



Big Brothers Big Sisters®

OF METRO ATLANTA



BIGGER TOGETHER

CORPORATE PARTNERSHIP OPPORTUNITES



A MESSAGE FROM THE CEO



Big Brothers Big Sisters of Metro Atlanta helps children realize their potential and build their futures. We nurture children and strengthen communities. And we couldn't do any of it without you.

Dear Supporter,

Thank you for your interest in learning more about the many ways you can get more involved in Big Brothers Big Sisters of Metro Atlanta.

You had people who poured into your cup – helping, guiding, and mentoring you along the way. Now it's your turn to pay it forward and defend the potential of Atlanta's youth. Time and time again, research and experience show that mentorship leads to positive outcomes for youth, including a greater sense of belonging, having clear plans and ideas for their future, avoidance of risky behaviors, and improved social-emotional skills.

My hope is our Corporate Partnership Guide will provide you with a comprehensive overview of our giving and engagement opportunities in the 12 counties we serve in metro ATL.

I look forward to exploring the many ways we can work together to help inspire and ignite a big future for our kids.

Sincerely,

Kwame Johnson

Big Brothers Big Sisters of Metro Atlanta
President & CEO

YOUTH SERVED 1338

643 male | 695 female

<p>1</p> <p>Pilot program launched serving 3 schools and 292 students</p>	<p>3X</p> <p>Increase in new matches</p>	<p>these are our kids</p> <ul style="list-style-type: none"> 82% come from low- or very low-income families 82% qualify for free or reduced lunch programs at school 71% live in single-parent households 27% have one or more parents who have been incarcerated
<p>27%</p> <p>Increase in number of youth served</p>	<p>3</p> <p>Beyond School Walls workplace mentoring partnerships</p>	
<p>average length of a match →</p> <p>38.6 Months Community-Based</p> <p>20.9 Months Site-Based</p>		

promoting success

<p>98%</p> <p>were promoted to the next grade on time</p>	<p>98%</p> <p>did not become involved in the juvenile justice system</p>
<p>98%</p> <p>of high school seniors graduated on time</p>	<p>76%</p> <p>of graduating seniors reported plans to pursue post-secondary education or military service</p>

ethnicity and grade level

84% Black **5%** Hispanic

2% White

1% Asian (or other)

8% Multi-racial

10% elementary **53%** middle **37%** high



BECOME A CORPORATE CHAMPION

Corporate partners allow us to carry out our mission from program grants to event sponsorships and in-kind donations.

<u>Your Benefits*</u> Your Impact	<u>HERO Champion</u> \$50,000+	<u>MENTOR Champion</u> \$25,000 - \$49,999	<u>FRIEND Champion</u> \$15,000 - \$24,9999
Personalized tour of select school with BBBSMA CEO	✓		
Blog post and newsletter story about your engagement	✓	✓	
Special recognition on BBBSMA homepage	✓		
Recognition on BBBSMA website	✓	✓	✓
Social Media shoutouts	✓	✓	✓
Check presentation photoshoot with BBBSMA CEO	✓		
Recognition in Annual Report	✓	✓	✓
Use of BBBSMA conference room space	✓	✓	

*Your benefits may be conditional based on the giving vehicle you choose.

COMMUNITY BASED MENTOR PROGRAM

SERVE AS A BIG IN THE COMMUNITY

Professionally supported 1:1 matches where the Bigs and Littles from diverse backgrounds meet a few times per month in their local community - hanging out at the park, visiting a museum, or whatever they're interested in.

Once you complete an orientation, we will ask you to fill out a volunteer application as well as participate in a volunteer interview and training. We ask for a 1-year commitment. Throughout the year, our team supports you every step of the way. You will be assigned a Match Support Specialist that you will connect with on an ongoing basis to provide match monitoring, guidance, and coaching. You will communicate with your Match Support Specialist monthly for the first year of the match, and regular communication is required throughout the life of the match.

- **Volunteer opportunity**
- **Minimum 1-year commitment**
- **Gifts can be allocated to the Community-Based Mentor Program**

[Learn More.](#)



BEYOND SCHOOL WALLS

SERVE AS A BIG IN THE WORKPLACE

BEYOND SCHOOL WALLS PARTNERS



InsightGlobal



Children's
Healthcare of Atlanta

COX

Google



Our signature site-based workplace mentoring program in which mentors and high school students meet regularly at the mentor's workplace. This uniquely designed mentoring program matches high school students with employees from a Beyond School Walls corporate partner.

Matches engage in dynamically designed curriculum focused on career and college readiness, along with relational skill development. Students are mentored in the workplace to gain valuable skills and exposure to career opportunities, while employees can engage in a one-to-one mentoring relationship with a local student right from work, boosting morale and sense of purpose.

- **Paid partnership**
- **Select partner's employees serve as BIGS**
- **Volunteering is built into the workday**
- **Partner has the chance to showcase their professional talents and skills**
- **Possible employee pipeline development**
- **Partner will receive marketing exposure, speaking opportunities, and program hosting engagements**
- **Currently securing partnerships for the 2024-25 school year**



BIG FUTURES

SUPPORT COLLEGE AND CAREER READINESS
PROGRAMS FOR HIGH SCHOOL LITTLES

BIG FUTURES PARTNERS



BBBSMA Big Futures programming seeks to ensure that all High School matches are highly engaged and supported with tailored programming, resources and support. These programs result in high school LITTLES who graduate both high school and our program with a concrete plan for their future, a sense of confidence as they enter adult life, and a support system to help them navigate the transitions to and through high school.

- Paid partnership
- Partner has the chance to showcase their professional talents and skills
- Partner will receive marketing exposure and speaking opportunities
- Partner will participate in select engagement opportunities with high school LITTLES and their BIGS across the Atlanta Metro Area.
- Currently securing partnerships for 2023-24 and 2024-25s school years



Big Futures Partners

may be involved in the following programs:

- **GRADUATION CELEBRATION** · A special event that celebrates the accomplishments of senior LITTLES who are graduating from high school.
- **BIG FUTURES KICK-OFF GATHERING** · High school matches are invited twice per year to come together to kick off each school semester. These gatherings will combine learning about the needs of high school LITTLES in a fun social atmosphere that encourages making connections with other BIGS and LITTLES.
- **BEHIND THE SCENES: CAREER EXPOSURE EXPERIENCE** · High school LITTLES and their BIGS or parent/guardian are invited, once per quarter, to attend a career exposure event at a chosen corporate campus. These events might include a tour, a panel, and opportunities to connect and network with employees from different departments within the organization.
- **INDUSTRY DEEP DIVE DISCUSSIONS** · Discussions can be hosted in a virtual or in-person format to discuss industry-specific topics. These engagements also provide the opportunity for matches to connect and network with other matches.
- **POST HIGH-SCHOOL OPPORTUNITIES EXPO** · Like a college fair experience, our Expo brings together experts in a variety of high demand careers, military, trades, and 2-year college to ensure our LITTLES have exposure to the vast variety of options available to them after high school. This event features panels of experts, speakers, and informational booths and sessions for our LITTLES, BIGS, and families to engage in.



“I believe that young people need to see it to achieve it, and this partnership enables students the exposure they need to go to the next level.”

Kwame Johnson
Big Brothers Big Sisters of
Metro Atlanta
President & CEO



LEVEL UP

SUPPORT FUTURE-FOCUSED IN-SCHOOL MENTORING

In 2022, BBBSMA launched a new program - Level Up - that includes small group mentoring 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.

Any student can enroll to be a Little (a mentee) at a Level Up school. The school team is on board for Littles to reach their full potential by meeting with their mentor during the school day at their designated time. The mentors in the Level Up program are Big Brothers Big Sisters of Metro Atlanta employees called Lead Mentors. Their whole job is to be a mentor to youth! They are professionally and continually trained to provide the highest standard of mentorship and relationship-building with youth in the program.

Each Lead Mentor leads several small groups of up to 5 Littles at time and some 1:1 sessions for other mentees. When Mentors and Littles meet, they're taking time to talk about their day, connect, build relational skills, and improve social-emotional connection. This all happens during the school day on a set schedule, similarly to how Connections work in a student's schedule.

- **Gifts can be allocated to the Level Up program**
- **Partners can inquire about ways to Adopt-a-Classroom or Adopt-a-School within the Level Up Program**



	BIG in the Community <i>Community-Based Mentoring Program</i>	BIG at the Schools <i>Site-Based Mentoring Program</i>	BIG at Your Workplace <i>Beyond School Walls</i>	Level Up <i>Future-Focused In-School Mentoring</i>
Age of Little	6-18 years of age	6-14 years of age	15-18 years of age	12-14 years of age
Grades Served	Elementary, Middle, and High School students	Elementary and Middle School students	High School students	Middle School students
1:1 or Group Mentoring	1:1	1:1	1:1	Group and 1:1
Commitment	12 months Monday-Saturday; flexible	School Year Monday-Friday; flexible	School Year Monday-Friday; flexible	Curated volunteer opportunities available
Time Commitment and Location	2x/month BIGS and LITTLES select locations/ activities	2x/month At the LITTLE's school	1x-2x/month At the BIG's workplace or at the LITTLE's school	BBBSMA staff work in the partner schools daily.
Mentor Role	Professionally supported 1:1 mentoring relationships. Mentors (BIGS) and mentees (LITTLES) come from diverse backgrounds and meet a few times each month in their local community.	1:1 mentoring program in which volunteer BIGS meet with their LITTLES at specific locations and times -- typically at a school, workplace, or after-school program.	Specialized 1:1 mentoring program at a corporate partner's site, tailored for High School students who have an interest in exploring career readiness and planning for their future.	Small group and 1:1 mentoring by trained, professional mentors who work in the school, providing students the opportunity to be mentored during the school day
Geography	We match BIGS and LITTLES within a 15-mile radius of their home	We match BIGS and LITTLES within their own community (work, school, home)	Schools are matched with nearby corporate partners	Students served within their school by paid, professional mentors
Counties/Schools Served	Butts, Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Paulding and Rockdale	Martin Luther King, Jr. Middle School Sutton Middle School	APS High Schools: South Atlanta, North Atlanta, Therrrell, Mays DeKalb High Schools: Chamblee, Cross Keys	Luther J. Price Middle School; H.J. Russell West End Academy; Jean Childs Young Middle School. New in 2023-2024: Bunche Middle and Lithonia Middle.
Number of Littles Served by the Program in 2022	892	51	103	292
Transportation	BIG provides transportation for the LITTLE to and from activities around the city.	Activities hosted at LITTLE's school only. BIG is responsible for their own transportation.	Activities hosted at corporate partner workplace. LITTLE transported by school bus.	Activities hosted at LITTLE's school only. BIG is responsible for their own transportation.

PERSONALIZED 12-MONTH CORPORATE ENGAGEMENT PLAN

Let's connect to discuss your company's community engagement priorities, and together, we can craft a personalized corporate plan to specifically target your goals while supporting the mission of BBBSMA.

January

- Participate in Iconic Mentor Action
- Promote National Mentoring Month
- BIG Futures Semester Launch Party
- Inquire on Ways to Help With BIG Appreciation Night

February

- Learn More About BIG Futures and Secure Partnership for Upcoming School Year
- Promote and participate in Big Draft (February – April)
- Encourage colleagues that serve as BIGS to attend BIG Appreciation

March

- Confirm Your Company Matches Gifts Made to BBBSMA

April

- Adopt-a-Room or Adopt-a-Classroom

May

- Sponsor Fashion Play

June

- Sponsor Graduation Celebration

July

- Contribute to annual Back-to-School Event
- Your ERGs encouraged to attend quarterly Pints for Potential

August

- Host BIG Futures Semester Launch Party

September

- Celebrate BBBS Month by hosting a fundraiser
- Sponsor Bigs Swing Fore Littles: Top Golf Edition

October

- BIG Challenge : Peer-to-Peer Fundraiser
- Volunteer at the annual BIGS/LITTLES/FAMILIES Fall Picnic

November

- Sponsor Legacy Luncheon
- Giving Tuesday
- Make your 2025 Giving & Engagement Plans
- Attend our Community Day

December

- Make a year-end donation as a holiday gift in honor of a client, customer, or colleague

Follow us: [@bbbsatl](#) / [bbbsatl](#)

