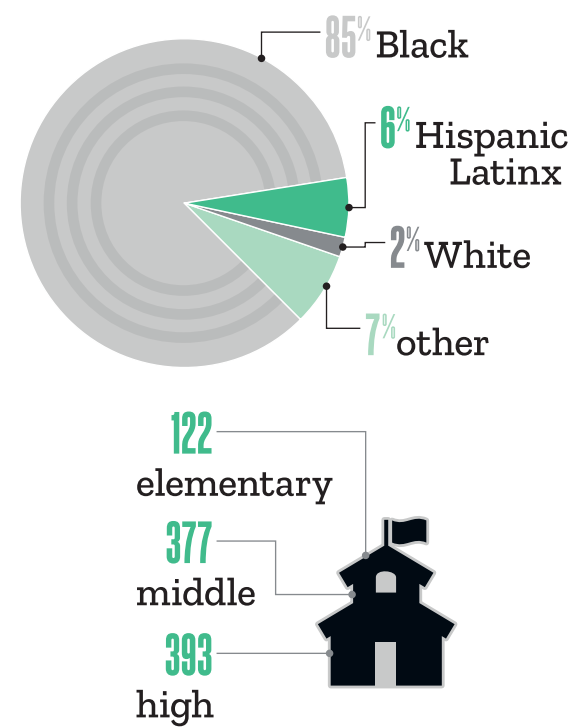
average length of a match  
**38.6 months**

Bigs and Littles from diverse backgrounds are paired in **professionally supported 1:1 matches** to meet a few times per month in their local community.

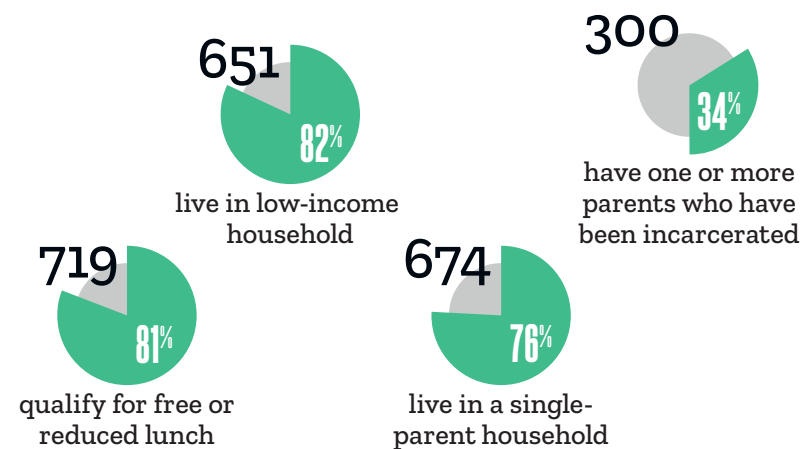
## CHILD LOCATION BY ZIP



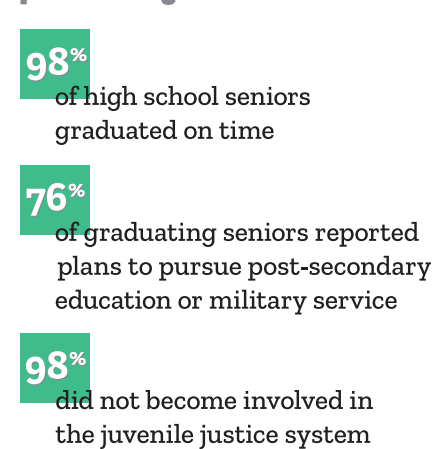
## grade level and ethnicity



## these are our kids



## promoting success



# matches of the year



**Big Brother and Little Brother**  
**Brandon and Amir**

Brandon and Amir have been matched for 11 years! The pair love cheering on the Atlanta Falcons, playing video games, and have a shared interest in cooking.

Amir's mother Demetrea credits Brandon's mentorship with helping her son unlock his potential academically and socially—inspiring his work ethic and expanding his interests. Prior to being matched with Brandon, Amir often struggled in class. "Brandon takes the time to tutor and help Amir with his schoolwork," Demetrea shared, "Amir was able to make the honor roll, and earn an Academic Excellence medal in just about a year of being matched."

The bond that this match has cultivated over the years provided an important outlet for communication throughout the isolation of the COVID-19 pandemic. Amir's mother notes that her son has not only gained a Big Brother, but a little brother as well. Within a week of being matched back in 2012, Brandon's son was born. Now, little Brandon always looks forward to seeing his "Big Brother," Amir.



**Big Sister and Little Sister**  
**Sarah and Abrill**

Sarah and Abrill have been matched for 3 years. In 2022, they participated in a featured segment at BBBSMA's signature event, the Legacy Awards Gala. They were also selected to join Atlanta Mayor Andre Dickens in the annual holiday tradition of lighting Macy's Great Tree at Lenox Square.

One reason Sarah chose to become a Big was a desire to help a young child who had immigrated to the US—as she had—to navigate the complicated process of college prep and application.

In addition to their shared love of shopping and fashion, Sarah and Abrill work together to ensure Abrill is on track to achieve her academic dreams. Abrill's mom says of Sarah, "She is very successful in her professional life, and committed to her position as a role model. As the daughter of immigrants herself, she knows the challenges Abrill will face. She is a Big Sister that Abrill can count on."

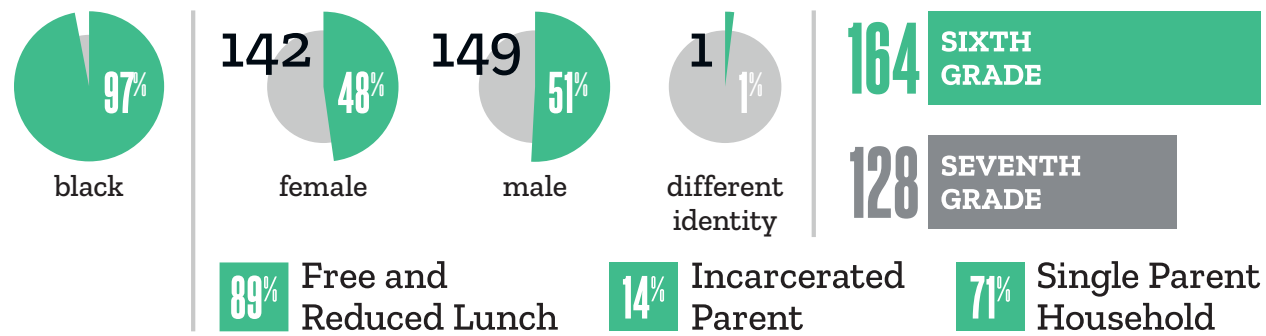


Luther J. Price Middle School • H.J. Russell West End Academy • Jean Childs Young Middle School

# meet me in the middle

In 2022, we launched a new program—**Level Up**—that includes small group and 1:1 mentoring provided by trained, professional mentors who work in the school providing students with the opportunity to be mentored during the school day.

## student demographics



## anticipated program outcomes

### Vision for the Future

- 90% of Students will complete a Future Planning Guide by end of the Year
- 75% of Students will have consistent or improved educational expectations

### Avoidance of Risky Behaviors

- 95% of Students will avoid the Juvenile Justice System
- 90% of Students will have reduced or no school discipline events

### Social-Emotional Learning

- 75% of Students will have Decreased or No Depressive Symptoms
- 75% of Students will have consistent or improved emotional regulation

### Sense of Belonging

- 80% of Students will have consistent or increased feelings of school connectedness
- 85% of Students will have a trusted adult in their lives

## quoting our students

“I was fighting because I was mad, but talking to my mentor helped me feel better.”

“I don’t know how I could ever get upset while being in this mentoring group. My mentor helps me with my emotions like nobody has before.”

“My mentor is the reason I come to school.”

“We’ve noticed tremendous growth in the social-emotional well-being of our students. From the beginning of the school year to this year, we’ve witnessed growth in attendance and academics.”

—Keisha Gibbons, Assistant Principal, Young Middle School

In 2022, our organization embarked on an exciting new venture with the launch of a new mentoring program for middle schools, “Level Up.” This innovative program was designed to empower students through small group and one-to-one mentoring. The program is implemented by Lead Mentors who are trained professionals—members of BBBSMA staff—who work within the school, ensuring that students have the opportunity to benefit from mentorship during the regular school day.

“The work that metro Atlanta is doing is a model for the future of mentoring.”

—Rebecca Ackerman, CEO, MentorHub

One of the distinguishing features of Level Up is the utilization of small group sessions, allowing students to engage with their peers in a supportive and collaborative setting. These sessions foster a sense of community, encouraging students to share their experiences, challenges, and goals. Through such interaction, students receive personalized attention from mentors and have the opportunity to learn from and inspire one another.

In addition to the small group sessions, Level Up offers one-to-one mentoring as another option to enrolled students. This personalized approach enables mentors to develop a deep understanding of each student’s strengths, aspirations, and challenges. By forging meaningful connections with their mentors, students receive guidance tailored to their specific needs, allowing them to overcome obstacles, maximize their potential, and achieve their goals.







# big futures

Our School Based mentoring program is supported by corporate partners and individuals and consists of the **Site Based** program in two middle schools, and the **Beyond School Walls** program, a workplace mentoring program for High School students.

Site Based mentoring offers the key benefits of our traditional one-to-one mentoring programs at a designated location and during predetermined times—typically at schools, workplaces, or after-school programs.

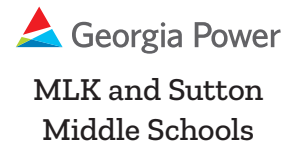
BBBSMA provides a tailored curriculum based on partner needs to support a consistent mentorship experience for both the mentor and mentee. For a few hours once or twice per month, Site Based mentoring offers an accessible and convenient way for volunteers to engage in the program.

The **Site Based** program involves mentors visiting schools during specific hours to connect with their mentees. In 2022, our School-Based mentoring partners were Georgia Power, along with M.L. King Middle School and Sutton Middle School.

Our **Beyond School Walls** program expands the boundaries of Site Based mentorship, allowing mentors and mentees to come together in a workplace setting. This provides a unique experience for the mentees to explore different career paths, gain exposure to professional environments, and develop crucial skills for future success.

Our 2022 Beyond School Walls partners were Chick-fil-A & South Atlanta High School, Cox Enterprises & Chamblee High School, and UPS & Therrell High School.

## site base partners



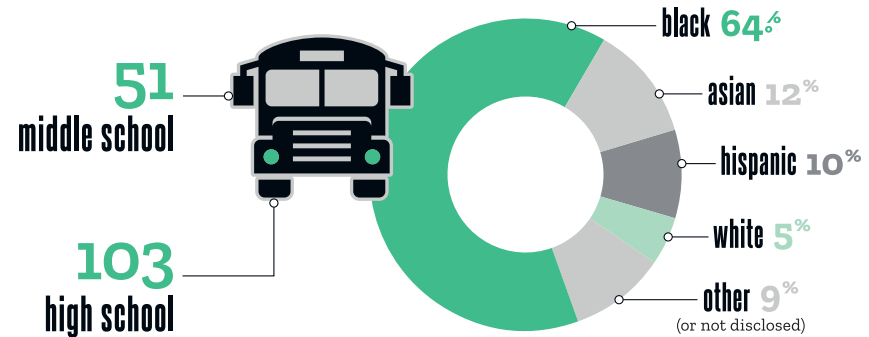
## one year retention rates



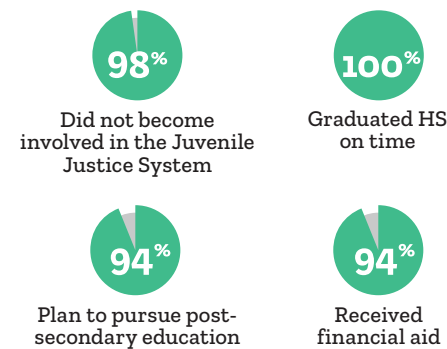
## beyond school walls partners



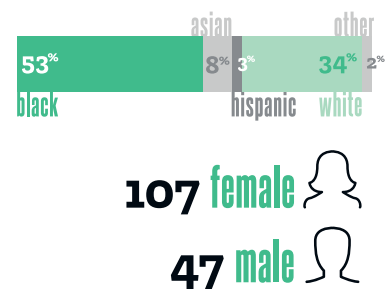
## littles—ethnicity and grade level



## promoting success



## big—ethnicity and gender



# our donors

## Corporate and Individuals

### Miracle Maker (\$500,000+)

MacKenzie Scott

The Marcus Foundation

### Memories Maker (\$100,000+)

Arthur M. Blank

Big Brothers Big Sisters of America

Georgia Governor's Office of Planning & Budget/

ARPA State Fiscal Recovery Fund/

Negative Economic Impact grant

Georgia Power Foundation

Office of Juvenile Justice and Delinquency

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### Marvel Maker (\$50,000+)

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Credera

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Tulsa Community Foundation

Voya Financial

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## Leadership Society

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Juanita and Jack Markwalter

Lorri and Forrest McClain

Kelly Loeffler and Jeff Sprecher

Jeannie and Ron Stewart

Diane and Randall Tanner

Stephanie and Richard Wells

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Ginger and Les Bethune

Joumana and Joseph Beverly

Stephanie and Henry Bond

Nelson Boyce

Chloe Barzey and Ralph Donaldson

David Duncan

Ernest Greer

Diana and Josh Harbour

Heather and Mike Rensink

Charlotte Yarkoni

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Julie and Tom Branicki

Arlene and Terry Brantley

Rita and John Breen

Jennifer Burns

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Megan Sirna

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William Walker

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Piyush Joshi

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Ali Shaikh

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Angie Thompson

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Gregory Williams

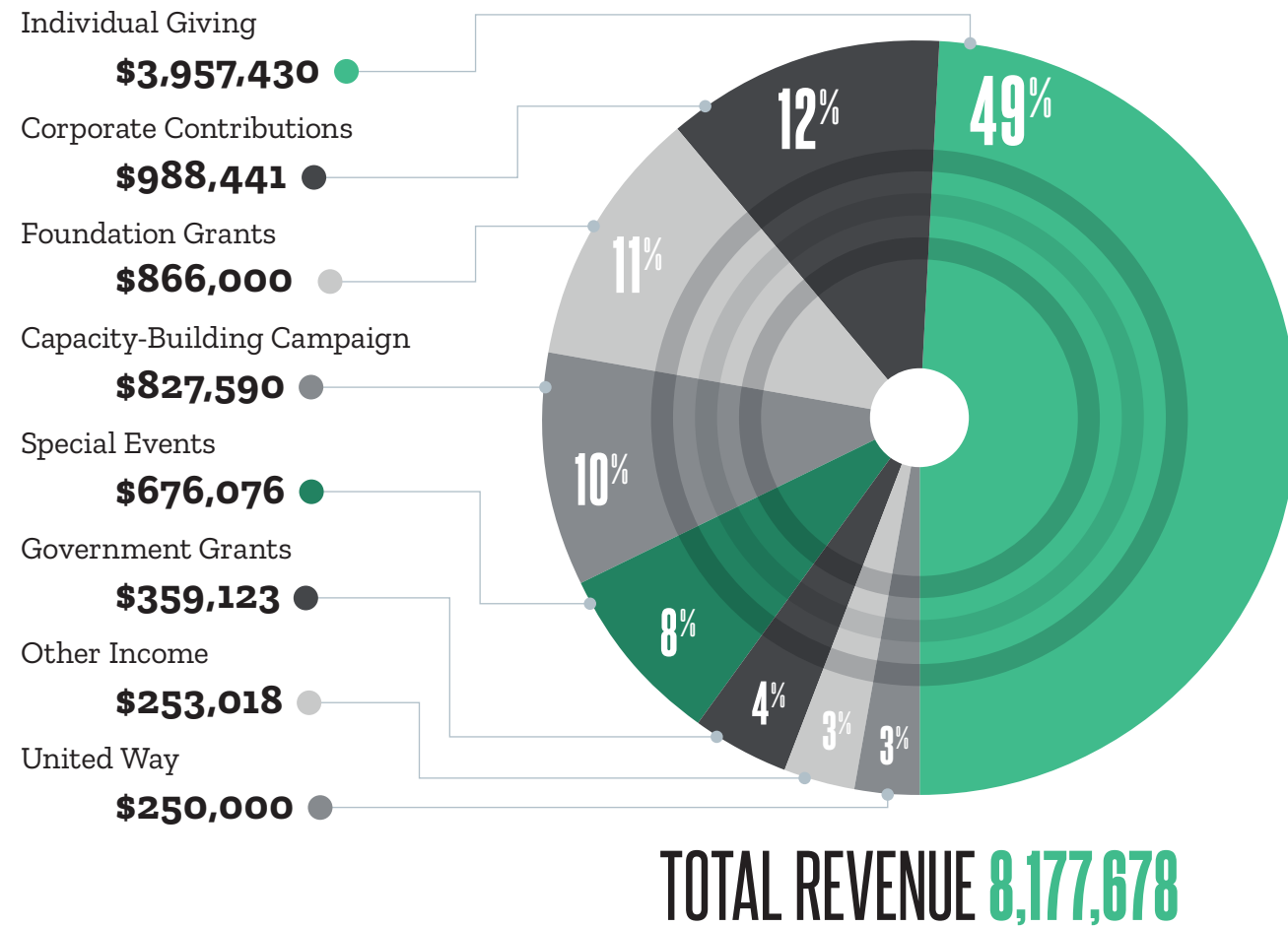
Jonathan Wortham

Bradford Wynn

For a complete list of donors, including in-kind gifts, visit, [bbbsatl.org](http://bbbsatl.org)

# financials

## Revenue Breakdown



## Expense Breakdown



# strategic plan

In 2022, Big Brothers Big Sisters of Metro Atlanta embarked on a journey to create a strategic plan that will guide our work over the next three to five years. This process was informed by a strategic analysis of our data and program results, as well as interviews and focus groups with funders, partners, parents and volunteers. Centering this work on our young people, the Little Brothers and Sisters who are enrolled in the program, we identified priority outcomes—the social, emotional, academic and life skills that we want all kids to have. Through a collaborative process with the Board of Directors, Executive Leadership Team and Staff, we created strategic themes, objectives and initiatives to support those priority outcomes and make our vision actionable.

### Priority Outcomes for Youth

- Littles form trusting adult relationships
- Littles are socially and emotionally healthy
- Littles cultivate their interests and strengths
- Littles develop a sense of purpose and agency
- Littles are successful in school
- Littles are prepared for life beyond high school

These priority outcomes will be defined by measurable progress indicators, and our performance on these outcomes will be reported annually.

### Strategic Themes

We have identified four Strategic Themes that will guide our work and advance the priority outcomes identified for the youth we serve.

#### PORTFOLIO OF SERVICE DELIVERY MODELS

##### Objectives

- Serve more Littles through a quality mentoring relationship
- Reduce number of Littles on the waiting list

#### QUALITY PROGRAMMING

##### Objectives

- Enhance quality and consistency of the Little experience
- Improve outcome measurement, reporting and utilization

#### STRENGTHENED INTERNAL CAPACITY

##### Objectives

- Increase staff retention and efficacy
- Elevate the culture of belonging, purpose and trust
- Increase and sustain revenue
- Expand funding channels

#### VOLUNTEER MENTOR EXPERIENCE

##### Objectives

- Increase number of volunteer mentors heavily invested in the mission of BBBSMA
- Assess and increase satisfaction of Bigs
- Increase retention of volunteer mentors
- Reduce time of Littles on the waiting list





[bbbsatl.org](http://bbbsatl.org)

# BOLD PATH TO A BIG FUTURE



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