



About Us

Mission To provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever.

Vision All children achieve success in life.

Accountability statement We partner with parents/guardians, volunteers and others in the community and hold ourselves accountable for each child in our program achieving:

- higher aspirations, greater confidence and better relationships
- avoidance of risky behaviors
- educational success

What we do

Big Brothers Big Sisters supports children and their families like no other organization, by carefully matching youth ages 6 to 18 (Littles) with volunteer adult mentors (Bigs). All participants receive ongoing assistance, encouragement and care from professionally trained match support specialists. Matches in our community-based program meet once each week for an activity they plan together in the community. We also support school-based matches that meet once each week at the Little's school to do schoolwork or other planned activities.

Our outcomes

- 85% maintained or improved their educational expectations
- 70% maintained or improved their attitudes toward risky behavior
- 65% maintained or improved their socio-emotional relationships

Who we serve

In 2011, we supported approximately 1,500 one-to-one mentoring matches. As of January 2012:

Gender:

- Little Brothers – 46%
- Little Sisters – 54%

From:

- Milwaukee County – 82%
- Waukesha County – 18%

Ages:

- 6-9 – 24%
- 10-12 – 43%
- 13-15 – 24%
- 16-18 – 9%

Ethnicity of Littles:

- African American 61%
- Asian 1%
- Caucasian 17%
- Hispanic/Latino 17%
- Multi-race/Other 4%

Program

- School-based – 40%
- Community-based – 60%



Big Brothers Big Sisters
of Metro Milwaukee

Mentoring Options

Our mentoring programs help meet the growing needs of parents and guardians seeking assistance and support in providing better futures for their children. Through both community and school-based mentoring options, we have the power to change lives forever – one child at a time.

With both programs, Big Brothers Big Sisters carefully screens adult volunteers (Bigs), and matches them with youth (Littles) ages 6-18, who are often from low-income, single-parent homes. Because we have so many boys on our waiting list, we created opportunities for boys under the age of 12 to be matched with an adult female volunteer. We also offer couples matches, where a couple may mentor a boy together. These options allow us to serve more boys and reduce the child waiting list.

Community-based mentoring

Matches meet an average of three to four times a month to engage in activities they plan together, or to attend activities planned by BBBS staff. Once a mentoring match has been made, BBBS staff provides ongoing case management, evaluation and support to the Little, the Little's parent or guardian, and to the volunteer mentor to ensure that the relationship is healthy and productive for all participants. The BBBS evidence-based program model strives to increase the length of match relationships and the strength of the bond between mentor and mentee. Research shows that longer, stronger mentoring relationships produce positive youth outcomes.

School-based mentoring

BBBS also operates twelve mentoring programs based at schools in Milwaukee and Waukesha Counties. Like the community-based mentoring program, the school-based program focuses on our three priority youth outcomes: academic improvement, avoidance of risky behavior, and social/emotional development. In the school-based program, mentors go to the school once each week and spend time with their Little. About half of the time is spent doing homework or other school projects, and half of the time is spent in planned activities to enhance educational achievement.

Mentoring Children of Prisoners

Our Mentoring Children of Prisoners (MCP) program provides one-to-one professionally supported mentoring services for Milwaukee's most at-risk youth: children of prisoners. These children are at high risk of academic failure, juvenile delinquency, and incarceration as a result of poor family and social support due to the incarceration of one or both parents. Children served through MCP are matched in both our school and community-based programs.



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School-based Mentoring Program

The school-based mentoring program allows adult volunteers to mentor at participating schools in Milwaukee and Waukesha counties. Mentors meet weekly with a Little Brother or Sister during after-school programming or school hours. It's the perfect opportunity for an adult who prefers a more structured, regular mentoring opportunity.

Bigs and Littles are matched together based on similar interests and values. Together, they concentrate on academic achievement, recreational activities and emotional development. Each school's staff coordinator provides planned activities, direct match support and outcomes measurement.

Program Facts

- Nearly 25,000 hours of one-to-one, professionally supported mentoring is provided to more than 500 children annually.
- Our summer "bridge" program solidifies the connection between mentor and mentee between school years and provides consistent communication to increase positive youth outcomes.
- Our school-based program partners, who help provide adult volunteers, include Marquette University, University of Wisconsin-Milwaukee, Carroll University, Harley-Davidson Motor Company and Rockwell Automation.

2011-2012 School Sites

Milwaukee County

Catholic East Elementary
Forest Home Avenue Elementary
Hartford University School
Keefe Avenue School
MacDowell Montessori School
Mary McLeod Bethune Academy
Maryland Avenue Montessori School
Milwaukee College Preparatory School
United Community Center

Waukesha County

Blair Elementary
Hadfield Elementary
Whittier Elementary



REACH

Collaborations to enhance Big Brothers Big Sisters mentoring

This strategic program supports our priority of longer and stronger match relationships that help children achieve their goals while also providing easy and fun outings for Bigs and Littles. Designed by Big Brothers Big Sisters of Metro Milwaukee staff in 2009, the program was recognized as a “Best Practice” by Big Brothers Big Sisters of America.

REACH is a curriculum-based program that enhances the one-to-one mentoring model. We offer our matches six or more pre-planned and supervised activities each month in five areas designed to promote youth development (see below.) Activities are focused on supporting our three priority outcomes: academic improvement, avoidance of risky behavior and social/emotional development.

One of the most exciting components of REACH is the strategic collaborations that have evolved with numerous community partners who generously give of time, resources and facilities. Big Brothers Big Sisters works with the organization to ensure a well-planned, well-attended positive activity with a learning or development goal. It’s a win-win.

Focus Area	Objectives
Recreation	Explore the community and experience new activities. Develop respectful, engaged spectators.
Education & Careers	Improve academic performance. Achieve high school graduation. Learn about post-secondary education and career possibilities.
Arts & Culture	Increase cultural awareness. Foster respect of cultures and history. Experience visual, hands-on and performing arts.
Civic Engagement	Foster good citizenship. Encourage volunteerism. Reinforce the value of giving back.
Health & Fitness	Champion exercise and wellness. Encourage healthy choices and good nutrition.



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Collaborations to enhance Big Brothers Big Sisters mentoring

Here are just some of our recent collaborative REACH partners:

Adventure Rock Indoor Climbing Gym
Apha Phi Alpha Fraternity
Aurora Health Care
Betty Brinn Children's Museum
Bryant & Stratton College
Carroll University
Children's Hospital & Health System, Inc.
Concordia University
Country Springs Water Park
Discovery World
Feeding America
First Stage Children's Theater
Greenfield Jaycees
Growing Power, Inc.
Havenwoods State Forest
Irish Cultural and Heritage Center
Keep Greater Milwaukee Beautiful
Ko~Thi Dance Company
Marquette University
Milwaukee Art Museum
Milwaukee Ballet
Milwaukee Brewers
Milwaukee Bucks
Milwaukee Chapter of Muskies, Inc.
Milwaukee County Parks
Milwaukee County Zoo
Milwaukee Deputy Sheriff's Association
Milwaukee Institute of Art and Design
Milwaukee Mile
Milwaukee Public Schools
Milwaukee Police Department

Milwaukee Public Library
Milwaukee Public Market
Milwaukee Repertory Theater
Milwaukee Rescue Mission
Milwaukee School of Engineering
Milwaukee Succeeds
Milwaukee Symphony Orchestra
Milwaukee Wave
Our Savior's Lutheran Food Pantry
Pettit National Ice Center
Reinhart Boerner Van Deuren s.c.
Retzer Nature Center
Rosebud Cinema
School District of Waukesha
Sherman Perk
SouthPointe HealthCare Center
South Shore Yacht Club
Special Olympics
Society of St. Vincent DePaul
Stepping Stones Farms
StoneFire Pizza Company
The Gathering
Thrive Foundation
Trinity Dance Academy
Urban Ecology Center
University of Wisconsin-Milwaukee
U.S. Bank
Wells Fargo, Inc.
Whole Foods Market
Wisconsin Humane Society
World Music Drumming



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We hold ourselves accountable. You should, too.

Accountability statement We partner with parents/guardians, volunteers and others in the community and hold ourselves accountable for each child in our program achieving:

- Academic improvement
- Social/emotional development
- Avoidance of risky behaviors

How we define these outcomes

- Academic improvement – Our Littles demonstrate better grades, better attendance, an expectation of graduating high school and are making future plans for their career.
- Social/emotional development – Littles show better relationships with parents and peers, have a sense of self-worth and self-confidence, set and achieve personal goals and see themselves as an important member of the community.
- Avoidance of risky behaviors – Our Littles avoid risky behaviors and do not use drugs, engage in underage drinking, or get involved in the justice system; they resolve conflicts without violence.

How we measure

Big Brothers Big Sisters of America has introduced a new outcome evaluation system, the Youth Outcomes Survey which involves benchmarking through both pre- and post-testing of children. This new tool will further enhance our measurement of the three key long-term youth outcomes: academic improvement, avoidance of risky behavior and social/emotional development. Littles will take surveys annually to track scholastic competence, educational expectations, academic performance, social acceptance, parental trust and attitudes towards risk.

Our latest outcomes statistics

- 85% maintained or improved their educational expectations
- 65% maintained or improved their socio-emotional relationships
- 70% maintained or improved their attitudes toward risky behavior

United Way

Big Brothers Big Sisters of Metro Milwaukee is a proud collaborative partner of United Way of Greater Milwaukee and United Way in Waukesha County, and reports results to them based on two key youth outcomes: goals and aspirations and school engagement.

- Goals and Aspirations – In 2010, 98% of Littles surveyed showed improvement over the past year in terms of being on track to advance to the next grade level or graduate from high school.
- School Engagement – 98% of Littles surveyed met the indicator stating that they agree or strongly agree that the program helped them improve in believing it was important to perform well in school.



Longer and Stronger

Not surprisingly, compelling research shows that the longer our one-to-one, professionally supported mentoring relationships last, the stronger the positive impacts on young lives.

In 2011, Big Brothers Big Sisters of Metro Milwaukee re-focused not just on increasing the number of children we serve, but on the quality and length of those relationships. Our agency prioritizes and measures three key youth outcomes: academic improvement, avoidance of risky behavior and social/emotional development.

The “longer and stronger match” priority was supported by these efforts:

- Investing more time and focus on the critical beginning of each match relationship; matches that are strong at the six-month mark are more likely to remain in place two, four and even ten years later.
- Improving education and training for volunteer mentors and parents.
- Working on more successful relationships with principals, teachers and PTAs at our school-based sites.
- Strengthening recruitment efforts through corporate, community and collegiate partnerships. With more than 500 children on our waiting list, we always need more Bigs.

These efforts paid off.

In just 12 months, we posted these gains:

- Matches reaching the six-month mark in 2011:
 - Community-based mentoring – from 86% to 87%
 - School-based mentoring – from 78% to 86%
- Average match length:
 - Community-based mentoring – from 24 months to 30 months
 - School-based mentoring – from 13 months to 17 months



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Match Support

One of the most important – but lesser known – components of the Big Brothers Big Sisters program is match support.

Our job does not end once we carefully match a youth Little with an adult Big. Once a match is made, our professional, trained match support team contacts the Big, the Little and the parent or guardian regularly to ensure the health, safety, development and satisfaction of all participants. These calls and visits help ensure successful and longer-lasting relationships.

Individual youth development plans are created during the enrollment phase of the matching process. These plans are helpful tools to identify areas where the Little may need special attention; they also assist us in monitoring youth development. During case management by Big Brothers Big Sisters match support specialists, this information is shared and incorporated into suggestions for the Big. Referrals to other necessary resources for the family may also be shared.

There is a concentrated focus on three priority youth outcomes during this communication between the match participants: academic improvement, avoidance of risky behavior and social/emotional development. For instance, the parent might mention that the Little is having increasing trouble with math, which the match support specialist will communicate to the Big and help identify activities that might help.

All of this crucial communication and information is carefully recorded in our real-time, web-based Agency Information Management (AIM) system which monitors youth safety and positive youth development.

The match support team also helps communicate about numerous pre-planned activities that are available for Bigs and Littles to enjoy through REACH, staff-supported activities focused on five areas critical to youth development: **Recreation, Education & Careers, Arts & Culture, Civic Engagement and Health & Fitness.**



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Who are our Bigs?

Our adult volunteer Bigs are key to delivering one-to-one mentoring. Every volunteer prospect is subjected to a rigorous application and review process, including background checks, interviews, training and, if they are a good fit for our program, careful matching with a Little.

- Our Bigs range in age from 18 to 77. Their average age is 31.
- A college degree is not required and we welcome Bigs with all educational backgrounds. Seventy-nine percent of our mentors have a bachelor's degree or higher.
- Our Bigs represent a cross-section of metro Milwaukee employers, from large corporations and small businesses to nonprofits and government agencies.
- We also have students, homemakers, retirees and couples.

What do they invest?

All volunteer Bigs are asked to make a minimum two-year commitment to our program. Last year, our Bigs donated more than 108,000 hours of time with their Littles. According to the Corporation for National and Community Service, an hour of volunteer time is valued at \$17.85. That means time invested by our Bigs was worth almost \$2 million. Also, while the program does not call for or require any investment of financial resources by the Bigs, they report that they spend \$520 each year on average. It's clear that our Bigs help our program deliver a tremendous return on investment and add an incredible value to our community.

What do Bigs get?

Over and over again, we hear from our caring volunteer Bigs that their lives have changed dramatically. The relationship with their Little has increased their understanding of what children face and their desire to "give back" because they are getting just as much, if not more, from this special relationship.

How do we find Bigs?

With more than 500 children on our waiting list, we always need more volunteer Bigs. We are especially in need of men of all ethnic backgrounds.

Many **businesses and organizations** help recruit new Bigs from their employees, including:

Aurora Health Care
Children's Hospital and Health System, Inc.
GE Healthcare
Harley-Davidson Motor Company
Johnson Controls, Inc.
Kohl's Corporation
BMO Harris Bank
Medical College of Wisconsin
Milwaukee Public Schools
Northwestern Mutual
Rockwell Automation

In addition, **colleges and universities** help provide qualified volunteer mentors for our school-based program, including:

Alverno College
Cardinal Stritch University
Carroll University
Marquette University
Milwaukee School of Engineering
University of Wisconsin-Milwaukee



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Child and Volunteer Profiles

Ethnicity

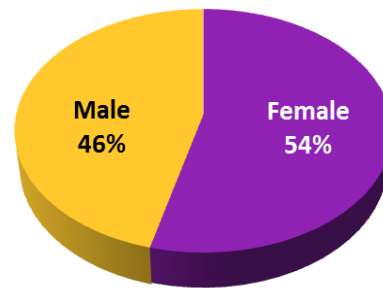
	<u>Children</u>	<u>Volunteers</u>
African American	61%	8%
Asian	1%	2%
Caucasian	17%	85%
Hispanic/Latino	17%	3%
Multi-race/Other	4%	2%

Age

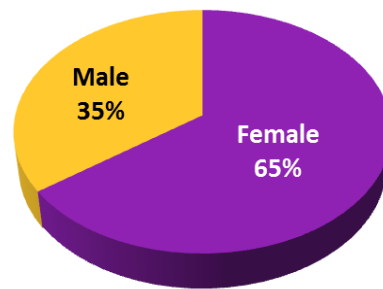
<u>Children</u>		<u>Volunteers</u>	
6-9	24%	18-20	21%
10-12	43%	21-30	45%
13-15	24%	31-40	16%
16-18	9%	41-50	9%
		51+	9%

Gender

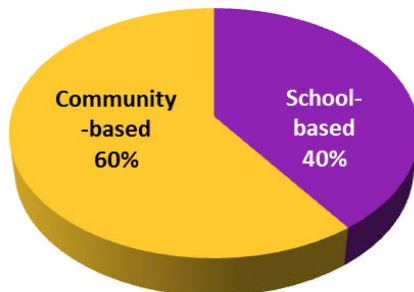
Children



Volunteers



Program



As of January, 2012



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