



Big Brothers
Big Sisters.

OF THE CENTRAL
BLUE RIDGE



IMPACT REPORT 2018

Thank You for a Successful 2018



As 2018 comes to a close, we are proud of the significant strides Big Brothers Big Sisters of the Central Blue Ridge has made on our three major goals:

- 1) Raise awareness of our agency and the important, unique role we play in the community.
- 2) Continue building our long-term financial stability.
- 3) Reach more youth in the community that need us the most.

Through events such as the Free Union Farm Footrace, Bowl for Kids' Sake, and our Fall Fundraising Luncheon, hundreds of attendees learned about our unique mentoring model, and why our work plays a critical role in defending the potential of our community's youth. We also launched our first multi-year giving effort, the 1904 Society, which was founded by 13 local leaders who believe wholeheartedly in the BBBS method and mission.

We enter 2019 from a position of organizational strength, but we also recognize that none of this would be possible without the generosity of community members like yourself. On behalf of our Littles, Bigs, staff, and Board, we sincerely thank you for your continued partnership and support!

ATHENA GOULD, Executive Director

AARON HARK, Board Chair

OUR PROGRAMS

LITTLE ACHIEVERS

Ages 6-10

As a trusted adult, mentors help Littles build positive relationships at home and school, avoid negative peer influences, and find stability during times of adversity.

FUTURE RISERS

Ages 11-18

Mentors provide new experiences and academic enrichment opportunities for their Littles while focusing on youth development, avoidance of risky behaviors, and success in school.

MADISON HOUSE

UVA college students mentor Littles from the community, providing access to experiences available to UVA students and exposure to a college environment.

THRIVE

Stable mentors are paired with local refugees seeking to rebuild their lives. Mentors help their Littles integrate into the Charlottesville community and provide academic and career opportunities.

ASPIRE HIGHER

Teens

In partnership with the Blue Ridge Detention Center, mentors are paired with male teens who have had contact with the juvenile justice system. Mentors help broaden the teen's horizons toward positive opportunities and increased self-worth.

We Are Defenders of Potential.

Nationally, Big Brothers Big Sisters has reimagined our brand to reflect this empowering message. Our mission is to clear the path to a child's biggest and brightest possible future. With our proven mentoring model, we match each child with a mentor to foster a relationship built on trust, learning, and growth. Together, we are defenders of potential.



SHANA & LAIA

Celebrate Five Years

When Laia and Shana were matched on October 19th, 2013, they felt an immediate connection that has only grown stronger over the years. In fact, they began documenting their weekly outings in a journal which they still maintain today! Laia credits BBBS for exposing her to several new opportunities and experiences, including ones that have helped her pursue her dream of entering the medical field. With encouragement from her Big, Laia applied for UVA Hospital's Junior Volunteer Program, where she has logged over 200 hours to date. Most importantly, Laia said that having a Big Sister is "more than a program, it's a relationship." Shana is looking forward to the next five years with Laia as she approaches college, and "wouldn't change this experience for anything in the whole world."



BIG IMPACT

After 12 months, our Littles reported their mentors had a big impact in the following areas:

EDUCATION

93%

maintained or improved their attitude toward school

86%

maintained or improved their grades

80%

of Littles had higher educational expectations for their future

COMMUNITY & FAMILY

95%

got along better with their parents

97%

felt more self-confident

PERSONAL BEHAVIOR

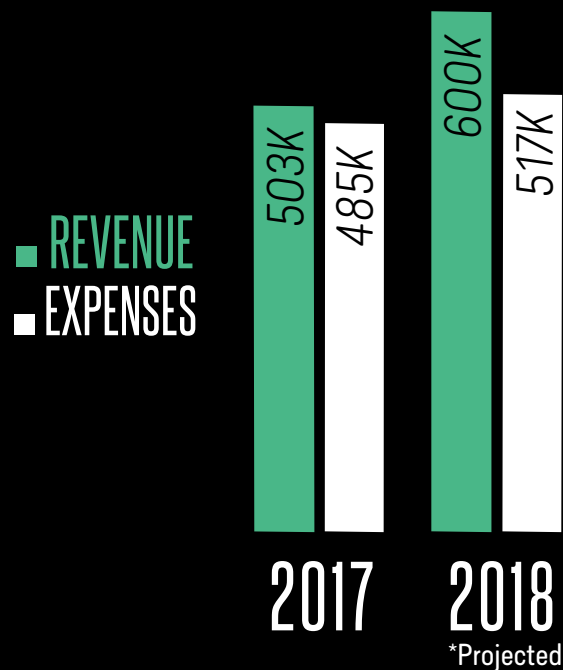
97%

had positive peer relationships

96%

thought smoking, drinking, and using drugs would negatively impact their future

FINANCIALS



It Takes a Village

"We all need a village and support, so I donate to Big Brothers Big Sisters because it provides that mentoring and support for those that most need it in our community." - Ariana Williams

Big Brothers Big Sisters Thanks

- C-Ville Weekly for partnering with BBBS and making us the beneficiary for the Best of C-Ville 2018.
 - Tiger Fuel and the Markets for being our 2018 year-long sponsor and committing volunteers and financial support for our mission.
 - Thank you to our generous donors who make all of our work possible.
- More information can be found at blueridgebigs.org

PARTNERSHIPS

By committing their time, financial, and/or fundraising support, Corporate Partners play an essential role in our mission to help youth reach their full potential. Interested in partnering with us? Our Philanthropy Department will create a customized Corporate Partnership plan that best suits your business and philanthropic needs.

In addition to working with local businesses, BBBS partners with agencies and organizations to connect our Littles to formative experiences and resources in the community.

IN 2017
WE HELD
100 FREE & low-cost EVENTS
FOR APPROXIMATELY
65% OF OUR BIGS & LITTLES
TOGETHER WITH OUR
34 COMMUNITY PARTNERS

IN 2018
WE EXPANDED OUR COMMUNITY partnerships to include
NINE additional partners
RESULTING IN INCREASED
CAREER EXPOSURE, ACADEMIC OFFERINGS, & DYNAMIC EXPERIENCES
FOR OUR BIGS & LITTLES

"One of the most rewarding things that we hear from our kids at City of Promise is how thankful they are to finally get a Big Brother or Big Sister. Everyone at City of Promise is glad that we have a valued partnership with Big Brothers Big Sisters."

Latara S. Ragland, City Of Promise

THE 1904 SOCIETY

Since 1904, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. In the Central Blue Ridge, our chapter has been fostering life-changing mentoring relationships for over 35 years. In 2018, several of our supporters gathered to conceptualize the 1904 Society, a leadership group that provides a long-term donor base for Big Brothers Big Sisters of the Central Blue Ridge.

Named after the founding year of Big Brothers Big Sisters, the 1904 Society not only serves as a reminder of how far our organization has come, but where we have the potential to go. Our original members are comprised of individuals, foundations, and companies who pledge \$10,000 or more a year for three years. By supporting the mission of BBBS of the Central Blue Ridge, our 1904 Society founders lay the framework for how we will impact generations of youth to come.

ANNUAL EVENTS

Bowl for Kids' Sake

Become a sponsor for our signature FUNdraiser, then come celebrate with us at Bowl for Kids' Sake each May at Kegler's Lanes. Our silent auction, celeb sightings, and festive atmosphere are not to be missed! Last year, our event packed the bowling alley with more than 200 bowlers.

Free Union Footrace

Each Spring our 5k and 10k race courses feature natural terrain of the 1600-acre privately owned Free Union Farm. Last year, we saw over 200 participants explore, on foot, one of the most beautiful and historic farms in Albermarle County.

Fall Fundraising Luncheon

Our matches and mentoring model take center stage at this event that features notable keynote speakers as well as presentations from our Bigs and Littles.





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** denotes a current big*

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