



BRIDGING THE GAP



20 ANNUAL REPORT 24



Big Brothers
Big Sisters®
OF METRO ATLANTA

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.

Board of Directors

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John S. Markwalter, Jr. CIBC Private Wealth

Gregory Pope Masters Capital

Ron Stewart Investor

Richard Wells KPMG

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.

chair

Alexandra Ginsberg Rollins, Inc.

vice chair

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events initiative co-chair

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Mike Milero DoorDash

Jackson Poe EyeSouth Partners

Tony Poon Poon Films

Alexandra Rhodenfels The Superior Group

Ali Shaikh Graphiant

Shanice Stewart Cox Automotive

Judson Wallace Private Wealth Advisor

Charis Wright Fifth Third Bank

from our ceo



In 2024, I'm proud that we continued and expanded our critical work of helping young people in metro Atlanta close the opportunity gap. At Big Brothers Big Sisters of Metro Atlanta, we believe every child deserves a clear path to a successful future—no matter their ZIP code.

Big Brothers Big Sisters of Metro Atlanta is one of the fastest-growing agencies in the BBBS network—and this year, we again took that growth to new heights. We increased the number of youth served by 39%, thanks to bold program expansion and the unwavering support of our community. Our Level Up initiative—an innovative model that embeds paid mentors full-time in middle schools—now serves almost 1,500 students across six schools, with more on the way.

This momentum isn't just about numbers. It's about impact. A recent study from Harvard University and the U.S. Department of the Treasury revealed that **mentored youth are 20% more likely to attend college and earn 15% more as young adults**. Their income as adults aligns more closely with that of their mentors than their families—reducing the socioeconomic gap by two-thirds.

That's why we're proud to have extended our reach across Georgia in 2024 through a merger with Big Brothers Big Sisters of the Chattahoochee Valley. Together, we are bringing the power of mentorship to more communities and families.

In 2024, **98% of our high school seniors graduated on time**, and **98% of youth in our programs avoided involvement with the juvenile justice system**. Perhaps even more powerfully, **86% of our Littles reported improved mental health and reduced depressive symptoms**—a testament to the steady, meaningful presence of a mentor in a young person's life.

Mentorship is one of the most effective tools we have to close persistent gaps in opportunity. Thanks to our volunteers, donors, partners, and staff, we are doing just that—at scale. Thank you for standing with us as we help the next generation rise.

A handwritten signature in black ink that reads "Kwame Johnson". The signature is fluid and cursive.

Kwame Johnson

President and CEO

2649 YOUTH SERVED

1381 female | 1261 male | 7 gender diverse
total reflects all youth served with some participating in multiple programs

33.2 months ← average length of a match

30%
Increase in number of youth served

5
Middle schools in Level Up program serving 1505 students

6
Beyond School Walls workplace mentoring partnerships

19%
Increase in new matches

these are our kids

79%
come from low- or very low-income families

83%
qualify for free or reduced lunch programs at school

66%
live in single-parent households

16%
have one or more parents who have been incarcerated

promoting success

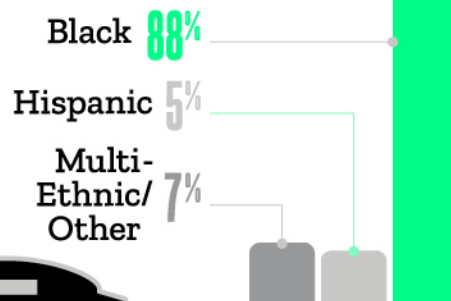
98%
of high school seniors graduated on time

98%
did not become involved in the juvenile justice system

86%
of littles reported decreased or no depressive symptoms

94%
of graduates reported plans to pursue education, employment, enlistment or entrepreneurship

littles' ethnicities

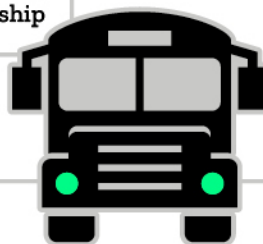


littles' grade level

30% high

64% middle

6% elementary



big brother match of the year

Rooted in Brotherhood, Growing in Purpose: LaVell and Dae'Miro



When Dae'Miro was matched in the Big Brothers Big Sisters program at 12 years old, he was searching for guidance—a steady presence to help him navigate school, friendships, and the responsibilities that come with growing up. What he found was more than just a mentor. In LaVell Johnson, Dae'Miro found a Big Brother who listened, encouraged, and believed in his potential every step of the way.

Their connection was instant. Over the past five years, that spark has grown into a powerful bond rooted in trust, consistency, and shared ambition. Together, they've tackled life's challenges head-on. Dae'Miro pushed through academic struggles, enrolled in summer enrichment programs, and committed to extra coursework—all with LaVell cheering him on, helping him stay focused, and celebrating each milestone along the way.

As Dae'Miro's confidence grew, so did his vision for the future. He began attending Brothers United meetings, a men's leadership group co-led by LaVell, where he found a network of men committed to service, growth, and accountability. Surrounded by community-first role models and supported by someone who never stopped showing up, Dae'Miro started to chart a path that was truly his own.

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Now 17, Dae'Miro is thriving. A dedicated student with a passion for storytelling, he's working towards his dream to attend Morehouse College and pursue a career in film and television. **"Before I met LaVell, I didn't really think about what came next,"** Dae'Miro says. **"Now I've got a plan, I've got goals—and I've got someone on my side who wants to see me win."**

For LaVell, the feeling is mutual. **"Dae'Miro has taught me a lot about myself,"** he reflects. **"He's helped me grow as a mentor, as a man, and as someone who wants to make a real difference."**

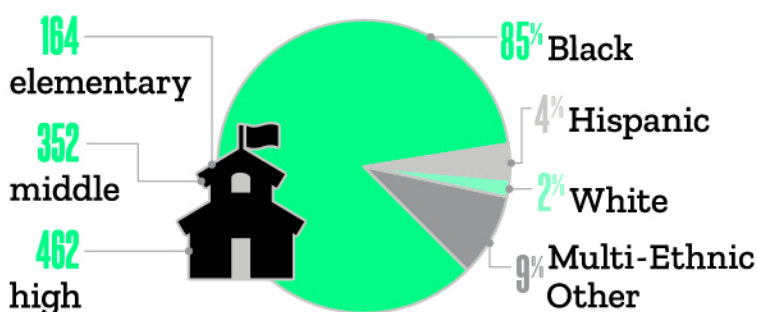
Their story is a testament to the power of mentorship—not just to guide, but to transform. It's a bond that feels like family, and a reflection of what can happen when we believe in each other's potential.

Volunteer Bigs and Littles are paired in **professionally supported 1:1 matches** that meet a few times per month in the community or at school.

TOTAL YOUTH SERVED



grade level and ethnicity



top counties served

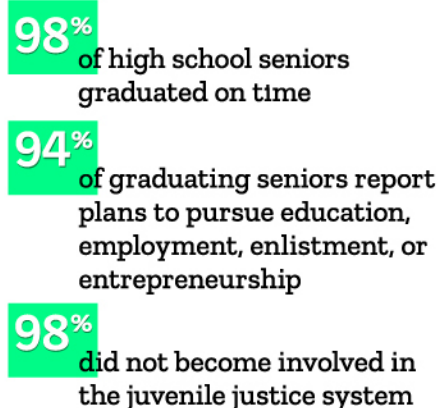


these are our kids



average length of a match **33.2 months**

promoting success



big sister match of the year

Confidence in Progress: RaKya and Aaliyah



At 13, Little Sister Aaliyah is already standing out. She's a gifted STEM scholar, a proud member of the Atlanta Children's Choir, and a book lover with dreams of studying English. She's curious, determined, and quietly confident—traits that have only grown stronger with the steady support of her Big Sister, RaKya Burkes.

Matched nearly five years ago, Aaliyah and RaKya have built a connection that's solid, honest, and full of trust. For Aaliyah, it came at the right time. She was coping with the loss of a loved one while facing major changes at home. It was a lot for a young girl to carry—but she wasn't alone.

"RaKya made me feel like I had someone in my corner," Aaliyah said. **"Hanging out with Kya is a nice escape from everyday pressures, and a time to just have fun with someone I really care about."**

That consistency created space for transformation. Whether they're hiking a trail, sharing dinner, or just talking through whatever's going on, RaKya's presence has helped Aaliyah grow in ways that matter. She's more confident, and more sure of who she is.

"I've watched her come out of her shell," RaKya said. **"She's learning how to use her voice and stand up for herself—and that's been amazing to see."**

RaKya, a first-generation Georgia State University graduate with a degree in Criminal Justice, became a mentor to help bridge gaps in opportunity and give back the kind of support that helped her reach her own goals. **"I grew up surrounded by people who poured into me,"** she said. **"Becoming a Big felt like the most natural way to pay that forward. But it's a two-way street—Aaliyah has taught me just as much as I've taught her. She's shown me what it means to grow together with grace, patience, and love."**

Level Up pairs students (Littles) with trained employees (Lead Mentors). Littles meet with their mentors during the school day for group mentoring and 1:1 sessions, fostering conversations, connection, and the enhancement of social-emotional skills within a structured school schedule.

1472



Students Served

5



Partner Schools

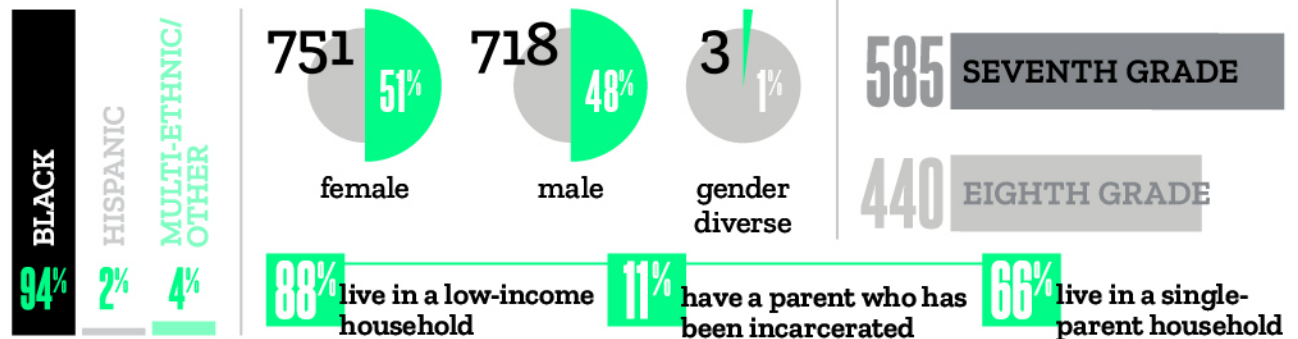
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Lead Mentors

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

student demographics



2023-24 program outcomes

Vision for the Future

- 90% of Students completed a Future Planning Guide
- 83% of Students had consistent or improved educational expectations

Mental Health

- 83% of Students had decreased or no depressive symptoms
- 90% of Students had consistent or improved emotional regulation

Avoidance of Risky Behaviors

- 99% of Students avoided the Juvenile Justice System
- 87% of Students had reduced or no school discipline events

Sense of Belonging

- 88% of Students had consistent or increased feelings of school connectedness
- 92% of Students had a trusted adult in their lives

school impact—atlanta public schools

Since the program started, Average Daily Attendance rate increased on average 4% in the grade levels we served and over 3% in the schools we served.

Two of our schools (Russell and Price) had the highest Average Daily Attendance rate for like middle schools.

Bunche Middle School saw the largest attendance improvement for middle schools in the district.

Three out of four of the APS schools we served saw a schoolwide decrease in suspension rates.

level up match of the year

Flourishing: Lead Mentor Marja Hill and Little Sister Jontavia



At the time Jontavia joined the Level Up program, she was having a hard time finding her footing in middle school—struggling with confidence, focus, and feeling connected. Over the past year and a half, her relationship with mentor Marja Hill has helped her grow in powerful and lasting ways.

With Ms. Hill's steady support, Jontavia—a 7th-grader at Young Middle School—has improved her grades, and her self-confidence has flourished. She's not only more engaged in class, but she's also stepped into new spaces outside the classroom by joining the track team and cheer squad. These activities have become more than just extracurriculars. They've helped Jontavia build community, express herself, and take pride in who she's becoming.

“Ms. Hill is someone I can trust. She makes me feel supported every day.”

—**Jontavia**, Lead Mentor at Bunche Middle School

“Marja Hill is a beacon of empowerment, lighting the path for young women to rise with unshakable confidence.”

—**Terrence Jackson**, Lead Mentor at Bunche Middle School

Beyond School Walls is a mentoring program facilitated by BBBSMA Staff, pairing corporate volunteers with high school students at the mentor's workplace.

233 YOUTH SERVED

143 female | 87 male | 3 gender diverse

corporate partners



South Atlanta
High School



Children's
Healthcare of Atlanta
North Atlanta
High School



Chamblee
High School



Benjamin E. Mays
High School



Cross Keys
High School

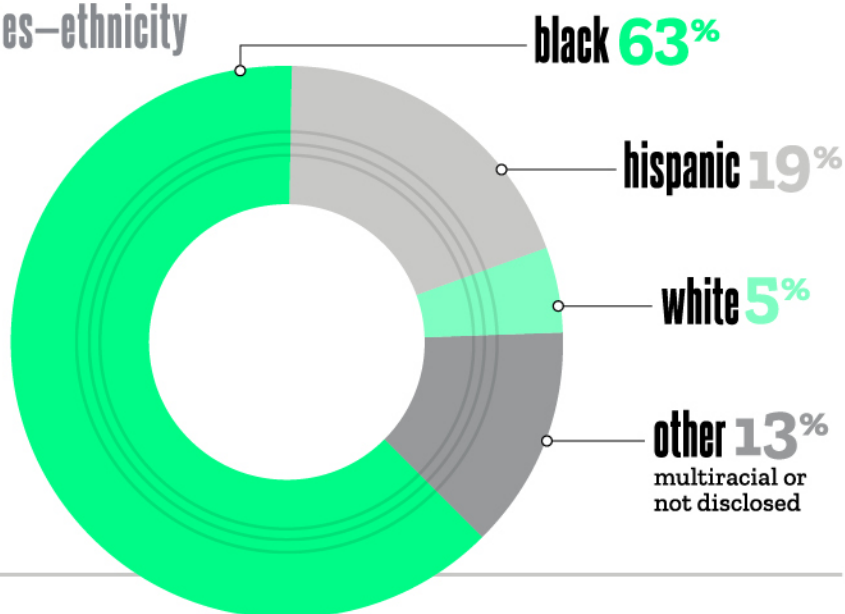


Booker T. Washington
High School

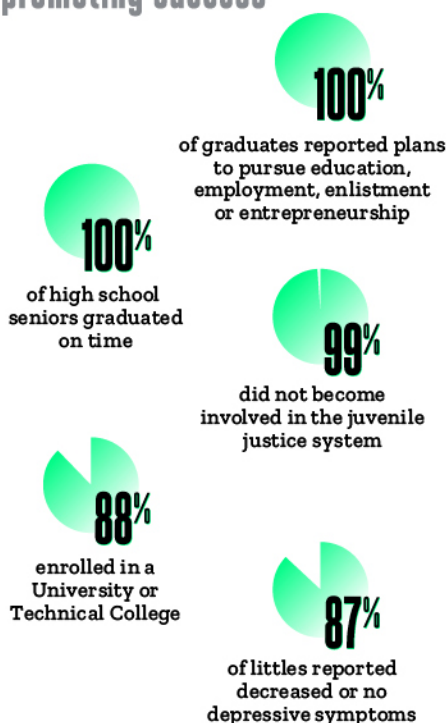


Therrell
High School

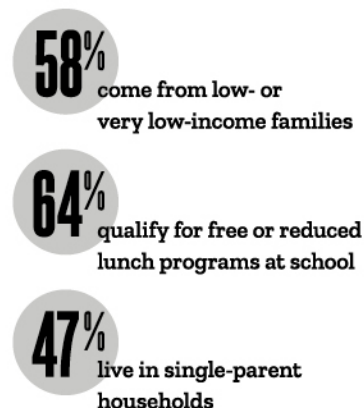
littles—ethnicity



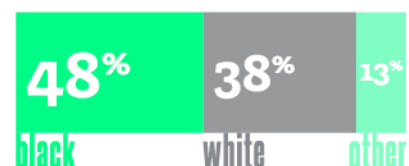
promoting success



these are our kids



biggs—ethnicity



partner spotlights



Spotlight: Insight Global

As Philanthropy Program Manager at Insight Global, Hannah Jenkins has played a central role in deepening the company's commitment to mentorship and youth development. She was named a Rising Star in the Atlanta Business Chronicle's Leaders in Corporate Citizenship Awards for her work leading impactful programs—most notably Insight Global's partnership with Big Brothers Big Sisters through Beyond School Walls.

Thanks to Hannah's leadership, the partnership has grown significantly since launching in the 2023–24 school year.

What began with 23 student-mentor matches has now expanded to 35 youth from Cross Keys High School receiving monthly mentorship at Insight Global's Dunwoody headquarters. Hannah has also served as a Big Sister herself, consistently showing up to support BBBSMA events, advocate for mentorship, and welcome staff and students into IG's space.

"One of the things that I try really hard to do is make giving back easy," Jenkins says. **"When you can just make it as easy as possible for someone to be able to find an opportunity that they really resonate with and be able to give back, they can just truly focus all their energy and power on [the cause]."**

Hannah exemplifies the spirit of service, inclusion, and community-building—and continues to be a driving force behind the success of our school-to-career mentoring programs.



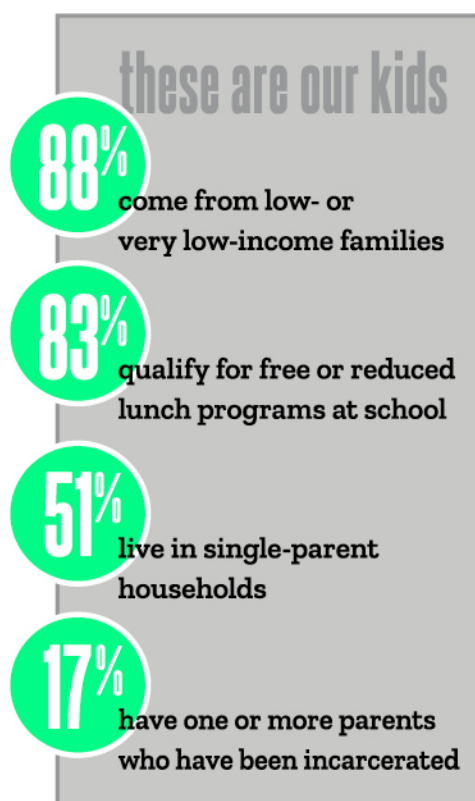
Spotlight: UPS

In 2024, Big Brothers Big Sisters of America became UPS's first official national mentorship partner—a multi-year collaboration focused on expanding career readiness and workforce development programs for youth across the country. Through initiatives like Big Futures, the partnership aims to create more equitable access to opportunity in cities including Atlanta.

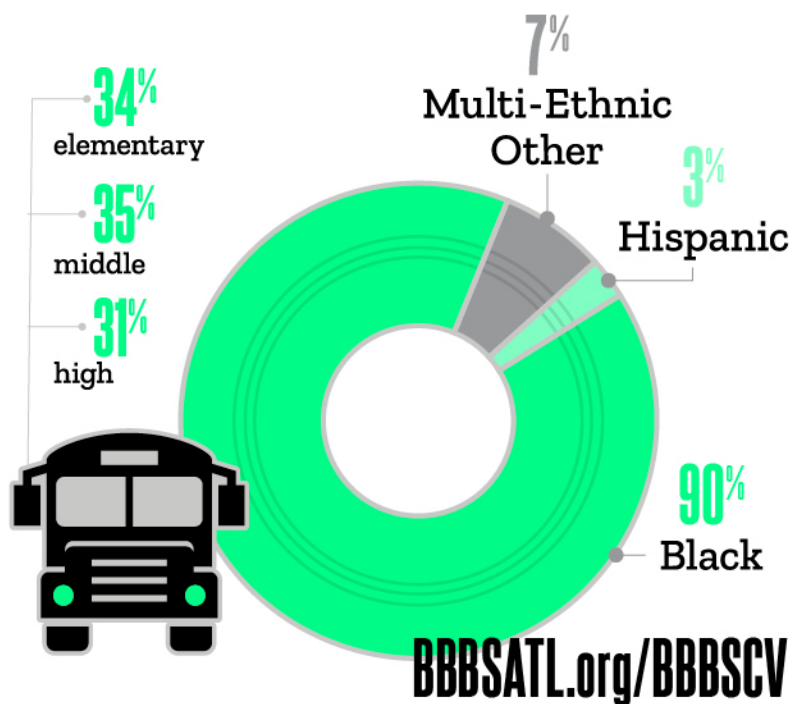
Locally, that commitment comes to life through our Beyond School Walls partnership with UPS and Therrell High School. Students are matched with UPS employee mentors and meet monthly at the UPS campus, supported by BBBSMA staff and a structured life-skills curriculum. This real-world mentoring experience helps students build confidence, set goals, and explore future pathways in a professional setting.

Volunteer Bigs and Littles are paired in **professionally supported 1:1 matches** that meet a few times per month in the community or at school.

TOTAL YOUTH SERVED



grade level and ethnicity



counties served

GEORGIA: Chattahoochee • Harris • Marion • Meriwether • Muscogee • Talbot • Troup
ALABAMA: Chambers • Lee • Russell

financials

Revenue

Foundations

\$2,396,500

Corporations

\$1,318,486

Government

\$1,307,779

Other Income

\$1,003,408

Special Events

\$621,619

Capacity-Building Campaign

\$484,201

Schools

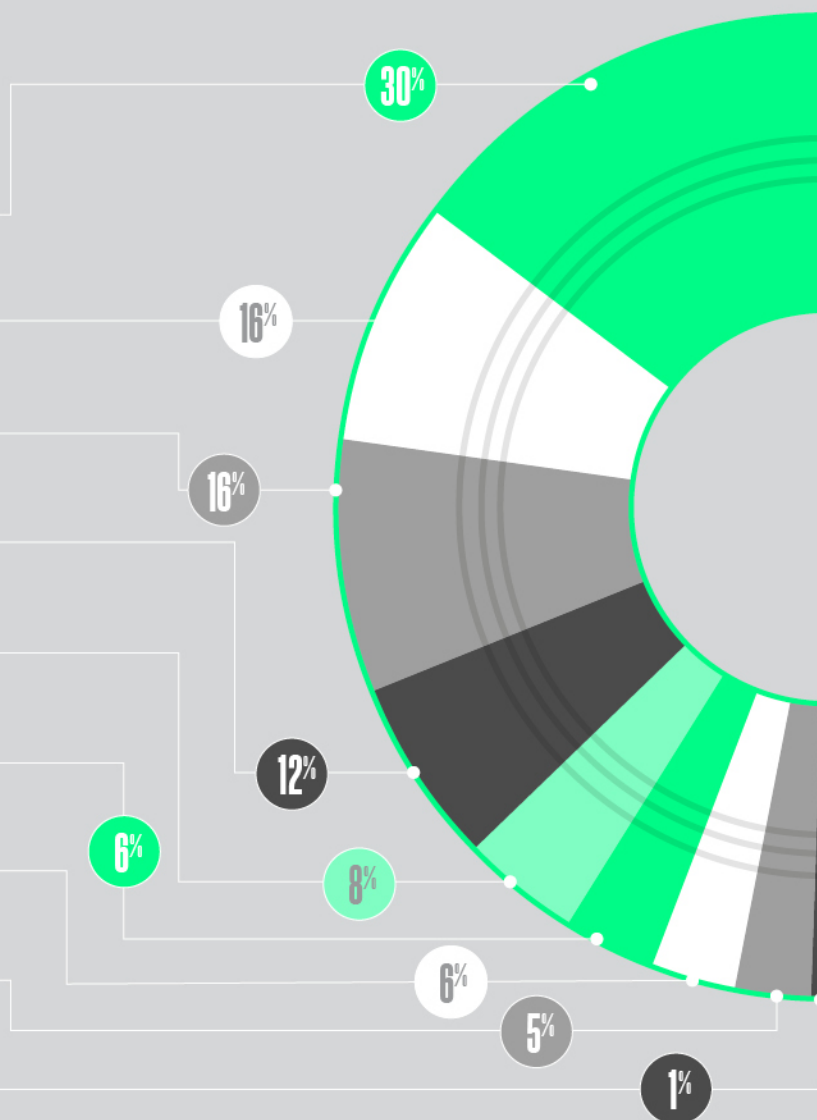
\$470,130

Individuals

\$382,177

United Way

\$87,500



TOTAL REVENUE \$8,071,800

Expenses



Programs



Management/Administration



Fundraising

TOTAL EXPENSES \$7,999,399

our donors

Institutional Donors

Miracle Maker (\$500,000+)

City of Atlanta

Big Brothers Big Sisters of America

The Arthur M. Blank Family Foundation

The Marcus Foundation

Memories Maker (\$100,000+)

Alston & Bird, LLP

Anonymous

Atlanta Public Schools

The Cousins Foundation

DeKalb County/ARPA Local Fiscal Recovery Fund

DeKalb County School District

Georgia Governor's Office of Planning and

Budget/ARPA State Fiscal Recovery Fund/

Negative Economic Impact Grant

Georgia Power Foundation

Goizueta Foundation

Joseph B. Whitehead Foundation

Marvel Maker (\$50,000+)

The American Opportunity Foundation, Inc.

Chick-Fil-A, Inc. Corporate Social Responsibility

Cox Enterprises, Inc.

David, Helen and Marian Woodward Fund, Atlanta

Fulton County Board of Commissioners under the
guidance of the Department of Community
Development

Georgia Pacific Foundation

Georgia Power Company

The Sartain Lanier Family Foundation, Inc.

U.S. Department of Education/
Congressionally Directed Spending

The UPS Foundation

United Way of Greater Atlanta

The Zeist Foundation, Inc.

Friendship Maker (\$25,000+)

The Annie E. Casey Foundation

Children's Healthcare of Atlanta

First Horizon

Fiserv

Genuine Parts Company

Google, Inc.

Insight Global

Inspire Brands Foundation

The John and Polly Sparks Foundation,
Bank of America, Trustee

Michael Kors

NCR Voyix

Publix Super Markets Charities, Inc.

Sky Ranch Foundation

State Farm Insurance Companies

The Superior Group

United Way of the Chattahoochee Valley

Wells Fargo Foundation

Dream Maker (\$10,000+)

Accenture

Anonymous

The Atlanta Foundation

The Coca-Cola Company

Cognia

DeKalb County Human Services Department

EY

The Erbrick Family Foundation

Fifth Third Bank

The Home Depot Foundation

The John and Rosemary Brown Foundation

KPMG, LLP

Kaiser Foundation Health Plan of Georgia, Inc.

Kason Industries

KIPP Metro Atlanta Schools

Nordson Corporation Foundation

Norfolk Southern

Northside Hospital

O'Neal Industries

PPG Foundation

Southern Company Gas Foundation

Southwire Company

Tulsa Community Foundation

Wellstar Health System

Individual Donors

Leadership Society

Defenders Circle (\$10,000+)

Bay Foundation Fund
Arthur M. Blank
Mark Dalton
Vanessa and Michael Erbrick[^]
April and Urcel Fields[#]
Shannon and John Karafanda
Peter F. Lauer
Lori and Forrest McClain
Chelle and Greg Pope
Bryan Stewart

Ignitors Circle (\$5,000-\$9,999)

Joumana and Joe Beverly[^]
Julie and Tom Branicki
Seth Brown[#]
Colony Square
Ebert-LeBlanc Family Foundation
Suci and Hardie Jackson
Heather and Mike Rensink[^]
Sandy and Mike Schmal
Ali Shaikh^{^#}
Matthew J. Sours

Mentors Circle (\$2,500-\$4,999)

Bay Point Advisors, LLC[^]
Madeliene and Christian Doetsch^{**#}
Karen and David Duncan
Georgia Power—The Club of Hearts, Inc.
Derek J. Hardesty

Hauser-Nuckols Family Foundation
Teresa and Bradley Hoyt
Kwame Johnson^{*#}
Jonathan Kilgore^{*}
Steven Klinger
Andre Landrum[#]
Shirley and Garry Price
Kim and Alonzo Primus[#]

Empowerment Society

Founders Circle (\$1,960-\$2,499)

Anonymous
Cencora
Melanie Diggs
Kellen DiStefano
Fabrizio Garcia
Antonio G. Howard
Allie Jones
James Scott
Meagan and Carrie Scott^{*}
Diana and Mark Tipton
Tull Charitable Foundation

Advocates Circle (\$1,000-\$1,959)

Anonymous
AMB Group, LLC
Anisa International
Bank of America
Heidi Becker Keever
Brantley Barrow
Blue Bear Solutions
Erik Becker
Malcolm Berkley[#]
Shatoya Brantley
Rita and John Breen

Jeffrey Brewer
Stuart W. Brown
Patricia Bruschini
Jennifer Burns
Greg Clay^{**#}
Susan and William Clineburg
Charla Collings
Danielle and Theodore Davies
Todd P. Davis
Fidelity Charitable Fund
Katie and Michael Gillin[#]
Marty and John Gillin
Shauna Greene
Andre Greenwood
Ainsley LeBlanc and Thomas Hamlin[#]
The Goddard School Decatur,
Erika and Talbert Hill
Claire and Brian Hulsey
Emily Chamberlin and David Katz-Doft
Leigh Koffler
Mike Landry
Camille and Ben Lefkowitz
Cheryl and Michael Lipton
Olivene and Richard Makerson[^]
Alex Manning
Sam and Mike Milero
Maria and John Miller^{*}
Matt Moore
Oyebamiji Oladeji
Thomas Oswald^{*}
Earlece Pearce
Michele Pearce^{*}
Jackson Poe^{*}
Jett Puckett
Charles Ramseur[#]

- * Matchmaker Monthly
- + Ben Rohrer Scholarship Fund
- ^ MacKenzie Match Challenge
- # MENTors Men's Giving Circle

Anthony Ray[#]
Antonio Robinson
Lawrence Sidbury[#]
Todd Snell
Cory L. Tripp
Carol and Depriest Waddy
Ryan Weinstein
Stacey Wolford
Corey A. Whitaker
Lori Wittman
Fonseca "Zeke" Woodruff[#]
Anqi Zou

Champions Circle

(Raised more than \$1,000 through peer-to-peer fundraising or beneficiary event)

Haley Casola
Huston Collings
Colony Square
Mercedes Johnson
Peter F. Lauer
Maria Miller
Matt Moore
Shanice Stewart
Fonseca "Zeke" Woodruff
Bradford Wynn
Anqi Zou

Bridging the Gap— Researchers from Harvard University and the U.S. Department of the Treasury have found that BBBS can serve as a scalable solution to reducing socioeconomic disparities over time.



BBBS Littles are
20% MORE LIKELY
to enroll in college

Mentored youth are 20% more likely to attend college compared to non-mentored peers



BBBS Littles
EARN 15% MORE
over their lifetime

Participants experienced a 15% boost in earnings between the ages of 20 and 25, reflecting enhanced economic mobility



Being a BBBS Little
CLOSES 2/3
of the economic gap

The income of mentored youth as adults was more closely aligned with the income of their mentor than their family, helping to reduce the socioeconomic gap by two-thirds

